

— melbourne —

market *fresh* news

*Retailers
of the Month
See Pages 20-21*

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SUMMER 14

Melbourne Markets Golf Day

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Snaps around the Market

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Who's Who of the Market - Page 18

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melbourne wholesale fruit
vegetable & flower **market**

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Message from the...

ACTING CHAIRMAN

As we come to the end of 2013, there have been a number of significant changes at West Melbourne and important progress has been made towards the move to Epping. While a number of challenges still remain, the MMA will continue to work closely with the market community to resolve these issues prior to the move.

On 18 October 2013, Neil Lowe retired from the MMA Board. Serving as Chairman of the MMA for over ten years, Neil will be remembered for the outstanding manner in which he has served both the market community and the State of Victoria. He is well respected and will be missed by all of us. On behalf of the market community, I wish him and Elaine the very best for the future.

The Minister for Major Projects, Hon David Hodgett, has appointed me Acting Chairman of the MMA while the appointment of a new Chairman is completed. As we lead into the start of a new year, I will ensure our West Melbourne site continues to operate efficiently while preparations for the transition to Epping continue.

Also in October 2013 the MMA farewelled Nada Kirkwood, whose term on the Board expired. I wish Nada well in the future. Two new Board Members will be appointed by the Minister shortly.

In March this year, the MMA welcomed our new CEO Mark Maskiell. Mark has excellent credentials and experience. He will be an effective and capable leader for the market over coming years.

During the course of 2013, we have seen a number of significant milestones in relation to the Epping site. The most recent of these was reaching "practical completion"—meaning major structural work is now complete. There are still many items left to do before the market is ready for operation however, it is an achievement to see the main trading complex, flower market and administration buildings complete. The site has really taken shape in 2013 and I am proud to say it is a very impressive complex. I would urge all market users to take the

opportunity to go out and inspect your new market if you have not already done so.

Following the success of the ballot for wholesale stores in late 2012, 2013 saw the ballot for flower market stands take place. The ballots were conducted using a double blind draw process under the scrutiny of a probity auditor to ensure that every participant was treated fairly. I congratulate all those who entered the ballot. The growers stand area remains outstanding, but the state and the MMA hope to resolve this early in the New Year.

It is fair to say there have also been some obstacles to progress during the year. The current legal action and the resultant court injunction preventing the state and the MMA from finalising agreements, contracts and other matters, has caused delay. Mediation is currently underway, as are informal negotiations. I am hopeful it will be resolved very shortly.

Seasonal conditions have been quite varied across all growing areas this year. As a result, harvest has been delayed in some areas and yields are variable. I'm told quality is generally pretty good and I'm hopeful that the summer is more settled and we finish the year well. Let's hope that 2014 brings excellent growing conditions, a bumper harvest and good prices.

On behalf of the MMA Board, I would like to wish the market community a Merry Christmas. May the New Year bring good health, happiness and prosperity to all.

A handwritten signature in black ink, appearing to read 'Steve McArthur'. The signature is fluid and cursive, with a large, sweeping initial 'S'.

Steve McArthur

Message from the...

CEO

At some point in December we usually all find ourselves wondering where the year has gone. For me, this year has been no exception. It is fair to say, that with all the recent activity, major Epping milestones and implementing a range of new projects, as CEO of the MMA time has flown by. 2013 has been an eventful year and I have enjoyed the challenges that it has presented.

Spring is behind us and the Market is now in full swing for the lead up to Christmas. The inconsistent weather has proved challenging for some of our growing regions, however it is pleasing to see the summer produce now entering the market.

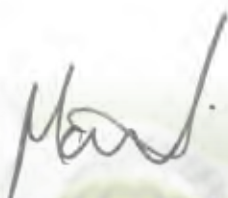
In October, we farewelled Neil Lowe after over ten years as Chairman of the MMA. I am pleased to welcome Stephen McArthur as the Acting Chairman having been a member of the Board from June 2011.

One of the MMA's more recent achievements has been the success of the Access Card Project. I would like to commend all market users for their participation in the project. The conclusion of project will allow the MMA to increase digital communications as well as providing us with accurate data to increase our day-to-day efficiencies.

