

— melbourne —

market *fresh* news

*Congratulations
Retailers of the
Year 2013
See Page 14*

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AUTUMN 13



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Melbourne Market Authority
Box 1, 542 Footscray Road
West Melbourne, Victoria 3003
T: 03 9258 6100
F: 03 9687 7714
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Message from the... **CHAIRMAN**

At this present time, a lot is being said about our wholesale market. In this newsletter I want to share what I believe are the current positives.

A positive I see each trading day is market growers, wholesalers and retailers working hard to move the surplus over supply of product which is flooding the market. This is created by others such as the reduced intake of fruit by canneries, the loss of export sales and increased imports of cheap product caused by the high Australian dollar as well as stores being traded or exchanged as wholesalers position themselves for Epping. Market businesses are now looking to invest in innovation and productivity to ensure their Epping move is sustainable. It is pleasing to note that the current West Melbourne store rents per square metre of store space are competitive with Sydney Markets Ltd, our major market competitor.

A positive for me was to announce the finalists of the Retailer of the Year award at the recent VicFresh evening and congratulate the ultimate winners, The Froot Shop in Ivanhoe (Metropolitan) and Tully's Corner Produce Store in Moorooduc (Regional). Their initiative and ability to operate a high class business is outstanding. On the night, Kaporis Bros also received the Foodbank award and we honoured ten (10) people who had achieved 40 years of continuous service in the market. The 40 year recipients came from all levels in the market and are to be congratulated for their years of contribution.

A few years ago the three great tenors – Jose Carreras, Placido Domingo and Luciano Pavarotti – were performing together. When a reporter tried to find out if there was any rivalry between the superstars, Domingo said, 'No you can't be rivals when you're making music together'.

In other words, if they did not cooperate together, the tune would not be what the high paying audience wanted to hear; their professional career together would be finished.

I am making this comparison because at the present time we have not been able to have important DBI/MMA/Wholesaler Advisory Committee meetings due to lack of quorum; the three (3) Fresh State elected Advisory Committee members have made the decision to date to not attend.

They obviously have their reasons for not attending but before they were all nominated they clearly understood and agreed to the Advisory Committee Terms of Reference and objectives. In my opinion, by not being at the table with peak Government Relocation representatives their valued input to the Epping move is lost.

It is interesting to note that the Growers, Retailers and Flowers Advisory Committees as well as the Epping Market committee are meeting on a regular basis and having productive outcomes.

We should note Placido Domingo's advice; 'you can't be rivals when you should be making music together!'

And finally, as already announced, I am delighted that Mark Maskiell will commence as the MMA's new Chief Executive Officer on 25 March 2013. I know he is looking forward to working with all of you.



Neil Lowe



Relocation News

Over the last few months further information has been provided to the market community on rents, warehousing and store leases.

As outlined in the papers, the Department of Business and Innovation (DBI) and the MMA are open to discuss the information provided and encourage the market community to provide feedback on relocation issues through the market advisory committees.

Below is a summary of the information provided to you over the last three months.

Release date	Document	Details
6 December 2012	Summary of key commercial terms of standard Agreement to Lease and Store Lease; Draft standard Agreement to Lease; Draft standard Lease; Draft fit-out guidelines; Relevant floor plans specific to the selected store; Leasing timetable.	Leasing pack provided to store holders in the store ballot held on 6 December 2012.
10 December 2012	Melbourne Market ballot map with store selections.	Map of the trading floor complex noting the outcomes of the ballot.
13 December 2012	Minister's statement on rents and charges.	Further information on rents and charges for the new market at Epping.
17 December 2012	Important information for businesses eligible to receive payment for lost space.	Further details and instructions to assist with completing the deed poll for store holders with lost space.
20 February 2013	Minister's media release on major warehousing development at Epping.	Media release outlining the process for the development of warehousing at Epping.
20 February 2013	Minister's statement on delivery of proximity warehousing for the new Epping wholesale market.	Important update on the procurement process for warehousing at Epping.
25 February 2013	Minister's statement on store leases for Epping.	Important update on store leases for Epping including a revised timetable and commercial benefits.
28 February 2013	Flower market floor plan.	Floor plan of the flower market at Epping.
1 March 2013	Lease package	Information pack for all eligible store lease tenants at Epping.
4 March 2013	Epping market store leasing process.	Sets out the steps eligible businesses are required to take to sign their leasing documentation for Epping stores.
8 March 2013	Discussion paper on fruit and vegetable stands.	To obtain feedback from market users on a preferred stand size for the new Epping market and method of allocation.

