

MELBOURNE

# market **FRESH** news

Introducing  
our new look  
quarterly  
Newsletter

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

WINTER 08



Taking a look at our  
MarketFresh Schools Program

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## Frankly Speaking from the **CHAIRMAN**



### **Working to Avoid Conflict**

Central wholesale fresh fruit, vegetable and flower markets in Australia, and throughout the world, are renowned for the different opinions voiced by the market users on how the market should operate on a daily basis, as they strive for a competitive advantage.

The very nature of the fresh produce that is traded in an atmosphere of 'buy today, sell tomorrow', introduces business principles that encourage free commercial activity at its very best.

Melbourne Market is very much part of this world wide phenomenon on how markets operate and our strengths, which include high-class decision-making in an extremely competitive environment, can be our greatest weakness as it introduces conflict and confusion among market users.

The biggest potential for conflict is when we are not working together and focusing on our total business, which thousands of people rely on. Conflicts at the market do not help our customers, and growers' choices are made when trading conditions change.

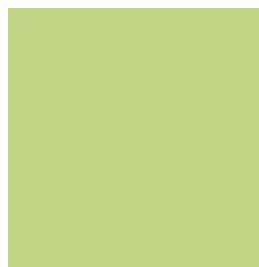
We welcome the fact that the Vegetable Growers Association, Fresh State and Victorian Retailers Association have initiated a representative group of their members to sit around the table on a regular basis to look at and help resolve potential conflicts within the daily operations of the market.

The committee's agreed, and hopefully, unbiased decisions are signed off by all industry groups around the table which are then recommended to the MMA Board for consideration.

The MMA Board welcomes this new initiative, which along with the Advisory Committee's decisions, should help to eliminate conflict, ensure a sustainable marketplace and give clear messages to our users.



Neil Lowe



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## Message from the CEO



The introduction of this new Newsletter is designed to replace the ad hoc notices sent to the different groups in the past. The Newsletter will be published quarterly and is designed to provide businesses using the market with an up-to-date picture of issues affecting market users at the Footscray Rd site.

Over the past twelve months, MMA Board and Management have been working to improve the controls and outputs of the Authority. The first major initiative was the completion of the Melbourne Market Authority Strategic Plan. This plan defines the MMA Strategic Intent, the Business Plan and the Corporate Plan through to the end of the market at the Footscray Rd site. A copy of the plan is available at [www.melbournemarkets.com.au](http://www.melbournemarkets.com.au)

Emanating from the Strategic Plan are numerous Key Performance Indicators and initiatives that will be used by the Authority to measure its performance. One of the most interesting of these ideas is that of branding the market and publicising what actually goes on inside the market perimeter. The branding of the market will be rolled out through the retail development program, florists who regularly use the market, and through the Authority's websites and other activities. We are working on updates to the videos used in the schools program and the induction video. It is intended that, once completed, segments of these videos will be presented as the face of the MMA website.

Change to market hours has historically been the most difficult issue faced by market management. There are so many affected parties involved in the operations of a market like ours that it is impossible to meet all groups' needs and aspirations and still provide a secure, safe and efficient place to carry on business. The saving grace in the recent negotiations on hours was the introduction of the market Policy Council. The Council represents a blueprint for negotiating outcomes of difficult issues in a structured and professional manner representing the needs of all market users.

The Dynon Port Rail Link project which is building the overpass on Footscray Rd, is progressing strongly with the west-bound lanes scheduled for completion in early July 2008. The project will begin the building of the north side of the overpass immediately with no significant forecast change in traffic conditions. The city-bound lanes are scheduled for completion in early 2009 with the total project expected to be completed by mid-2009. The project works have significantly improved access for all market traffic.



Peter McLennan

# Branding the Market

## Raising Our Profile

In developing the new MMA Strategic Plan it was found that many people were unaware of the location and role of the Melbourne Markets.



As a result the MMA has rebranded the Melbourne Markets as the **Melbourne Wholesale Fruit, Vegetable & Flower Market** and this text has been added to our logo, websites ([www.melbournemarkets.com.au](http://www.melbournemarkets.com.au) and [www.marketfresh.com.au](http://www.marketfresh.com.au)) and all corporate and marketing material.