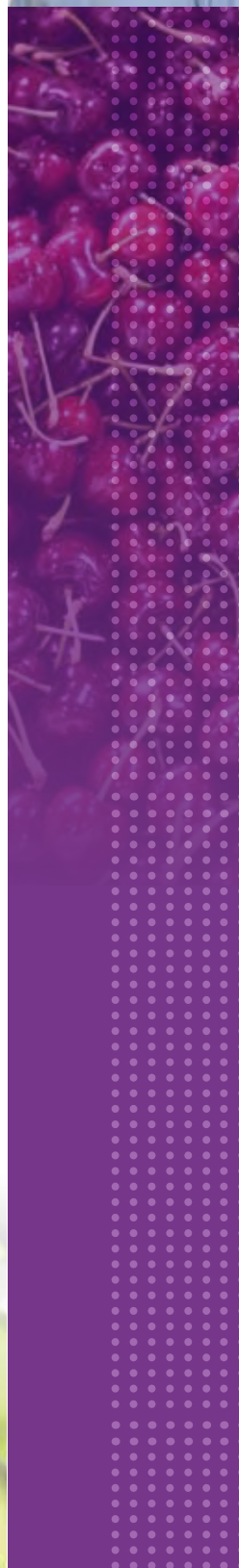
In the months ahead I look forward to introducing a number of new projects. The MMA are working to ensure the West Melbourne site continues to strive to achieve best practice solutions. As you may be aware, the MMA have been reviewing current waste management practices at the West Melbourne site and will be implementing a trial program with the aim of not only making the market a more pleasant work environment, but to also reduce our impact on the environment. The MMA will begin implementing trial waste solutions over the coming months to ensure a realistic and practical solution can be established.

Work on the Epping site is continuing and in 2013 the market reached a major milestone with completion of the main trading complex. Throughout 2014 we expect to see construction beginning again on the site with the commencement of warehousing construction and fit-out. I look forward to sharing project updates with you all in the New Year.

On behalf of the Melbourne Market Authority, I would like to wish all members of the market community a safe and happy Christmas. I hope that 2014 brings a successful year for us all.



Mark Maskiell



market golf day

1



Veli Velisha Fresh Produce

2



Table Top Vegetables

Returning to the Sunshine Golf Course, 24 teams participated in the Melbourne Markets Golf Day in what proved to be a fun and competitive event. The weather was kind (bar 5 minutes of torrential rain!) and the catering and service from the Club staff were superb.

Congratulations to all winning teams and individuals, including a few additional prizes: a Nearest to Pin presented to Brian Dykes by the Challenge Foundation, and two Hard Luck Awards, one presented to Terry Howe for falling out of his buggy and the second to Joe Ripepi who managed to snap his driver whilst teeing off!



Hole in One Competition
Dino Antonello (collected by Lucas)



Longest Drive 7th
Greg Lloyd



Longest Drive 18th
Mark Gillespie



Melbourne Markets Golf Day proudly supported by:



KEVIN DENNIS
VOLKSWAGEN

3



Flavorite Marketing



Hard Luck Award (presented by Michael Dennehy)
Terry Howe



Nearest to the Pin 6th
Andrew Caserta



Nearest to the Pin 9th
Brian Dykes



Nearest to the Pin 12 & 15th
Mark Petrie & Mark Kramer



Nearest to the Pin (presented by
Michael Dennehy on behalf of
Challenge Foundation)
Brian Dykes



Hard Luck Award
Joe Ripepi

Many thanks to
Michael Dennehy of
VB Veg who once
again generously
donated his
time to support
the Challenge
Foundation Supporting Kids with
Cancer in raising over \$20,000
from the Market Community.



challenge
supporting kids with cancer

Participants who kindly sponsored
golf holes on the day were:-

A & S Fruit & Vegetables
Avanti Fresh Produce
Colonial Fruit Company
C & S Ponte
Costa Farms
Dykes Bros.
Flavorite Marketing
Fresh State Ltd
Fruit Avenue Australia
Kapis Bros.
Market City Fruits
Melbourne Market Authority
Melbourne Pear Company
Sunnyridge Strawberry Farm
Toscano's of Kew
V Brancatisano & Sons (Fruit)
V Brancatisano & Sons (Veg)
Veli Velisha Fresh Produce



market golf day



SO CLOSE
AND YET
SO FAR!







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



Changing Food Needs create Export Opportunities in Asia for Horticulture



"As a nation we need to understand what the future food needs and preferences are in Asia to adapt production and capitalise on the Asian opportunity," said Michelle Christoe, Executive Director, Australian Horticulture Exporters Association (AHEA).

By 2050, world demand for agrifood is projected to increase 75 per cent, with China accounting for almost half. This will be driven by a larger global population and growth in personal incomes, especially in developing countries.