These documents, with the exception of the lease package, are all available on the MMA website. They are also available 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.

Coming up

Here's what you can expect to see in the coming months:

- Expression of Interest to the private sector for warehousing construction (closing date 22 March 2013)
- Execution of store holder intent to lease (by 28 March 2013)
- Execution of store holder leases (by 29 April 2013)
- Ballots for fruit and vegetable stands (April 2013)
- Ballots for flower stands (April 2013)



What's happening on site?

- asphaltting works are progressing west of the main trading floor complex and the south courtyard base and intermediate course is 100 per cent complete;
- structural steel canopies on the flower market are now complete and work on internal cool rooms has commenced;
- forklift and equipment storage buildings 1, 2 and 3 are complete with slabs poured;
- roofing to covered walkways is now complete and cladding will commence in the coming weeks;
- the south truck canopy slabs and structural steel works are complete;
- overall the main market building structural work is approaching 98 per cent completion and the external works are about 75 per cent complete;
- the intersection works at Gateway Boulevard/Cooper Street are well advanced, with bulk excavation complete to the Scanlon Drive/Cooper Street intersection and works have commenced on the median strip in Cooper Street;
- installation of the clay liner and topsoiling is complete on the first stage of the wetlands and the bulk earthworks are nearing completion;
- works are well advanced on the western warehouse pads with final trim almost complete;
- the Western ring road has been capped with kerb and guttering due to commence shortly;
- the haul road is complete to the first stage, bored piers for the acoustic wall have commenced and steel erection will begin over the coming weeks; and central plant generator testing is complete and witness testing will soon be completed.

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 relocation documents will be posted here. Alternatively you can visit us during 8am and 4pm 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 relocation process. To find out who your advisory committee members are visit the MMA website or phone the relocation information line on 9258 6199.

Storeholders

In order to complete leasing documentation, eligible store holders for Epping need to arrange a meeting with the leasing team to confirm that the preferred lease term is available (i.e. only 15 per cent of leases can expire in any one financial year). Appointments will be on a first come, first serve basis.

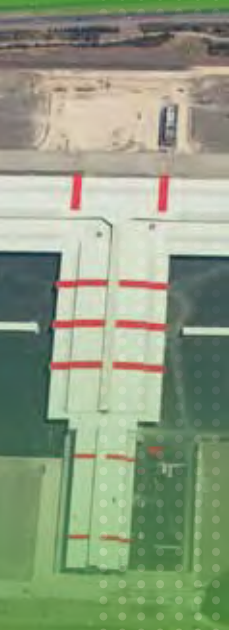
In order to make your appointments, the following people are available to assist you:

- Howard Staehr, Department of Business and Innovation (DBI) on 9651 8167;
- Mary Baker, DBI, on 9651 8110; and
- Melanie Bond, DBI, on 9651 9175.

Appointments can be arranged for times between 8.00am to 11.00am, Monday to Friday.

All transfers of Epping store allocations need to be notified to the MMA by Friday, 22 March 2013 to give sufficient time to an incoming store holder to complete documentation as follows:

1. register of their intention to lease for a store on or before **28 March 2013**; and
2. execution of leasing documentation on or before **29 April 2013**.