We have also developed banners highlighting our traders and internal market photos. These banners were recently displayed at the Good Food Show as part of the Melbourne Wholesale Fruit, Vegetable & Flower Market stand.

These banners are available to our customers for promotional use and any enquiries should be directed to Nancy on 9258 6108.



## THE GOOD FOOD SHOW 2008

The Good Food Show is Australia's premier annual food and wine event, and was held from 30 May to 1 June at the Melbourne Exhibition Centre.

The **Melbourne Wholesale Fruit, Vegetable & Flower Market** has traditionally been involved in the event to showcase fresh produce in Victoria and promote the Market.

The new stand, with its colourful banners, posters and displays attracted plenty of attention.



Joe and Carmel Ruffo of Tripod Farmers were on hand to give the public a sampling of their premium range of wash n' toss lettuces.

Located in a prime position, the large stand featured colourful displays of fresh produce in two refrigeration units provided by **LuVe Contardo**. Over the three days 14 chefs, including 10 members of Les Toques Blanches (association of executive chefs), demonstrated cooking techniques for fresh produce and handling tips while answering a range of diverse questions from the public.

Retailer of the Year winners Paul Ahern and Chris Scicluna entertained the public with facts and buying tips on seasonal produce as well as how to make your money go further. Sampling of Australian Citrus, Gold Kiwifruit, Victorian Celery, Australian Bananas and Tripod Farmers Lettuce varieties proved very popular.



Our food demonstration ladies, Carolyn and Jenny, with a selection of delicious fresh produce samples.





Chef Michael Amy of Swan Hill "mixes" up a salad.

Over 12,000 recipe leaflets were distributed during the Show including three new releases (Fresh Asian Flavours and two leaflets on Family Favourites).



If you would like to use any of our promotional banners (showing internal photos of the market and traders) please call Nancy on 9258 6108.



Retailer Paul Ahern entertains the crowd with his expert advice

## The Melbourne Market Authority's **MARKETFRESH SCHOOLS PROGRAM**



This successful program, managed by the Melbourne Market Authority, has been designed to educate children about the the importance of fruit and vegetables in their diets and the processes involved in bringing the produce from the paddock to their plate.

Schools are visited throughout Victoria and the program caters for both junior and senior school students. In 2007/08, 29,242 school children participated in the program. The charts illustrate the areas in metropolitan and regional Victoria visited and the number of school children accessing the program in these regions.

All sessions conclude with a tasting of fresh seasonal produce, which is the fun part of the visit. For a lot of school children, this is their first experience of a variety of fresh fruit and vegetables.

The program is supported by a number of growers and wholesalers from the market and fresh produce industry groups. Without their assistance, we could not provide the extent of the taste experience we offer.

Given the success of the program and the continued increase in demand for visits, the Melbourne Market Authority are looking to expand the program in 2008/09 and look forward to continue working with the market community in supporting this program and to seek further support.

If anyone would like more information on this worthwhile program or would like to contribute, please contact David Fussell on 9258 6102.

