

melbourne marketfreshnews

*Congratulations to
our new Retailers
of the Year
See Page 8*

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AUTUMN 11



*Melbourne International
Flower & Garden Show
See Page 18*

VicFresh 2011 - See Pages 10-12

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**Visit the
Market at the
Good Food &
Wine Show
(Stand C38)
3-5 June 2011**

See Page 18

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Message from the...

CHAIRMAN

As Chairman of the MMA Board of Directors for the last 8 years, one of the most contentious issues I have had to deal with is market trading hours for the fruit and vegetable floor.

At the recent Wholesalers Advisory Committee Meeting* I was asked by Fresh State representatives to reiterate the MMA's current position on trading hours for the fruit and vegetable floor at West Melbourne.

I have since sent a letter to Fresh State in regards to this matter. However for the integrity of my position as Chairman and the Board I feel it is important we explain the current trading hours position to all market users.

Two years ago the MMA Board agreed to enter into a comprehensive review of trading hours as some market user organisations wanted a late start of 6.00am and other groups wanted an earlier start of 2.30am. We communicated with all sectors of the industry and heard a number of different views on what trading hours should be.

Our final decision was to abolish the early buyers system and have one single opening time of 4.30am.

This decision upset a number of market user organisations and legal action was taken against the MMA in regards to this decision. The decision was also debated in the Victorian Parliament where claims were made we were putting some market user businesses at risk.

However we stuck to our guns and did not move from the 4.30am decision.

Prior to the starting date we were approached by Fresh State leadership stating they were able to set up a Policy Committee which would be chaired by a Fresh State Director and include representatives from Fresh State, the Vegetable Growers Association and the Victorian Retail Fruiterers Association to reach a united decision on trading hours.

We received a letter from Fresh State dated 14 April 2008 signed by Shane Schnitzler, Robin Westmore, Joe Amalfi and Grant Nichol, and a letter from Victorian Retail Fruiterers Association dated 10 April 2008 signed by Trevor Wilson, Chris Scicluna, Andrew Sculli and Damian Toscano, recommending to the MMA Board we move the trading hours 1½ hours earlier from our 4.30am to a 3.00am start. Subsequently some time later a second recommendation was received from the Policy Committee to change winter hours to a 3.30am start.

We agreed to both these recommendations as obviously market users were united in their recommended decision.

Since that time we have not received any recommendations from the Policy Committee and until we receive a united approach from all Market users, Market trading hours will continue as is. If we go to Epping it is obvious trading hours will need to be readdressed as circumstances at the Epping site may be different, compared to West Melbourne.

I have informed Fresh State that I am prepared to chair a meeting of all the Advisory Committee Chairmen and one committee representative of each Advisory Committee to discuss current trading hours.

My message in relation to trading hours is just don't lay the blame on the MMA. If you disagree with the current time you should be approaching your Market organisations requesting them to talk with the other groups to reach a united approach.



Neil Lowe

* Please refer to Page 14 re requirements for Advisory Committees.



CEO

The summer trading period has been difficult due to the extraordinary weather conditions throughout the various growing regions. The floods in Queensland caused extreme concerns for our colleagues in the Brisbane Wholesale Market and demonstrated the resilience of the Market users to overcome very trying times. The speed at which the Market recovered from the flood and restored trading was a credit to the Brisbane Market leadership. The MMA provided a donation on behalf of the Melbourne wholesale market community to the Queensland Flood Relief Fund and we have been assisting the banana wholesalers to get through the difficult period created by Cyclone Yasi.

Many growing areas in Victoria were also affected by abnormal rainfalls and subsequent flooding and supply of fruit, vegetables and flowers at times was extremely challenging.

The recent change of government in Victoria brought a commitment to review all major infrastructure projects by the incoming government and the relocation of the wholesale Market to Epping has been subjected to the review process. The Hon. Minister Dr Denis Napthine MP has met with a wide cross section of stakeholders in the Market to canvas feedback. The Department of Business and Innovation (DBI) and Treasury have worked on a comprehensive review of all options for consideration by the Minister. Construction has continued at the Epping site, but the activity should not be considered as any indication of a pending decision. The review process has been extensive and comprehensive in its analysis of the options for the future of our wholesale fruit, vegetable and flower market.

