

# melbourne marketfreshnews

*VicFresh 2011  
"It's time to roll out  
the Red Carpet"  
See Page 6*

[www.melbournemarkets.com.au](http://www.melbournemarkets.com.au)

SUMMER 11

**VICFRESH 2011**  
Industry Gala Night  
Saturday, 26 February

*Melbourne Markets  
Charity Christmas BBQ  
- See Page 2*



*Christmas & New Year Trading - See Page 14*

Melbourne Market Authority  
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**You are Invited to the**



**Melbourne Wholesale Fruit,  
Vegetable & Flower Market  
and  
Melbourne Markets Lions Club**

**Charity  
CHRISTMAS  
BBQ**

**Thursday, 16<sup>th</sup> December  
5.00am - 8.00am  
at Grower Stands 349-351**



**All proceeds will be donated to  
E.J. Whitten Foundation  
supporting Men's Health**





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## Christmas Message from the...

# CHAIRMAN

Christmas is a time when we should reflect on the previous twelve months to see as a market community what we have achieved or have learnt and how things can be improved to add value to our businesses.

From my point of view the year on reflection had two major positives. We saw the commencement of a much needed recovery in rural Australia with signs of improving trends in seasonal conditions for most of the year in the horticultural growing areas.

This not only brought stability to the growers but ensured consistent supply of quality product which is vital to our wholesalers and retailers and allows them to better manage their businesses and key input costs.

During the year the State Government clearly defined the MMA as the operator for the new market at Epping.

This comes with a clear objective to - ensure government assets are efficiently managed; to ensure a smooth transition; to support stakeholder businesses and assets, and to ensure the new market has a business model which will allow stakeholders to purchase at a later date.

It is my strong intention that the MMA's responsibilities will be carried out in a positive, open, fair and just manner for all stakeholders and market users.

For some years now, the inevitable change in direction of the move to Epping has caused a great deal of discussion and negotiation between market stakeholders, Government and the MMA, placing pressure and questions on traditional arrangements and relationships.

This has brought about much friction amongst all concerned, which in the long term is not a good thing as it leads to much energy being wasted on unproductive heat.

If the industry as a whole is to progress then its component parts must work together, not necessarily agreeing on everything, but recognising their independence.

It is encouraging to see therefore that at the end of the year there are clear signs that most market stakeholders have taken the view that the divisions and differences are being resolved and are ready to move on.

Surely it is important that we can learn from the past and work together to achieve a sustainable future.

I wish you all a Happy Christmas and a progressive and prosperous New Year!



Neil Lowe



# CEO

Firstly, I would like to thank the market community for making my transition into the world of wholesale fruit, vegetable and flowers an enjoyable and rewarding experience. In the short time I have been a part of the Melbourne wholesale market I have gained enormous respect for the achievements and commitment of the market community.

This year is proving again to be a very challenging time for the market community. The drought has broken with flow on effects on supply of important seasonal commodities. As with all rural sectors the weather will always play a role in determining the success of all businesses, but as has been proven in past years the market community is extremely resilient.

Site construction at Epping has certainly moved forward with many of the building pads being made ready for construction to commence. Recently, concrete was poured for the main framework piers. In January 2011 construction of buildings will commence and the shape of the future will be very apparent. The rural sector is not the only one affected by the weather, construction at Epping has also been hindered by the exceptional wet weather. Although, a high degree of confidence has been expressed that the lost time due to weather can be made up and the project is still on schedule.

As we move into the New Year, I am looking forward to working with the market community to ensure that the transition to Epping is successful and delivers substantial benefits to the market community. As with all major projects there will be highs and lows within the negotiations and planning process, but I firmly believe that working together we can model Epping wholesale market to set the bench mark for economic success in the future.

On behalf of the MMA board and team members I would like to wish the market community a very happy and safe Christmas and New Year.



Allan Crosthwaite



# Vicfresh 2011

Saturday, 26 February 2011

Crown Palladium

*Walk the red carpet and step out in style  
at our Hollywood inspired VICFRESH 2011  
the fresh produce industry gala night.*

With sensational food, drink and entertainment, it is the perfect reason to have a fun night out with your friends, family and colleagues.

