

MELBOURNE

market **FRESH** news

Market Golf Day
Tuesday
20 October 2009
See back page

www.melbournemarkets.com.au

SPRING 09



Summer Trading
Hours - See Page 4

40

years at the Melbourne Markets...

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melbourne wholesale fruit
vegetable & flower **market**

2009 SEES THE MARKET
CELEBRATE ITS 40TH YEAR
AT FOOTSCRAY RD
WEST MELBOURNE

40
years

Opening of the Melbourne
Wholesale Fruit, Vegetable &
Flower Market - October 1969

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Message from the...

CHAIRMAN

Market Relocation

The bus is rolling on ... The relocation of the market to Epping is starting to gain real momentum.

I have been told by the parties who have been involved in the ongoing negotiations that obstacles which were restricting the way forward are almost overcome; real progress can now be made.

Tenders for the building of the trading floor have now closed and I understand the State is in the process of assessing these Tenders.

The MMA's role in the new negotiations has not been finalised, however, Minister Tim Pallas has asked me, through the MMA, to establish three consultative committees to give direct feedback to the Government on the development of the new Market at Epping.



The Government's intention is to set up committees that will perform the dual function of providing information from the State to the Market community and obtaining feedback from suggestions to the State.

So the bus is on the move to an expected relocation date of around late 2012.

Neil Lowe

CEO

As Neil has said, "the bus is on the move". I have been spending a large amount of time meeting with Government, technical designers and architects, evaluating the tenders submitted by Baulderstone and Bovis Lend Lease. This has been a very interesting process with both tenders showing a real understanding of the needs of the new Market going forward. The intention is that following a full evaluation of the two offers, the Government will choose one of these builders to build the new Market. It is planned that construction will begin during the remainder of 2009 or early 2010.

The MMA completed its 2008/09 financial year in a very strong financial manner. I have recently received notification from the Auditor General that MMA's annual accounts are ready to sign. Once the accounts are tabled in Parliament, they will be published on the MMA website for all to see, with limited hard copies available to those who need them.



Following a recent meeting of the Market Policy Council, the MMA has agreed that winter trading hours will end on Sunday 25 October 2009.

Summer Trading Hours

From 26 October 2009, fruit and vegetable buyers will be provided with access to the market from 3.00am on Monday, Thursday and Friday, and 4.30am on Tuesday and Wednesday. The one hour pre-delivery of produce as agreed last year will continue. There will be no change to flower trading hours.

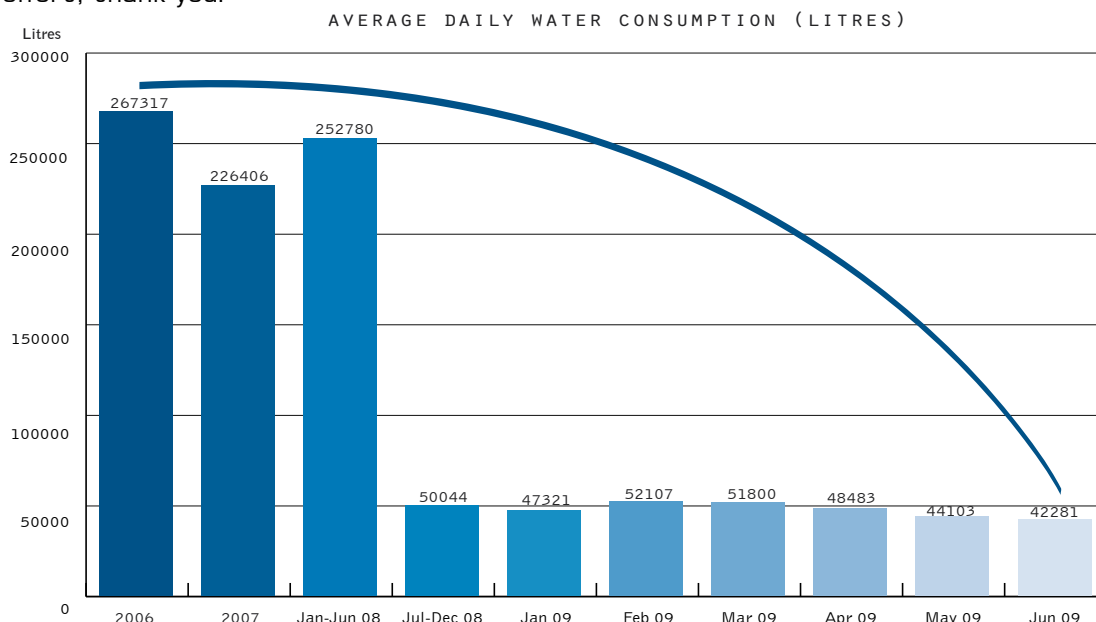
It was also agreed at the meeting that winter trading hours will return on the Monday following Easter Monday in 2010, ie. 12 April 2010.