Australia exports 60 percent of its farm products; out of which 90 fresh fruit and vegetable products are exported to more than 60 countries – worth \$672M (Bureau of Statistics 2012/13). The largest destinations are Hong Kong, Japan, USA and Singapore; although many other countries and regions such as Middle East, Pacific Islands and Europe are also key markets.

"The coalition has committed to conclude key FTAs and spending \$15M to assist small business with market access restrictions. AHEA are working with the Minister and government departments to reduce red tape, market barriers and ensure some of these monies end up in horticulture," said Christoe.

FTA agreements are coming to a close for Korea, Japan and China. The time is ripe for industry to start building their strategic plans against food trends of the middle class. The two must go 'hand in hand'.

Australia isn't capitalising the opportunity to further expand the volumes of products that we have a long trading history in, namely mangoes, citrus, grapes, carrots, apples and broccoli. To do so, will require substantial investment in labour saving technologies, new varieties, supply chain improvements



and stronger marketing. Australia needs to boost exports of other lines such as avocados, berries and stonefruit to intensify market penetration. When the industry exports, the domestic market benefits in price.

"Where countries have an edge over Australia is in strategic intent. Australia appears to have no clear strategy for expansion into Asia other than a desire to export whenever the returns are better than the domestic market," said Christoe. "We are behind our competition."

With this in mind, the AHEA is holding a Trade and Market Export Forum at the Melbourne Wholesale Fruit, Vegetable & Flower Market in the Conference Centre on Wednesday, 5 March, 9.00am to 12.30pm. The forum will update industry including regulatory changes, airline security requirements and quarantine protocols. The event will be an opportunity to voice your key concerns and issues.

For attendance, please RSVP michellec@ahea.com.au by 28 February 2014.

Michelle Christoe, Executive Director
Australian Horticulture Industry Association
T: 0413 200 404 or E: michellec@ahea.com.au
W: www.ahea.com.au





Watch the **Bombers** fly west! ...to the Robinson's & Chep Pallets BBQ

Dustin Fletcher, Brent Stanton and a few of the boys from Essendon Football Club recently visited the market as part of CHEP and Robinson's Unloading BBQ information session on best practice.

The session covered several new initiatives to simplify equipment control as well as promoting new products in supply chain efficiency.

Market users were invited to attend to have a chat, enjoy a snag, win a prize or two and have a kick with the boys.



Mark Robinson and Simon Johnson (CHEP) are joined by the Bomber boys: Brent Stanton, Dustin Fletcher, Michael Hurley and Tayte Pears



The long and the short of it!
Dustin Fletcher with MMA
Marketing Manager, David Fussell



**Present your Melbourne Markets access card
for exclusive offers and additional discounts.**

Kevin Dennis Volkswagen Displaying at the Markets Monthly.

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

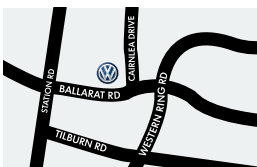
In 2011, we proudly opened Kevin Dennis Volkswagen in Deer Park and are now home to Volkswagen Passenger and Commercial Vehicles, as well as a state-of-the-art Service Centre.

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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Market Snapshots



Brian Stevenson from GR & ER Harvey



Simon and Nick from BRP



Gareth & Michael from Future Fruit



Kelly Capodiec and J were recently featured by celebrity chef I



Jonathan from Dykes and Tom from 4Ever Fresh



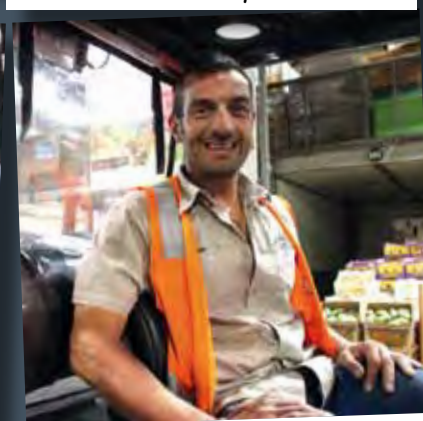
Thats not enough flowers for the shop Joe!



Peter Morabito from Bolton St Fruit Market has been coming to the market since 1966



Garry Pasini from BRP



John from Devola's Brighton



Anthony from Green Wedge



Frank Bartu



Stephen Luo and Bill Schreurs



David Palmieri from Niddrie Flowers



Jamie from BRP with a little help from John Chapman



Joe Sgro. Joe and his farm
d on Paddock to Plate with
Matt Moran, go Joe!



"Oh now I get the joke" says Johnny
to Colin and Dougie



Tony Mecca



Joe Pignataro, the berry man.



Jack, James & Quang just love their work!