*featuring*

**RICKI-LEE COULTER**

**Monique diMattina**

**the fabulous Matt Hetherington  
and the Matt Hetherington Big Band**

Your host for the evening will be  
Stuart Gregor, one of  
Australia's leading presenters.



During the evening the prestigious Retailer of the Year Awards will be announced along with the Special Awards for 40 Years of Continuous Service.

**To book your tickets please 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 and flower 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.

If you would like to nominate yourself or someone else please fill in the form on Page 7 and return. For any queries please contact Nancy on 9258 6108.

Awards will be presented at VicFresh 2011.

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





# Registration Form



## **Special Service Award for 40 Years or More of Continuous Service**

**Return by Friday February 4<sup>th</sup> 2011**

**Quick Fax Back to:** MMA Marketing on 03 9687 7714  
**or Mail to:** MMA Marketing Department  
 Box 1, 542 Footscray Road, West Melbourne 3003

Completed forms may also be dropped in to the MMA Administration Office.

I would like to register:

☐ **MYSELF**

Full name: \_\_\_\_\_

I commenced at the Melbourne Markets during the month of \_\_\_\_\_ in year 19\_\_\_\_\_

Company (if applicable): \_\_\_\_\_

Contact Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Access Card Number: \_\_\_\_\_

Retired: YES ☐ NO ☐ If yes, date of retirement: \_\_\_\_\_

***or nominate***

☐ **OTHER PERSON**

Give name and (if known) as many details as possible of the person you are nominating.

Person's full name: \_\_\_\_\_

They commenced at the Melbourne Markets during the month of \_\_\_\_\_ in year 19\_\_\_\_\_.

Company (if applicable): \_\_\_\_\_

Contact Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Access Card Number: \_\_\_\_\_

Retired: YES ☐ NO ☐ If yes, date of retirement: \_\_\_\_\_

Nominated by: \_\_\_\_\_ Contact number: \_\_\_\_\_

Comments/Notes: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

For further details or questions please call Nancy in the MMA Marketing Department on 9258 6108.



## Congratulations to Retailers of the Month

### August 2010

#### Brancati's Fresh Fruit & Veg, Rosanna

Former wholesaler Vince Brancati has been operating this business for two years in a quiet shopping mini-strip in a large residential area. Already, however, he has a large list of regular customers with an easy familiarity. "It's like a little community," Vince says. The business (with a different owner) was a previous Retailer of the Month. Since then the shop has been revamped, including the addition of large photo-murals of fresh fruit and vegetables. Promotional posters hang from the ceiling, and there's a full spectrum of fresh produce displayed including herbs in buckets.

Market visits four times a week ensures only freshness on offer. Allied lines include frozen pastries.



retailer of the month

### September 2010

#### Wilson's Fruit & Vegetables, Ballarat

Leading industry figure Trevor Wilson and his wife, Kay, 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.





*Please note: all Retailers of the Month are eligible for  
Retailer of the Year - announced at VicFresh 2011.*



Picture are (from left) shop manager Jason Inman, Vicki McPherson, Graeme Pilgrim, his daughter Larni, and son Judd. Graeme's wife Luanne, also helps in the Torquay shop.

## October 2010

### Peach's Fruit Market, Torquay

Custom-made wooden barrels show off the fresh produce to great effect in this Peach's store - one of two under the Peach's brand owned by Graeme Pilgrim, a veteran of both the wholesale and retail fruit and vegetable scene. The other shop is at nearby Grovedale, on the outskirts of Geelong, which won a Retailer of the Month award last year. This shop has been open almost three years, and has a loyal customer base.

The fresh country feel of the shop is accentuated by corrugated iron style awnings and bench bases, and good use is made of promotional material. A market buyer ensures both stores are well supplied with produce which meets the Peach's quality.

## November 2010

### Sandringham Fruit Market, Sandringham

Enticing displays of top quality fruits and vegetables are a feature of this neat shop in the heart of bayside Sandringham. Connie and Michael Manariti have been operating it for eight years, having bought it from Connie's parents, Pat and Angela Facciolo, who ran it for about 30 years. Connie and Michael have already had success before, having reached the top 10 finalist list in the annual retailer of the year awards.

