

MELBOURNE market **FRESH** news

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AUTUMN 09

*The Market at
the Melbourne
International Flower
& Garden Show!
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*Congratulations to Retailers
of the Year - See Page 9*

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Frankly Speaking from the **CHAIRMAN**



Market Relocation

Victorian Minister for Major Projects Tim Pallas recently notified all of us that the State had released tender documents to interested parties for the construction of the new market trading floor at Epping. Tenders are to be finalised and submitted by 30 July 2009. If this deadline is to be met it is imperative that the final design is submitted to the tenderers by early June.

An enormous amount of work and effort has gone into the design by representative members of the market community over the past couple of years. It is now the time for the design to be viewed by all the market community so you can make your thoughts known on its ability to serve the community's needs into the future.

The manner on how you can view the design and make your thoughts known is covered by Peter's comments on the next page of this newsletter. I encourage you all to be involved.

The commercial and operational aspects of the move to Epping, including leases etc, are still part of the Memorandum of Understanding between the Government and Victorian Fresh Markets and are subject to ongoing negotiations between the parties. MMA is not a party to this agreement, with our current position being to support the move and to operate and be responsible for the Footscray site until the market is moved to Epping.

Although we have not been involved in the MOU negotiations we have, when requested by both parties, supplied information pertaining to the operations of the Footscray market that could be helpful to the Epping relocation.

More importantly we have supported our current market tenant organisations with over \$280,000 of financial assistance to help with relocation expenses. These expenses include a payment to VFM for the works carried out surveying the properties on the Footscray site, installation of air-conditioning systems in VFM offices and providing free rental to Fresh State, VFM, Credit Service and the VGA.

We have taken this action to show we are supportive of our market users in times of change, and to ensure that MMA is open and transparent with all our responsibilities.



Neil Lowe



Message from the CEO



Epping Market Design

As Neil mentioned, Major Projects Victoria has taken responsibility for the design and construction of the market at Epping. The plan is that tenders for building the market will close in July with construction starting toward the end of 2009.

While the design of the market is the product of meetings held by market users, designers and architects, the large majority of market users have not seen or had an opportunity to comment on the ideas proposed by the groups involved.

In order for all market users to have their say in the final design for Epping, two display offices will be set up in the Market from **Thursday, 28 May 2009**. One of these offices will be set up on the **Fruit and Vegetable trading floor (Stands 349,350,351)** and the other in the **offices above the Flower Market**.

Market users will be given the opportunity to comment and make recommendations as to what they see in the proposed design. Please ensure that if you have any comments or suggestions on how to improve the design, write them down on forms provided and “you will receive a reply to your suggestions”.

These offices will be manned by people who can explain the different parts of the design and provide answers about the design. Depending on demand it is planned to open these offices for a period of two weeks.

Opening times of these display offices will be:

Fruit and Vegetable Market

**Monday, Thursday & Friday:
4.00am to 8.00am
or depending on demand**

Flower Market

**Tuesday and Thursday:
5.00am to 7.00am
or depending on demand**

This first step is about providing design information about the market at Epping.

Details of rents, property sizes, charges, and other commercial opportunities at Epping are still being developed. Once this information is available it will be provided to all parties concerned.



Peter McLennan



Melbourne International
Flower & Garden Show 2009



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The Market comes alive at the Melbourne International Flower & Garden Show 2009!

The Melbourne International Flower & Garden Show always attracts a large crowd, but this year, which began with some fabulous weather, people flocked in to see the magnificent displays of cut flowers, floral competition displays and associated nursery products that make the show a popular international event.

2009 saw the Market return to the Show, taking up a large stand inside the heritage listed Royal Exhibition Building. The objective was to showcase the Flower Market and its role in the fresh flower supply chain and its products, ie. cut flowers, foliage and potted plants that are wholesaled to our Market customers.

The feature of our stand was the MMA's 1928 Chev Vintage Market Truck which was decorated in the theme of a market delivery

vehicle. The truck was laden with flowers and foliage and proved to be a real 'eye-catcher' with the general public posing for photographs in front of the vehicle and the colourful display. This was supported by an array of colourful banners portraying the Fruit, Vegetable & Flower Market as well as buckets and vases filled with premium cut flowers and foliage, supplied fresh from our growers.





