

melbourne

market *fresh* news

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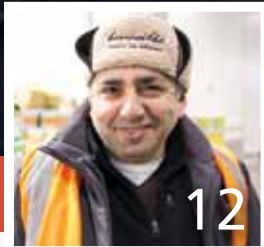
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*Spring
Racing*
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Retailers of the Month - Page 14

Melbourne Market Authority
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Kevin Dennis Volkswagen Displaying at the Markets Monthly.

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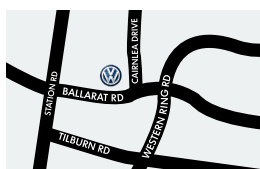
In 2011, we proudly opened Kevin Dennis Volkswagen in Deer Park and are now home to Volkswagen Passenger and Commercial Vehicles, as well as a state-of-the-art Service Centre.

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... CEO

Spring has arrived in Melbourne, and while the nights are still cool, the warmer weather has created a buzz around the market. Over the past months I have heard many stories from the market community about how the markets come alive in the spring time. I look forward to experiencing this for myself and watching the steady increase in activity as we head towards the festive season.

Just as the markets are preparing for the new season, the MMA is also continuing to prepare for the months ahead with a focus on delivering a viable market in West Melbourne.

In September, the team from Closed Loop visited the market to conduct a waste audit. This audit has provided key insights into our management of waste and will be used to improve our current waste practices at West Melbourne. I look forward to informing the market community of the key project outcomes and introducing increased efficiencies in waste management.

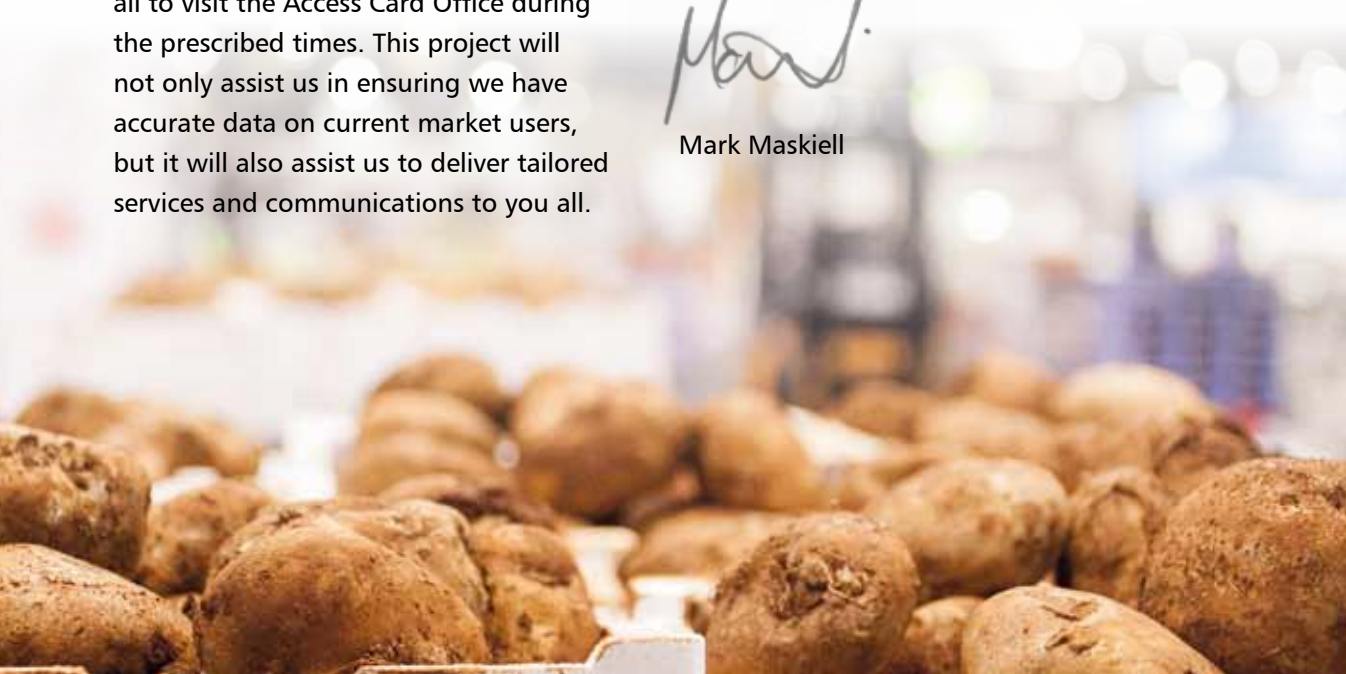
As you may be aware, the MMA's Access Card Project is currently underway. This is an important project to ensure the MMA database of market users is accurate and up to date. I encourage you all to visit the Access Card Office during the prescribed times. This project will not only assist us in ensuring we have accurate data on current market users, but it will also assist us to deliver tailored services and communications to you all.