Theft in the Market reached high levels in the lead up to Christmas. The MMA, in conjunction with the Market theft committee, have increased efforts to reduce the rate of theft. Several new initiatives have been introduced and include increased high tech camera surveillance and GPS tracking of forklifts. The chance of being caught stealing has increased considerably and if caught and charged offenders may be banned from entering the Market. The MMA Market officers have noted a large number of pallets that have been delivered to the wrong location and work has commenced on colour differentiating the East and West retail loading areas to allow for easier identification of wrongfully delivered pallets.

The MMA will be concentrating in the future months on reducing the amount of rubbish left in the Market after trading. Special bins for plastics and cardboard are being trialled in various locations around the Market. We ask all Market users to assist in maintaining a clean working environment.

The future may present many challenges for the Market community, but I firmly believe working together we can create a bright future for the wholesaling of fruit, vegetables and flowers in Victoria.

Allan Crosthwaite



RECYCLING TRIAL

Over the past several months JEDs Waste Management have been trialling a waste segregation system within the Growers' Concourse. Market users were encouraged to separate out and place their waste produce and plastics and cardboard in the labelled bins.

Initial trials indicated that whilst the cardboard was being contaminated with produce, the plastic recycling was successful. The next stage will be to roll out more of these plastic recycling points around the Growers' Concourse.

Keep up the great work!

FORKLIFT GPS

The MMA have been trialling a Forklift GPS Tracking System. A tracking device has been fitted onto a number of forklifts within the Market.

The system allows the location and movement of the forklifts, as well as the speed at which the forklift is travelling, to be monitored in real time.

The trial has been very successful to date.

The next stage of the trial is to GPS map the Market site to pinpoint a forklift GPS to an exact location within the Market.

REGISTRATION OF GOLF BUGGIES

VicRoads have now informed the MMA that all golf buggies used at the Market must be registered with VicRoads.

Please contact Yogi Pillay, Legal Counsel on 92586142 for further details.

EASTER TRADING

The Market will be closed for all business on:

22 April 2011 Good Friday
25 April 2011 Easter Monday
26 April 2011 Anzac Day

The Flower Market will be open on Saturday, 23 April 2011 at 5.00am.

Trading hours on Wednesday, 27 April 2011 will be 3.00am opening for Fruit & Vegetable Market only.



Chinese New Year

Year of the Rabbit

Celebrated this year on Thursday, 3 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 Rabbit, 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.



Retailer of the Year

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 650 shops who participate in the Retail Development Program. The top ten finalists and winners are announced at the industry gala dinner, VicFresh.

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

REGIONAL RETAILER OF THE YEAR



Winners Trevor & Kaye Wilson receive their award from Minister for Agriculture, Peter Walsh, and MMA Chairman, Neil Lowe (on right)

Wilson's Fruit & Vegetables, Ballarat

Leading industry figure Trevor Wilson and his wife, Kaye, are already multiple winners in the retail awards. In fact their business in another shop on the outskirts of Ballarat won the Retailer of the Year award in 1997/8.

Their present expansive shop in the heart of Ballarat has been Retailer of the Month a couple of times since. The shop has its own fenced parking areas and now is virtually a one-stop shop, with many top quality allied lines on offer in addition to the top fresh produce collected daily from Melbourne Markets. There are specialist areas for dairy and delicatessen lines, including juices and ice cream and gelato. The seven days a week business has progressively expanded to include wholesaling in the district, with four vans on the road.

METRO RETAILER OF THE YEAR



Minister for Agriculture, Peter Walsh presents the Metropolitan Award to Andrew & Stephen Signorelli of Signorelli's Fresh Choice, Balwyn

Signorelli's Fresh Choice, Balwyn

Having won the Retailer of the Year title in 2004, brothers Andrew and Stephen Signorelli preside over a very bright and busy shop.

With three-tier wall displays and island counters of fresh produce, the shop also boasts extensive displays of allied lines, including refrigeration.

Halogen lighting combined with warm timber linings make an inviting area, and after 12 years there, the shop has a large number of dedicated regular customers.

Price ticketing has been computer generated in-house, complete with the business logo and product illustrations produced by Stephen. There are also dedicated dispenser displays for such special items as fresh nuts and berry lines.

