

—melbourne—

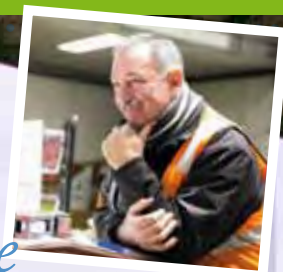
# market *fresh* news

*Congratulations  
Retailers of  
the Month  
See Page 10*

[www.melbournemarkets.com.au](http://www.melbournemarkets.com.au)

WINTER 13

*Snaps  
around the  
Market  
Pages 12-13*



*Epping News  
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*Flower Market Ballot  
- See Page 7*



10



18

*Who's Who of the Market - See Page 18*

Melbourne Market Authority  
Box 1, 542 Footscray Road  
West Melbourne, Victoria 3003  
T: 03 9258 6100  
F: 03 9687 7714  
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**melbourne** wholesale fruit  
vegetable & flower **market**

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# Kevin Dennis Volkswagen Displaying at the Markets Monthly.

Kevin Dennis has been operating in the Western Suburbs of Melbourne since the 1960s.

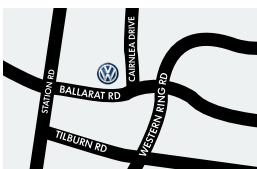
In 2011, we proudly opened Kevin Dennis Volkswagen in Deer Park and are now home to Volkswagen Passenger and Commercial Vehicles, as well as a state-of-the-art Service Centre.

As a fruit and vegetable grower or wholesaler trading at the Melbourne Markets, we know you appreciate great value and good quality, old-fashioned service. We'd like to extend the same to you, and invite you to experience our exceptional customer service when it's time for your next vehicle.

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# Message from the...

## CHAIRMAN

### Changing Negativity to Positivity

As an industry, we have no control over the changing weather patterns, the Australian dollar, technological advances and evolving consumer demands. What we can control is how we respond.

On the supply side, Australia is unique—we are the only southern hemisphere country, where the majority of our product is consumed on the domestic market and not exported.

On the demand side—we have a strong independent greengrocer and food service sector, who have no option but to procure product from our market, regardless of how well it meets their needs.

The Melbourne central market thus provides a natural interface between many small businesses including growers, wholesalers, fruiterers, other retail customer and food services, albeit to some changes to this dynamic, it can be expected to continue in the future.

We have now reached a critical point in the transition to the Epping market. While we have all been preparing for this change for some time, it has been with a negative attitude which in my opinion needs to change to positivity, as a way forward. We must begin

acknowledging and celebrating the good things the Epping central market can bring to its tenants and their customers, whilst also being aware that our suppliers and customers are heavily reliant on a successful Melbourne market for their future needs.

The Government has stressed on many occasions that there are no more funds to allocate to the Epping market project.

We must all take a step back and look at the big picture. The transition from West Melbourne is inevitable. How we respond over the coming year will impact on the market's success. It's time to focus on a common positive objective—to deliver a central market in Victoria and secure the future of your business and the industry.



Neil Lowe





# Message from the... CEO

The first few months in any new role presents its share of challenges. It is a time to learn the business, understand the stakeholders and establish a clear direction for the work that lies ahead. Coupled with this, I have had the challenge of understanding the complexity of the market's transition to Epping.

Across the MMA there has been substantial transition planning work completed as we prepare to take possession of the Epping site later this year. The procurement process for the warehousing and facility management contracts are well underway with both contracts set to be executed in the coming months. Detailed work is also being completed to finalise IT infrastructure, waste management facilities and general operational requirements.

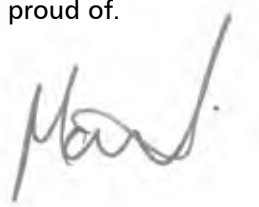
There has also been substantial progress on site at Epping. External works including roadways, storage facilities and landscaping are almost complete and the commissioning of services such as telecommunications and power are also well underway. When the MMA take possession of the site we have the opportunity to make the Epping facility our own to maximise the full potential of the facility.

Back at West Melbourne, the team are continuing to ensure the market is operating fit for purpose. A new storage facility is currently being constructed for polystyrene recycling and it is expected to be operational mid-July. Internally the MMA is implementing a quality management system to increase efficiency in our operations. As part of this, we are implementing

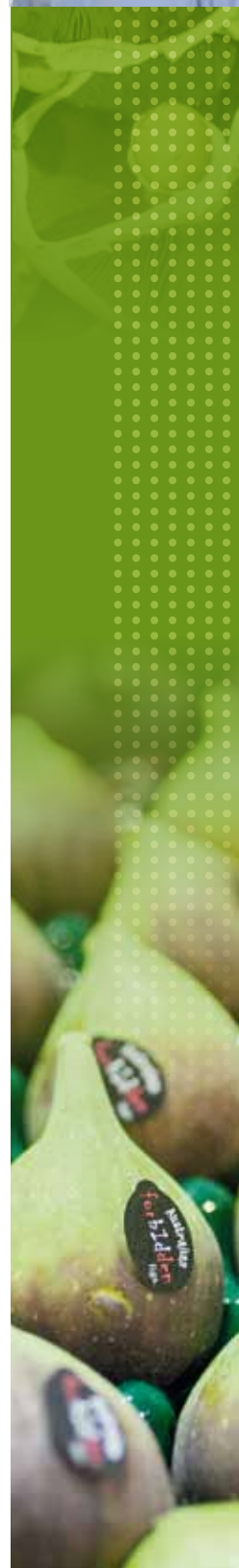
a new document management and communication system and have committed to achieving ISO9001 certification by the end of November 2013.

On 17 May 2013 flower market tenants participated in the ballot for flower stands at Epping. The event was a success and also a significant milestone in the transition to Epping market. I would like to congratulate all those who participated in the ballot and look forward to finalising the licenses for the flower market at Epping in the coming months.

The MMA and the State are committed to moving forward with the transition to the Epping market. We have spent extensive time completing detailed plans in preparation for the next stage of the project and it is now time for us to begin implementing these plans. As the final stages approach us, I look forward to working with all our stakeholders to deliver a central market we can all be proud of.



Mark Maskiell





# Epping News

Over the last few months further information has been provided to the market community on leases and licenses, store fit out, warehousing and rents. In case there's anything you've missed, below is a summary of the relocation documents provided to you over the last four months.