Works at Epping are continuing to progress. While there is still substantial work to be completed, such as warehousing and fit-out, the site has now evolved from a busy construction zone to a facility we can all be proud of. It gives me great pleasure to share some recent photos of Epping on pages 6-7 of this newsletter.

Lastly I would like to acknowledge the work and dedication of our outgoing Chairman Neil Lowe. Neil's commitment and dedication to both the MMA and the industry over the past ten years is something to aspire towards. I wish Neil all the best in his next chapter and look forward to welcoming the new MMA Chairman in the coming months.



Mark Maskiell



Have you **confirmed** your **Access Card** details?

Visit the Access Card Office before Friday, 8 November 2013.

Hai confermato i dettagli della tua Tessera d'accesso (access card)? Recati all'ufficio per la Tessera d'accesso prima di Venerdì, 8 novembre 2013.
Quý Vị đã xác nhận chi tiết trên thẻ vào Cửa Cửa mình chưa? Ghé đến Access Card Office (Văn phòng đảm trách thẻ vào cửa) trước thứ Sáu, 8 tháng 11, 2013.

2013. هل أكدت تفاصيل الدخول إلى بطاقتك؟ قم بزيارة مكتب الدخول إلى البطاقات قبل يوم الجمعة 8 تشرين الثاني/نوفمبر

你確認過通行卡的細節嗎？請在 2013 年 11 月 8 日星期五之前來通行卡辦事處。

你确认过通行卡的细节吗？请在 2013 年 11 月 8 日星期五之前来通行卡办公室。

As part of the MMA's ongoing management of the Market we review access cards to ensure we hold current details of all market users.

All card holders are required to attend the dedicated Access Card Office to confirm their details. This will only take a few minutes.

What do I have to do?

1

Visit the new **Access Card Office** at **Stands 348-351** on the fruit and vegetable trading floor before midday on **Friday 8 November 2013.**

2

Bring your **access card** and **current photo ID** (e.g. drivers licence or passport) when you visit the Access Card Office.

Access Card Office

- The Access Card Office is open from 4.00am to 12.00pm Monday to Friday.
- The office will operate from Monday 30 September until Friday 8 November 2013.

This office is open to all people working within the market. Flower market users have permission to enter the fruit and vegetable market for the sole purpose of visiting the Access Card Office. To find the Access Card Office simply follow the orange painted line from outside the florist supply store or ask an MMA staff member to show you the way.

Questions? Call the MMA on 9258 6100 or ask an MMA staff member.