The long narrow shop has a large variety of lines on show, including gourmet allied lines, topped by large colourful product murals, and there's a custom designed overhead business identification as people enter. The seven days a week business also offers free local delivery, and has attracted a large loyal clientele.



## The *Who's Who* of the Market - **Jack Walker**

Jack Walker is one of our most well known and respected market veterans. Born in 1933 to Teddy & Londe Walker, of Scottish and Welsh descent, Jack is a 4th generation Aussie with market gardening in his blood. With his 3 brothers and a sister, he grew up at a farm in Moorabbin, regularly attending the fruit and vegetable market with his father, which was then part of the Queen Victoria Market. He left school at 13 and went to work for his eldest brother at his farm in Maribyrnong.



Jack met his future wife, Kath, at a ballroom dancing school (as you did in post war Melbourne), at the ripe old age of 16 and two years later they were married, settling down in a house on a neighbouring farm, also owned by his brother. Through careful planning, says Jack, came their four sons, Ken, Rob, Jamie & Clint, all born two years apart.

Apart from his family and the market, Jack's other passion is speedway, a sport he has enjoyed, and been pivotal in, for the past 56 years. His career began in 1954 (age 21) racing at the reknown Traceys Speedway in Maribyrnong. After only two years of riding he achieved the Victorian Speedway title and the Victorian Grass Track Title. One of his proudest moments was to repeat his Victorian title some 18 years later in 1974, with one of his sons as passenger. Although he now only occasionally rides, he still takes a keen interest, and two of his sons, Ken & Jamie, regularly compete.

When he was 26, Jack and his father went into partnership in a farm in Braeside, apparently right next to a sewerage treatment plant!

The farm prospered and they grew a variety of vegetables such as silverbeet, parsley, radishes, spring onion, cabbages and cauliflower.

In 1971, Jack purchased his own farm in Cranbourne, where for the next 36 years he would travel daily to his stand at the Melbourne Markets.

Jack is passionate about the fresh produce industry and has always taken an active interest in pursuing its development. In the early 1960's he joined the Vegetable Growers Association, became a committee member and served several terms as President. Then in the 70's, he and fellow industry leaders, Dom Dimattina, Ken Marriott and Len Cochrane, formed Australian United Fresh, a national body whose members ranged from growers through to consumers, all in a collaborative effort to unite the fresh produce industry. Jack became AUF Chairman in 2003, a position he held for two years.

In 2007 Jack decided it was time to hang up his gumboots, and sold his farm and stand. But no-one in the Market ever truly retires, and Jack still runs his Crate Exchange business and helps his nephew at the Market two days a week. He also always makes sure he catches up with his mates at the café, where last one in has to shout....so it always a scramble to get in first....he is Scottish after all!

Being a market man is definitely in your blood and Jack loves the people because of their honesty and friendliness. "Where else can you be owed large sums of money and not have to worry about being repaid", says Jack. At 77 Jack has no intention of putting his feet up and if you pop by Stand 503 on a Thursday, you will see him on his forklift, always ready for a chat and a coffee.



In memory of

# Dizney Crombie

**23/12/32 - 22/11/10**

If you haven't met Dizney, then quite simply you haven't been to the Market. This story is a tribute to the hardworking, dedicated, loyal and cheeky wit that was Dizney.

Dizney was born in Pinaroo, South Australia, and lived in Tuttie in West Victoria for his early years. With a harsh climate and an unsuccessful farm the family was literally forced to move to Melbourne in the harsh times of the late 1930's.

It was during his primary school years that Dizney contracted German Measles. The effects were a severely reduced lung capacity leaving him in a weakened state that would plague him for the rest of his life. However, it was his positive attitude, sense of humour and tenacity towards his illness that shaped Dizney into the successful business and family man we all knew and loved.

Having left school early, Dizney tinkered in mechanics and carpentry before starting work in the market, then the Queen Victoria Market, in 1955.

He found a place that he loved - the job, the energy, the deal making, the people, the industry. He purchased the business he worked for, J Davis Pty Ltd, in 1974.