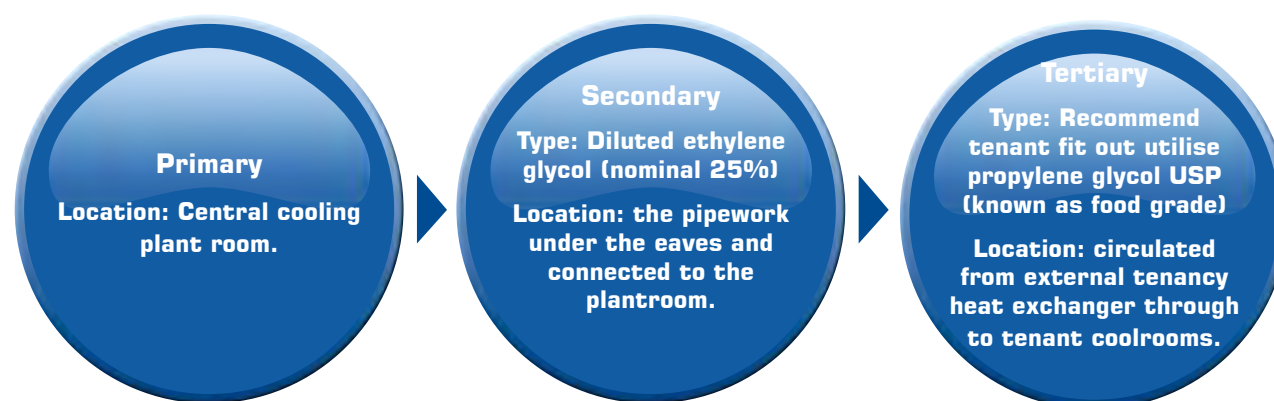




Central Refrigeration System FAQs

Is the central refrigeration system food grade compatible?

Yes, there are three components to the central refrigeration system at the new Epping market. This system is food grade compatible and is outlined in the graph below.



Why is diluted ethylene glycol being used in the secondary refrigeration circuit if it is not food grade compatible?

The use of the glycol in the secondary refrigeration circuit is designed to maximise plant pumping efficiencies between the plant and the tenant interface heat exchangers. The ethylene glycol does not enter tenancy spaces where produce is stored.

Can I use the diluted ethylene glycol for my tenancy fit out?

No, the diluted ethylene glycol is not recommended for tenancy fit out use nor is it the type of glycol which is compatible with or efficient in the tenant heat exchangers.

What glycol should be used for my tenancy fit out?

It is recommended that only propylene glycol USP (often referred to as "food grade") is used in the tertiary (tenant) component of the central refrigeration system. This is due to the potential risk of glycol from the tenant's system contaminating produce stored within the tenancy area.

This system is commonly used in food applications (both small and large) such as Woolworths Mulgrave distribution centre.

What is the temperature range at the tenancy?

Whilst the plant room can issue a supply line at around -9 degrees Celsius and receive a return line at around -4.5 degrees Celsius at the store tenancy the supply side range is -9 / 8.5 degrees Celsius and the return side range is -5 / 4.5 degrees Celsius.

Please note that the central plant construction is based on refrigeration rather than freezer conditions so temperatures within the coolrooms must be kept above 0 degrees Celsius.

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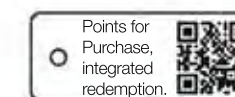
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The Doggies visit the Market



A recent visit by Bulldogs Coach, Brendan McCartney got the Melbourne Market's doggie fans (and a few new recruits) excited and Macca loved it!





In true 1920's style over 700 guests attended the recent Melbourne Markets' Annual Gala Dinner (The Roaring Twenties) held at the Crown Palladium, Southbank.

Hosted for the second year by Tim Campbell, our amiable MC not only kept the event moving but got everyone up dancing when he performed with his band later in the evening. The comical Singing Waiters also provided a few laughs along the way.

And it wouldn't be VicFresh without the annual Retailer of the Year awards. This year the title went to **The Froot Shop, Ivanhoe** - Metropolitan Retailer of the Year, and **Tully's Corner Produce Store, Moorooduc** - Regional Retailer of the Year. Both owners have been in the industry for many years and were thrilled to be recognised for their achievements. This year also saw the inaugural Retailer Customer Service Award won by **Bendigo Wholefoods**.

Awards were also presented for 40 Years of Service at the Melbourne Markets and FoodBank Donor of the Year Award presented to **Kapiris Bros**.



VICFRESH 2013 is proudly sponsored by Melbourne Markets Business Partners and Event Sponsors:



40 Year Service Awards

This year 10 recipients (listed below) received the Forty Year Awards. Pictured are those who attended VicFresh to receive their award and celebrate this achievement. Since its inception in 2002, 460 members of the market community have received this service award.

David Bitmead, Joseph Brancati, Vince Brancati, Vince Galtieri, Harry Kapis, Zivko Lambevski, Fred Pascale, Vittorio Scali, Frank Scarpino & George Yankos



Back: Fred Pascale and Harry Kapis.
Front: David Bitmead, Vittorio (Vic) Scali and Joseph Brancati

FoodBank Donor of the Year Award

A big thank you to all those traders at the Melbourne Markets who have kindly donated produce throughout the year to Foodbank, which not only helps Victorians in need but reduces landfill and consequently its impact on the environment.

The 2013 recipient for **Fresh Produce Donor of the Year** was awarded to **Kapis Bros.**

Right: Ric Benjamin, CEO, Foodbank Victoria presenting award to Harry Kapis, Kapis Bros - winner of the 2013 Fresh Produce Donor of the Year Award from Foodbank.