WHAT FLOWER IS THAT?

During the Show the most asked question to the MMA staff, was "What is the name of that flower?", and even garden enthusiasts and flower lovers alike were surprised by the range of variety and colours of flowers and foliage available in Victoria. Particular interest was shown in the Celosia Cockscomb, the "Hot Chocolate" Calla Lily and the "Abracadabra" Rose, due to their unusual colour and/or texture. To educate the public on the range of flowers and foliage available through the Market, a set of A-Z flower identification posters were given away as a 'show special', proving extremely popular.

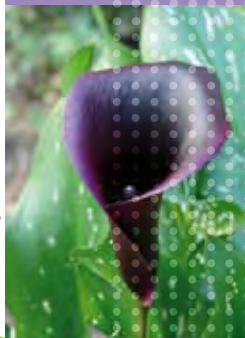


Celosia Cockscomb



Rose 'Abracadabra'

Calla Lily 'Hot Chocolate'



ITS A WRAP - VICFRESH 2009

The theme was "Get Ready to Party" and party they did at the recent fresh produce industry gala event, VicFresh 2009.

Over 950 people came to catch up with friends, family and colleagues, enjoy great food and wine, be entertained by the comedy magic of Phil Cass and dance and twirl to the sounds of popular Melbourne band, DejaVu.

The Metropolitan and Regional Retailers of the Year were awarded. Colonial Fresh Markets, Chadstone and Forever Fresh, Echuca, now join the prestigious Hall of Fame winners who continue to lead the way in fresh produce retailing.

There were also 20 recipients of the 40 Year Award for Continuous Service, seven attending on the night to receive this important recognition of their service.

We would also like to thank Jack Walker, a respected market member, who for many years has been decorating the market truck for this event with produce supplied by local growers. In recognition of his contribution, a plaque was presented to Jack.



VICFRESH 2009 proudly sponsored by Melbourne Markets Business Partners and Event Sponsors



RETAILER OF THE YEAR AWARDS

Congratulations to the recent winners of the Melbourne Markets' Retailer of the Year Awards, presented at the industry's annual gala event, VicFresh 2009. Winner of the Metropolitan award was **Colonial Fresh Markets, Chadstone** and the Regional prize went to **Forever Fresh, Echuca**.



Rinny Gugliotti with son, Steven, of Forever Fresh Echuca - Regional Retailer of the Year



Daniel Ruta and Joe Cincotta of Colonial Fresh Markets, Chadstone - Metropolitan Retailer of the Year

RETAILER OF THE YEAR

FORTY YEAR AWARDS

In 2009, 20 recipients (listed below) received the Forty Year Awards, Pictured are those who attended VicFresh to receive their award and celebrate this achievement.

| | |
|---------------------|----------------------|
| Rosario Calia | Pino Narduzzo |
| Giuseppe Campisano | Vito Portogallo |
| Elias Dellios | Clifford Riseborough |
| Phillip Di Pietro | Michael Russo |
| Sam Grasso | Athanasios Skordos |
| Ronald Hasan | Phil Taranto |
| Diego Luppino | Frank Tropeano |
| Leo Madafferi | Paul Tullio |
| Michael Mastromauro | Lindsay Walsh |
| Philip Mays | Antonio Madafferi |

Since its inception in 2002, 412 members of the market community have received this long service award.



Back Row L to R: Leo Madafferi, Vito Portogallo, and Paul Tullio
Front Row L to R: Philip Mays, Diego Luppino, Lindsay Walsh and Phil Taranto

The *Who's Who* of the Market - Gabe Dellios

The Melbourne Market is not just a place of business, it is a community, and Gabe Dellios has been an integral part of that community for the past 56 years.

He and his brother Nick, trade as **Bacchus Marsh Apples** in the south eastern corner of the Growers Floor, selling a wide variety of apples, along with some diversity in peaches, nectarines and pears.