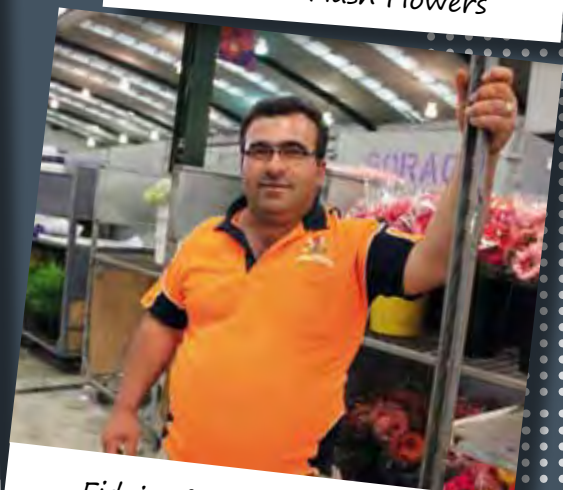
Ylli from Flash Flowers



Mecca and Frank Prestia



Paul from Paul's Fruit Shop, Altona



Fidrim from Halit Flowers



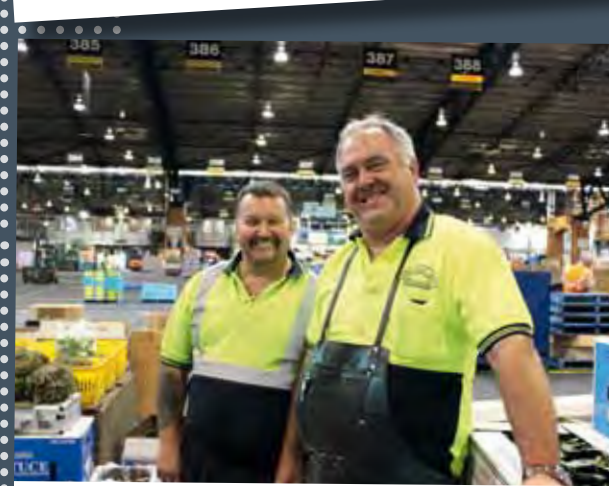
Manuel and Vince



Ridge and Mick from Oz Fresh



Tony from



Paul & Harry from Cranbourne Valley Produce. Love that smile Paul!



May and Tony Cho



Joe from Monvale doing his best Elvis im



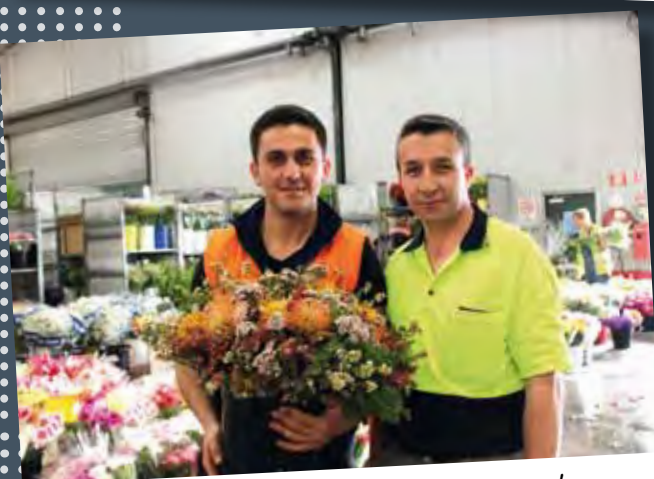
Michael & Surjit from Mr Fresh with buyer Chad



Fred Boon from Boon Roses



Ross Zappia with



Summy from C Santospirito and Jeton from Virgin Flowers



Frank from Sculli's Strathmore



Greg Duffy & Tony



m Elite Fruit



Frank Lamattina



George Loe



Dev Murica from
Seasons Florist



Flowers
personation!



