

MELBOURNE market **FRESH** news

www.melbournemarkets.com.au

SUMMER 09

Retailer of
the Year!
See Page 5



you're invited to

get ready to party
vicfresh 09



VicFresh 09: Saturday,
28 February - See Page 4

Melbourne Market Authority
Box 1, 542 Footscray Road
West Melbourne, Victoria 3003
T: 03 9258 6100
F: 03 9687 7714
www.melbournemarkets.com.au

Market *Fresh*TM
marketfresh.com.au

MM
melbourne wholesale fruit
vegetable & flower market

Message from the CEO



2009 has started with a number of difficult issues affecting the Fruit, Vegetable and Flower industries. The world is in economic meltdown, Victoria and South Australia are experiencing extremes in temperature and the drought continues in the southern states. In addition, those in the northern states are coping with excessive rainfalls, and potential dangerous weather. The industry has survived these issues before and will survive them again.

While we work through these problems it is good to know that the Market remains strong and competitive, as can be seen by the number of businesses and people using the market, as follows:-

Property Type	Modules	Businesses
A Stores	240	49
B Stores	180	66
	Stands Used	Businesses
Mon, Wed, Fri	582	305
Tues, Thurs	507	261
Total Stands	664 available	338
	Warehouses	Businesses
Warehouses on site	43	33
	NFC Modules	Businesses
Stands	121	79
Access Cards	Active Cards	Businesses
F&V Buyers	2,257	1,239
F&V Wholesalers	2,713	767
Florists	1,035	694
NFC Wholesalers	301	99
Other	869	367
Total Access Cards	7,175	3,136

I would like to thank the MMA Board, Management, Staff, Advisory Groups and Committee Members for their assistance during 2008 and I look forward to working with all those involved during 2009.

Peter McLennan

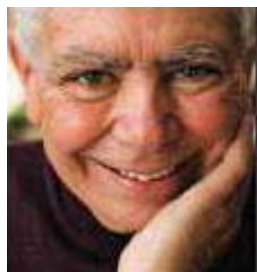
Items of Interest in 2009

VicFresh: First cab off the rank on Saturday, 28 February is the 13th annual VicFresh Gala evening to be held once again at the Crown complex in the city. As at 1 February, ticket sales totalled 876. If you wish to attend the evening, I suggest you make your bookings promptly.

Environment: MMA management and staff, together with members of the market community, continue to look for ways of improving the environment in which we all work. We constantly look for ways of reducing water use onsite and endeavor to identify further electricity savings. In addition, the Authority is moving to reduce its environmental footprint through the use of recycled paper and the replacement of paper files with scanned digital files.

MarketFresh: There has been much discussion in the past about branding the Market so that the public gets to know firstly, that the market exists and secondly, its contribution to the health and wellbeing of the State. The MMA will be working with the Retail Fruiterers Association during 2009 to roll out the concept of Marketfresh Retailers. We are hoping a successful launch of this new concept will educate Victorians that Marketfresh produce is the produce of choice in the future.

OH&S: OH&S issues continue to be a major concern in the market. Each of the 3,136 businesses, who are registered users of the market, are responsible for ensuring the safety of all Market users. It is the Authority's intention to ensure that every action is taken to maintain onsite safety.



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VICFRESH 09



85%
of
tickets
sold!

get ready to party!

SATURDAY, 28 FEBRUARY 2009

With only four weeks to go, this popular industry event is already 85% sold!

Entertainment for this year's VicFresh is exciting local dance band DEJA VU, playing the best from the 70's to the 00's and for something a little different, enjoy the totally wicked comedy magic of PHIL CASS and his assistant Philippa. Your host for the evening is media personality BEVERLEY O'CONNOR.

With the prestigious Retailer of the Year Awards being announced, as well as special awards for 40 Years of Service, this is a night not to be missed.....and don't forget to wear a "flash of RED"!

To book your tickets ring Nancy on 9258 6108.



40 YEAR SERVICE AWARDS

Have you worked continuously at the Melbourne Markets for 40 years or more?

If so, you could be eligible to receive a 40 Year Service Award which recognises service to the fruit, vegetable, flower and industry with special recognition and special privileges through the award of a "Golden Market Pass". This means that a market user will receive free entry for life to the Melbourne Markets, a certificate and a Golden Melbourne Markets Badge to signify his/her status.

This Award is open to all market users working in the industry, and it does not matter if a market user has changed employers along the way, just as long as there is 40 year continuous service.

For all enquiries please contact Andrew on 9258 6105.

Awards will be presented at VicFresh 09.