Melbourne Market Authority
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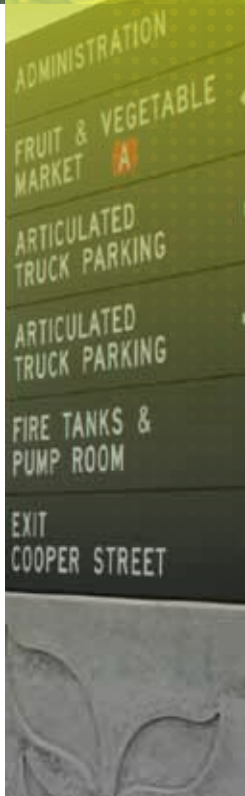
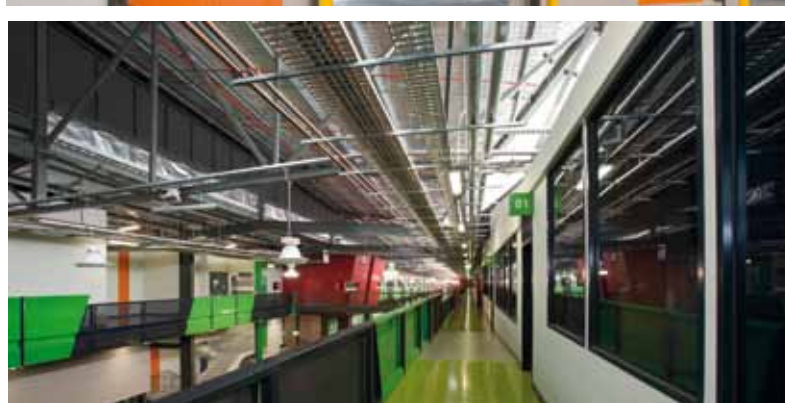
Epping News

Practical Completion of the core project (main works) was achieved on 13 August 2013.

Following are photos taken in September showing internal photos from growers floor, flower market, coolrooms, stores and offices, external elements and market aerial.



Epping News





\$3,091 *raised for* Daffodil Day



22 August 2013

Thanks once again to the market community who generously donated \$3,091 for Daffodil Day, assisting the Cancer Council of Australia in its fight against cancer.

Volunteers from the Cancer Council came fully laden with merchandise and although we had expected the soccer and footy balls to be the most popular items Dougal the bear proved the hot favourite. A cheeky little fellow in a chef's outfit you can see he was always up for a photo!





**No call is worth your life.
Pull over or call them back.**

**A forklift is not to be operated while
the driver is using a mobile phone.**



The Who's Who

of the Market - Terry Konstantakakis

Orino's Cafe (Cafe No.3)

Terry's story begins in Ierapetra, a small town on the southern coast of Crete. One of six siblings, he grew up and helped on the family farm, which produced olives and mixed crops.



Terry "the Thinker" on the Patris 1965



Terry at his first lodgings in Prahran

In his late teens Terry went to Athens to serve a compulsory term in the Greek Air Force. It was while he was there that he and a friend viewed a promotion by the Australian Government advertising Australia and its opportunities. One of the conditions set by the Greek government was a non-return

period of two years, so with this in mind they set off to seek their fortune hoping to return after a couple of years.....at least that was their master plan at the time!

Full of excitement and anticipation of a new adventure they packed their kits and set sail for Melbourne aboard the Patris, part of the famous Chandris line. They arrived in Melbourne on February 28, 1965 and were settled in Bonegilla, a migrant training centre in Northern Victoria. As part of a Government initiative, work was offered to the local residents including grape harvesting in Mildura, a career which Terry definitely did not enjoy. At the first opportunity he sought full time work in Melbourne and secured a position with General Motors in Dandenong, manufacturing an Australian icon – Holden motor cars.

Whilst working there, Terry also attended school to improve his English, something he hoped would assist him to further progress in Australia. Shortly after, a new career commenced when he was engaged by the Government Aircraft Factory in Port Melbourne (now Boeing) as an assembler working on the Mirage Jet Fighter. He then went back to school to train as an aircraft mechanic.

It was during a night out at the Melbourne Festival Hall that Terry met Mary and they married in 1966. Their first child Mel was born in 1969 followed by Johnny eight years later.

Terry continued his career with the Government Aircraft Factory for the next thirty years moving through the ranks, and with training, eventually achieved the role of senior



Terry Konstantakakis

foreman A grade, specialising in electroplating. Needless to say his plan to return to Crete went by the way.