Originally a struggling company, it was Dizney's hard work and commitment that grew it into one of the most successful wholesale fruit businesses, achieved with the help of family and friends.

From 1980 to 1985 Dizney was a member of the then Market Trust and in 1986 became Manager/Secretary of the Wholesalers' industry body, The Victorian Chamber of Fresh Produce Wholesalers.

In 2002, Dizney was one of the first market members to receive the inaugural 40 Year Service Award from the Melbourne Market Authority in recognition of having given over 40 years of continuous service in the Market.

At the grand age of 70, not one to rest on his laurels, he returned to school in 2003 to gain a business certificate.

At VicFresh (2007), the fresh produce industry's annual gala dinner, Dizney was presented with a Service Award (presented by the Chamber) in recognition of his outstanding service to the fruit and vegetable industry.

Having been in the Market for over 52 years, Dizney retired shortly thereafter on 2 March 2007, finding time to pursue his passion of golf, gardening and spending more time with his family and friends. He was also known for his love of a good scotch whiskey, a long black coffee in the morning (with a few fingers of whiskey) and barracking for the Bombers.

He is survived by his wife, Norma, their three children, David, Clare and Janet, and eleven grandchildren.

May you rest in peace Dizney, you will be missed.



# MIMA ANNUAL GOLF DAY

Held at Waterford Valley Golf Club, the fine weather and calm day proved ideal conditions for the camaraderie, competitiveness and the sportmanship that make up the Melbourne Markets Golf Day.

Congratulations to the following winning teams:

**1st: Fruitopia**

**2nd: Allawah Vegetable Farm**

**3rd: Dykes Bros Team 1**



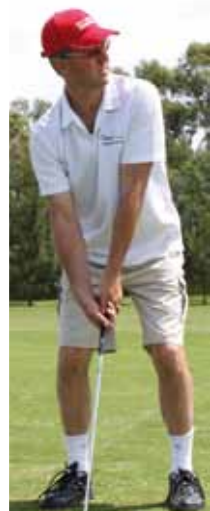
Many thanks to **Michael Dennehy of All Produce Traders** (pictured right with David Rogers (CEO) and Micka of the Challenge Foundation) who generously donated his time to support the Challenge Foundation Supporting Kids with Cancer in raising \$15,000 from the Market Community. Traders were able to contribute by sponsoring one of the golf holes on the day.



**1st**



**2nd**







3rd



# Christmas and New Year Trading

Fruit & Vegetable Market		Flower Market	
Monday, 20 Dec 10	Trading begins 3.00am	Monday, 20 Dec 10	OPEN - normal trading hours
Tuesday, 21 Dec 10	Trading begins 3.00am	Tuesday, 21 Dec 10	OPEN - normal trading hours
Wednesday, 22 Dec 10	Trading begins 3.00am	Wednesday, 22 Dec 10	OPEN - normal trading hours
Thursday, 23 Dec 10	Trading begins 3.00am	Thursday, 23 Dec 10	OPEN - normal trading hours
Friday, 24 Dec 10	Trading begins 3.00am	Friday, 24 Dec 10	OPEN - normal trading hours
Saturday, 25 Dec 10	CLOSED	Saturday, 25 Dec 10	CLOSED - No Trading
Sunday, 26 Dec 10	CLOSED	Sunday, 26 Dec 10	CLOSED
Monday, 27 Dec 10	CLOSED (public holiday)	Monday, 27 Dec 10	CLOSED (public holiday)
Tuesday, 28 Dec 10	CLOSED (public holiday)	Tuesday, 28 Dec 10	CLOSED (public holiday)
Wednesday, 29 Dec 10	Trading begins 3.00am	Wednesday, 29 Dec 10	OPEN - normal trading hours
Thursday, 30 Dec 10	Trading begins 3.00am	Thursday, 30 Dec 10	OPEN - normal trading hours
Friday, 31 Dec 10	Trading begins 3.00am	Friday, 31 Dec 10	OPEN - normal trading hours
Saturday, 1 Jan 11	CLOSED	Saturday, 1 Jan 11	CLOSED
Sunday, 2 Jan 11	CLOSED	Sunday, 2 Jan 11	CLOSED (public holiday)
Monday, 3 Jan 11	CLOSED (public holiday)	Monday, 3 Jan 11	CLOSED (public holiday)

**Note:** On weekends and public holidays, **fruit and vegetable retailers** will be permitted to enter the market to pick up pre-ordered produce, wholesale stores and stands will not be open for trading on those days.