## Fruit & Vegetable Store Holders

Release date 2013	Document
19 March	Minister's Statement to Fresh State meeting.
19 March	Information on the central refrigeration system at the Epping wholesale market.
20 March	Reminder for your Epping store leases.
16 April	Epping wholesale market store allocations.
19 April	Amended Standard Agreement for Lease.
29 April	Base fit out works instruction form.
10 May	Tenancy fit out guide.
14 May	Store ceiling information.
22 May	Final Lease and Agreement for Lease.
3 July	Deed of Variation of Lease and Deed of Variation of Agreement for Lease.
3 July	Court order on tenant legal action.
5 July	Media Release - Application by wholesale market store holders rejected by the Supreme Court.

## Fruit & Vegetable Stand Holders

Release date 2013	Document
8 March	Discussion paper on fruit and vegetable stands for the Epping wholesale market.
17 April	Draft Epping fruit and vegetable stand licence agreement.
17 April	Terms sheet - Epping fruit and vegetable stand licence.

## Flower Stands

Release date 2013	Document
17 April	Draft Epping flower stand licence agreement.
17 April	Terms sheet - Epping flower market licence.
20 May	Flower market ballot outcomes.

## Rents & Charges

Release date 2013	Document
16 April	Minister's statement on revised rents for the new Epping wholesale market.

## Site Planning & Logistics

Release date 2013	Document
7 May	Draft operating rules.
8 May	Draft traffic management for the Epping wholesale market.

These documents are all available on the MMA website. They are also available on request in hard copy at the MMA administration office. You can go online or come and see us if you've missed anything or you can also call us on the relocation information line (03) 9258 6199.

## What's happening on site?

The following is a summary of the works on site at Epping at the end of June 2013.

- The asphaltting works at Gateway Boulevard / Cooper Street are progressing on program. Base and Intermediate course is 99 per cent complete to the facility.
- Hardstand landscaping is continuing with trees being installed to the main entrance.
- Forklift and equipment storage buildings are substantially complete with minor cladding and flashings / trims currently being installed.
- Structural steel canopies on the flower market are now complete and internal cool room construction is complete, line marking has commenced and final service fit-off is underway.
- Installation of the clay liner and topsoiling is complete to the wetlands and to the frog corridor, dry planting is 75 per cent complete, wetland sub water surface planting on hold awaiting suitable planting conditions.
- The acoustic wall footings and steel are complete to the south boundary, precast supply and erection is 50 per cent complete. The western elevation footings are complete with structural steel programmed to commence in two weeks.
- High voltage ring main is now live to all kiosks. Fruit and Vegetable market commissioning has commenced with power and lights on to approximately 80 per cent of the Fruit and Vegetable market.
- Incoming telecommunications conduits are 50 per cent complete.
- Line marking to the hardstand area is 60 per cent complete.
- Overall the main market structural works are fully complete, services 93 per cent complete and the external works are about 95 per cent complete.

## Stay up to date

Did you know you can receive SMS updates straight to your phone? If you haven't registered already please text the word 'INFO' to 0488 238 247 to subscribe today.

Check in regularly on the MMA website. All transition documents will be posted here. Alternatively you can visit us during 8.00am to 4.00pm in the MMA administration office or you can call us Monday to Friday between 7.00am and 3.00pm on the relocation information line on 9258 6199.

Stay in touch with your market advisory committee representatives. They represent you and your views throughout the transition process. To find out who your advisory committee members are visit the MMA website or phone the transition information line on 9258 6199.







## Flower Market Ballot - 17 May 2013

The ballot for flower market stands was held on 17 May 2013 in the National Flower Centre.

Following an introduction by David Hodgett, Minister for Major Projects, flower wholesalers were able to select their stand locations in the new Epping Market.

The ballot map showing the locations of the selected stores is available on the MMA website.







CCTV Integration at POS



Customer Interactive In-Store Kiosk



Customer Loyalty

## Connecting Shoppers & Smart Retailers with Integrated "Point of Contact" Technology



In-Store Educational Produce Videos



Integrated Contactless EFTPOS



Websites, Shopping Cart,  
Newsletter Mailing







## March 2013: *Peach's Fruit Market, Torquay*

The rapid growth of the coastal town of Torquay has also meant rapid expansion of this business, operated by industry veteran Graeme Pilgrim and his family. In only five years since it started, the premises are now undergoing a third expansion, having absorbed shops on either side of the original Torquay Road shop. Graeme (right) started at Coles aged 17, became a buyer, and later spent 17 years at Costa's at Melbourne Markets as a buyer and in retail. He's pictured with (from left) his wife Luanne, son Judd and daughter Larni.

The business has already won Retailer of the Month awards and a Certificate of Excellence. The spacious shop has a variety of innovative displays with produce in barrels and the country feel further enhanced with corrugated iron. Special emphasis is given to locally grown herbs and other lines, and price cards show the growing states of all produce. There's also a row of display refrigerators for allied lines. A dedicated buyer brings fresh supplies from the Market three times a week.







## April 2013: *Colonial Fruit Market, Malvern*

Store Manager Josh Tyrer, 22, (pictured) started six years ago as a 16-year-old part timer before later taking on full-time at Colonial's Malvern Central store. In the meantime he managed to squeeze in a university course, achieving a commerce degree, with subjects including marketing, staff relations, finance, and other aspects of business. He became store manager at Malvern two years ago. The store is one of four by Colonial Fruit Company, each with the company's award winning distinctive style. The others are at Forest Hill Chase, Chadstone Shopping Centre, and Westfield Doncaster.

The Malvern Central displays feature colour coordinated displays with overhead highlight lighting and refrigeration where needed to ensure freshness. Featured lines are displayed on island counters across the wide store frontage.

## May 2013: *The Happy Apple Greengrocer, Ascot Vale*

Business partners Hamish Gadsby (left) and Paul Hateley are each former sales and marketing executives in different companies in the corporate world who have made the "green change" to our industry.

It happened six years ago when they took over a traditional retail outlet in a busy shopping strip and transformed it into the Happy Apple Greengrocer, which has already scored three Retailer of the Month awards, including this one.

Daily market visits ensure variety and freshness, and the business now includes online sales and delivery, started about 12 months ago, building upon its regular customer base. As usual these days, flowers are in the mix of offerings, along with allied lines and a wide selection of premium fresh produce. Basket displays add variety, along with promotions for online sales with posters in the hallmark green of the business.