### Visits to Schools in Regional Victoria 07/08

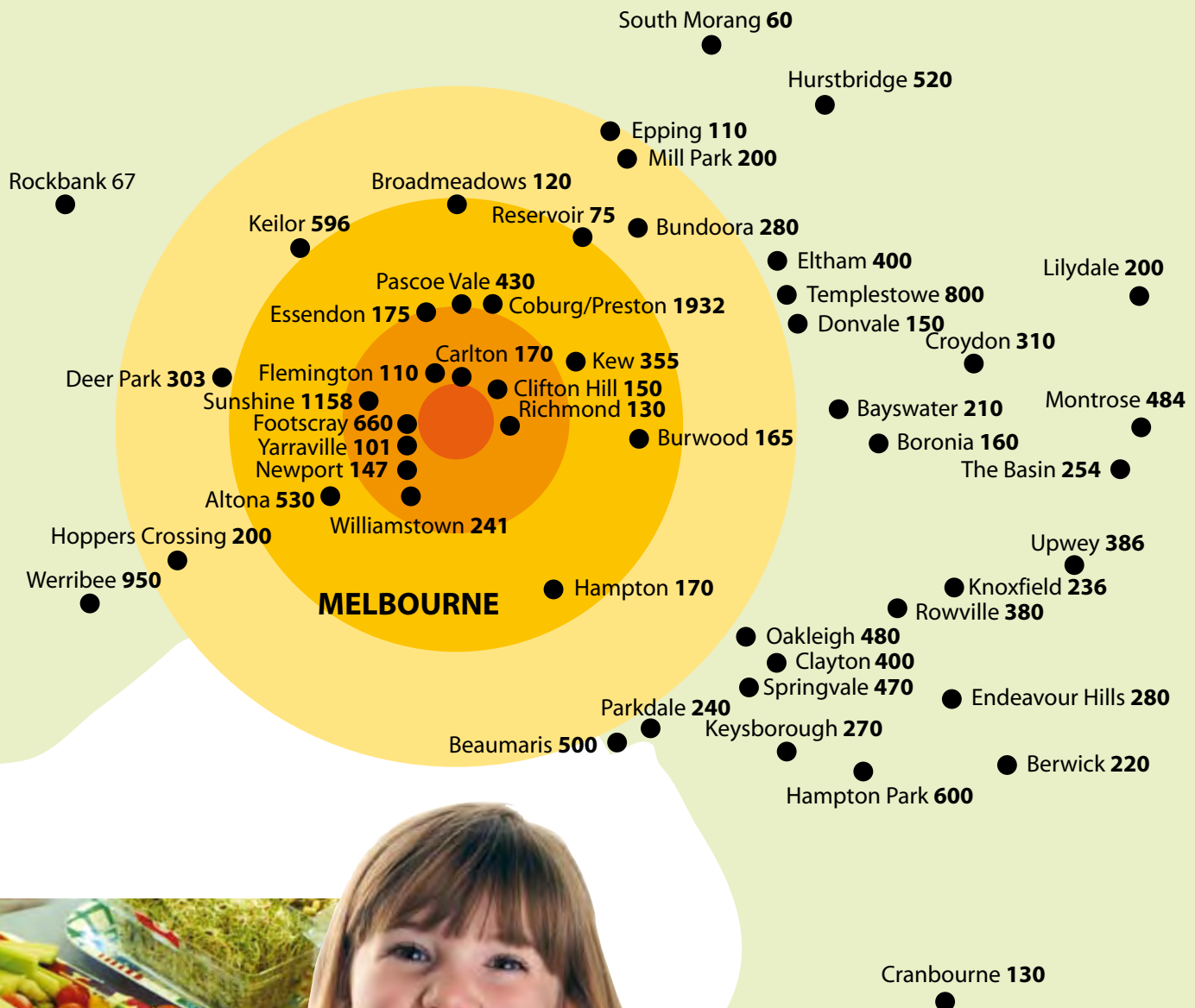
No. = Number of students





# Visits to Schools in the Melbourne Metropolitan Area 07/08

Sunbury 120 No. = Number of students



*29,242 Students attended  
the Program in 07/08*

## FLOWERS

### Promotional Campaigns

The Flower Market is Victoria's largest wholesale centre for the supply and distribution of fresh cut flowers. It currently has over 700 businesses that buy flowers and 100 registered sellers providing over 200 lines of fresh cut flowers and foliage.

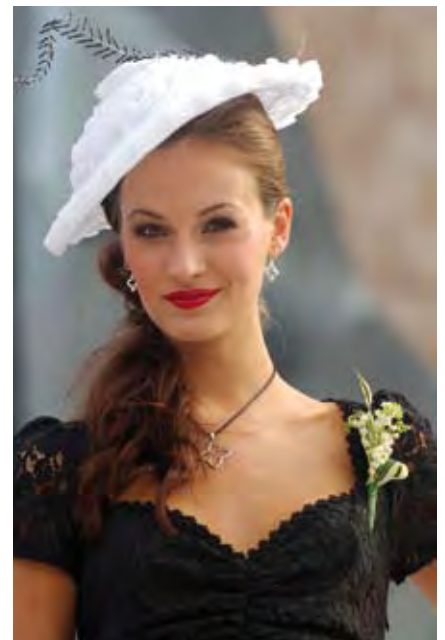
Each year the MMA conducts marketing campaigns for Valentines Day, Mothers Day and the Spring Racing Carnival, offering our flower buyers point of sale kits for their shops.