Terry had the desire to run his own business and when a friend introduced him to the Melbourne Market in 1993, doors opened and Terry took over the license for Café 3 which he continues to operate, along with Johnny and Mel and his son-in-law, Cos. Now in a position to leave the business in their capable hands Terry returns to Crete every two to three years to catch up with his five brothers and spend quality time fishing and dining with family.

In his spare time Terry enjoys gardening and hunting small game but family commitments do consume a large amount of his free time, not that he is complaining!

Links have been maintained with his native Crete, he is President of the Cretian Brotherhood Australia – New Zealand Federation. This link was forged with the ANZAC's occupying Crete in WWII and each year they celebrate the Bell of Crete based around this association.

Terry's story is typical of many of the traders here, leaving their homeland to seek a better life and highlights the cultural diversity of people within the Melbourne Market and their unique, interesting history.



Terry and Mary's Wedding 1966



Terry with family - Cos, Mel and John



The Konstantakakis Clan: Back Row: Elias and Terry Front Row: Jimmy, Vageli, Stefan and Jack



Paul, Jess, Ali and Dominic larking about



Janet from Mad Flowers and Lesley from The Orchid Man



Gail Clay and Tony Gallace



Charlie loves his



Phil from Scullis



Mark from VFS



Laurie & Ange Usa



Rosa and Rosario keeping warm



Daniela with the colourful Fred Pascale



Tony Pettinella a



Ross Barker checks his mandies



Phil from Latorres



Val and Mo from Melba Fresh



Flowers



Guy from Farm Gate Flowers



Paul likes his strawbs



i



Lou Ponte and the boys



Matty from Melba Fresh



Dave and Con



and the boys from Fresh Berry



Rob from BGP



John from Grand Asia



June 2013: *The Froot Shop, Ivanhoe*

Recognition keeps on coming for The Froot Shop, a banner proudly proclaiming its big win as Metropolitan Retailer of the Year, and now there's another monthly win. Vince Condello, his wife Anna, and sons Vinni and Anthony have had this compact but immaculate shop for just three years. Vince has been in the fresh produce industry since he was nine, with stints as a fruit and vegetable grower in Doncaster, and wholesaling, as well as retailing. Large background photo murals of early growing activities promotes growers to retail customers. The shop emphasis is on freshness, and Vince has noticed a big growth in sales of fresh and dried herbs, since the growth of television food programs. A popular feature of the Froot Shop is displays of ingredients for "create your own" garden salads and fruit salads. The business already has lots of regular dedicated customers.

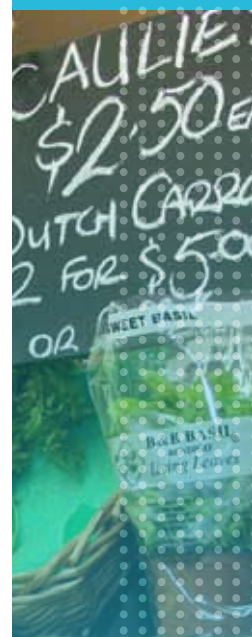
Photo: Vince Condello (centre) flanked by (from left) Mario Guarino, son Anthony, Woeden Jigdak, and son Vinni.





July 2013: *Mecca Bros Fruit City, Fitzroy North*

Tony (left) and Joe Mecca are used to getting recognition for their strip shopping business, having twice, in 1998 and 2011-12, won the Metropolitan Retailer of the Year awards. They started in the street in 1993 before moving to the present premises along the same street in 2008, with a spectacular renovation. Along the way they have also won Certificates of Excellence and Retailer of the Month awards. The Mecca Bros shop features a full range of fresh daily produce along with a variety of allied lines, including specialised salad dressings and pastas. It's a busy place, with long term customers also making it a friendly place. Well lit, neat mass displays along the long narrow shop attract the customers with impulse sales. Retailer of the Year trophies take pride of place above the displays.



