

from the *Chairman*

MARKETING AND PROMOTIONS

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OUR COMMUNITY

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MAJOR PROJECTS MINISTER, Tim Pallas has advised the Melbourne Market Authority (MMA) that it has been appointed to operate the new wholesale fruit, vegetable and flower market during the transition and early years of operation at Epping.

The MMA is very pleased to take up this offer and welcomes the challenges and opportunities that this expanded role provides managing the transition arrangements to the new market.

We will continue to work closely with representatives from the Department of Innovation, Industry and Regional Development (DIIRD) who are charged with the delivery of the new market.

Plans for the transition will be discussed with the three market consultative committees so that their advice can be considered before decisions are made.

The Government remains committed to providing the market community with the opportunity to operate and to own the new market, if that is its wish.

Construction of the new market at Epping is progressing well and is on schedule to be operational in 2012.

We are committed to ensuring all market users are comfortable with the transition and are hopeful that you will support us during this time of change.



Neil Lowe, Chairman Melbourne Market Authority



To view the latest photos from the Epping Site please [CLICK HERE](#).

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Fresh Produce a Big Hit at the Good Food & Wine Show! 4-6 June 2010

Located in a prime position near the entry doors, people flocked to see and sample the variety of fresh produce on offer at the Melbourne Wholesale Fruit, Vegetable & Flower Market stand. Celery, Zespri Gold Kiwifruit, Melons, Capsicum and Bananas were available for tasting with growers and retailers on hand to answer any questions. Les Toques Blancs chefs demonstrated their fresh produce recipe ideas along with cooking celebrities, Kate McGhie and Jo Richardson, and our favourite cooking demo ladies, Teisha and Carolyn.

A big thank you to all those involved.



Meet the Growers, Vince Doria and David Wallace

Market Golf Day Tuesday, 26 October 2010

Mark your calendars for this year's return to the Waterford Valley Golf Course in Rowville!

The annual Market Golf Day will be held on Tuesday, 26 October 2010, which gives all you keen golfers and enthusiasts plenty of time to brush up on your birdies, eagles and albatrosses!

Further details and entry form will be included in the next issue of the MarketFresh Newsletter.

Launch of New DVD - MarketFresh Schools

Released in mid April, this new animated DVD, produced by the MMA, highlights to students the 'paddock to plate' journey of fresh Victorian produce, from the farm through to their homes.

The program is targeted to reach over 30,000 children this financial year.

Victorian Retailers of the Year 2010

Congratulations to the recent winners of the Melbourne Markets' Retailer of the Year Awards, presented at the industry's annual gala event, VicFresh 2010. Winner of the Metropolitan award was **Scicluna's of Mentone (Chris Scicluna)** and the Regional prize went to **Lean & Green, Warragul (Ian and Lesley Odrawaz)**.

Forty Year Awards 2010

Each year the MMA acknowledges those market users who have achieved 40 years of continuous service at the Melbourne Wholesale Fruit, Vegetable & Flower Market. The award is presented at the annual gala dinner, VicFresh, held in February.

This year's recipients were:

Nickolas Alabakis	Anthony Mirabella
Alan Ross Barker	Joseph Palma
John Bron	Frank Palma
Mario Cristiano	Frank Patti
Kevin Cuffe	Greg Rottura
John Goodrich	Wilhelmus Ruitenbeek
Mario Indomenico	Salvatore Spirli
Frank Italiano	Bruce Standish

Since its inception in 2002, over 430 people have received this award.

If you would like to know more about this award or wish to apply for 2011, please contact Nancy on 9258 6108.



Who's Who of the Market

Azir (Aussie) Rustemovski

Azir (or Aussie as he is known) has been part of the Flower Market for the past 32 years.