The gang from Tripod Farmers



Jonathan & Leon



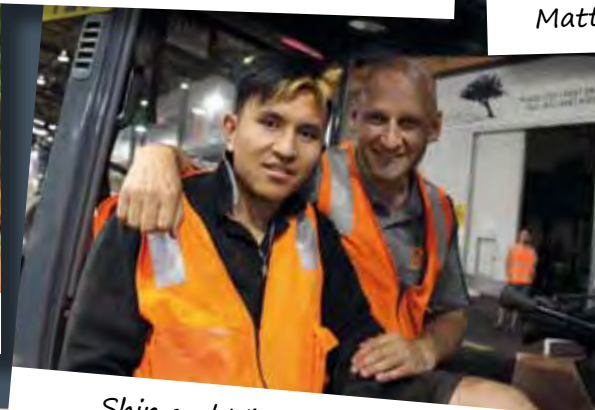
Matt from Costa Farms



John from Costa Farms



Indris Zekiri



Shir and Vince from VB Fruit



Norm and Melly from NFC Cafe



Cho



Vincent and Philip from Tulip Garden



Dahimo & Abdul from VB Fruits

The Who's Who

of the Market - Joe Toscano



"The Market has a vibe " says Joe, and that what has kept him coming back to the Market 4-5 days a week for the last 56 years, purchasing fruit and vegetables for his family's three retail stores in Kew, Richmond and Hawksburn.

Whilst Joe has worked hard to achieve his success, his beginnings were far more humble. In 1926 his father, Pasquale (Pat) made his way to Australia from Feruzzano, Reggio Calabria, Italy. World War 1 had left the economy in strife and at 19 work was hard to find.

"Actually it was just luck that he ended up in Melbourne" says Joe. "He originally intended to go to Argentina but when he arrived at the port the boat leaving for Argentina was full and there was space on one going to Melbourne, and that was that". Joe is quite thankful it worked out that way because he loves Australia and whilst he is proud of his Italian heritage he is definitely an "Aussie".

When his father arrived in Australia he looked for any work he could, working in the bush chopping wood etc, even travelling to Bright for a job on one occasion only to arrive at night to find there was no work. Pat continued in a range of jobs until the early 1930's when he and a business partner bought a fruit shop in Newmarket. He met his wife Nunzia (Nancy) through a friend who had a fruit shop in Moonee Ponds and they got married in 1939. Nancy had arrived from Alicudi in the Aeolian Islands three years earlier.

They bought a shop in Elwood and had three children, Theresa, Joe and Bob. Because the shop had only two bedrooms it became too small for their needs so they moved their business to a shop in Kew in 1950.

Joe and his siblings all helped out in the shop after school but it was only Joe who stayed on and at the age of 14 he left school to work in the shop fulltime. Due to the shop's lease running out the family business was moved one block west to its current location in High St, Kew. In 1961 when his Dad became ill Joe took over all buying at the market which was then situated at the Queen Victoria Market. He was 18 at the time.

Joe met his wife Anne at school, getting together a few years later through her brother, a friend of Joe. They got married in 1967 when Joe was 23 and lived behind the shop for the next 4 years. When his brother in law, Joe Cafari sold his own fruit shop he joined Joe in the business and remained a partner until retirement in 1991. Sadly, Joe Cafari passed away in 2011.



Joe and Anne have four children, Joanne, Danielle, Damian and Patrick. Continuing the family tradition they all helped out in the shop after school. Joanne, although now busy with three children, still finds time to work in the office one day a week; Danielle became a legal secretary and Damian and Patrick continue to work in the business.

Both Damian and Patrick have now worked with Joe for over 15 years. They run the business with Joe and come to the market every day. Thanks to their help and Joe's strong business acumen, the business has continued to flourish, Joe and Anne won the inaugural Metropolitan Retailer of the Year Award in 1996/97 (an award presented by the Melbourne Market Authority for excellence in retailing) and have been finalists and Retailers of the Month many times since. They opened a new store in Victoria Gardens, Richmond in 2003, followed by Toscano's of Hawksburn in 2009. Proving it is truly a family business ten years ago Joe's brother Bob, who was an engineer, retired and came back to work in the original shop in Kew. Joe's wife Anne also worked in the shop but in the last 5 years has been busy looking after their 10 grandchildren.

Outside of the business Joe's interests include yearly visits to his favourite destination, Port Douglas, and regular trips overseas. He also finds time to work in the garden, go to the movies, the occasional round of golf and supporting the Hawthorn footy team....needless to say he is a happy supporter this year!

Like many of our more "mature" market gentlemen Joe has no plans to retire yet. He has cut back his days to 7 hours instead of 16 but other than that he still loves to come into the market to see his mates. "The market is a living thing...the product, the way it moves and prices fluctuating, thats what I love, the Market has a vibe".



Anne and Joe (at right) proudly displaying their Metropolitan Retailer of the Year Award 1996/97



Joe at Toscano's of Kew, 1995



A typical day at the market for Joe, buying produce for loading into their truck at Country Transport



September 2013: *Alexandra Fruit & Veg*

For Chris and Michelle Marchetti - pictured with staffers Kath and Kayla (right) - this thriving shop in the main street of Alexandra is a "Mother & Son" business. When they took it over at the end of last year it was already a previous Retailer Award winner with former owners. Chris, who has had 10 years in fresh produce retailing, was also the fresh produce manager of an award winning shop in the district at Mansfield.