*Metropolitan Retailer of the Year banner in the Froot Shop, Ivanhoe*

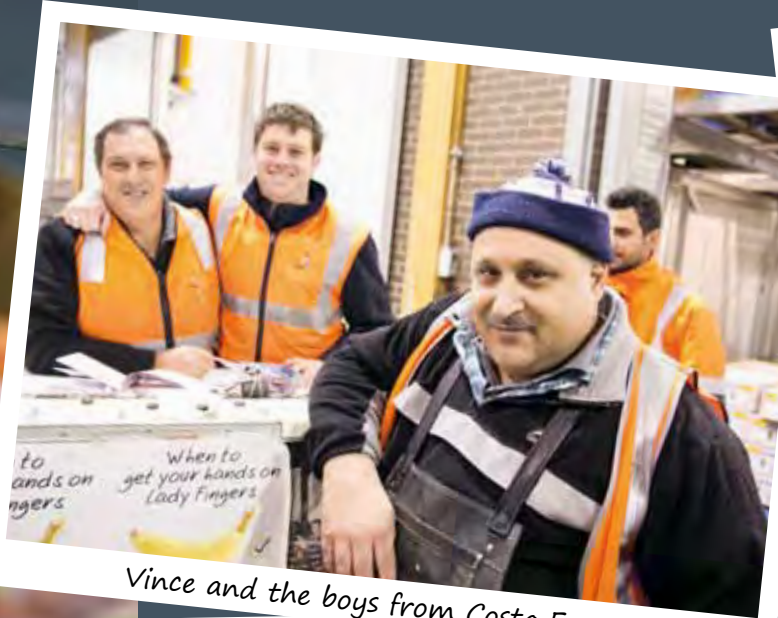
## Retailer of the Year Prize

In addition to the \$5,000 prize package sponsored by National Point of Sale Systems, Retailers of the Year now also receive a 2.4m x 0.8m banner suitable for either internal or external use.

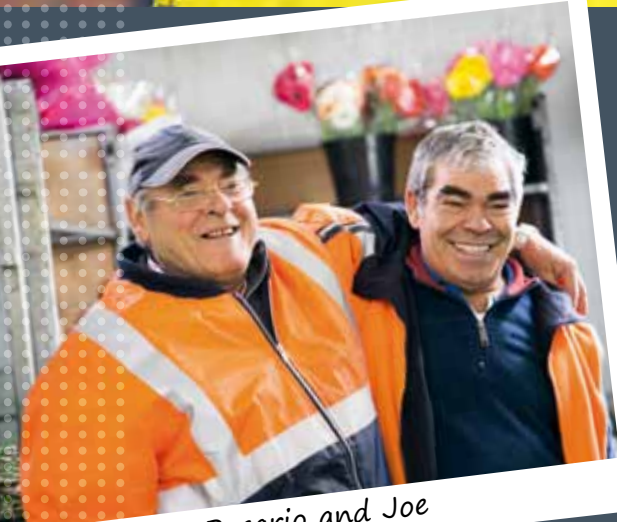
**2012/13 winners were -**  
Metropolitan: The Froot Shop, Ivanhoe  
Regional: Tully's Corner Store, Moorooduc



# Market Snapshots



Vince and the boys from Costa Farms



Rosario and Joe



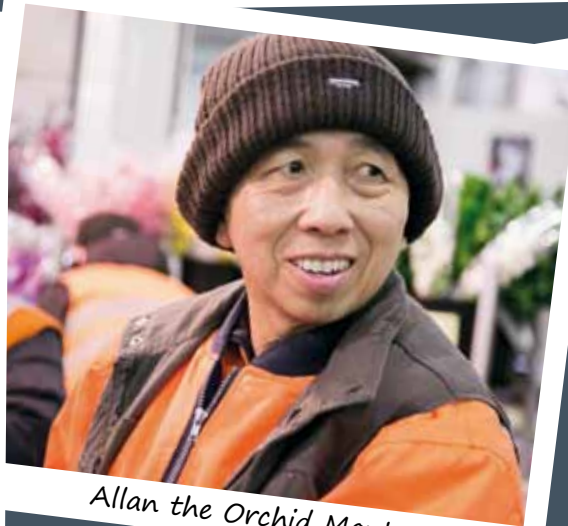
Dominic and Simon (BRP)



Rocky aka The Th



Hang Do



Allan the Orchid Man!



Tony from Red Rich Fr



Brian Dykes with Paul from Happy Apple



Josh Moss



Fidrim





Kevin telling funnies to Sarah!



Darren and ProGolfer Phil!



Peter from Mushroom Centre



Riza from Ali Flowers



inker!