August 2013: *Forever Fresh, Echuca*

Still winning - Rinny and Stella Gugliotti, pictured with son Steven, are used to success, having already won the Regional Retailer of the Year award back in 2009 and have since been monthly winners. Seven years since opening, it's still happening. Forever Fresh shares premises with a butcher, but has its own spectacular image with an up market appeal showing top quality produce as well as gourmet quality allied lines. Mural size monochrome photos of orchards and the like in pioneer days of the district complement the rich red gum look of display counters. Heavy "timber" beams hang from the ceiling. A favourite saying for Rinny is "Good food has no boundaries." Another is: "We don't sell cheap fruit and veg; we do sell good fruit and veg cheaply." Stella's specialty pre-packs, prepared daily, are particularly popular, and nutritional and other information is throughout the shop.

Mystery Shopping

Helping your Business Grow

The Retail Development Program began in 1996 with the aim of encouraging greengrocers within Victoria to achieve excellence within their business with a chance to ultimately win the coveted title of Victorian Retailer of the Year. With over 500 shops currently registered competition is strong and each year two winners are chosen, one Metropolitan Retailer of the Year and one Regional Retailer of the Year. Those greengrocers who achieve this title are then exempt from winning again for a period of five years.

All shops are assessed by independent mystery shoppers who visit each

shop at least twice a year. They will score the shop according to a standard set of criteria and those shops with the highest score become Retailer of the Month. Retailers of the Month are awarded with a plaque for their shop and advertising in their local paper. They also have their photo taken which is advertised each quarter in this newsletter, as well as on the Market Customer Centre TV and on the MarketFresh website. Their listing on the website is also updated to include all awards received from the market.

All Retailers of the Month are then eligible for the Retailer of the Year and this award is announced at the annual industry gala dinner, VicFresh.

After each round of mystery shopping, greengrocers are posted their results which outlines their scores in seven different categories including comments on areas that may need addressing. We are often asked what the mystery shoppers look for and what forms the basis of their scoring. To help you, below is a list of the seven key areas that are used in their assessment. It is worth mentioning that the scores between the top 5 retailers are often very close, so attention to detail is very important.





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



Spring Racing campaign

iconic style with fresh flowers

The 1920's was well known for its iconic fashion and style and this year's campaign is reminiscent of this wonderful "Great Gatsby" era. Beaded dresses, headbands, feathers and pearls are what it's all about and this style makes a perfect foil for fresh flowers.

Florists can pick up this year's Spring Racing Point of Sale material from the Flower Market on any Tuesday or Thursday. Stocks are limited so please don't delay.

The kit includes 6 x A2 double-sided posters, 1 x DL tentcard and 50 DL bookmarks promoting the race day flowers.

The campaign is also promoted on MMA's marketfresh website, facebook and youtube as well as the Spring Racing Carnival website and pinterest page.





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**Don't assume you'll be seen.
Turn your lights on.**

**Ensure there is adequate lighting
across your work area at all times.**



The MarketFresh Schools Program Continues to Grow

Since its inception in 2003 the MarketFresh Schools Program has been presented to almost 200,000 children throughout metropolitan and regional Victoria, introducing them to a range of fruit and vegetables often not tasted before.