Since taking over the Alexandra shop, Chris has added under-display shelving for allied lines, and introduced such features as having bulk honey on tap. Freshness is maintained with three visits a week to Melbourne Markets. It's a long haul, much off it through winding mountain roads but Chris reckons it's well worth it! The attractively presented shop makes good use of promotional posters from Melbourne Markets to support seasonal and general produce sales.





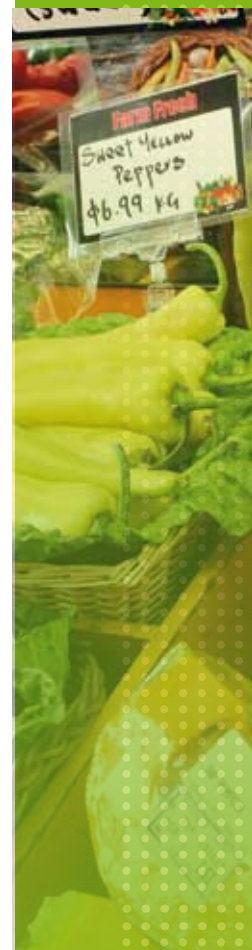
October 2013: *Arnold's Fruit Market, Wodonga*

Historic photos adorning the walls of this business also bear the words: "Arnolds serving it Fresh since 1892." In fact Roger Arnold is a fourth generation of the family, and now a fifth generation, represented by son Ben, and daughter Maddy.

Even after more than 120 years, the business is still expanding, having tripled in size a year ago with a former wholesale area transformed to new retail space. It allows for wide aisles and large displays, as well as historic murals telling the Arnold's connection with the area and the fresh produce business. A vintage Arnold's delivery truck makes an overhead display, along with other relics of earlier years. There's even a large undercover car park.

The success of the business is reflected in several Retailer of the Month awards, capped by a Regional Retailer of the Year award in 2004.

Ben Arnold has been in the business six years, and his sister Maddy has just joined.



November 2013: *The Fruit Bowl, Monbulk*

John Chapman and long term staffers Lorna (left) and Josie are happy to have a fourth Retailer of the Month award. The compact shop in the busy village-style Main Street of Monbulk stocks a big range of fresh produce. John sources his lines from Melbourne Markets and on occasion from local growers.

As a former cherry and berry grower himself he has a keen eye for quality. He is now in his 24th year in the Monbulk business, which has attracted a dedicated customer base, most of whom are known by name. Product knowledge by all involved has proved a key factor in the continuing success of the business, despite competition from a nearby supermarket .

Displays in the shop are colourful and inviting, with a touch of humour, and good use is made of promotional posters from the Market.

Access Card Project Wrap Up

The MMA would like to thank all market users who visited the Access Card Office and updated or confirmed their Access Card details throughout October and November.

The project has been a success with over 6,000 market users participating.

Throughout the duration of the project, a number of market users were found to have incorrect or incomplete contact details linked to their access cards. The main reasons for the incorrect data was found to be either moving house, changing employer or changing phone number. All data has now been updated which will allow the MMA to communicate more effectively with the Market Community.

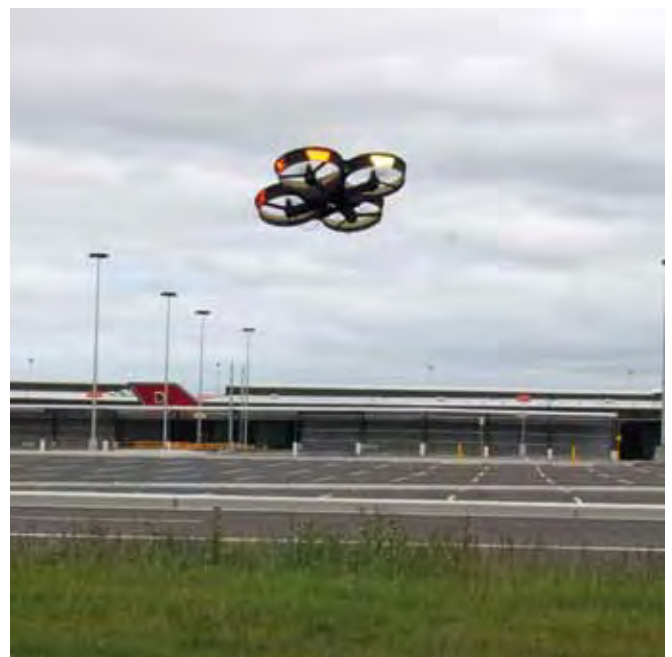
Remember, if you change your contact details, employer or move address you can notify the MMA in person at the Customer Centre or contact the MMA on 9258 6100.