Peter McLennan



The Market's Environmental Performance

I am pleased to report that, as a Market community, we managed to save even more water during the 2008/09 financial year. We have, over the period of the past two and a half years, managed to reduce average daily water consumption by **85%**. A great effort, thank you.



It is also good to know that our efforts have been publically recognised with the MMA being short-listed as one of four Government organisations in Australia that could win the Government section of the 2009 WaterSave Awards. The awards will be announced on 9 October.

We would like to thank those warehouse tenants who worked with the MMA on reducing our water consumption this year.

In terms of waste management, and working with JEDs, in 2008/09 the Market community managed to:

- reduce the amount of rubbish to landfill by 9.9%;
- increase the recycling rate by 5.4%; and
- increase diversion from landfill to 62.4% (diversion rate was 58.4% for the 2007/08 financial year).

Unfortunately we were unable to make any significant savings in our electricity consumption in the last financial year. This is unfortunate, as our annual electricity consumption emits around 5,000 tonnes of greenhouse gases into the atmosphere each year.

The MMA will continue to work with the Market community to identify ways we can be smarter with our energy use, and we will continue to ensure lights around the Market are not left on unnecessarily.

I would like to encourage you all to think globally and contribute ideas, and importantly act locally, by ensuring that all appliances are turned off at the switch when not in use and office lights are switched off when there is no one in the office. And think about power saving appliances and recyclable materials when making that next purchase.

Remember.....every little bit counts!

Marisa Di Pietro, Governance & Environment Manager

Faults & Repairs

Unfortunately, the MMA still encounters leaking toilet cisterns and taps that the Market community fail to report as requiring repairs.

This works against all our hard efforts to reduce water consumption at the Market, but more importantly, it is a useless waste of a precious resource.

Please, keep your ears and eyes open for any water leaks and if you find any leaking taps or toilets, please arrange to have the repairs fixed.

If you come across a leaking pipe or tap outside of your premises, please let someone from the MMA know ASAP, so we can undertake repairs.

Also, to help us continue to save water at the market, please ensure any equipment you operate that uses water is running efficiently.



VEHICULAR SPEED ON MARKET LAND

You will have noticed a display board indicating the speed of approaching vehicles located at the south east corner of the National Flower Centre. The display board has been put there to display the speed of your vehicle.

All market users are reminded that they must comply with the speed limits at the Market. The speed limits on Market land are:

- **10 km/h in undercover areas; and**
- **15 km/h in open areas, such as the car parks.**

Given the volume of pedestrian and vehicular traffic on Market land, it is vital for safety reasons that Market users comply with the speed limits.

Please note that repeat speeding offenders will be banned from the Market.



Concourse Emergency Evacuation Drill

As part of MMA's emergency management procedures, an emergency evacuation drill was conducted on the Market concourse on Tuesday, 21 July 2009.

The MMA would like to thank all the Market traders within the concourse who participated in the completion of this drill.

I would like to remind all Market users that, regardless of how frequently or infrequently you visit the Market, it is important that you take the time to familiarise yourselves with the Market's emergency evacuation procedures and to discuss these procedures with your staff.

The procedures to be followed, and a map indicating the emergency assembly areas, can be found on all Market noticeboards.

Food Safety

Smoking Whilst Handling Produce

Don't forget that smoking whilst handling food in a food premise is a breach of the Food Safety Act and its Regulations and can result in penalties being issued by the Food Safety Inspectors.

The City of Melbourne has received numerous complaints from Market users regarding smoking at the Market. The Melbourne Wholesale Fruit, Vegetable and Flower Market is registered as a food premise under the Food Safety Act.

FORKLIFT SAFETY

FORKLIFTS and PRODUCE ON PEDESTRIAN WALKWAYS

All forklift operators are requested NOT to park their forklifts on pedestrian walkways.