uits



Dean Lamb loves his quinces



Steve from The Tulip Garden



I'm innocent says Fadi



, Dominic and Liron



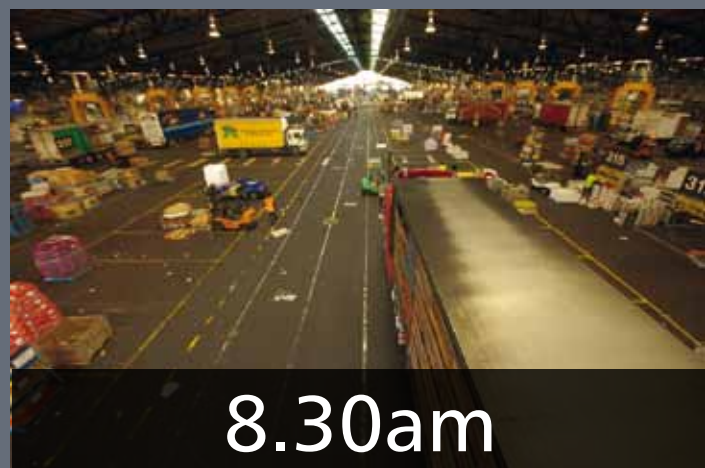
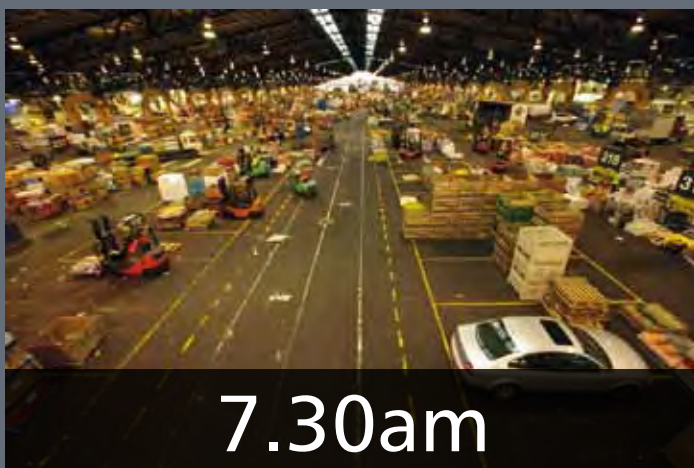
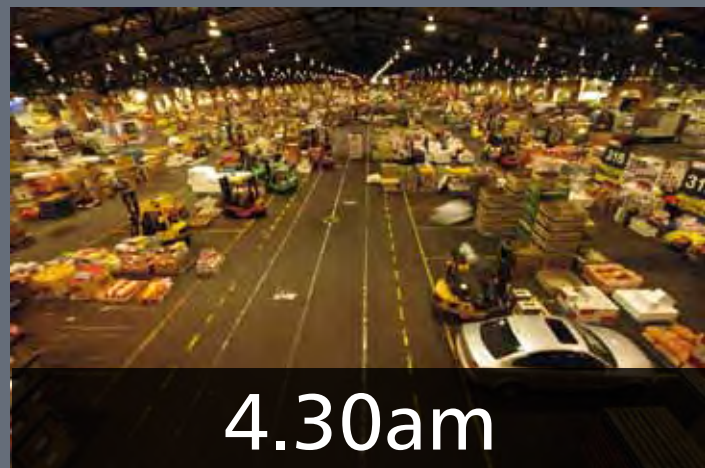
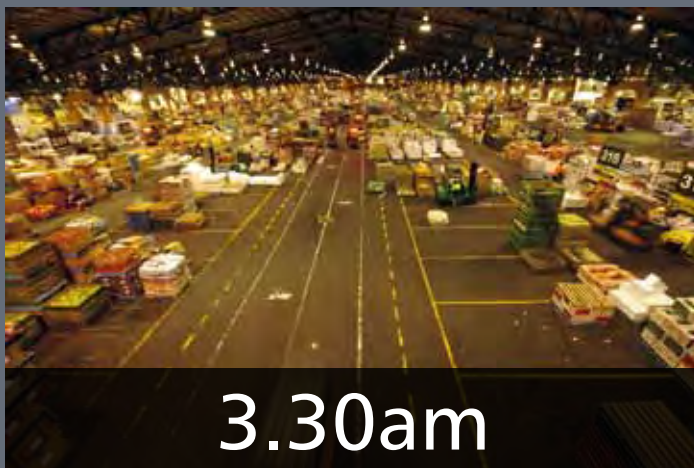
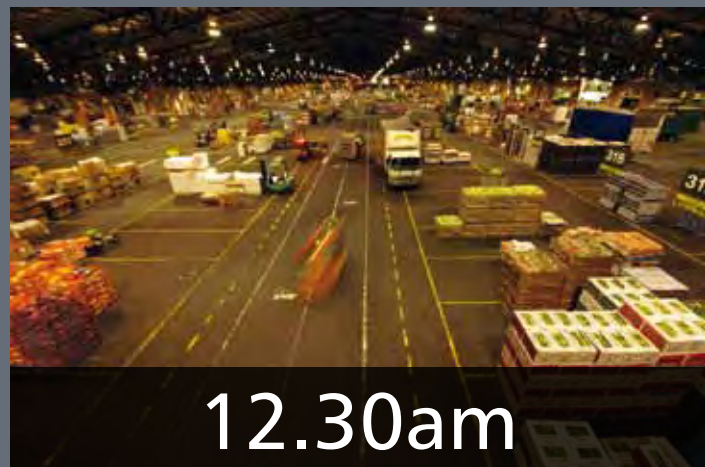
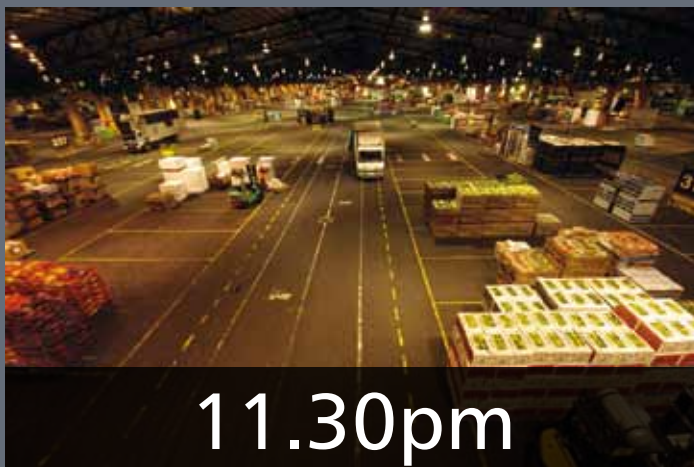
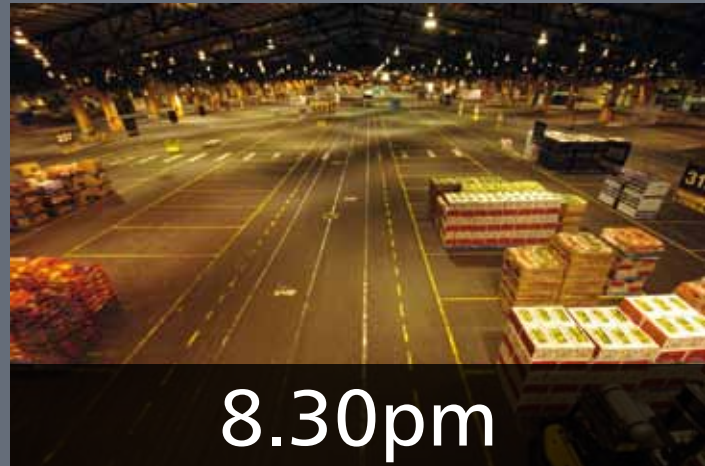
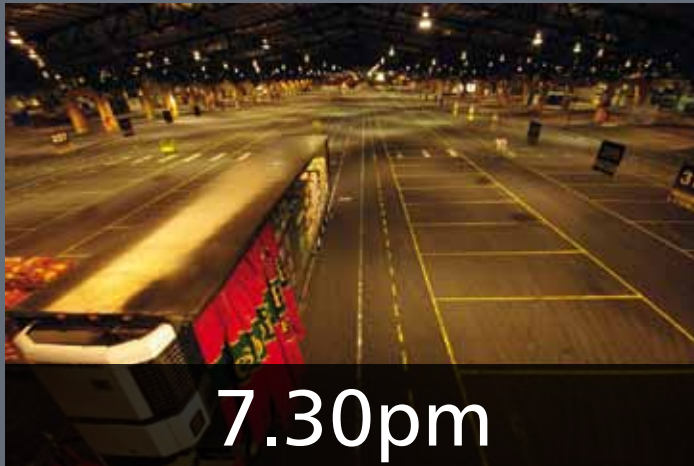
Chas and Ronnie