Our most recent campaign was for Mothers Day with a Generations of Love theme. This year the **Victorian Farmers Federation** joined the campaign as a co-sponsor resulting in an additional 100 point of sale kits being

produced (400 in total) for distribution to Flower Market customers.

Discussions are in progress with the Victoria Racing Club re the Spring Campaign and the promotion of flowers throughout the Spring Racing Carnival highlighting our 10 raceday flowers (white freesia, orchid, mini gerbera, iris, lily of the valley, cornflower and red, pink, yellow & apricot roses). There will also be the opportunity for florists to sell buttonholes on course and providing corsages and buttonholes for TV media. A range of point of sale will also be developed for our flower buyers to be released in early September.

If you have any queries regarding flower promotions please contact Nancy on 9258 6108.



# FRUIT AND VEG

## Retailers - Be part of this great new campaign to encourage healthy eating!!

Research has shown that 90 per cent of Victorians do not meet the recommended daily intake of vegetables and only half are eating enough fruit. The **'Just add fruit & veg'** slogan is the bouncy catchphrase for the latest campaign to encourage people to healthy eating by just adding fruit and vegetables to their meals. It has four stages and will run through 2008 featuring ideas for Breakfast, Lunch, Dinner & Snacks.

This new campaign is co-sponsored by the Melbourne Market Authority, the Heart Foundation and Go for your Life. We are also fortunate to have the support of the North Melbourne Football Club.

So come and be part of this very worthwhile campaign. Visit Market Trading Stands 349-351 on **Thursday, 10 July 2008** from **4.00am**, to pick up your **FREE** posters and recipe tips cards and be in with a chance to **WIN a dinner for two at the Crown Casino valued at \$200**. The point of sale material and prize entry forms will also be available from the Market Promotions Office from 10 July. Prize winner is drawn on Thursday, 17 July.

If you have any queries please contact Andrew on 03 9258 6105.

## Are you Registered in our Retail Program?

There are currently over 650 fruit & vegetable retail outlets registered.

### You could be our next Retailer of the Year!

#### What are the Benefits?

As a member of this program you are entitled to access a large selection of our point of sale material, including recipe leaflets, posters and tip cards. You will also receive the latest news on any upcoming campaigns and marketing initiatives.

Most importantly, your shop will be mystery shopped giving you important feedback on customer service, product quality and knowledge and store presentation. These criteria are used to

score each shop during the year and each month a Retailer of the Month prize is awarded, culminating in the prestigious Retailer of the Year Award, presented at the annual industry gala dinner, VicFresh. An award is given to both a metropolitan and regional retailer worth up to \$10,000 per winner (conditions apply).

So, drop into the Market Promotions Office to register and receive some colourful point of sale material for your shop. Aprons, beanies, caps and fruit & vegetable manuals are also available for sale.

For any queries, contact Nancy on 9258 6108.



2008 Regional Retailer of the Year: Scicluna's of Sorrento



2008 Metropolitan Retailer of the Year: Colonial Fruit Co, Malvern

## Market Golf Day

### EVENTS

Don't forget to mark **Tuesday, 21 October 2008** in your diary for the annual Melbourne Markets Golf Day.

The event always proves a challenging and fun day out for our market and business partner participants.

This year we have elected a Golf Day Committee to look at match structure and competition rules. Market committee members are Michael Dennehy, Brian Dykes, Peter Silk, Dino Antonello and Robert Watts.

Further details and a booking form will be included in our Spring newsletter.



The Melbourne Markets Golf Day is proudly sponsored by our business partners, Toyota Material Handling and National POS Systems.

## Reducing Water Use

The Melbourne Market Authority set itself an ambitious target of reducing potable water consumption on the market site by 60%.