Gabe, with his mother and siblings, left Macedonia in 1948. The family was reunited with their father who had arrived in Australia exactly 10 years before. His father had begun life in Australia by cutting cane in Queensland, moving to Werribee South a year later to start a vegetable business, working hard to bring his family over. In 1951 the family moved the vegetable operation to Bacchus Marsh and in 1954 they changed to fruit production, establishing 40 acres (16 hectares) of apples, nectarines and peaches.

The business has since expanded to 200 hectares with enough onsite storage to handle 16,000 bins (7,000 tonnes) in a controlled environment. Apples is the predominant crop, the main varieties grown are Granny Smiths, Fuji, Pink Lady and Royal Gala. Future expansion is also planned with a new juicing facility to value-add to the B-grade fruit. The orchard employs 26 full-time staff supported by seasonal labour as required. Both Gabe and his brother's families are actively involved in the business.

As Bacchus Marsh is situated in a housing growth corridor, this creates issues for the business from local residents expressing their concerns with the continuous noise from the gas guns which are used for crop protection (from cockatoos) and the perceived risk by the residents of nearby crop spraying. As in other cropping areas,



there is also an ongoing problem with water rights being reduced to 5% for this irrigation season. To ensure crops were harvested for the current season, 'sales water' was purchased on the open market. To achieve efficiencies with this valuable and limited resource a micro-jet irrigation system was installed as an alternate to flood irrigation. Modern technology has also been implemented with a computerised grading system and Gabe is awaiting delivery of a new fruit x-ray machine to detect internal flaws.

Bacchus Marsh Apples' fruit is marketed throughout Australia utilising the central market system.

At 75, Gabe says he has no plans for retirement just yet (although he does enjoy his golf on a Saturday morning!). He enjoys life and coming to the market. A proud recipient of the MMA's 40 year service award, Gabe's secret to success is his strong philosophy of realising an opportunity and listening to his mother's advice, which was to always be honest. This integrity, along with his pleasant and gentlemanly nature, makes him popular with traders and customers alike.

Gabe comes into the Market five days a week, so when you are next in the Market, stop by his stand and have a chat.

Mothers Day 2009



it's all about you
MUM!

HAPPY MOTHER'S DAY!
XXX

Mothers Day
Sunday, 10th May




The theme this Mothers Day was **"it's all about you MUM!"**, to celebrate the selfless and rewarding job that is being a mum.

The promotional material generated by the Melbourne Wholesale Fruit, Vegetable & Flower Market, and supported by Flowers Victoria, comprised three x large banner posters (see right), three x A3 posters and one printed promotional t-shirt. Additional t-shirts were available for purchase at \$12 each.

With increasing demand for point-of-sale material, this year 400 kits were provided to florists and flower buyers, with an additional 100 supplied to Flower Victoria for their members.

FLOWER PROMOTIONS



FORMAL FORKLIFT SPEEDING WARNING SYSTEM REVISED

In order to address the ongoing issue of forklifts exceeding the designated speed limit on market land, it was agreed at the Market O.H&S Committee meeting in February 2009, to review the formal speeding warning system on market land.

A three step warning system will now apply:

First Warning: Letter sent to offending employee and employer that the employer will be required to check the governor limiting the operating speed of the forklift and must provide proof, in writing, to the MMA that a governor has been checked by a MMA authorised repairer before the forklift can be used on market land.

Second Warning: Letter sent to employee and employer advising that the offending employee must undergo a reassessment of their competence to operate a forklift. This is to be at the employer's or employee's expense. Proof will need to be provided, in writing, to the MMA that the employee is competent to operate a forklift before the employee can operate a forklift on market land. If this is not provided, an employee will be prohibited from operating a forklift on market land.

An employee may refuse to be reassessed, but the employee will be prohibited from operating a forklift on market land until proof that the employee is competent to operate a forklift is provided to the MMA.

Third Warning: Letter sent to employer and Employee advising that the employee must leave the market immediately and the employee's access card will be cancelled. Future access to the market will not be granted to the offending employee.

It is our hope that we will never have to enforce the third warning, so your assistance and cooperation is required.

Employers, make it clear to your staff that speeding in forklifts is unacceptable and is not smart business.

