

market *fresh* news

*Congratulations to
our 2012 Retailers
of the Year
See Page 8*

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AUTUMN/WINTER 12

*Latest Epping Market
Photos - See Page 6*

*Who's Who of the
Market - See Page 14*



VicFresh 2012 - See Pages 10-12

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GOLFERS: SAVE THE DATE

Melbourne Markets Golf Day

Tuesday, 30 October

Sunshine Golf Course, Mt Derrimut

- All members of the Market community welcome.
- Cost: \$75 per person.
- Registrations will commence in September.

Melbourne Markets 2012 Golf Day Proudly Sponsored by:





8



8



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Message from the...

CHAIRMAN

In the past year Australia has felt the financial effects of the world wide Global Financial Crisis (GFC) and market related businesses have continually told me that it has been a difficult trading period for fruit, vegetables and flowers which has impacted on Growers, Wholesalers and Retailers.

My take is that, in times like this the MMA and all market businesses must look around our operations for signs of over management of customers, which can kill off as surely as competition can. We must - watch out for people, within and outside our business , who try to manage our customers.

They tell about the English bus driver who habitually drove past long lines of passengers waiting to board his bus. He explained when complaints followed, that "If I stop for everyone, I won't be able to maintain my schedule". Somebody in this organisation was trying to apply good management (maintain schedules) by taking it out on the customers. Customers will become furious.

One large hotel chain I know hires dozens of professional hotel and restaurant

managers, and stresses sound administration of its hotels. If some errant guest wants something that doesn't fit the rules, they get a lecture about why the things they want will be in some violation of some rule of the hotel. John Wannamaker once said, "Give the lady what she wants".

If you try to cling to the rules of sound administration practices from business school, and in the process ruffle the customer, you are over-managing your organisation.

Banks have a habitual pattern of pushing customers around. Get in line, sign here, use this form.

The antidote is to take the customers' viewpoint in every aspect of the business. The customer is King, and if you have to warp a couple of rules to produce a happy customer, go ahead, bend them.



Neil Lowe



CEO

Since the last MMA newsletter, a myriad of challenges have presented for both the industry and the MMA. It has been a perfect year for the farmers that created over supply issues for some lines and subsequent pressure on pricing. The market again has demonstrated its resilience to the forces of nature.

The relocation of the market has continued to present challenges and heavy workloads for the teams working on the technical/policy aspects of the relocation. The MMA fully understands the frustrations of the market community and we are fully committed to trying to resolve many of the outstanding issues. It has to be understood that many of the outstanding issues are highly complex and interrelated making them very difficult to resolve.

Only the flower market remains to be constructed and completed. Work has now commenced on putting up the steel work. The major construction of the trading floor and wholesale area has now been completed and fit out is all that remains for these sections. Asphaltting the open areas has also commenced and will continue for many months. Work has also commenced on completing the main entrance into the Epping wholesale market (Gateway Boulevard) and the internal road network is nearing completion. The construction contractor is confident that the main trading area is on track to be completed in 2013 which will allow warehousing construction to commence for completion in 2014. As with all building sites completion schedules are at the mercy of the weather and this situation always presents risks of possible delays.

Recently over 200 market community members visited the Epping site for a tour of the facility. Many commended the size

of the facility and the distances to move around the various sections. Visits to the Epping site are available to all the market community by booking a tour time through the MMA office.

This year's VicFresh Gala dinner was another successful event. It is always great to see the market community gather together to celebrate and recognise outstanding achievements within the industry. Whether it is a gala dinner, golf day or industry event it is always a pleasure to socialise with the market community. The schools program continues to grow and receive accolades in the community.

It has been pleasing to see the continuation of low theft levels and cleanliness in the market. The MMA has recently strengthened its theft policy which is now available on the website.

The MMA has two new staff members. Aurora Kostezky has joined the MMA team to replace Yogi Pillay as MMA Legal Counsel. Aurora has an extensive legal background in commercial leasing and risk management. Yogi has continued to provide contracted support for the MMA. Gail Conman has also joined the team as the relocation Project Director. Gail has delivered many major projects within Victoria and brings with her a wealth of experience and knowledge.