Micky & Valero from Oz Fresh

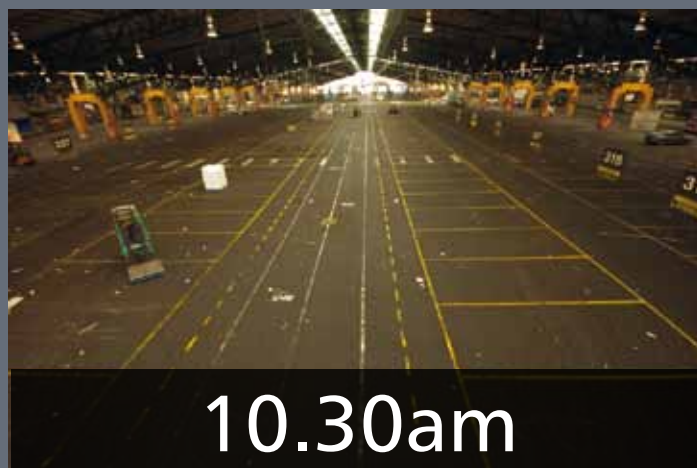
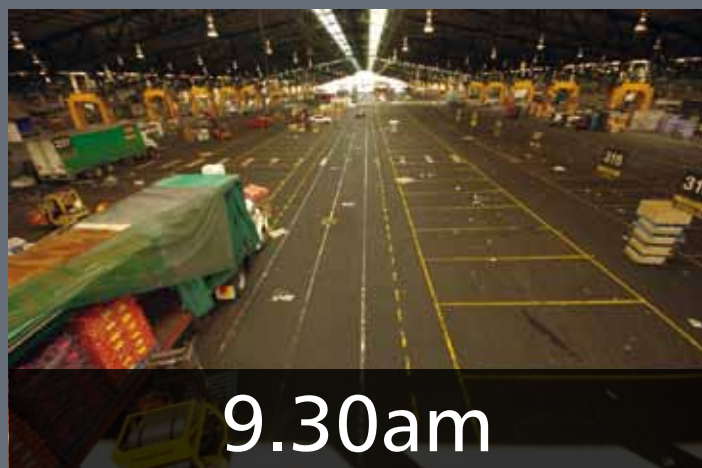
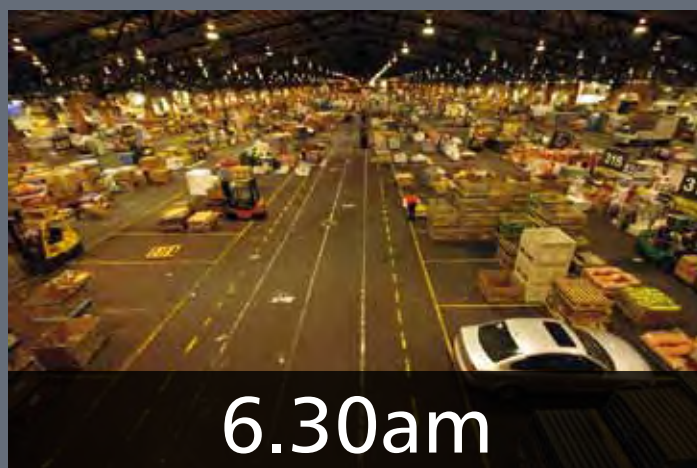
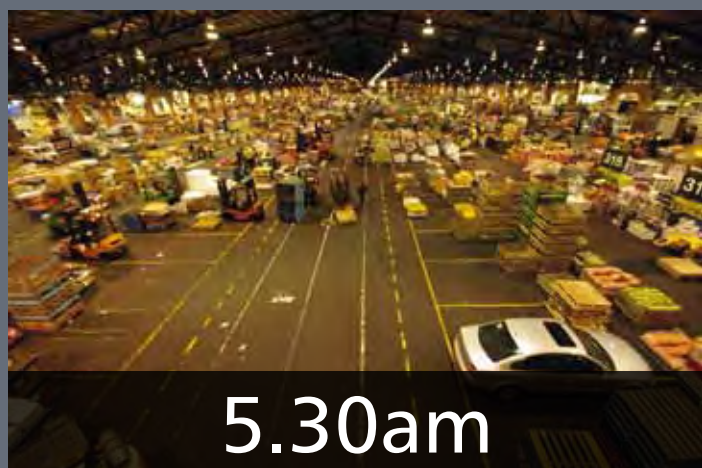
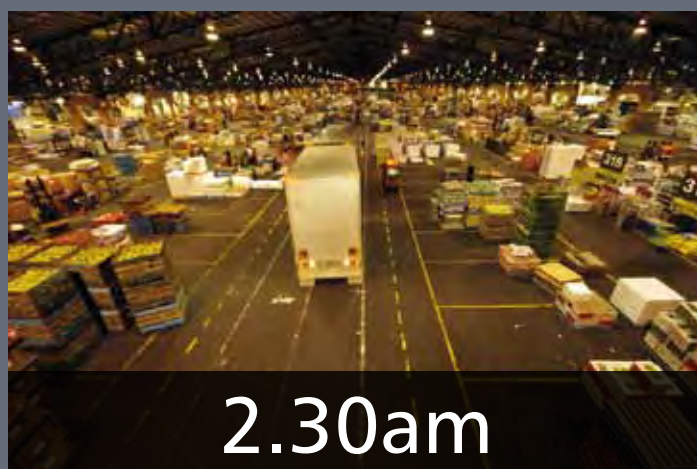
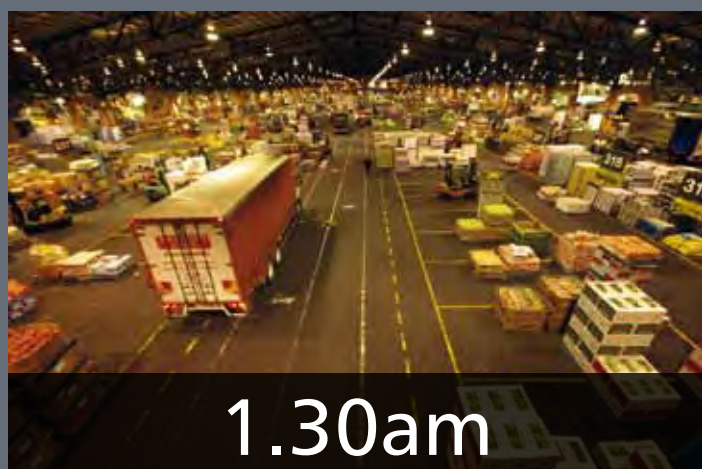
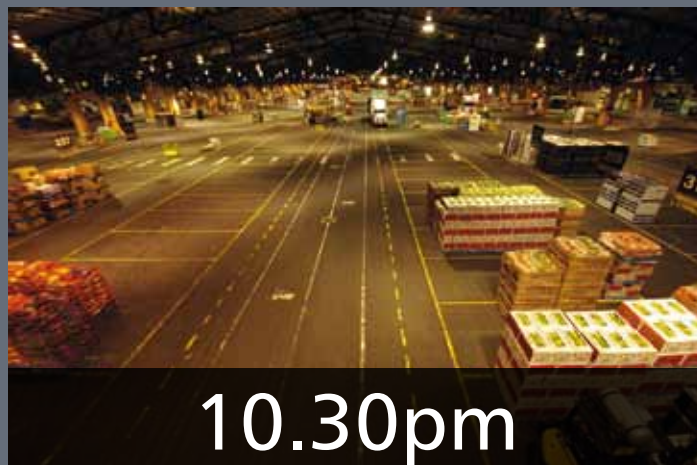
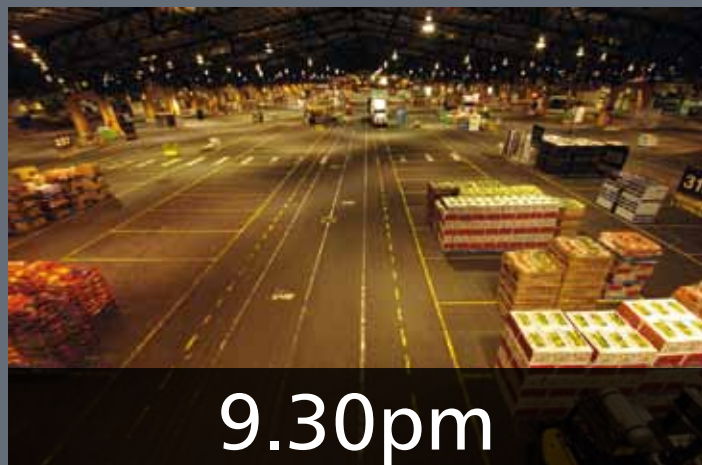