Retailer of the Year



METROPOLITAN RETAILER OF THE YEAR 2013

The Froot Shop, Ivanhoe



Vince and Anna Condello with family and staff

REGIONAL RETAILER OF THE YEAR 2013

Tully's Corner Produce Store, Moorooduc



Frank Brancatisano with family and staff

Since 1996 the Victorian Fruit and Vegetable "Retailer of the Year Awards" have recognised excellence in fresh produce retailing. The awards are widely acclaimed and attract significant public and industry interest.

In Victoria there are two major awards: Metropolitan Retailer of the Year and Regional Retailer of the Year. This year's winners were selected out of over 550 shops who participate in the Retail Development Program. The top ten finalists and winners are announced at the Melbourne Markets' premium gala event, VicFresh.

Our congratulations go to this year's winners, they are...

TOP 10 FINALISTS



Bendigo Wholefoods, Bendigo; Lamanna Fruit Market, Cheltenham; Napoli's Quality Fruit Market, Williamstown; Signorelli's Fresh Fruiterers, Balwyn North; The Froot Shop, Ivanhoe; The Fruits of Life, Bacchus Marsh; The Happy Apple Greengrocer, Ascot Vale; Tully's Corner Produce Store, Moorooduc and V & R Fruit & Vegetable Market, Geelong West

FINALISTS

Arnold's Fruit Market, Wodonga
 Balwyn Fruit Supply, Balwyn
 Bendigo Wholefoods, Bendigo
 Chirnside Park Fruit Market, Chirnside Park
 Devola's Of Brighton, Brighton
 Foodworks Mansfield, Mansfield
 Garden Of Eden Fruit Supplies, Apollo Bay
 IGA Fairfield, Fairfield
 Lamanna Fruit Market, Cheltenham
 Launch Fresh, Launching Place
 Leaf Elwood, Elwood
 McGains Organic Food Store, Anglesea
 Napoli's Quality Fruit Market, Williamstown
 Rawlings Quality Produce, Mornington
 Sandringham Fruit Market, Sandringham
 Scicluna's of Sorrento, Sorrento
 Senserrick Fruit & Flowers, Keilor
 Seville Super IGA, Seville
 Signorelli Fresh, Balwyn
 Signorelli's Fresh Fruiterers, Balwyn North
 The Froot Shop, Ivanhoe
 The Fruit Bowl, Monbulk
 The Fruits Of Life, Bacchus Marsh
 The Happy Apple Greengrocer, Ascot Vale
 The Harvest Store, South Morang
 Tully's Corner Produce Store, Moorooduc
 V & R Fruit & Vegetable Market, Geelong West



CUSTOMER SERVICE AWARD

Bendigo Wholefoods, Bendigo



Darren Murphpy and staff

This year an additional award was presented at VicFresh for Customer Service. This award is in recognition of outstanding performance in customer service throughout the year.

Congratulations to Darren Murphy and his team for achieving this award.



December 2012 *Scicluna's Real Food Merchants, Mentone*

The Scicluna style has done it again! Previously known simply as Scicluna's of Mentone, this business is already a multi-award winner of Retailer of the Month, as well as Metropolitan Retailer of the Year in 2010. A former Scicluna's store in Frankston, also won that title in 2006/7. The long established Mentone store, along with the others, has expanded to include more allied lines of fresh food, and now boasts that it is a supplier for the Channel 10 TV show, "Huey's Kitchen."

The shop continues the innovative original style in the fresh produce section, which features overhead lighting under thatched display areas. The emphasis on quality and customer service continues.

Pictured is the management team, headed by store manager Joel Richardson (centre) and (from left) Frank Foti, Maria Mingos and Jacqui Shaw.



January 2013 *Warraql Lean & Green, Warraql*

It's almost six years since this business started by Ian and Lesley Odrowaz in the busy main street of Warraql, in Victoria's Gippsland region, and it is already a multi-award winner, including the Regional Retailer of the Year for 2009/10.

Large signs in the front window and hanging from the ceiling proclaim this success, and a display of trophies for Retailer of the Month and other awards are proudly shown, along with photographs from customers.

Also featured are large black and white wall mural photos of early Warraql, including the shop's former role as part of a fire station along with full-colour fresh produce murals. Tiered timber shelving throughout the shop has been designed and made by Ian, who ensures fresh top quality produce with three wholesale market visits a week. A framed chalk board at the shop opening has weekly fresh news of interest.