Employees, consider your colleagues and other market users and drive safely and within the prescribed speed limits on market land.

Manual Handling of Produce in the Market

You may have noticed WorkSafe in the market of late.

WorkSafe are currently working with the food industry and the Victorian Farmers Federation, on a strategy of moving the food industry away from using the heavy 50kg bags of potatoes towards smaller quantity containers, to reduce the risk of manual handling injuries.

WorkSafe were particularly interested in observing the practices used in our market, an important link in the food supply chain, for handling

these bulky and heavy potato bags.

Where practices occurred that exposed persons to risk of injury, WorkSafe requested the employer eliminate this risk by simply not ordering or manually handling produce in 50kg bags or using mechanical aids to handle the 50kg bags.

While WorkSafe's particular focus this time was on potato bags, the same applies for the handling of all produce including flowers. Undertake a risk assessment and ensure you put processes in place, or use

equipment, to reduce the risk of injury to your employees when handling produce.

Further guidance on manual handling can be found in the Occupational Health and Safety Regulations 2007, or from WorkSafe Victoria, 9641 1444, www.workcover.vic.gov.au.

And don't forget all persons in the supply chain, from the growers, to the distributors, to the buyers through to the end consumer may be put at risk of an injury.

Safety is everyone's business and Safety IS good business.

***Safety
in the
market is
everyone's
business
and safety
IS good
business***



GOOD FOOD & Wine Show

June 5-8, 2009



Don't forget to visit the Melbourne Wholesale Fruit, Vegetable & Flower Market's stand at this popular and successful show, to be held June 5-8 in the Melbourne Exhibition Centre, with an expected attendance of over 25,000 people.

The Market's stand (E2) will encompass a display and recipe area for produce promotion, as well as a twin demonstration area where chefs will be showcasing fresh produce, such as kiwifruit, bananas, celery, leeks, asian greens and salad mix. Growers and Retailers will be at the stand during the show ready to answer any questions about fresh produce production and retailing.

For further information and enquiries please contact David Fussell on 0439 579 444.



**Visit us at
Stand E2**

Bushfire Appeal

The Market community is well known for its generosity and the recent bushfire appeal was no exception.

In early February, 26 tonnes of produce was collected for those victims who had lost their homes during the devastating fires.

SecondBite, an organisation responsible for delivering food to agencies and people in need, have written a big thankyou to both the MMA and market traders in their latest newsletter (see right).

Without your generosity and kind spirit this contribution would not have been possible.



Melbourne Markets

On Wednesday, 11 February, following Victoria's devastating bushfires on Saturday, 7 February, David Fussell, Marketing Manager for Melbourne Markets and a team of Melbourne Market Authority staff collaborated with SecondBite and VicRelief Foodbank to collect fresh produce for the communities affected by the bushfires. The concern expressed for the bushfire victims by the market traders and the wonderful support they provided was overwhelming. A massive 26 tonnes of fresh high quality produce was collected in two days and passed on to relief centres, where it was gratefully received.

SecondBite first joined forces with VicRelief Foodbank to collect fresh produce from Melbourne Markets in November 2008. This collaborative effort has been highly successful

and clearly demonstrates the results that can be achieved when organisations within the not for profit sector combine skills and resources. SecondBite would like to thank Phillip Hunt (CED) and David McNamara (Operations Manager) from VicRelief Foodbank for their innovation and cooperation.

The key component of this collaborative effort has been the incredible support of the Melbourne Market Authority, who have generously provided highly sought after space on the market trading floor as a permanent collection site for excess quality produce. This collection site is currently manned three days a week and has the enormous advantage of making us highly visible to market vendors. As a result, regular donations are growing steadily. Approximately 20 tonnes per month is currently being collected from the market, and this is expected to rise substantially over the coming months. SecondBite thanks the Melbourne Market Authority and the market traders for their amazing generosity and support.

NOTICEBOARD

VICRELIEF FOODBANK

PLEASE DELIVER YOUR
DONATED PRODUCE

MON - WED - FRI

(See Andrew Childs)

TO STANDS 631-633

ALL ENQUIRIES CONTACT:
DAVE McNAMARA 9362 8300





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