# a day (night) in the life of





# the melbourne markets...





SAVE THE DATE:

**Melbourne Markets Golf Day**  
**Tuesday 29 October**  
**Sunshine Golf Club, Derrimut**



# Marketing & Promotions

## *My What a Big Pumpkin You Have!*

Brett Williams of Coolibah Herbs shows off their 160kg pumpkin which I'm sure would be enough to make a year's supply of soup!

Coolibah Herbs sponsored a local grower as part of a growing competition and he kindly engraved and gave them this pumpkin as a thank you.

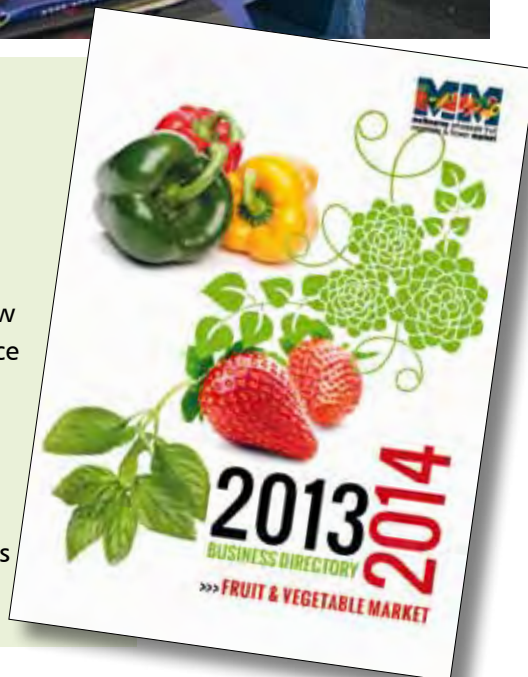
It just goes to show that things are bigger and better in Victoria!



## **Fruit & Veg Business Directory**

2013/2014 Fruit & Vegetable Business Directory is now available from the Customer Centre, Promotions Office and Market Administration Office.

The directory lists all wholesalers and associated business tenants for the fruit and vegetable market. It also provides information on trading hours, buying and selling, visiting the market, fees, marketing, maps and other general market information and services.