Year Awards

9

THE TOP TEN



Above: Napoli's Quality Fruit, Signorelli Fresh Choice, Signorelli Fresh Fruiterers, Mecca Brothers Fruit City, Alexandra Fruit & Veg, The Harvest Store, Wilsons Fruit & Vegetables, Colonial Forest Hill (not present) & Emerald Fruit Barn (not present)

THE TOP THIRTY FINALISTS

Aherns Fruit and Vegetable Market, Foster
Alexandra Fruit & Vegetables, Alexandra
Beaconsfield Fresh Fruit
Berwick Fresh
Brancati's Fruit and Vegetables, Rosanna
Charlies Fruit Market, Werribee
Colonial Forest Hill
Colonial Fresh Markets, Doncaster
Crisp and Fresh, Brighton
Emerald Fruit Barn
Foodworks Mansfield
Frootz on Parade, Fitzroy
Garden of Eden Fruit Supplies, Colac
Geelong Fresh Foods
Hand Picked, Doncaster East

Lazzaro Brothers, Sale
Mecca Brothers Fruit City, Fitzroy North
Napoli's Quality Produce, Williamstown
Peach's Fruit Market, Grovedale
Peach's Fruit Market, Torquay
Sandringham Fruit Market
Signorelli Fresh Choice, Balwyn
Signorelli Fresh Fruiterers, Balwyn North
The Fruit Bowl, Monbulk
The Harvest Store, South Morang
Top Shelf Fruits, Forest Hill
Toscano's Victoria Gardens, Richmond
V & R Fruit & Vegetable Market, Geelong West
Village Fruits Mt Eliza
Wilson's Fruit and Vegetables, Ballarat

WHAT DOES IT TAKE TO BE A RETAILER OF THE YEAR?

All retailers that purchase their supplies from the Melbourne Wholesale Fruit, Vegetable & Flower Market are eligible to be considered. To be part of this program simply register at the Promotions Office.

Participating shops are independently mystery shopped over a period of 12 months and assessed against a standard set of criteria that includes customer-service, produce quality and variety, freshness, displays, shop layout,

cleanliness, merchandising and specialist customer service including deliveries and carry service.

Awards are made to the retailers who consistently achieve at the highest level.

Winners each receive a \$5,000 prize package from industry sponsor National Point of Sale Systems (NatPOS) and are inducted into the ongoing "Hall of Fame", a prestigious group of previous winners who continue to lead the way in fresh produce retailing.

VicFresh 2011

Saturday, 26 February 2011

Crown Palladium



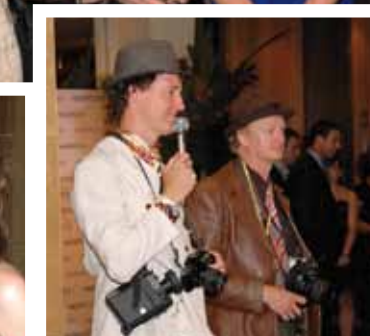
In true VicFresh style, over 800 guests were treated to a touch of Hollywood glamour with an opportunity to "Be a Star" on the red carpet and be interviewed by the paparazzi! Entertainment was provided by Monique Dimattina, the hilarious Tenors Undercover and Matt Hetherington and his band. A special guest appearance was made by Ricki-Lee Coulter who flew in from LA for the event and happily made herself available to fans afterwards for autographs and photos.

During the evening the prestigious Retailer of the Year Awards were announced (see Page 8) along with 40 Year Service Awards and Foodbank Supplier of the Year Award (see Page 12).



VICFRESH 2011 proudly sponsored by Melbourne Markets Business Partners and Event Sponsors





FORTY YEAR AWARDS

This year 16 recipients (listed below) received the Forty Year Awards. Pictured are those who attended VicFresh to receive their award and celebrate this achievement.

Frank Auddino
Brian Dykes
Richard Edwards
Giovanni Ficarra
Nick Kapiris
Emilio Lorenzetto
Leone Madafferi
Giuseppe Mammoliti
Savvas Mihailidis
Frank Mileto
Robert Rawnsley
Antonio Scotto-Lachianca
John Raftopoulos

Since its inception in 2002, 440 members of the market community have received this long service award.



Back Row L-R: Neil Lowe, MMA Chairman, Peter Walsh, Minister for Agriculture, Emilio Lorenzetto. Front Row L-R: Frank Mileto, Robert Rawnsley and Nick Kapiris

Did you have your photo
taken with Ricki-Lee?