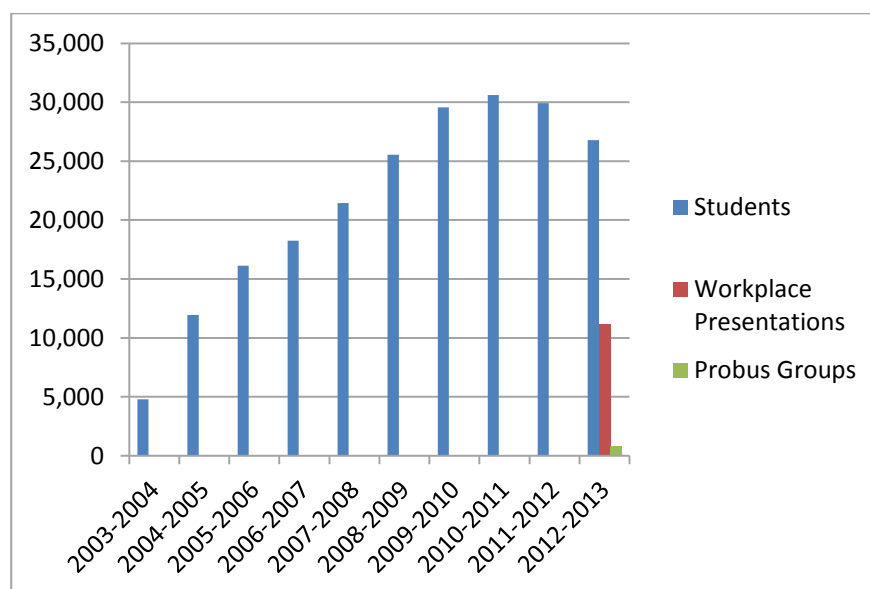
From small beginnings of less than 5,000 students a year MarketFresh now delivers to over 26,000 students annually, including both primary and secondary. And it is being expanded to new audiences including probus clubs, preventative health classes and workplaces. Last year 820 Probus club members attended workshops and workplace sessions drew 11,150 participants, including 3,500 Toyota employees who visited over two days.

The schools program is designed to educate children about the importance of fruit and vegetables in their diets and the processes involved in bringing produce to their homes.

Presenters, Teisha and Carolyn explain how fruit and vegetables are grown, their uses, seasonality and the importance and benefits of eating fruit and vegetables daily.

The presentation includes an animated video outlining the "paddock to plate" process and the Market's role in the fresh supply chain.

Sessions concludes with tasting of fresh produce and each student receives a MarketFresh Activity Booklet.

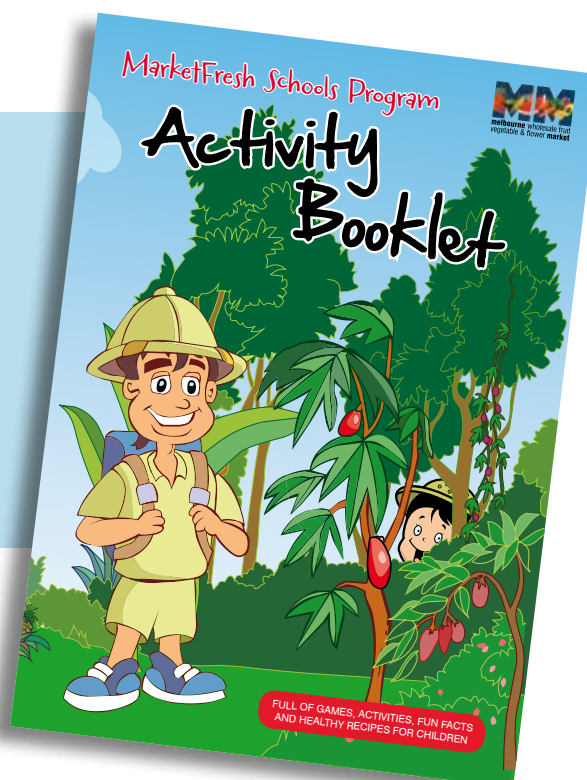


Attendees - MarketFresh Schools Program

NEW Activity Booklet

This 53 page booklet is given to each student receiving the MarketFresh Schools Program, and contains games, puzzles, recipes, trivia, information and photos of all produce lines sampled. It also contains a tear-off certificate for the student to fill in their name stating they have completed the program.

For any enquiries regarding this program please contact Shaz Dunstan on 9258 6179.





MarketFresh Goes Cricket Mad!

Following a new initiative with Cricket Victoria (the body governing cricket in Victoria) the MMA is set to promote healthy eating to its junior members.