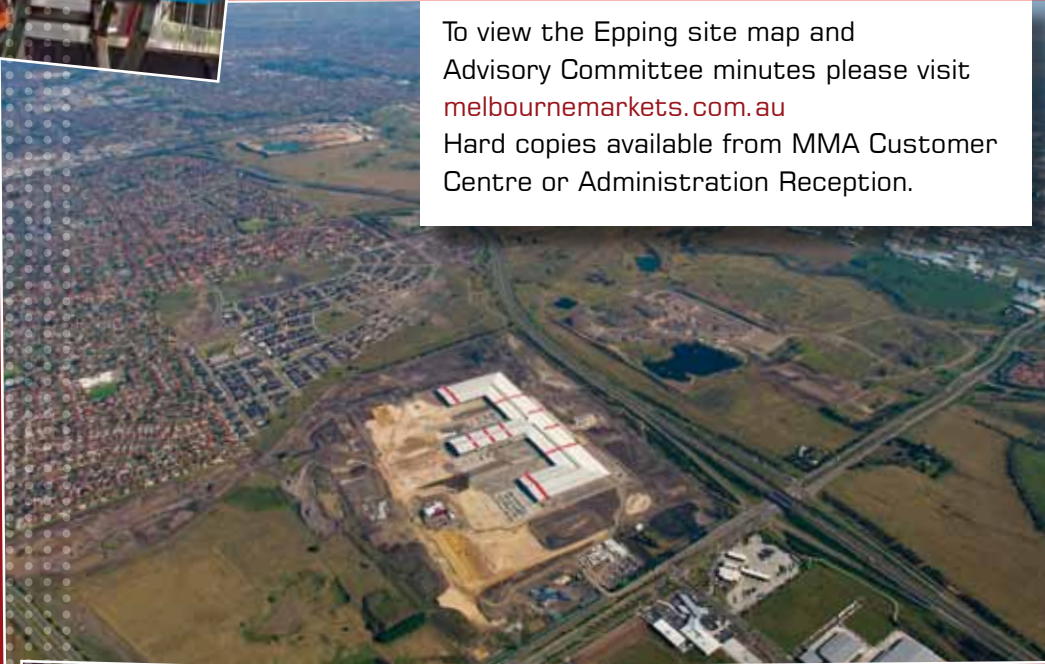
Autumn and winter in the market is always a great time, football fever always brings out passion and fever no matter which team you support.

Allan Crosthwaite



from the
The Epping Market

To view the Epping site map and Advisory Committee minutes please visit melbournemarkets.com.au
Hard copies available from MMA Customer Centre or Administration Reception.



Medium Store



Trading Stands



Small Office



Large Office



Commercial Tenancy



Large Store



Retailer of the

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 Melbourne Markets' premium gala event, VicFresh.

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

Regional Retailer of the Year



Emerald Fruit Barn, Emerald

Aldo and Rosanna Virgona have operated this attractive shop for only three and a half years, and have carried on the success of previous owners, winning Retailer of the Month awards as well as Mushroom Retailer of the Year 2010.

The shop utilises overhead accent lighting and makes extensive use of promotional posters and country style decor. There's a good range of allied lines, and in addition to market sourcing, local fresh produce is stocked in season. These include berries, potatoes and asparagus.

Winners Aldo & Rosanna Virgona proudly display their Regional Retailer of the Year Award and Top Ten Finalist Award.

Metropolitan Retailer of the Year



Mecca Brothers Fruit City, Fitzroy North

Tony and Joe Mecca, third generation fruiterers, have been in business in Queens Parade, North Fitzroy for 18 years, and three years ago created a spectacular new shop a block away at number 322. They are no stranger to being Retailer of the Year, having won this award back in 1998. Tony Mecca is active in the industry, having been president of the Retailers' Association (renamed Greengrocers Victoria) for 11 years.

The Mecca Bros shop features a full range of fresh daily produce along with a variety of allied lines, including specialised salad dressings and pastas. It's a busy place, with long term customers also making it a friendly place.

Tony & Joe Mecca are joined by their wives to help celebrate their latest achievement, the Metropolitan Retailer of the Year Award, 14 years after first having won it in 1998.



The Top Ten

Above: Neil Lowe (MMA Chairman), Emerald Fruit Barn, Becky Fresh, Mecca Brothers Fruit City, V&R Fruit Market, Seville Super IGA, Peter Walsh (Minister for Agriculture) & Napoli's Quality Fruit, Alexandra Fruit & Veg, Peach's Fruit Market, The Harvest Store and Tully's Corner Produce Store.