MFB use Epping Market as Training Site

In November this year the Epping site had a visit from the Metropolitan Fire Brigade (MFB) to assist with essential training for the next generation of incident response.

The MFB have been using the Epping site to provide training to a select group of firefighters in the use of Unmanned Aerial Vehicles (UAV) remote-controlled aircraft. The innovative technology allows firefighters to get a bird's eye view of a fire or major incident such as a fire, car accident or chemical incident.

The UAV quad rotor helicopters are piloted by remote control and carry a camera to transmit real time images to the incident controller via a portable monitor as well as onto the screens in the MFB control unit. The technology will allow the incident controller to view the scene and make decisions based on what they see. It also allows the MFB to monitor any firefighters on the ground to reduce the risk to them by spotting potential hazards.



MFB Firefighters receive training in the use of Unmanned Aerial Vehicles (UAV)



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\$167,560 Drive Away!



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2013, New Hino 500 Series 1022 Medium Long 220hp Turbo intercooled 6.4 ltr engine 6 spd. GVM: 10,400kg GCM: 15,000kg Flat Tray 6200mm long x 2500mm wide, 3mm c/plate floor, tie rails, gate pockets, slide track only and underbody toolbox. 905024. TA446773.

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Howzat! MarketFresh at the Cricket

As part of the new healthy eating initiative with Cricket Victoria the MMA's MarketFresh ladies Teisha and Carolyn recently attended the Central (Donvale) and Western (Melton) Primary Blast T20 finals to showcase current seasonal produce and provide fruit for tasting.

With over 500 junior players attending the two days of finals the ladies were run off their feet and the produce given to the children - apples, oranges, avocado, watermelon, cucumber and bananas were a huge success. Teisha and Carolyn weaved their usual magic, slicing and presenting the produce in simple and tasty ways with the smashed avocado on cucumber slices proving a big hit with both students and parents alike.

The MMA are currently discussing further opportunities with Cricket Victoria for 2014.



The MMA are going digital!

Beginning in 2014 the MMA will be introducing digital communications to the market. Now you can receive the latest news, updates and information about your market straight to your phone, tablet or computer.

Market circulars and updates will still be available in hard copy however they will now also be sent directly to your email or phone. There will also be television screens to broadcast short messages.

This will ensure that registered market users will have access to the latest information, regardless of whether they are out on the farm, on the road or on holidays. It will also contribute to decreasing our environmental footprint by reducing printing and waste.

How do I register?

All current market users with an email address or mobile number linked to their Access Card will be automatically registered. You don't need to do anything.

If you would like to update your details, or add a mobile or email you can do so in person at the Customer Centre or by phoning the MMA on 9258 6100.

Will I get a lot of junk mail?

No, the MMA will only send you official MMA communications relating the market.

Can I opt out of receiving these messages?

Yes, you can opt out at any time. However, please be aware that if you do, you will no longer receive email or SMS updates from the Melbourne Market Authority.

To view the MMA's privacy statement visit the MMA website.

The automatic choice.

The new Sprinter.



Some features are optional on certain models.

Delivering a load of firsts, the new Sprinter is setting the benchmark for the large van segment. With 7G-TRONIC PLUS automatic transmission, Crosswind Assist technology and innovative safety technologies, the Sprinter's functionality is truly unrivalled. Combine this with its dynamic new design and spacious interior, the new Sprinter is the automatic choice every time. Experience the ground-breaking Sprinter for yourself at Mercedes-Benz Commercial Vehicles Derrimut today.