**Note:** Normal trading hours are 4.30am - 7.30am on Monday, Tuesday, Wednesday & Friday; 4.00am - 7.30am on Thursday; and 5.00am - 7.30am on Saturday.

## SIGNAGE AROUND THE MARKET

You will have noticed some new signage has been placed around the Market. At entry Gates 1 & 6 there is a new sign reminding all persons entering the Market of their OH&S and other obligations whilst on site. As a reminder to all readers these are:

- Wearing reflective safety vests when on site.
- No rubbish to be brought into or deposited on site.
- Speed limits on site must be obeyed:
- 15kms outside the trading area and
- 10kms inside the trading area
- Compliance with MMA's By Laws.

So please comply with all safety and other requirements at all times when on site.

There are also signs around the site reminding all Market Users of the consequences for Market Users involved in theft at the Market.

Theft, including the sale and purchase of stolen produce, will not be tolerated at the Market.

## NFC flower directory

The Melbourne Markets new 2010/11 NFC Business Directory is now available from the Promotions Office and Sharyn, our Customer Service Officer, at the NFC (on a Tuesday or Thursday).

This pocket sized directory includes comprehensive information about using the Market as well as updated contact details for tenants, suppliers, industry groups, Market Authority and Market services.





In 2010 the Market supplied  
**462,258 kg**

VicRelief Foodbank Fresh Produce Manager, Andrew Charles, picking up fresh vegetables from the VicRelief Foodbank stand. Photo by Shannon Reddaway.

## The Melbourne Wholesale Fruit, Vegetable & Flower Market's fresh food donations help Victorians in need

A Memorandum of Understanding was recently signed by the Melbourne Market Authority (MMA) to provide an ongoing supply of fresh produce to VicRelief Foodbank, Victoria's largest food relief charity.

More than 480 community service organisations, schools and welfare agencies rely on food provided to them by VicRelief Foodbank. It's estimated that as many as 400,000 Victorians will run out of food and be unable to afford to buy more this year alone.

Many of the people VicRelief Foodbank helps are the "working poor", families who have at least one parent working but still struggle to afford all the bills that life brings.

VicRelief Foodbank recently heard the story of Gina, a 36 year old mother of four with

children ranging in age from 5-14 years. Her husband passed away 3 years ago, leaving the family without a husband, father and primary wage-earner. Gina's husband did not have life insurance. The family were renting privately, but the subsequent financial pressure saw them rely on family and friends for support while waiting for urgent public housing assistance.

Gina started accessing the Wesley Footscray Outreach two years after her husband died. Gina could no longer meet the needs of her children (school, dental costs, clothing) and still be able to keep up with utility bills, and put good nutritious food on the table. So that Gina could still provide healthy meals for her children, she started accessing the fresh produce market, set up at the Wesley Footscray Outreach, stocked by donations from the Melbourne Wholesale Fruit, Vegetable & Flower Market.

At First Gina said she had feelings of shame and embarrassment. She has since told staff that she feels a lot more

comfortable, particularly seeing the broad cross-section of people who rely on Market donations to access nutritious foods on a regular basis. Now that Gina's youngest child is at school, she is able to explore part-time work. The support she has received from the Wesley Footscray Outreach has helped her through desperate times, and will continue to support her as her family strive towards a brighter future.

The partnership between VicRelief Foodbank and the MMA first began in late 2008 and to date the market community has supplied the Foodbank with, on average, 600,000 kilograms of fresh fruit and vegetables per year. VicRelief Foodbank and the 18,000 struggling Victorians it assists every week, are exceedingly grateful to the MMA and the many market stall holders who make regular donations to VicRelief Foodbank's stands. Your commitment to providing a ready and nutritious supply of fresh produce is making a real difference to many Victorians.



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

It really is no surprise 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 all year round, no matter what the season. So give us a call and get a fresh forklift deal today.



# 1800 425 438

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