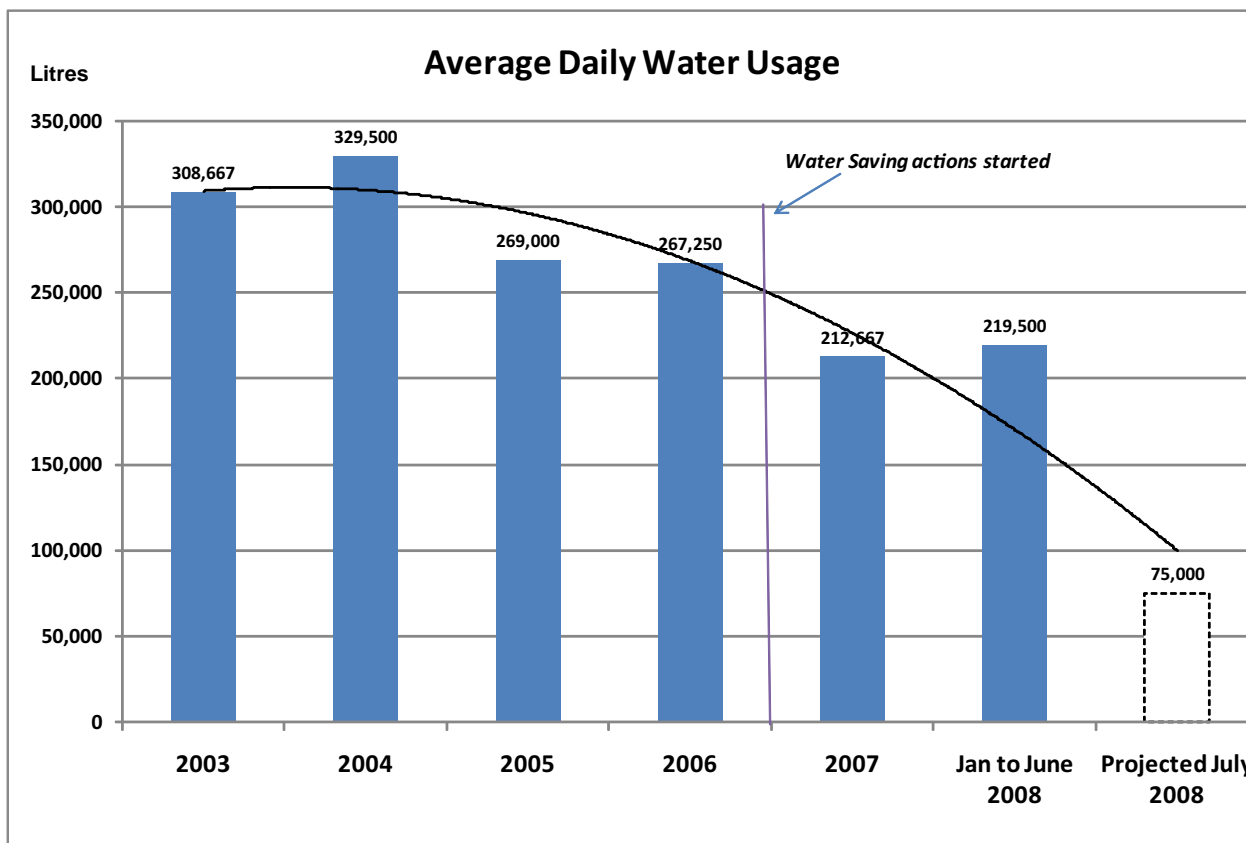
MMA Management are confident that by the end of July 2008 this target will be achieved through implementation of the following initiatives (see graph right):

- Installing a water tank to capture rain water from the NFC roof and using this tank water for wash down.
- Removal of 70 of the 74 wash down hoses on site.
- All watering of garden beds within the market complex discontinued.
- Investigating the feasibility of extracting, treating and using bore water in toilets and for market cleaning. This initiative was found to be unsustainable due to salt levels in the water.
- Implementing waterless technology (desert cubes) in the toilet urinals.
- Better use of auto flushing technology in the main market toilets.
- Introduction of flowback protection on main water meters.
- Installation of computer graphing to monitor actual ongoing water usage.
- Use of technology and professionals to detect water leaks in the market.