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



RETAILER OF THE YEAR AWARDS

The Retailer of the Year Awards, now in its 13th year, aims to recognise excellence in fresh produce retailing within Victoria. There are two awards - Metropolitan Retailer of the Year and Regional Retailer of the Year. Finalists are selected from Retailer of the Month and Certificate of Excellence recipients for 08/09, as well as carryover finalists from the previous year. Below are the finalists for the 2009 Retailer of the Year:-

Albert Park Fruit Palace, Albert Park
 Alexandra Fruit & Veg, Alexandra
 Berwick Fresh, Berwick
 Bright 'n Fresh, Brighton
 Colac Fruit Market, Colac
 Colonial Fresh Markets, Chadstone
 Colonial Fresh Markets, Doncaster
 Emerald Fruit Barn, Emerald
 Farmgate Fresh MidValley, Morwell
 Forever Fresh Echuca, Echuca
 Fresh @ Highpoint Fruit & Veg, Maribyrnong
 Frootz On Parade, Fitzroy North
 Fruits On Coventry, South Melbourne
 Gaffney's of Warragul, Warragul
 Garden Of Eden Fruit Supplies, Apollo Bay
 Garden Of Eden Fruit Supplies, Colac
 Garden Of Eden, Heidelberg

Geelong Fresh Foods, Geelong
 Hand Picked, Doncaster East
 Lazzaro Bros, Sale
 McGains Nursery & Organic Fruit & Veg, Angelsea
 Passionfoods, South Melbourne
 Peaches Fruit Market, Horsham
 Reliable Fruit & Vegies, South Yarra
 Rod's Fruit & Veg, South Melbourne
 Scicluna's of Mentone, Mentone
 Seville Fresh Fruit, Seville
 Signorelli's Fresh Fruiterers, Balwyn
 The Cabbage Patch, Kangaroo Flat
 Top Shelf Fruits, Ashburton
 Victoria Fruit Palace, Ripponlea
 Warragul Lean & Green, Warragul

The Top Ten Finalists and Retailers of the Year will be announced at VicFresh 09

Some of our finalists below:-



RETAILER OF THE YEAR

DANGEROUS DRIVERS NOT WELCOME AT THE MARKETS

The MMA recently was made aware of a couple of very irresponsible Market users engaging in dangerous driving practices on market land.



The offending drivers have been identified and they are no longer permitted to bring their vehicles on site.

All market users are reminded that the roads within market land are gazetted public roads and are subject to the Road Traffic Act.

Business operators are also reminded that they have a responsibility, as employers under the O.H&S Act, to ensure the safety of their employees and the safety of others.

Please exercise care at all times when operating and driving vehicles on market land. Dangerous driving in any form, and in any type of vehicle, will not be tolerated.

New Business Orientations

This service, offered by the MMA, is becoming increasingly popular in introducing new business customers to the Market layout, operations and services.

Orientations include a tour of trading areas, introduction to operations, marketing, waste disposal and other relevant services.

This service is available to new/intending traders Monday to Friday (maximum group of 5).

For all enquiries please ring Andrew on 9258 6105 (8am to 4pm, Monday to Friday).

TEMPORARY CLOSURE OF GATE 6

Due to Dynon Port Rail works, Gate 6 will be closed to all inbound and outbound vehicles until approximately mid February 2009. Until this time Gate 5 has been modified as an alternative to Gate 6 and the current opening and closing times of Gate 6 will apply to Gate 5.

Therefore, entry and exit from Gate 5 and exit only from Banana Alley will close at 5.00pm and open at midnight during the week. Gate 5 entry and exit and exit from Banana Alley will be closed on weekends.

On completion of these works, Gate 6 will be re-opened and will return to its normal operational status.

Once these works have been completed, it is anticipated that there will be no further disruptions to access to the Melbourne Markets as a result of the Dynon Port Rail Project.

QUEENSLAND FRUIT FLY

Following the detection of Queensland fruit fly (QFF) outbreaks in Kensington and Ascot Vale in early 2008, DPI is delivering a pest control program in order to eradicate the fly from the area. Despite these efforts, it remains likely that some flies may be detected in the area with the onset of warmer weather.

Summer is a busy time for fruit and thus for the QFF. We must take extra care to keep the Market clear of waste fruit, so the QFF does not enter the market precinct. Fruit fly can be attracted to the presence of rotting fruit on the market floor which increases the likelihood of flies entering the area particularly in the warmer months.

Eradicating fruit fly from the metropolitan areas will remove current restrictions on the movement of fruit through the Melbourne Market to sensitive interstate markets such as Tasmania.

Others are doing their bit to keep the Melbourne Market free of fruit fly:

- DPI Plant Standards continue to monitor for QFF within the Market and in neighbouring areas.
- Householders continue to support DPI's intensive fruit fly eradication program by managing their fruit trees and having their fruit trees inspected by DPI.
- Connex has removed more than 30 fruit trees from rail property.
- Local councils have assisted with the distribution of information to community groups in the area.