These pedestrian walkways have been placed around the Market for the safe passage of pedestrians. Parking forklifts on pedestrian walkways, or placing produce on these walkways, means pedestrians have to use pathways that are reserved for vehicular movement. This causes a risk to themselves and the forklift operators.

So please do the right thing and do not use the pedestrian walkways inappropriately.

FORKLIFT LIGHTS

Forklift operators, please note that forklift lights must be switched on when operating a forklift in the Market, particularly before sun rise and out in the car parks.

In this way both forklifts and pedestrians will be clearly visible. Thank you.

"Persons driving a forklift on Market land MUST have in their possession a valid and current driver's licence AND certification to drive a forklift."

Melbourne Market Authority
By-Laws 13.3.3

Fruit Fly Update

The Victorian Government program to eradicate Queensland fruit fly (QFF) outbreaks in Ascot Vale, Kensington and Flemington will recommence in September 2009.

The program is designed to prevent QFF from infesting the Melbourne Wholesale Market, which would disrupt supplies of fresh fruit to Victorian and interstate consumers, and also to help maintain the quality of home-grown fruit.

Approximately 17,000 households were visited in affected areas between September 2008 and May 2009. Thanks to the cooperation and support from residents, eradication of QFF has so far exceeded expectations. Fruit fly activity has decreased considerably, with only 40 QFF trapped in 2009, compared with over 2000 trapped in 2008.

However, the new outbreak in Flemington in February 2009 indicated that QFF has not been fully eradicated. Although fly numbers in Flemington are relatively low, the Department of Primary Industries (DPI) needs to further treat this outbreak because of its proximity to the market.

From the start of September, approximately 5,000 households in the Flemington outbreak area will be involved in the program, which includes chemical baiting of trees, ground treatments of infested sites and fruit inspection. In addition, sterile fruit flies will be released in adjoining suburbs to minimise successful QFF breeding.

Your assistance and support will help to ensure that quarantine restrictions in the Market can be lifted at the earliest opportunity.

To reduce the risk of QFF spreading, DPI asks Market traders to minimise the amount of waste produce left on the Market floor during trading hours, so it is not exposed to adult QFF.

Fruit flies are most likely to be detected as creamy-white maggots 5-10mm long, which feed inside host fruits. Infested fruit may appear to be perfect from the outside, so maggots may only be detected when the fruit is cut open.

If you suspect you have found fruit fly, please phone the DPI Customer Service Centre on 136 186.



THE MARKET TURNS 40!

In October 1969 the Melbourne Wholesale Fruit, Vegetable & Flower Market at Footscray Road was officially opened by the then Victorian Premier, Sir Henry Bolte (see inside cover).

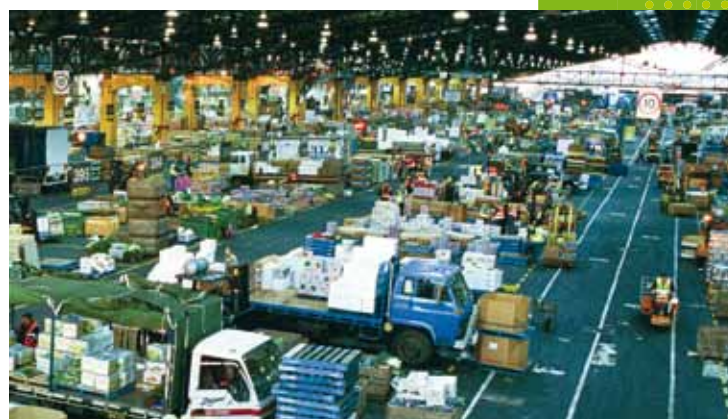
With trading commencing approximately a month later, the move to the 33 hectare site at Footscray Road from the Queen Victoria Market saw a new era in fresh produce wholesaling, with increased space for selling and storage of fresh produce and flowers. Over the years a large number of coolrooms were added as well as additional warehousing, offices and parking as the Market grew. In 1996, a new purpose built Flower Market was opened in the north western section of the Market, having previously shared space with the fruit and vegetable traders.

Now, of course the Market has again outgrown itself and will be relocating to 133 hectares of land in Cooper Street, Epping, with completion scheduled for 2012.

To commemorate this anniversary, National Marketplace News will be releasing a Souvenir Magazine featuring the past 40 years at the Market, to be released at the end of September.

But for now, here is a snapshot of some of our history....lets see if you recognise some of the faces!