The Top Thirty Finalists

Alexandra Fruit & Veg, Alexandra
Anderson's Fruit & Veg, Stanhope
Arnold's Fruit Market, Wodonga
Bay Street Fruit Specialists, Brighton
Becky Fresh, Beaconsfield
Colonial Fresh Markets, Doncaster
Emerald Fruit Barn, Emerald
Frootz On Parade, Fitzroy North
Fruits-N-Fare, Benalla
Garden Of Eden Fruit Supplies, Apollo Bay
Geelong Fresh Foods, Geelong
Gisborne Fresh, Gisborne
Harvey of Highton, Geelong
IGA Everyday Inglewood, Inglewood
IGA Fairley's, Shepparton

John Sculli Fruit Centre, Strathmore
Mecca Brothers Fruit City, Fitzroy North
Napoli's Quality Fruit Market, Williamstown
Peach's Fruit Market, Grovedale
Peach's Fruit Market, Torquay
Sandringham Fruit Market, Sandringham
Senserrick Fruit & Flowers, Keilor
Seville Super IGA, Seville
Signorelli's, North Balwyn
The Harvest Store, South Morang
Top Shelf Fruits, Ashburton
Tully's Corner Produce Store, Moorooduc
V & R Fruit & Vegetable Market, Geelong West
Varapodio Fruit & Vegie Supply, Lower Templestowe
Village Fruits Mt Eliza, Mt Eliza

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

At the recent VicFresh, the Melbourne Markets' premium gala event, over 700 guests enjoyed a *Starry Night* where 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).

Entertainment was provided by the dynamic Tim Campbell, who not only hosted the evening but got everyone up and dancing to a selection of songs both classic and new. Our star "hypnotwist" also caused a few laughs as people discovered that he was not all he appeared to be!



VICFRESH 2012 proudly sponsored by Melbourne Markets Business Partners and Event Sponsors





2012



40

forty year awards

This year 10 recipients (listed below) received the Forty Year Awards. Pictured are those who attended VicFresh to receive their award and celebrate this achievement.

Lawrence Bridle, Antonio (Tony) Cannata, Angelo Cautela, Maria Licciardello, Paul William Lucas, Anthony Patti, Carmelo Stavaggi, Anthony Temuskos, Archie Tsardakis & David Wallace



*Paul Temuskos
(accepting on behalf of
his father, Anthony)*



David Wallace



Antonio (Tony) Cannata

Since its inception in 2002, 450 members of the market community have received this long service award.

foodbank victoria award

A big thank you to all those traders at the Melbourne Markets who have kindly donated produce throughout the year to Foodbank for distribution to needy families within Victoria. The 2012 recipient for **Fresh Produce Donor of the Year** was awarded to **Premier Fruits Group**.



Laurence Benvenuto, Frank Brancatisano, Joe Petrero and Frank Benvenuto from Premier Fruits Group, winner of the 2012 Fresh Produce Donor of the Year Award from Foodbank.

The award was announced at VicFresh 2012 by Peter Walsh, Minister for Agriculture and Ric Benjamin, CEO, Foodbank Victoria.

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Double Sided Printing



Customer Loyalty



Market Buyers Guide



Wireless Inventory Control



Multistore Control



Integrated Labelling



Integrated Eftpos

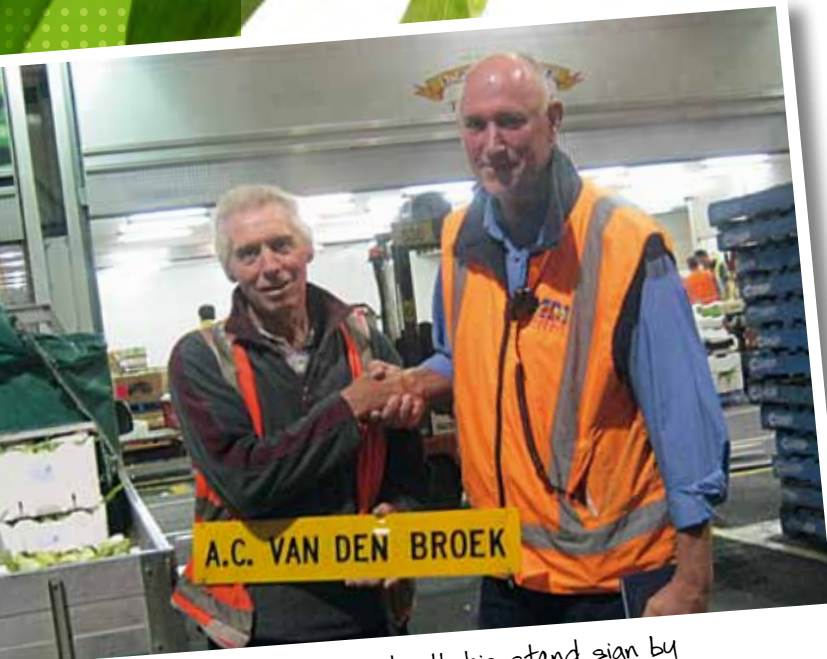


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The *Who's Who* of the Market - Louis Van Den Broek



Louis being presented with his stand sign by Brian Adams, MMA Market officer

After 34 years in the market, A.C (Louis) Van Den Broek relinquished his coveted Stand No.50 in the Growers Concourse at the end of March.