At the recent industry gala dinner, VicFresh, Ricki-Lee Coulter made a guest appearance and was kind enough to pose with fans for photos and signings. Our official photographer was on hand to snap a number of photos so if you didn't have your own camera handy and would like a digital copy of your "moment with Ricki-Lee" please contact Rebecca Smith, Marketing Department on rebecca.smith@melbournemarkets.com.au

VICRELIEF FOODBANK AWARD

A big thank you to all those traders at the Melbourne Markets who have kindly donated produce throughout the year to VicRelief Foodbank for distribution to needy families within Victoria. The 2010 recipient for Fresh Produce Donor of the Year was presented to **Coolibah Herbs**.



Michael Bogicevic from Coolibah Herbs (left) receives Fresh Produce Donor of the Year Award from VicRelief Foodbank. The award was presented by Peter Walsh, Minister for Agriculture and Ric Benjamin (right) CEO, VicRelief Foodbank

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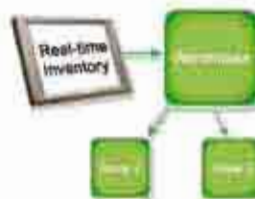
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The *Who's Who* of the Market - **Joe Brancatisano**



Vince, Joe and Chris



The Brancatisano Family 1957
Joe is on the far right

Joe Brancatisano was born in 1946 in the tiny southern Calabrian village of Motticella.

Like many Italian families in post-war Italy, Joe's family emigrated to Australia looking for a better life. Joe's father, Vincenzo came out first in 1951, gaining work at a foundry in Footscray, then two years later older brothers, Paul and Dick arrived, followed by his Mum, Concetta, and six siblings in 1955.

The family then moved to North Fitzroy and in 1956 sold their home to buy their first fruit & vegetable shop in Melrose St, Sandringham, living behind the shop. The shop was called Kings Fruit Supply, previously owned by the King Family who moved on to own the renowned Kings Carparks.

A couple of years later the family purchased a second shop in the Frankston Market and the majority of the family moved to Frankston to run and manage that business. Joe, who was only 12 at this stage, finished his schooling in Frankston.

Joe married in 1968 and within three years his first three children were born, Vince, followed by twins, Toni and Lisa. He then opened his first fruit shop in 1973 in Glenferrie Road, Kooyong called Kooyong Fruit Supply. Joe remarried in 1975 and he and his wife, Roslyn welcomed his fourth child, Chris, in 1976.

In 1979 Joe moved back to Frankston to join the family business, which at this stage had thriving wholesale businesses, both in the market at the Mornington Peninsula and at the Melbourne Markets, where they have been ever since.

In 2000, after 25 happy years Joe sadly lost his wife. He remarried in 2005 and between he and Fina they have six children and 12 grandchildren....and growing!

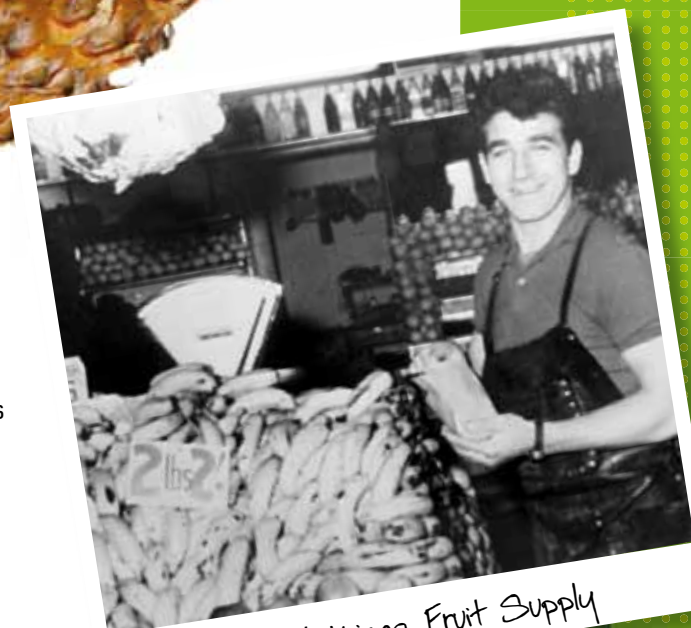
Joe is very proud of his children - his two sons, Vince and Chris both work with him at the Market, and his daughters both live in Italy. Toni, who originally trained as a nurse, last year won the Italian version of MasterChef and now has her own cooking show, and Lisa is in the fashion industry in Florence, launching her career as the winner of Melbourne's Fashions on the Field in 1989.