The *Who's Who* of the Market - **Dominic Legudi**

One of the Market's many friendly faces, Dominic Legudi has been part of the Market since 1983. Trading on the Market floor at site B253-255, Dominic and his team of five employees sell a range of fruit and vegetables including eggplant, grapes, kiwifruit, citrus, stone fruit, zucchini and mushrooms.

Dominic is one of four children born to Frank and Maria Legudi who immigrated to Australia in 1948/1949 respectively and established a farming business in Swan Hill growing grapes, tomatoes, rockmelons and seasonal vegetables. In 1965 Frank sold his farm and moved to Melbourne to start a new life. In late 1966, Frank and his eldest son Ben started their own wholesale business selling tomatoes, rockmelons, grapes, capsicums and beans at the Queen Victoria Market. Soon after, his second son Charlie also joined his father and brother to further grow and establish the business. In 1969 the business moved from the Queen Victoria Markets to the Footscray Road Market site.

It would seem that the third son Dominic was also destined to join the rest of the brothers working in the fruit and vegetable market. However, in spite of family tradition his first fulltime role out of school was working as a clerk at a major bank in the city. Dominic worked for 10 years at Citibank before he finally followed in his father's footsteps and moved into the family business. Initially Dominic supported the business on a casual basis before taking over the business with his brothers in 1985. Since then, Frank and Charlie have retired and Ben still works on a casual basis working twice a week. Sadly, Frank passed away in 2006 at the age of 84.

With a background in finance, Dominic has been able to use his prior experience and industry knowledge to develop and improve the business. He has introduced new technology such as computer systems to monitor and analyse sales, cash flow, stock control, market trends and the security of the business. The business no longer deals solely in cash and instead uses the credit service and online systems for record keeping and transactions. Dominic is also happy with the way the mandatory code of conduct has provided fair trading amongst the growers and wholesale agents.



On a personal note, Dominic is a keen Essendon supporter and currently coaches the first XVIII at St Bernard's College in the Australian Catholic Schools competition, winning a number of school premierships. Dominic is also part of the recruitment team at Essendon Football Club and is constantly on the look out for the next up and coming league star! Dominic is married with three sons all of whom work in industries outside the fruit and vegetable market. He hopes one day the boys will be the third generation of Legudi's in the market.

During the next five years, Dominic intends to continue selling high quality produce to buyers operating within the Market. Dominic enjoys the banter and characters that make up the Market community. One of his most vivid moments in the Market was opening up a container of bananas from Queensland to find a rare and poisonous snake slithering amongst the bananas. He has never traded with bananas since!

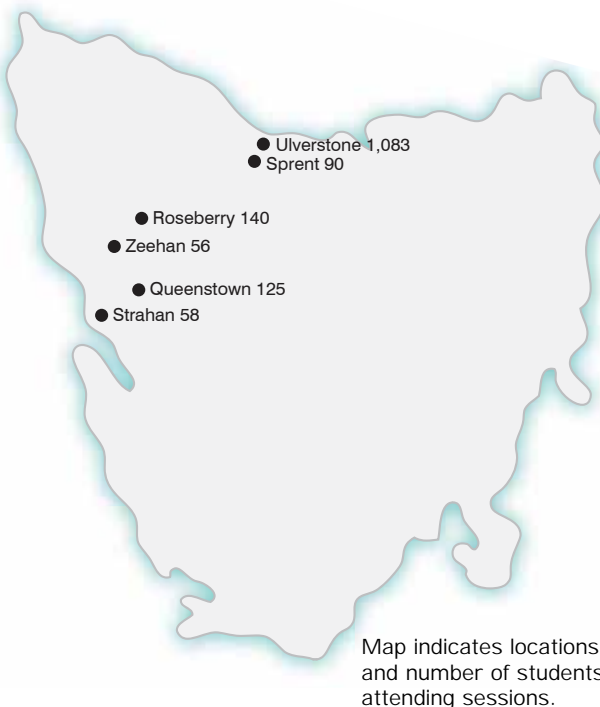
Although the dates for the move to Epping haven't been confirmed, Dominic is looking forward to the challenges and opportunities that the new Epping site will bring to the fruit and vegetable industry. His philosophy over the years has never changed: respect people for what they are, treat everyone with equality, loyalty and honesty. Work hard and you will be rewarded.

MARKETFRESH SCHOOLS PROGRAM GOES TO TASSIE!