Now it's time to do your bit:

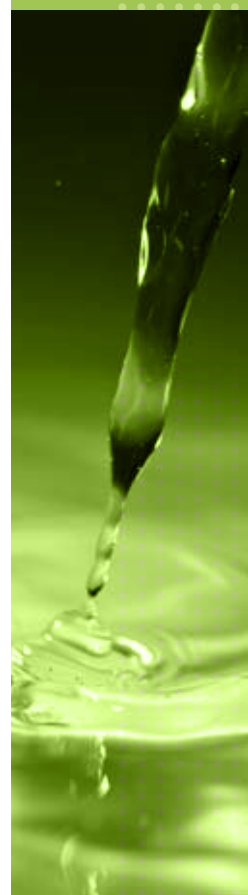
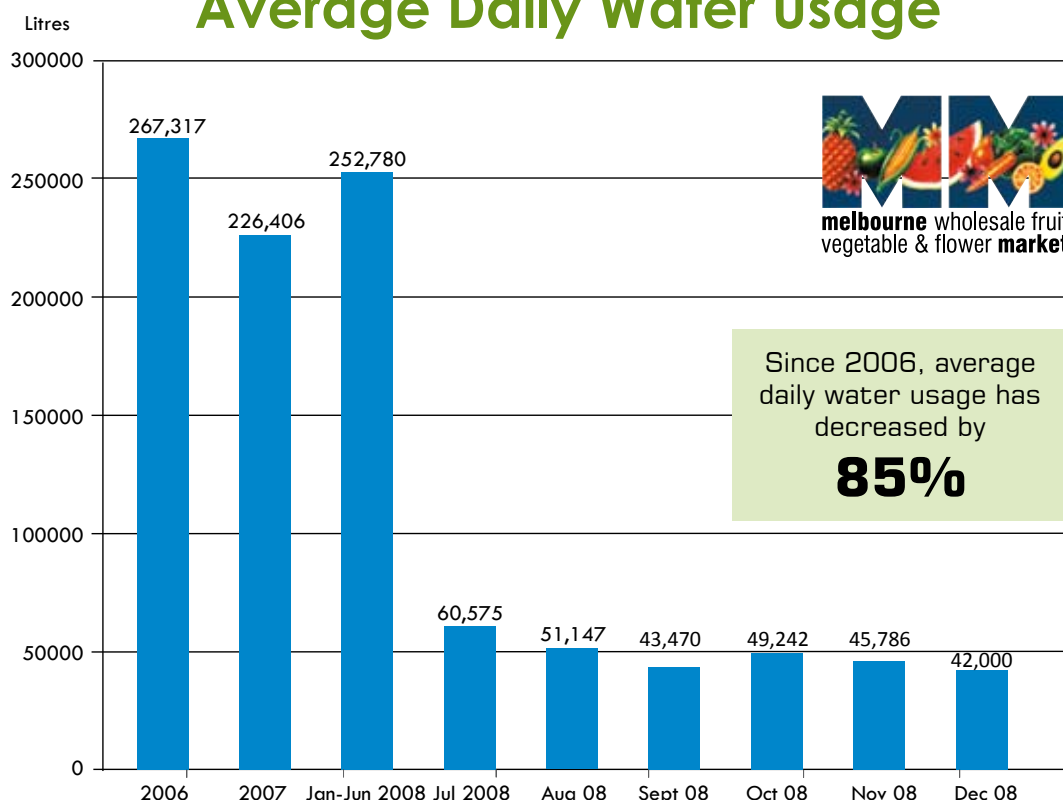
- **Send surplus or short date fruit to Foodbank.**
- **Send unsaleable bulk waste direct to JEDs for disposal.**
- **Clean up damaged fruit and bin it.**

DON'T DUMP RUBBISH and don't allow others to dump rubbish.

Don't sit back and wait – act now. It will be too late if QFF establish in the market. Remember this is your market and your businesses are at risk too.

ENVIRONMENT

Average Daily Water Usage





Due to the continued growth and success of the MarketFresh Schools Program, the number of students attending and an increased focus on healthy eating, the current format of the MarketFresh Schools Program is presently being upgraded to reflect these changes and to accommodate the requirements of all age groups.

Consequently a restructure is in process to provide an interactive presentation for three age groups, ie. junior, intermediate and senior school students, which will encompass topics such as growing regions, seasonality, identification of fruit and vegetables, nutritional information, preparation and storage tips, etc.

A DVD will be produced for each age group and will provide an interactive Q&A section. Tastings of fresh seasonal produce will still complete each session.

It is anticipated that the new program will be released in March 2009.