Apart from travelling Joe's other passions are golf, soccer and being a supporter of the Collingwood Football Club (he is a member of the Woodsman Coterie). He goes to the game every week possible, even interstate.

Joe has no plans for retirement (although he mentions his sons would probably like him to!). He says the market is his life and all his friends are here. In fact for the last 8 years, he and five other mates get together every Wednesday for lunch.

V Brancatisano & Sons (VB Fruit) have a number of stores in the south-west corner of the Market, so when you are next in the area, stop in and have a chat with Joe, a true market gentleman.



Joe at Kings Fruit Supply



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National 65 roses day

Friday 27 May 2011



The flower industry Australia wide is invited to get behind 65 Roses Day and support young Australians living with Cystic Fibrosis. Following on from the 2010 launch of 65 Roses Day as a national flower promotion, plans are well advanced to grow this day as a major flower giving occasion on the floral calendar.

65 Roses Day is the national awareness and fundraising day for organizations supporting young Australians living with this life shortening condition. Only half the people living with CF today will live beyond their 37th birthday.

For the first time a cohesive national campaign with the support and backing of the flower industry and other major stakeholders will underpin 65 Roses Day.

This is an initiative for growers, florists, wholesalers, on line sellers and all other industry stakeholders to participate in an event that presents great commercial opportunities blended with community service for young Australians living with cystic fibrosis.

In 2010, WAFEX director Adrian Parsons initiated the flower industry involvement with 65 Roses Day and involved rose growers, wholesalers and retail florists.

"...We had great success in our first 65 Roses Day in 2010 and we are looking to build on this in 2011 with a national promotion across the entire Australian flower supply chain ..." said Parsons.

65 Roses Day branded stickers have been printed and will be supplied to rose growers on a consignment basis. A sticker is applied to each bunch. Growers collect one dollar for each sticker used, which is remitted in support of CF services nationally.



What is Cystic Fibrosis?

Cystic Fibrosis is a cruel, life-threatening disease that affects infants and young people.

- Cystic Fibrosis is a condition that affects the lungs and digestive system.
- It is the most common genetically inherited, life threatening disorder in Australia
- One in 25 Australians are healthy carriers of the defective CF gene and over 98% of parents of new diagnosed infants only discover their carrier status once their child is born.
- As yet there is no cure
- To remain healthy, children with Cystic Fibrosis must perform chest physiotherapy for at least an hour each day. They also consume enzyme tablets with each meal to help them digest their food. Despite improved medical treatments, only 50% of sufferers reach the age of 37.

Leading media gardening expert Jane Edmanson is the 65 Roses Day 2011 Patron. The official industry and public campaign launch will be at Melbourne International Flower and Garden Show 30th March – 3rd April 2011.

Promotion via metropolitan and regional media outlets is planned to spread the 65 Roses Day message. In addition, point of sale material is being developed and will be widely distributed around the Australian flower industry.

For further information contact:

David Fussell

Ph 03 9258 6102

Email : david.fussell@melbournemarkets.com.au

OR

Adrian Parsons

03 9312 2121

Email: adrian@wafex.com.au

65 Roses Day is a national event held annually on the last Friday in May by Cystic Fibrosis (CF) organisations around the country. The aim of 65 Roses Day is to raise awareness and much needed funds for Cystic Fibrosis research and care.

The phrase "65 Roses" has a long standing link with Cystic Fibrosis. It was created when a younger brother of a small child, who had been diagnosed with Cystic Fibrosis in the late 1950s, was unable to pronounce the name of the disease, and said that his sister had "sixty five roses". Since that time, the rose has become the symbol of Cystic Fibrosis around the world.

Gippsland Schools Cooking Competition

The Harvest of Gippsland Festival was recently conducted at Lardner Park near Warragul on Sunday, 6 March 2011.



Winning team, Gipps TAFE Team Number 2, are congratulated by David Fussell, MMA Marketing Manager and TV personality, 'Fast Ed'.

A new feature of the event was a Schools Cooking Competition involving local secondary schools.

The Cook-Off featured three local schools which prepared meals using local seasonal produce. TV personality, 'Fast Ed' from Better Homes & Gardens, assisted on the day advising teams on meal preparation and culinary advice. Whilst a local judging panel made up of three local food critics judged each team on its merits.