Pictured are Ian and Lesley with daughter Amanda.

February 2013 *Tully's Corner Produce Store, Moorooduc*

These days, the traditional country look of this store is like a magnet to both local and travelling shoppers from ever wider areas since it opened in 2003. It's a Brancatisano family business set in a 40-acre property, shared with a plant nursery and offering an ample parking area dotted with historic artefacts, and now a cafe in a separate building. The Tully's frontage opens up to an expansive new store behind which is a large cool room complex and loading areas, along with preparation rooms.

The shop features a variety of fruit and vegetable display methods, with special emphasis on promoting local area lines, some of which are sourced directly from growers. Included in the shop area are "mini shops" such as a continental deli, continental grocer, as well as fresh meat and seafood. A new award-winning butcher now incorporates Tully's fresh vegetables into his sausages!

The business is owned by John Brancatisano, his son Frank, and nephews Frank and Vince.

Photo: From left, Candice Smith, store manager Ben Skruzny and Frank Brancatisano Snr.

The Who's Who

of the Market - Joe Ripepi

by Tom Valenta

From Strawberries to Snappers!

When he's not advocating the many qualities of strawberries, Joe Ripepi is discussing the best ways to cook snapper or whiting. Or he will be telling you about this season's prospects for his beloved Carlton Football Club and reminiscing about the Blues' past glories. The 1995 Premiership is one that he particularly savours.

There are many colourful characters at the Melbourne Wholesale Fruit, Vegetable & Flower Market but none more colourful and engaging than Joe. He has been the face of Australian Strawberry Distributors at the Market for sixteen years.

The ever-present smile and the quick one-liners have made Joe an enduring favourite over all these years. Just don't mention those teams that have beaten Carlton in Premierships over the past twenty or so years!

Joe and his family also own three strawberry farms; two at Silvan in the Yarra Valley and one at Pakenham. Then there is the Strawberry Growers business in Queensland. Rocky, the eldest, is the founder of the business. Nineteen years older than Joe, he started it in 1970 and built it into a highly successful enterprise.

Joe is the youngest, and the only one born in Australia. His parents came to Australia in 1958 from Calabria.

Before coming to the market Joe worked in the retail sector in a business owned by Maria's family. That business, in Hampton Street, Hampton, is famous throughout the Bayside area for its high quality, fresh produce. Many families will drive past other shopping centres to buy their 'fruit and veg' in Hampton Street. Despite the family ties, Joe is happy to recommend other outlets for the best fresh strawberries.

Prior to the retail sector, Joe worked on the family farm for six years after completing his schooling.

Joe and Maria have two sons, Guy, 23 who is an accountant and Vincent 21 who is an electrician. So he has no succession plan in place – but also no thoughts of retirement.

He says the market is a little quieter than when he started. There is now more of the action outside the market. He would love to see more young people come into the industry

and help revitalise it as the older generation moves towards retirement.

Joe would also like to see changes in local government planning laws to help revitalise some of the strip shopping centres. He believes current laws and regulations are too limiting and they prevent new enterprises opening up. This has largely been the result of the residential encroachment on retail strips.

When he's not at work, Joe enjoys a round of golf at the Sandringham Golf Course but when the weather is good, he has the dilemma of swinging a club or chasing snapper. He and two mates own a fishing boat that is moored at the Beaumaris Motor Yacht Squadron. If they are not chasing snapper in Beaumaris Bay and beyond then they will go over to Point Cook or Western Port Bay in search of whiting.

His big league sporting interests go beyond AFL. He is a keen supporter of Melbourne Victory in Football Federation Australia's A-League and is a member of both clubs.

As for the snapper catch that he brings home, he enjoys oven baking, pan frying or barbecuing the fish. His recommendation is barbecued whole snapper with salad. The dressing is olive oil, garlic, lemon juice, oregano and balsamic vinegar garnished with fresh parsley. Forget the coriander, Joe dislikes the aroma.

Joe Ripepi of Australian Strawberry Distributors

YEAR OF THE SNAKE

2013

year of the snake

Celebrated this year on Monday, 11 February, Chinese New Year begins on the first day of the first month in the traditional Chinese calendar and ends with Lantern Festival which is on the 15th day. This year, as the Year of the Snake, the Market welcomed the professional dance association of Hong de Lion who weaved their way through the Market with the Chinese Lion accompanied by the beat of drums, cymbals and firecrackers (supervised by a licensed pyrotechnic). Market traders got into the spirit of the occasion by offering the Lion gifts to appease the Gods.