## The Melbourne Markets supports the Fresh Produce Industry

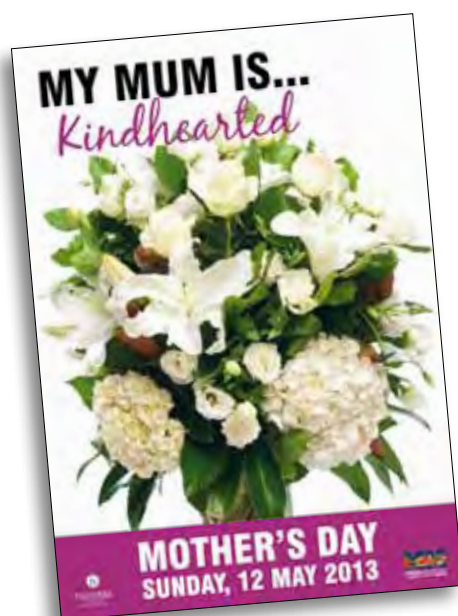
Each year the MMA support a number of fresh produce industry groups through sponsorship of conferences, programs and promotions. These include:

- Les Toques Blanches Executive Chef Association - Melbourne Award for Excellence and visits to the Market for apprentice chefs
- AusVeg Conference - co-sponsorship with Central Markets Association of Australia (CMAA)
- Produce Marketing Association (PMA) Conference - co-sponsorship with CMAA.
- Toyota Australia - Healthy Eating Presentation for 3,500+ staff at the Altona car manufacturing plant
- VGA Golf Day - sponsorship
- VGA Biennial Vegetable Expo
- VFF Conference
- VFF & RASV Heart of Victoria Annual Dinner
- Bacchus Marsh Spring Harvest Festival
- Mareeba Fruit & Vegetable Growers Annual Dinner
- Melbourne Food and Wine - Southbank
- Racing Victoria - Spring Carnival Flower Campaign



Teisha and Carolyn at Healthy Eating Presentation - Toyota Car Manufacturing Plant

## Mothers Day - Sunday, 11 May



This year the Mother's Day theme was "My Mum is" outlining some of the attributes we think of when talking about our Mum.

Florists received a free Point of Sale kit including posters, mobiles, window decal and t-shirt, with additional t-shirts available for \$12.

The poster packs proved extremely popular with 400 collected by florists and retailers! So don't forget to get in early for the Spring Racing promotion to avoid disappointment (available in September)

## Winter Posters

Set of two A2 posters depicting Winter fruit and vegetables is now available for collection from the Customer Centre and Promotions Office.

Posters can be hung as a mobile or placed on a wall.

FREE to all market customers.





# The Who's Who

## of the Market - Vito Silvaggio

by Tom Valenta



Vito Silvaggio - Vito Hire

### The 'Go-to Man'

Need a set of jumper leads or the loan of a battery, or perhaps some gas for the vehicle that has just run out? It's well after midnight and you need some urgent help at the Melbourne Wholesale Fruit, Vegetable & Flower Market.

Most people who have worked here for a while know that Vito Silvaggio of Vito's Hire is the 'go-to man' when these and other unexpected equipment failures occur on site.

For the best part of thirty years, Vito has been running his equipment hire business – and helping out people who have encountered a problem in the small hours when help is hard to find.

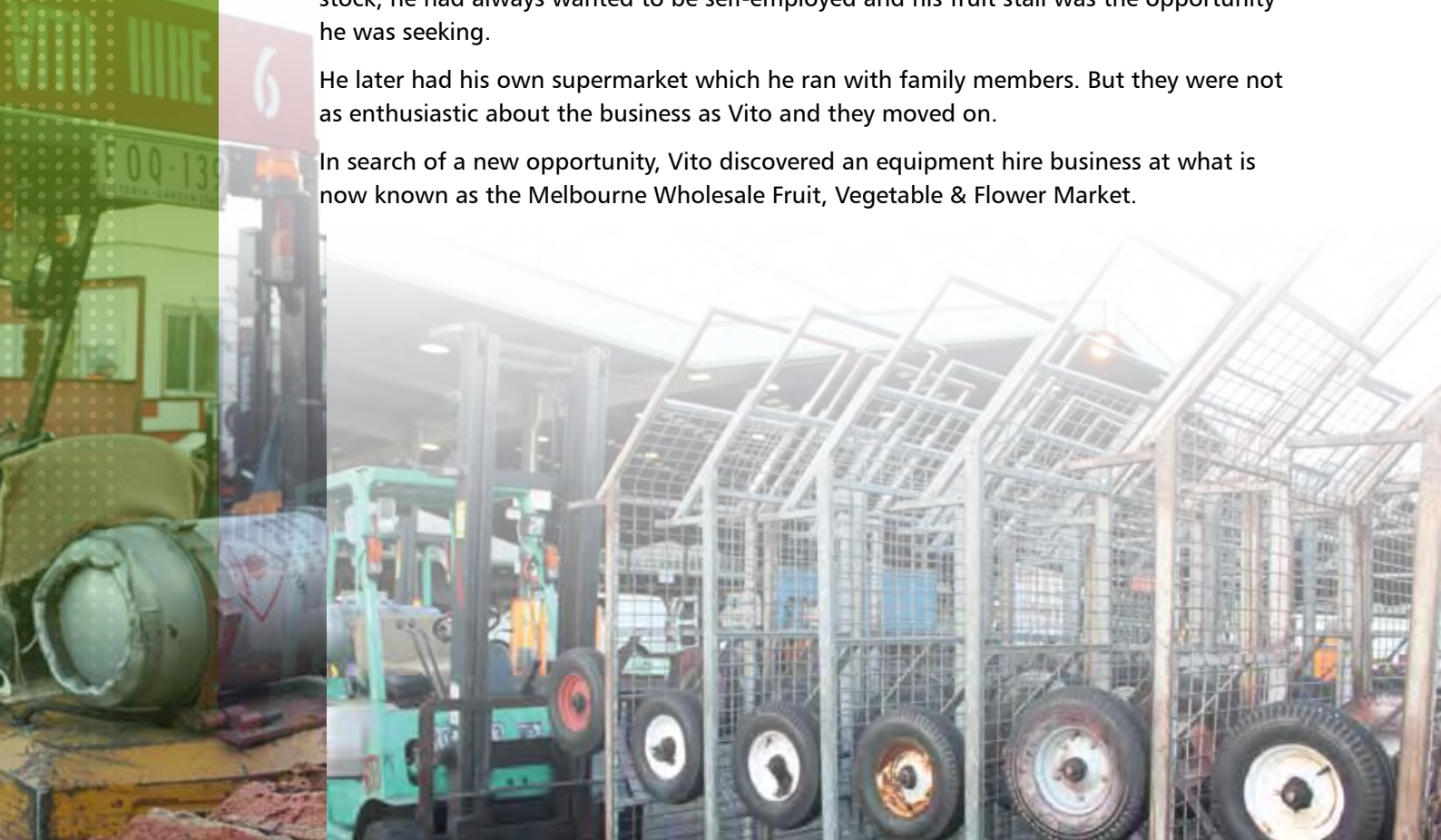
Vito arrived in Australia on 24th September, 1959 from his village in Calabria. Like so many migrants of that era the twenty-five-year-old was seeking a better, more prosperous life than the one he had left behind. His wife, Rosa and his two children, Joe and Franca, accompanied him on the journey to the other side of the world.