The winning team was Gipps TAFE Team Number 2, second place was Gipps TAFE Team Number 1 and third place was Chairo Christian School.

The event was sponsored by Melbourne Wholesale Fruit, Vegetable & Flower Market, Warragul Lean & Green, Radfords Butchery and Lardner Park Events.

news and events

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Melbourne International Flower & Garden Show

“Flowers...enjoy them every day”



Come and visit the Melbourne Wholesale Fruit, Vegetable & Flower Market at the Melbourne International Flower and Garden Show 30 March to 3 April 2011 at the Royal Exhibition Building, Carlton.

This year the Melbourne Markets stand will be featuring arrangements from a variety of Victorian florists, seasonal floral rooms, 'Meet the florist' live demonstrations and great giveaways and competitions.

So come for a stroll and see some of Victoria's best floral talent, learn a thing or two about creating an arrangement, see some fantastic displays and get gardening tips from the professionals - all at the Melbourne International Flower and Garden Show, 30 March to 3 April.

Market Special Offer Book now to WIN !

Whatever your passion, be it exotic dining experiences, savouring fine wine, discovering new cuisines to cook at home or finding delicious gourmet produce, you'll experience it all at the Melbourne Good Food & Wine Show, which is on from Friday 3 June to Sunday 5 June, 2011.



Now in its eleventh year, the Show promises to be bigger and better than ever – like vintage wine it simply improves with age!

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When you pre-book your Celebrity Theatre tickets through Ticketek and quote MARKET you will go in the draw to win a Sunbeam Prize pack valued at over \$500 (rrp)!

To book, call Ticketek on 13 28 49 or visit ticketek.com.au/goodfood and quote MARKET when booking to go in the draw to win this great prize.

*MARKET must be quoted at time of booking to go in the draw. See goodfoodshow.com.au for full terms and conditions.

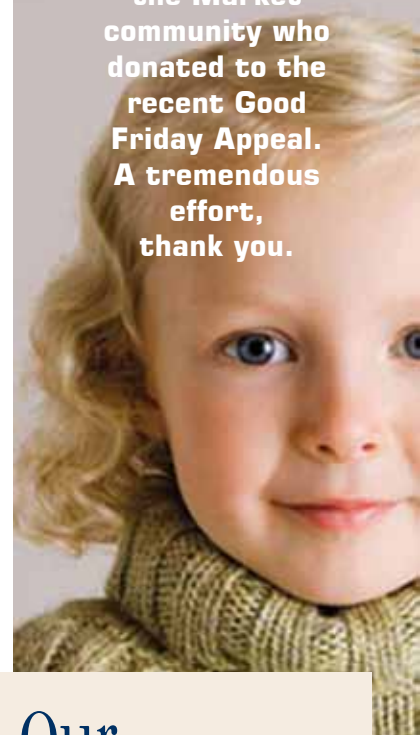


Calendar of Events

30 March - 3 April 2011	Melbourne International Flower & Garden Show
8 May 2011	Mother's Day
27 May 2011	65 Roses Day (Cystic Fibrosis)
3-5 June 2011	Good Food Show
24 September - 4 October 2011	Royal Melbourne Show
25 October 2011	MMA Golf Day
25 February 2012	VICFRESH 2012

Good Friday Appeal

Our heartfelt thanks go to all those in the Market community who donated to the recent Good Friday Appeal. A tremendous effort, thank you.



From Page 4: Requirements for MMA Advisory Committees

Excerpt Page 6: Melbourne Market Authority Act 1977

13D Advisory Committees

1. The Authority must establish the following advisory committees:
 - a) A Fruit and Vegetable Wholesalers committee;
 - b) A Fruit and Vegetable Growers Committee;
 - c) A Fruit and Vegetable Retailers Committee;
 - d) A Flower Industry Committee.
2. The Authority must consult each advisory committee not less than 4 times each year.
3. An advisory committee must consist of 5 persons appointed by the Authority, of whom –
 - a) 3 are selected from a panel of names submitted by industry organisation which in the opinion of the Authority represent the interests of fruit and vegetable wholesalers, growers or retailers or the flower industry (as the case may be); and
 - b) 2 are appointed following a call for nominations by the Authority published in a newspaper circulating generally in Victoria and in an industry journal.
4. The chairperson of an advisory committee must be appointed by the Authority.



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