During the week of 17 to 21 August, the MMA launched the Marketfresh Schools Program to students in the north-western region of Tasmania.

The program is intended to educate some of the 66,000 students living in Tasmania with the importance of including fruit and vegetables in their diets, and the processes involved in getting the produce from paddock to plate. The pilot program covered primary and secondary schools in the north west of Tasmania including Strahan, Queenstown, Zeehan, Roseberry, Ulverstone, Forth and Sprent. A vast number of produce lines in Tasmania are sourced from the Melbourne Market, so this program will promote and hopefully provide more sales and exposure to many wholesalers and agents operating within the Market.

The Department of Health & Human Services in Tasmania is supporting the program to improve the health and wellbeing of the Tasmanian population and increase the awareness of local



product lines from Tasmania and Victoria. If all goes to plan the program will become a permanent fixture for the Tasmanian education curriculum.

The program would not be possible without the generosity and support of the growers and wholesalers from the Market and the fresh produce industry. These organisations have kindly supplied quality fresh fruit and vegetables for each session. We would also like to thank retailers who have sponsored schools sessions in their area.

If you have any queries regarding the program please contact Sharyn Dunstan on 9258 6179.



Ulverstone Primary School



West Ulverstone Primary School



Strahan Primary School



DAFFODIL DAY

FRIDAY, 28 AUGUST 2009

On Thursday, 27 August and Friday, 28 August, collectors from the Cancer Council Vic. came through the flower and fruit and vegetable markets, seeking donations for their annual Daffodil Day campaign.

Daffodil Day is the largest national fundraising event of its kind in the Southern Hemisphere, and it raises essential funds for cancer research, education and support programs.

This year **\$3,044.90** was collected over two mornings, once again showing the generosity of the market community. A big thank you to all those who contributed to this worthy cause.



The lovely ladies from the Cancer Council, collecting in the Fruit & Vegetable Market, greeted by growers, Michael Toffolon and Alec Berias

FOOTY CLINIC

CHANNEL 9 AND ESSENDON FOOTBALL CLUB

Recently, the MMA partnered with Channel 9 to conduct the inaugural Almost Little Legends Footy Clinic which was held at the Knox Football Club.

Past and present footy stars, including Gary Lyon, Sam Newman, Shane Crawford, Billy Brownless, Matthew Richardson, Xavier Ellis, Xavier Clarke, Dermott Brereton and others provided a fun-filled day of entertainment and coaching tips to 700 Eastern Football League under 9 kids that attended. The kids in attendance were firstly part of the audience for a recording of Channel Nine's Kid WB program. Hosts Shura Taft and Heidi Valkenburg entertained the crowd and also educated the kids about healthy eating. Apples, oranges, bananas and celery sticks were handed out to all the participants and parents that attended the event.



The full show was broadcast on Kids WB on Nine HD from 7am – 11am. It also featured on Channel Nine's Thursday night and Sunday morning Footy Show.

A big thank you goes out to The Melbourne Citrus Committee, Great Southern Fruit Growers (Mark Paganoni) and Horticulture Australia for supplying over 1000 pieces each of oranges, apples and bananas.

A few days later, the **Essendon Football Club** conducted its Mosquito Fleet clinic to its 550 junior members. The MMA set up a stall and provided healthy snacks to the kids and parents who attended the day.

The banana and carrot costumes were a big hit amongst the kids as well as the fruit giveaways.

RURAL PRESS CLUB AWARDS

FRIDAY, 28 AUGUST 2009

Each year The Rural Press Club of Victoria awards a number of regional journalists and photographers who have excelled in their respective fields. This year, as a sponsor, the Melbourne Wholesale Fruit, Vegetable & Flower Market awarded the prize for Best Video Vision. The winner was Julian Fisher from WIN Television, Bendigo for his piece on the Black Saturday bush fires titled "Bendigo Burns".

Winner, Julian Fisher with
David Fussell, Marketing Manager,
Melbourne Market Authority



Asian Vegetable & Herb Poster

This A1 sized poster depicts the various Asian vegetables and herbs available from the Melbourne Wholesale Fruit, Vegetable & Flower Market. Available now from the Promotions Office.

Community Guide

This guide has been developed by the MMA in conjunction with the Heart Foundation to promote and educate the Victorian public on the benefits of eating fresh fruit and vegetables.

The Department of Human Services will be distributing the Community Guide to all the local councils in Melbourne.