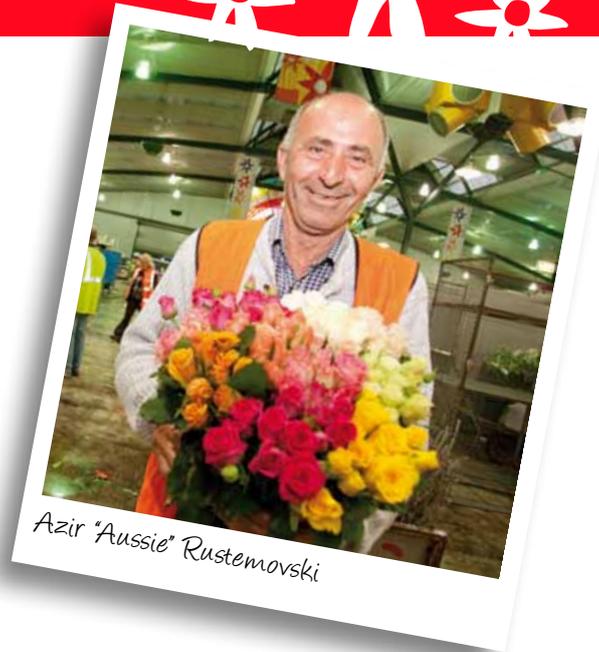
Of Albanian extraction, Aussie immigrated to Australia in 1969 from a small town called Bitola in then Yugoslavia (now Macedonia).

At only 18, and the youngest of five, he came to Australia to visit his older brother, Jacob, but liked it so much he decided to stay. Their other two brothers eventually followed. They then tried to encourage their parents to immigrate. His father did briefly visit in 1978, but returned home, and his mother only came out to join them after his father passed away in 1983.

Aussie earned his nickname at his first job as a labourer in Greens Rd, Dandenong. His boss asked his name and when he began to spell it out, the boss said "Lets just call you Aussie"....and the name stuck, even his grandchildren call him Aussie!

Whilst he worked weekdays as a labourer, during weekends Aussie began working for John Schreuders of Grandiflora Nurseries, working there full-time from 1971 for three years. Over the years he worked for a number of flower growers including Van Wyks and Angelo Santospirito. In 1978, he became a standholder in the Flower Market, after renting a farm with his wife and children, two sons and a daughter.

He finally bought his own farm in Five Ways 15 years ago and for the last 8 has only grown roses, which are well known for their quality and freshness.



Not long ago, Aussie decided it was time to retire, so sold up his farm to his daughter and son-in-law, Zamir, who now runs the stand at the Market. He is not quite sure of what he intends to do next, but old habits die hard and he still comes into the Market regularly to catch up with his mates, and his many relatives! Perhaps he could become an interpreter, at last count Aussie speaks 6 languages; English, Albanian, Turkish, Bulgarian, Macedonian and Serbian. Whatever he chooses to do, I am sure we will see his friendly face around the Market for a long time.

Congratulations to Retailers of the Month



Retailer of the Month:
March 2010

Joe and Tony Mecca

**Mecca Brothers Fruit City,
Fitzroy**



Retailer of the Month:
April 2010

The Napoli Family

**Napoli's Quality Fruit,
Williamston**



Retailer of the Month:
May 2010

Rob and Daniel Russo

**Frootz on Parade,
Fitzroy**



MarketFresh News goes Paperless

In order to save paper and communicate more effectively with the Market community, future MarketFresh Newsletters will be emailed to our customers. It is therefore extremely important that you keep us informed of your current email.

This will also enable other forms of communication, such as Market circulars or any urgent notices to be sent out quickly and efficiently, keeping you up-to-date on any matters relating to the Market and its operations.

Rubbish on Market Land

As market users are aware, the depositing or bringing of rubbish onto Market Land is in breach of Melbourne Market Authority By-Laws (*By-Law 10.2.12(a)(b)*), with penalties as high as \$2,000.

The MMA has adopted a zero tolerance on the dumping or bringing of rubbish onto Market Land and a market user was recently suspended for three months for breaching this By-Law on three occasions.

Also, the MMA has successfully prosecuted several breaches of this By-Law which resulted in the market users each being fined an amount of \$1,800.00.



Guess who's the number one forklift choice in the Australian markets?

It really is not surprising that Toyota Material Handling sells more forklifts than any other company in the Australian Fresh Fruit and Vegetable Markets. With Australia's biggest range of forklifts and the commitment to customer service and after-sales support you'd expect from the market leader, we guarantee to deliver the best quality material handling solutions at your request, no matter what the season. So give us a call and get a fresh forklift deal today.

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