www.mbcvderrimut.com.au



Mercedes-Benz

Christmas & New Year Trading

Fruit & Vegetable Market		Flower Market	
Monday, 16 Dec 13	Trading begins 3.30am	Monday, 16 Dec 13	OPEN - normal trading hours
Tuesday, 17 Dec 13	Trading begins 3.30am	Tuesday, 17 Dec 13	OPEN - normal trading hours
Wednesday, 18 Dec 13	Trading begins 3.30am	Wednesday, 18 Dec 13	OPEN - normal trading hours
Thursday, 19 Dec 13	Trading begins 3.30am	Thursday, 19 Dec 13	OPEN - normal trading hours
Friday, 20 Dec 13	Trading begins 3.30am	Friday, 20 Dec 13	OPEN - normal trading hours
Saturday, 21 Dec 13	PICK UP OF PRE-ARRANGED ORDERS ONLY	Saturday, 21 Dec 13	OPEN - normal trading hours
Sunday, 22 Dec 13	PICK UP OF PRE-ARRANGED ORDERS ONLY	Sunday, 22 Dec 13	CLOSED
Monday, 23 Dec 13	Trading begins 3.30am	Monday, 23 Dec 13	OPEN - normal trading hours
Tuesday, 24 Dec 13	Trading begins 3.30am	Tuesday, 24 Dec 13	OPEN - normal trading hours
Wednesday, 25 Dec 13	CLOSED (public holiday)	Wednesday, 25 Dec 13	CLOSED (public holiday)
Thursday, 26 Dec 13	CLOSED (public holiday)	Thursday, 26 Dec 13	CLOSED (public holiday)
Friday, 27 Dec 13	Trading begins 3.30am	Friday, 27 Dec 13	OPEN - normal trading hours
Saturday, 28 Dec 13	PICK UP OF PRE-ARRANGED ORDERS ONLY	Saturday, 28 Dec 13	OPEN - normal trading hours
Sunday, 29 Dec 13	PICK UP OF PRE-ARRANGED ORDERS ONLY	Sunday, 29 Dec 13	CLOSED
Monday, 30 Dec 13	Trading begins 3.30am	Monday, 30 Dec 13	OPEN - normal trading hours
Tuesday, 31 Dec 13	Trading begins 3.30am	Tuesday, 31 Dec 13	OPEN - normal trading hours
Wednesday, 1 Jan 14	CLOSED (public holiday)	Wednesday, 1 Jan 14	CLOSED (public holiday)
Thursday, 2 Jan 14	Trading begins 3.30am	Thursday, 2 Jan 14	OPEN - normal trading hours

Note: On Saturday, 21 & 28 December and Sunday, 22 & 29 December 2013, **fruit and vegetable retailers** will be permitted to enter the market to pick up pre-ordered produce. Wholesale stores and stands will not be open for trading on those days.

Note: Normal trading hours are 4.30am - 7.30am on Monday, Tuesday, Wednesday & Friday; 4.00am - 7.30am on Thursday; and 5.00am - 7.30am on Saturday.

IMPORTANT NOTICE

VicFresh 2014

Please note that VicFresh 2014 has been rescheduled to late 2014.

Although no exact date has been set it has been moved to become part of the celebration surrounding the opening of the new market at Epping.

Awards for Retailer of the Year, Customer Service and Forty Year Service will be announced in March 2014.

If you have any queries please phone Nancy Shaughnessy on 9258 6108

New Season Point of Sale

Stonefruit
Mango
Pineapple
Cherries
Pawpaw

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Promote your Business at the 2014 Melbourne International Flower Garden Show

for FREE!



The Melbourne Market Authority will be exhibiting at the 2014 Melbourne International Flower and Garden Show being held from 26 to 30 March 2014.

As part of our stand we would like to showcase a selection of Victorian florists to the public. Each florist selected will have a podium allocated where they can showcase a floral arrangement of their choice. It can be an arrangement for the home, events, corporate or bridal. Whatever you do best!

The selected florists will be required to deliver their arrangement to the Melbourne Market Stand at the Melbourne Exhibition Centre, Carlton at the nominated date and time. In return the Melbourne Market Authority will provide a plaque with your business name and suburb as well as a place for your business card or flyer.

The public are invited to vote on their favourite arrangements and the winning florist will win a fantastic prize and be publicised in our Autumn MarketFresh newsletter as well as on our public and corporate websites.

Additional opportunities:

The Melbourne Market Authority is also looking for a selection of florists to come in to the Show for a 30 minute demonstration at the Melbourne Market stand. Demonstrations can include showing how to make an arrangement, caring for cut flowers, what to look for when buying cut flowers or any other suggestions.

Please fill out and return the form below if you would like to register your Expression of Interest. There are only a limited number of spots, so don't miss out on this great

FREE promotional opportunity for your business!

Expression of Interest

Melbourne International Flower & Garden Show, 26-30 March 2014

Contact Name	
Business Name	
Contact Number	
Contact Email	
Are you interested in 30 minute demonstration? YES NO (please circle your answer)	

**FAX BACK on 9687 7714 to Nancy Shaughnessy, Melbourne Market Authority
or EMAIL nancy.shaughnessy@melbournemarkets.com.au by Friday, 31 January 2014**



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