Seasonality Guides & Posters

Guides: The seasonality guide on the MarketFresh website has been recently upgraded and is now live and easily accessible for users to read or download. Thank you to all the wholesalers, agents and growers that provided input into the guide.

Posters: The new banner style seasonality posters are available from Sharyn at the Promotions Office. There are eight posters in the set and each are double-sided so they can be hung from the ceiling or against the wall or window. The posters display the availability of common fruit and vegetable lines during the spring, summer, autumn and winter seasons.

Spring Racing Carnival

And the countdown is on to the 2009 Spring Racing Carnival! The MMA have once again sponsored Racing Victoria to showcase our race day flowers across ten major racing events of the Spring Racing Carnival. A series of promotional materials is available to florists, through the NFC, from Tuesday, 15 September. This includes A2 and A3 sized posters as well as bookmarks which give you a guide to flowers by event (see below). This year the Caulfield Racing Club has replaced their race day flower for the Caulfield Guineas from the Mini Gerbera to Lavender and the Lily of the Valley has been replaced with a White Rose for the Caulfield Cup.



Beverley O'Connor -
Journalist and
Broadcaster

2009 Guide to Flowers for Feature Race Days

	Melbourne Cup Carnival Preview featuring the (G1) Turnbull Stakes Saturday, 3 October Flemington
	WHITE FREESIA
	Girls' Night Out Friday, 9 October Moonee Valley
	ORCHID
	The Age Caulfield Guineas Saturday, 10 October Caulfield
	LAVENDER
	Schweppes Thousand Guineas Wednesday, 14 October Caulfield
	DUTCH BLUE IRIS
	BMW Caulfield Cup Saturday, 17 October Caulfield
	WHITE ROSE
	Tatts Cox Plate Saturday, 24 October Moonee Valley
	CECIL BRUNNER ROSE
	AAMI Victoria Derby Saturday, 31 October Flemington
	CORNFLOWER
	Emirates Melbourne Cup Tuesday, 3 November Flemington
	YELLOW ROSE
	Crown Oaks Thursday, 5 November Flemington
	PINK ROSE
	Emirates Stakes Saturday, 7 November Flemington
	RED ROSE



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Golf Day Registration

Please complete all details and return with payment to:

Andrew Baxter, Golf Day Co-ordinator
MMA, Box 1, 542 Footscray Rd, West Melbourne
OR by fax 9687 7714 with credit card details by
Friday, 9 October 2009

(Please note numbers are limited and payment must be received to book your place)

Name:

Company:

Address:

Phone:

Mobile:

Individual

Require placing into a team: Yes ☐ No ☐

Handicap:

Teams

Member of a Team: Yes ☐

Team Name:

Player 1:

Handicap:

Player 2:

Handicap:

Player 3:

Handicap:

Player 4:

Handicap:

Payment details:

Please find enclosed a cheque / money order payable to the Melbourne Market Authority or credit card details for the amount of \$ _____ being for _____ player/s.

Visa ☐ Mastercard ☐

□□□□ □□□□ □□□□ □□□□

Card Expiry: ____/____

Signature:

EVENT SPONSORS:



Market Golf Day 20 October 2009

LOCATION:

WATERFORD VALLEY GOLF COURSE, KNOXFIELD

(30-35 MINS FROM MARKET)

COST:

\$75.00 per person (incl GST)

REGISTRATION:

9.30am - 10.15am

TEE OFF:

10.45am

As a valued Melbourne Markets customer, you are invited to be part of the annual Market Golf Day to be held on Tuesday, 20 October 2009 at the Waterford Valley Golf Course, Bunjil Way, Knoxfield **(Melway 73 E8)**.



If you would like to be part of this fun day, please fill in the booking form attached and return with your payment by Friday, 9 October 2009.

Cost includes green fee, golf buggy and refreshments throughout the event, concluding with hot buffet, winners' presentation and great prizes.

Competition will be Ambrose with a shotgun start. Each player is required to have a minimum of 3 drives.

Number of teams is limited so don't delay in registering your players for this annual event, proudly brought to you by the MMA and business partners, Toyota Material Handling and National Point of Sale Systems.

PRIZE SPONSORS:

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Vegetable Growers Association
Alcon Security Services
All Produce Traders

Apack Florist Supplies
Cafe 1 (Rando's Cafe)
Cafe 3 (Orino's Cafe)
JED's Cleaning
National Marketplace News