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

We would like to thank our sponsors and suppliers as listed below:

PRODUCE LINE	SPONSOR	SUPPLIER
Apple & Pears	Fruit Growers Victoria	Great Southern Fruit Growers
Avocados	Melbourne Avocado C'tee	Barkers Melb. & Sculli & Co
Bananas	Australian Banana Promotions	Star Fruit
Eco Bananas	Pacific Coast Eco Bananas	Star Fruit
Capsicums	Mildura Fresh IPG	Mildura Fresh IPG
Capsicums	Premier Fruits	Premier Fruits
Capsicums	Wallace Vegetable Farm	Wallace Vegetable Farm
Carrots (Dutch)	S & L Capodieci & Daughters	S & L Capodieci & Daughters
Celery	D & G Corrigan	D & G Corrigan
Celery & Asparagus	Fresh Growers	Fresh Growers
Kiwifruit	KETA	AMV Fresh
Mushrooms	Australian Mushroom Growers	Great Aust. Mushroom Co
Oranges & Mandarins	Murray Valley Citrus	Louis Melbourne
Rockmelons & Watermelons	Premier Fruits	Premier Fruits
Sprouts & Seeds	Flowerdale Sprout Farm	Flowerdale Sprout Farm
Tomatoes	Flavorite Tomatoes	Flavorite Tomatoes

Focus '09 - Markets in Time



Focus '09 Features

Fresh State President Shane Schnitzler invites you to attend the Australian Chamber Conference, to be held in Melbourne in March 2009.

WHERE

Crown Towers, 8 Whiteman St, Southbank 3006

WHEN

Wednesday to Friday, 18-20 March 2009

WHAT

Welcome Reception, including drinks and canapés on the terrace overlooking the Yarra River.



High calibre speakers offering insight into advancements in technology and businesses of the future.

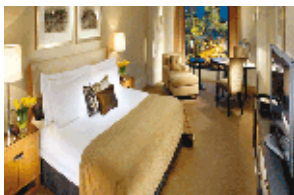
The Bow Tie Dinner is back.



Melbourne Markets Tour and visit to the site of the new market in 2011 at Epping, including breakfast.

Youth Program including farm visit and activities.

Partners program including Cruise luncheon, chocolate tour and the Southern Star Wheel.

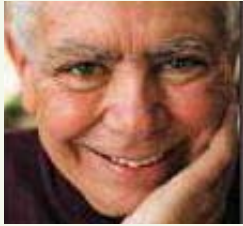


Conference gala Dinner including Annual Awards, fine food, drink and entertainment

How to register

- Collect your registration and accommodation form from Fresh State office or any other State Chamber, or
- Contact Sonja van Eijk 03 9689 3233 or email sonjav@freshstate.com.au

DID YOU KNOW?



PAT LAMANNA, OAM,

founder of Lamanna Bananas and a well known and respected identity in the Market community, has been awarded **Senior Australian of the Year 2009, congratulations Pat!**

Coming from a poor background himself, Pat readily relates to the misfortunes of others. He battled racism and economic adversity during the years after his arrival in Australia from Italy in 1948, but he persevered and became a successful entrepreneur. He has used these skills to give back to countless charities in Australia and the Third World. He has been a member of the Lions Club for 40 years and founded the Lions Club of the Melbourne Markets in 1972 which has become the highest fund raising Lions Club in Australia. Pat also started the Hand-to-Hand Appeal for the Bionic Hands Department at Melbourne's Royal Children's Hospital, raising \$198,000, and the Pat LaManna Cancer and Research Stroke Foundation which has raised \$1.5 million to date. These are but a few of the generous contributions Pat has made to the community, serving it with energy and devotion and proving how people can make a difference at any age.

At the recent **HARVEST PICNIC WERRIBEE** the Melbourne Wholesale Fruit, Vegetable & Flower Market's stand was voted as one of only five stands to win the People's Choice award for their favourite exhibitor. The stand showcased the Market as well as fresh produce sampling of citrus, melons, truss & cherry tomatoes, celery, capsicum, carrots, white radishes, mangoes, pineapple and a selection of stonefruit and bananas.

We would like to thank the Murray Valley Citrus Board and the Melbourne Citrus Committee for their invaluable support.



Vegetable Bins

- ½ Tonne
- ¾ Tonne
- 1 Tonne
- 1 ½ Tonne
- Export Bins

Fruit Bins

¼ Tonne and ½ Tonne with dressed round boards



Pallets

- Export Pallets
- Domestic Pallets



Bulker Bags

- Standard Bags
- Breathable Bags
- Breathable Export Bags

**92-100 Forest Street,
Colac, Victoria 3250**

Ph: +61 3 5231 2292

Fax: +61 3 5231 5144

Email: sales@cmt.com.au

**36-44 Churchill Road
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