The NEW marketfresh website goes live!

Our newly remodelled website is fresh, modern and easy to use.

Ordering point of sale material can now be done via an automated form and there is a new section for the MarketFresh Schools Program, providing valuable information about the program and easy booking and feedback forms. All sponsors and suppliers are listed with relevant links. Social media has also now been included with links to facebook and YouTube.

So visit us on www.marketfresh.com.au



Chinese New Year

Market Snapshots



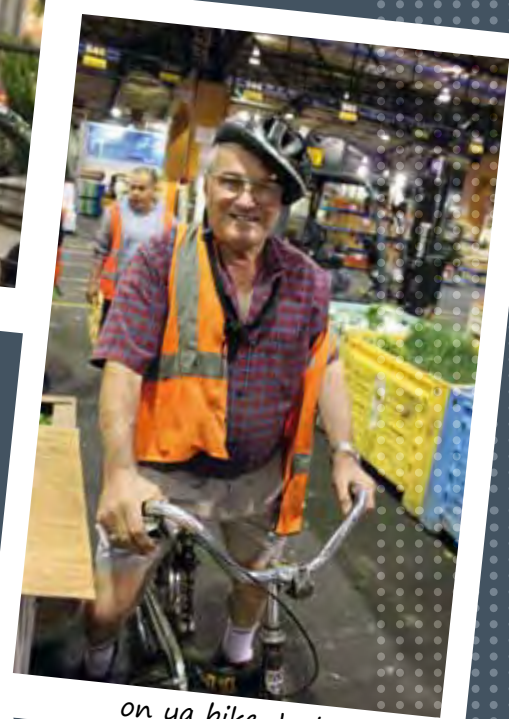
Vince and the Fresh Crop team



David Wallace hard at work!



love that grin Dougie!



on ya bike Joe!



Johnny with some OzFresh strawbs



One of our market veterans, Jack Walker



Don't look so surprised Ming!



Fred Pascale and staff from Mildura Fresh



Keith aka Tubby



Fidrim and friend



Tony from Elite Fruit



Joe & Tony Mecca



Con Karanicolos and the Louis Melbourne team



Matt Phillips and the boys



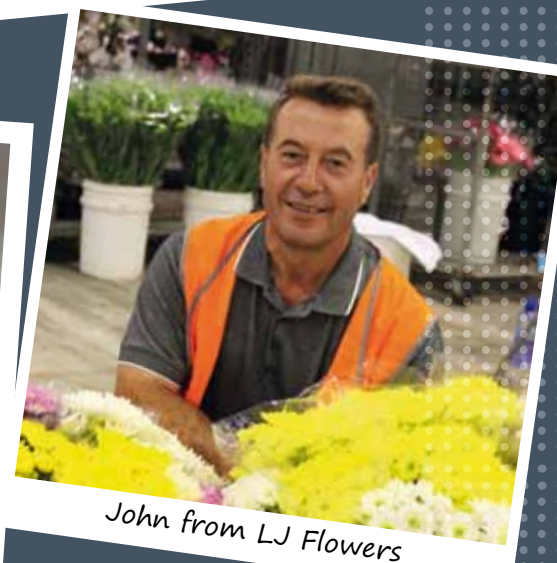
Vince, Paul & Leo



Vito and Frank from Premier Fruits



Andrew & Joe



John from LJ Flowers



MELBOURNE INTERNATIONAL FLOWER & GARDEN SHOW 2013

20 TO 24 MARCH

STAND C34

Don't forget to come and visit the Melbourne Market's stand in the Exhibition Building at the Melbourne International Flower & Garden Show to be held from Wednesday, 20 March to Sunday, 24 March 2013.

The stand will be showcasing arrangements from 20 florists as well as displays of seasonal flowers from the market. During the show the public will be invited to vote on their favourite arrangement, the winner to be announced on Monday, 25 March.

A selection of our florists will also be undertaking demonstrations, educating the public on basic flower arranging techniques, buying tips and caring for cut flowers.

Other points of interest on the stand are the Melbourne Market Authority's 1927 Vintage Chev, decorated with fresh seasonal foliage and flowers and always popular for photos, nursery lines and a display of vertical gardens.



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