At first he worked with a sewerage and drainage contracting firm. In those days the Occupational Health and Safety laws were rudimentary and working underground with jackhammers left Vito with a long-term hearing problem.

The 6th January, 1963 is an important date in Vito's history. That was the day he acquired his first business in Australia, a fruit stall at Victoria Market. Coming from family farming stock, he had always wanted to be self-employed and his fruit stall was the opportunity he was seeking.

He later had his own supermarket which he ran with family members. But they were not as enthusiastic about the business as Vito and they moved on.

In search of a new opportunity, Vito discovered an equipment hire business at what is now known as the Melbourne Wholesale Fruit, Vegetable & Flower Market.





'The business had sixty trolleys, no power, no building, nothing! At night the only lighting was from candles stuck in beer cans,' recalls Vito. 'When the candles were lit, the beer cans were placed on a board – that was it, there was nothing else.'

Fortunately, he no longer has to light the candles and the sixty hand trolleys were soon supplemented with other equipment. As Vito recalls; 'I started to build motor scooters; I built thirty-five, three-wheel scooters which I fitted with Honda engines. Then I started buying forklifts. I now have thirty-four of these.' He still has a fleet of hand trolleys, the equipment he first acquired with the business. He describes his entire fleet like an extended family – it always requires his care, maintenance and attention.

For around twenty-eight years Vito employed a man of similar vintage to himself but a health problem led to his recent retirement so there is now a younger employee working full-time in the business.

Like so many people at the market, Vito has no plans to retire any time soon. Now seventy-nine, he still loves coming to work six days a week and will keep going so long as his legs can carry him. His day typically starts around 11.30pm and finishes around 9.00am the following morning.

Outside of work his interests include music and dancing. He and his wife, Rosa, like nothing more than some recreational ballroom dancing – competitive dancing is not for them. Surgery on his spine this year has prevented Vito from dancing for several months but with the back pains diminishing he will soon be returning to the dance floor with his wife of fifty-six years.



# National

## Weighing & Instruments



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## NOW YOU SEE ME... NOW YOU DON'T...



With more than 800 forklifts constantly moving around the market in conjunction with trucks, vans and pedestrians, it is essential that forklift safety regulations are adhered to at all times.

These include:

- Use of headlights in low visibility areas such as country transport, west and east undercover car parks and all external areas.
- Mobile phones should not be used whilst operating a forklift,
- Safety belts should be worn, and
- Speed limits should be adhered to.

Your consideration of these regulations will ensure a safer working environment for all.

## polystyrene recycling

An additional waste handling area has now been introduced in the market for the disposal and compressing of polystyrene boxes. Boxes are shredded and compressed into blocks. These blocks are then processed to make artificial wood for products such as picture frames, benches and flooring.

Market users are able to dispose of their polystyrene boxes in cages situated adjacent Gates 1 and 5 and near Cafes 2 and 3 (pictured below).



*Polystyrene Shredder*



*Polystyrene Bricks*





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# Melbourne International Flower & Garden Show 2013



*Floral Demonstration by Stella Pappas of Scent of a Flower*

From 20-24 March, the glorious weather meant that crowds flocked in to see the 2013 Melbourne International Flower and Garden Show at the Royal Exhibition Building & Gardens, Carlton.

The Melbourne Markets' stand featured the "Avenue of Florists" showcasing 20 Victorian florists who wowed the public with a wide variety of creative arrangements and this year the public were able to vote on their favourite display. The winner was Balflower of Balnarring, 2nd place - Art Stems on Lygon, closely followed by Scent of a Flower, Fitzroy.

A number of florists also provided floral demonstrations twice a day, giving the audience an insight into flower arranging, flower care and theming.

The stand also featured the Market vintage truck, a wide range of seasonal flowers, foliage and plants as well as a competition and giveaways.



*1st Place: Balflower*



*2nd Place: Art Stems on Lygon*

*The 2014 Show will be held from 26-30 March*



*3rd Place: Scent of a Flower*





**Our goal is  
to give away  
one million  
meals a year**

Marcus Godinho CEO FareShare

# FareShare

*rescuing food, fighting hunger*

Since 2000 FareShare has provided free healthy, nutritious meals for the homeless and hungry in Melbourne using quality surplus food donated by Melbourne's businesses. The Melbourne Markets is their major source of fruit and vegetables, both directly and via FoodBank.

Newly relocated to a warehouse in Abbotsford, FareShare's new home has been fitted out to include a large production kitchen, coolrooms, distribution area and offices, to ensure that staff and volunteers are fully equipped to prepare meals in not only quantity but quality.

From Monday to Saturday, for five shifts a day, professional chefs oversee 100 volunteers a day and cook 4,000 meals daily. Volunteers consist of schools, corporate groups and individuals.

The menu is specifically tailored to be not only nutritious but easy to pack and store, such as casseroles, stir-fries, pies, quiches and pasties. They are full of vegetables, high-fibre bread crumbs, meat, cheese and eggs.

Meals are given for free to charities operating food banks, soup vans, crisis care and other services – from St. Vincent de Paul to Wesley Mission; from the Asylum Seekers Resource Centre to school breakfast programs.

If you would like to know more about FareShare or are interested in becoming a volunteer please visit [www.fareshare.net.au](http://www.fareshare.net.au)



*Giant ovens cook 150lt of casserole in one hour!*



*Volunteers help prepare vegetables for meals.*



*MMA: David Fussell, Marketing Manager,  
FareShare: Kelly Watson, Production Manager  
and Marcus Godinho, CEO*

## FARESHARE IN 2013/14

- 100 businesses will donate food surplus to their needs
  - 650 tonnes of food will not go to landfill
  - 1 million meals will be cooked and given free of charge to charities
  - 500 tonnes of additional rescued food will be given away to agencies
  - 6,000 volunteers will help in their kitchen
  - 300 Victorian charities at least will save at least \$6 million
- Each meal will continue to cost around 50 cents to make and FareShare will continue to give them away for free.



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