We ask all market users to be vigilant and:

- Use water wisely.
- Do not use wash down hoses or fire hoses for anything other than their intended purposes.
- Regularly service chilling equipment that uses water for operation.
- Inform Site Services promptly if you notice leaking taps.

**Your assistance in reducing water consumption on site is greatly appreciated.**



## Smoking on Site

A recent audit by Food Safety Victoria inspectors highlighted that a number of market users were smoking while handling produce/food.



Please note this is not permitted under Food Safety Regulations.

All market users are asked to obey the **'No Smoking'** signs within the market, and both for their safety and the safety of others, please refrain from smoking either near the forklift refuelling or gas storage areas.

Smoking in Cafes is permitted in the designated open areas only.

## Managing Rubbish

The MMA has been working closely with JEDs and the market community on managing and disposing of rubbish.

With the recent outbreak of Queensland Fruit Fly (QFF) near the market, we need to be even more vigilant in ensuring our rubbish is not left out as a welcome host to this destructive pest.

Please ensure that at the end of trading each day your waste produce is cleaned up and placed either in the bins with lids provided or delivered directly to JEDs for disposal.

Please do not overload the bins as this will allow pests access to waste produce.

120 Lt and 240 Lt bins can be purchased from JEDs on 0421 813 642.



## Is Your Business Wireless?

The Melbourne Market Authority is seeking expressions of interest from market tenants wanting to have access to **MMA's wireless technology**.

The use of wireless technology at the Melbourne Markets offers significant benefits to businesses information systems, including the ability to:

- Access Point of Sale (POS) systems, stock or financial information between geographically separated trading modules and people (eg. sales and office staff or forklift operators; warehouse areas and trading modules or growers' stands);
- Access the internet for E-Mail and web access without the need to establish an ISP account; and
- Connect to remote computers around the Melbourne Markets, or connect back to the head office server outside the Melbourne Markets.

Dependent upon market interest, the Authority's wireless coverage may be rolled out across the entire area of the central trading floor, and cover Growers' stands and A & B trading modules and also the NFC trading floor.

For more information on how to register for MMA's wireless network, please go to [www.melbournemarkets.com.au/latest\\_information.asp](http://www.melbournemarkets.com.au/latest_information.asp) and download the application form.

**Applications close Friday, 11 July 2008.**

If there is sufficient interest for this initiative then it will be introduced as soon as possible.

## Price Reporting Service

Please note that the Market Price Reporting Service is now operated by the Victorian Chamber of Fresh Produce Wholesalers. The service provides daily prices on fruit, vegetables and flowers. For further enquiries please contact Tony Nigro on 9689 3233.

## Melbourne Markets Credit Service

It is no secret that in today's economic climate running a business can be a struggle. Cash flow problems are common and the associated stress is constant. Add to this the fact that many businesses are failing and the flow-on effect can be devastating. As a business owner the threat of bad debts and disputes over money can rob you of the rewards and satisfaction that the fresh produce industry can offer.

That is why, now more than ever, becoming a Melbourne Markets Credit Service (MMCS) member is so important. MMCS is a professional service assisting sellers and buyers of fresh produce to buy and sell using credit in the Melbourne Markets. Since 1992, MMCS has improved its members' cash flow and enabled them to conduct their businesses more efficiently and effectively.

As a seller of fresh produce, you can take advantage of a range of MMCS services including credit checks, debt collection, credit sales monitoring and importantly, the MMCS Warning Bulletins, which provide vital protection against potential non-paying debtors.

By becoming an MMCS Member, retailers can establish good credit so they can purchase with confidence. In this way, they retain control and security. This low cost service is simple and convenient giving you peace of mind.

With over 15 year's specific industry experience, MMCS provides the highest standards of excellence and service. Your business is your life, protection is vital and peace of mind is priceless. When you join MMCS they do all the hard work for you, so you can do what you do best. **Join now, contact Ralph Blakeley on 9687 7333.**



## New Market Update

Progress on the development of the new Market at Epping is well underway.

The principles under which the Market will be developed are part of a Memorandum of Understanding (MOU), which was agreed to and signed by the State and the market community's project entity Victoria Fresh Markets Pty Ltd (VFM) on 20 December 2007.