The alliance has the ultimate aim of working together to increase awareness and importance of fresh fruit and vegetables to the next generation of junior cricketers through Cricket Victoria's T20 Blast Schools Cup final. The T20 Blast Schools programme involves children from the ages of 7 to 16 with more than 43,000 children registered statewide.

The MarketFresh ladies (Teisha and Carolyn) will be attending the Primary Central Finals and the Primary West Finals in November, presenting samples of fresh produce for tasting as well as information on healthy eating to over 650 players and parents.

Cricket Victoria will be promoting these events via social media with healthy eating messages on their website as well as E-News to 1,000 plus schools within the state.

If successful the MMA will seek to extend its reach with involvement in other junior cricketing initiatives, such as school holiday camps, beach cricket and pathway cricket.

Wilson's Win Big!

Our congratulations go to **Wilson's Fruit and Vegetables** who recently took out the CGU Commerce Business of the Year award in their hometown Ballarat. Not only that but earlier in the evening they also won the Haymes Paint Family Business Award.

Wilson's General Manager, Trevor Wilson, is no stranger to receiving such accolades, he and his family have been Melbourne Market's Regional Retailers of the Year twice, the first in 1997/1998 and more recently in 2010/2011.

The business has been family owned and operated for almost 60 years, commencing at the end of World War II when the late Arthur Wilson purchased 30 acres of land on the Western Highway at Warrenheip. Today, all three children and all seven grandchildren of Arthur and Barbara Wilson continue to work in the business.



Like many greengrocers, Wilson's offer not only top quality fruit and vegetables, but also value add with breads, deli items, fresh fruit salad and sandwiches.

Trevor and his family definitely have fruit and vegetables in their blood and we wish them continuing success.



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Golf Day Registration

Please complete all details and return with payment to: David Fussell (9258 6102 or 0439 579 444), MMA, Box 1, 542 Footscray Rd, West Melbourne OR by fax 9687 7714 OR by email david.fussell@melbournemarkets.com.au with credit card details by Friday, 18 October 2013.

(Please note numbers are limited and payment must be received to book your place)

Team ☐ Individual ☐

Contact Name:

Company:

Address:

..... Post Code

Mobile:

Individual

Handicap:

Team

Team Name:

Player 1:

Handicap:

Player 2:

Handicap:

Player 3:

Handicap:

Player 4:

Handicap:

Payment details:

Please find enclosed a cheque payable to the Melbourne Market Authority or credit card details for the amount of \$_____ being for ____ player/s.

Visa ☐ Mastercard ☐

☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Card Expiry: ____/____

Signature:

Name:

EVENT SPONSORS:



Market Golf Day

29 October 2013

LOCATION:	Sunshine Golf Club, Derrimut (21 minutes from Market)
COST:	\$75.00 per person (incl. GST)
REGISTRATION:	9.00am - 9.20am
PITCHING COMP:	9.30am
TEE OFF:	10.30am
MELWAYS REF:	Map 39 E3



As a valued Melbourne Markets customer, you are invited to be part of the annual Market Golf Day to be held on Tuesday, 29 October 2013 at the Sunshine Golf Club, 475 Mt Derrimut Road, Derrimut VIC 3030. If you would like to be part of this fun day, please fill in the booking form attached and return with your payment by Friday, 18 October 2013.

Cost includes green fee, golf buggy, breakfast, lunch pack served on course, concluding with a delicious roast buffet, winners' presentation and great prizes.

Competition will be Ambrose with a shotgun start. Each player is required to have a minimum of 3 drives (one being on a Par 3) and maximum handicap is 21.

This year we are supporting the Challenge Foundation (supporting kids with cancer) through supporting sponsorship of the 18 holes. There are only a few holes left so if you would like to take up this opportunity, please contact Michael Dennehy on 0418 377 702.

Number of teams is limited so don't delay in registering your players for this annual event, proudly brought to you by the MMA and business partners, Toyota Material Handling, Kevin Dennis Volkswagen and CMI-Hino.



challenge
supporting kids with cancer