The MOU brings together Government and the market community in a shared vision for the future of the Market and gives market participants the opportunity to help design and develop the facility to meet current and future business needs.

The MOU also sets the timetable for the Market's operations to begin in 2011 and allows for the possible purchase of the complex by market tenants in 2015, if the project's objectives and timelines have been met under an independent review process.

A summary of the MOU is available on both the DPI and VFM websites.

VFM has entered into a joint venture with the ASX-listed Mirvac Group. This positions the market community to be able to develop, finance and deliver on and off-site warehousing and other complementary facilities so that the new Market at Epping can be fully functional on opening.

A review of the procurement strategy for the Market is now under way.

For further information on the new market visit [www.dpi.vic.gov.au](http://www.dpi.vic.gov.au) and [www.vfm.net.au](http://www.vfm.net.au)



Aerial view of new market location- Melway Map181 D11

## Market Trading Hours

Please find below a table of the current Market trading and entry hours.

For a more detailed explanation, including gate opening times and operating rules, please refer to Market Circulars 495 and 496, which can be found on [www.melbournemarkets.com.au](http://www.melbournemarkets.com.au) under Corporate Information.

<b>MARKET TRADING HOURS</b>		
Fruit & Vegetable	Mon/Thurs/Fri	3.00am - 8.00am
	Tues/Wed	4.30am - 8.00am
Flower	Mon/Tues/Wed/Fri/Sat	4.30am - 7.30am
	Thurs	4.00am - 7.30am
<b>NB: On trading days following public holidays trading begins at 3.00am</b>		
<b>ENTRY TIMES - FRUIT &amp; VEGETABLE MARKET</b>		
Store and Warehouse tenants	7 days	24 hour access*
Permanent stand users	Sun to Thurs	7.00pm
Casual stand users	Mon/Thurs/Fri	2.00am
	Tues/Wed	3.30am
Country Transport Buyers (sleeper permits only)	Sun to Thurs	7.00pm
All Other Buyers (see <i>Market Trading Hours</i> )		
<b>ENTRY TIMES - FLOWER MARKET</b>		
Permanent stand users with coolrooms	7 days	24 hour access*
Permanent stand users	Sun to Fri	7.00pm
Casual stand users	Mon	2.00am
	Tues/Wed/Thurs/Fri	3.30am
	Sat	4.00am*
Buyers (see <i>Market Trading Hours</i> )		
<b>ENTRY TIMES - OTHER MARKET USERS</b>		
Retail tenants: cafes/shops etc	7 days	24 hour access*
Produce Delivery Vehicles	Mon/Thurs/Fri	5.00pm - 2.30am
	Tues/Wed	5.00pm - 4.00am
Produce Pick Up Vehicles	Mon to Fri	8.00am - 6.00pm*

\* Access 5pm Fri to 5pm Sun through Gate 1 only

## Gate Access at Weekends

Please note: Gate 6 closes at 5.00pm every Friday, re-opening Sunday 5.00pm.

All vehicles must enter the market via Gate 1 during this period.

## Access Cards

To be able to work and trade at the market you must have an access card.

### How to Obtain New or Replacement Access Cards

Where: Customer Centre  
S/W Corner, Fruit & Vegetable Market  
9.00am - 11.00am (Mon- Fri)  
T: 9258 6122

- Bring the following with you:
  - Certificate of Business Registration and ABN (Register Page) **Please Note:** Certificate of Business Registration must be for a business relating to the fresh produce industry
  - Identification (drivers licence, passport or birth certificate)
- Fill out an 'Application for Market Users Access Card' and have your photo taken.
- Before an access card is issued you will be required to complete the Safety Induction Program (see below). Once this is completed you will be issued with your permanent Access Card immediately.
- Your employees can also obtain a Market Access Card. Proof of employment must be produced (ie. statutory declaration by employer or group certificate).

## Induction Program

All new market users are required to undertake a short induction program about safety and other operating procedures at the Market when they register.

Courses run Monday to Friday from 9.00am and 11.00am (30 mins duration) at the New Edge Training Office situated in the Western Carpark. For further information please contact **New Edge Training on 9689 7415**.