Louis (a sprightly 75 year old) has built up a strong group of regular customers keen to get their hands on his fennel, silverbeet, parsley, leeks, corn and onions, sold from the back of his distinctive white ute. Apart from the quality of the produce grown on his farm in Pearcedale, customers receive good old-fashioned service together with a genuine smile and, if time permits a good yarn.

Originally a pig farmer bringing a truck load of prime livestock to market each week, Louis moved into vegetable growing in the late 70's and has become a quiet but popular figure at the Melbourne Markets ever since. He anticipated the move from supermarkets to capitalise on their buying power, making it more difficult for small

independent growers, and moved into purely organic produce over the last 10 years. This worked to his advantage as the heady days of 'a mad rush' by buyers evolved into retailers being more prudent and selective in their buying habits.

Louis will be in the market on a casual basis over the next few months as he finalises harvesting his stock, and then will enjoy his well earned retirement travelling around Australia.

Louis asked if he could keep the sign hanging over his stand as a memento of his time spent at the MMA and this was presented to him with our pleasure and best wishes. Good luck Louis!



Mother's Day
Sunday May 13th



Mothers Day - Sunday, 13 May

This year the Mother's Day theme was "The Language of Flowers" outlining the meanings of some of the most popular flower choices for Mother's Day.

Florists received a free Point of Sale kit including posters, window decal and t-shirt, with additional t-shirts available for \$12.

The poster packs proved extremely popular with 400 collected by florists over 4 days! So don't forget to get in early for the Spring Racing promotion to avoid disappointment.

Friday, 1 June - Sunday, 3 June

Dont forget to visit the Melbourne Markets' stand at the upcoming Good Food & Wine Show, Melbourne Exhibition Building.

Located near the entrance (Stand D5), the Market stand will be demonstrating: -

- Fresh and tasty recipes from our demo ladies, Teisha and Carolyn.
- Tastings of fresh seasonal produce supplied by a number of grower groups.
- Meet the Grower - Growers from the Vegetable Growers Association will be on hand to answer any questions from the public.
- Showcasing fresh fruit and vegetables at the Celebrity Kitchen.

GOOD FOOD & Wine Show



news and events



Business Directory

FRUIT & VEGETABLE MARKET 2012/13

The new look Melbourne Markets 2012/13 directory will be in A5 format and expanded to include all permanent grower/wholesalers in the Market. All existing and new traders and tenants will be asked to complete a form for this year's listing.

The new directory will also include a coloured location and site map as well as a map of of the Fruit & Vegetable Market detailing Store and Stand numbers. The directory will be available in July.

Congratulations to Grower of the Year



Frank Ruffo of Tripod Farmers accepting the **Grower of the Year Award** at the recent Ausveg Conference in Hobart, Tasmania.

65 Roses Day

Spread the word.
Tell a florist.



And buy a bunch of specially marked roses
Cystic Fibrosis: It's a matter of life and breath

FRIDAY MAY 25TH



65 Roses Day for Cystic Fibrosis

Friday 25 May 2012

Patron: Jane Edmanson



65 Roses Day is the national awareness and fundraising day for organisations supporting young Australians living with cystic fibrosis. Only half the people living with CF today will live beyond their 37th birthday. This national day will be supported by the flower industry and other major stakeholders making it a major flower giving occasion!

How you can help

- **Visit your local florist and encourage them to participate in 65 Roses Day**
The success of this event relies on getting as many florists on board as possible to sell specially marked bunches of flowers. You can help by encouraging your local florist to come on board and sell specially marked flowers to your local community. Simply take this flyer to your local florist.
- **Florists, you can sell specially marked bunches of flowers for our 65 Roses Day campaign**
65 Roses Day has the support of Bendigo Bank, Wafex and the Melbourne Market Authority and we encourage you to also support this major flower giving occasion. Please contact Cystic Fibrosis Victoria to receive your information kit, which includes 65 Roses Day stickers and promotional material for your visual display. If you sign up, your local Bendigo Bank will promote you in their branch. Media opportunities are also available.
- **Purchase the specially marked roses from your local florist on 65 Roses Day**
Every bunch of specially marked roses sold between 21 and 28 May will generate \$1 for cystic fibrosis services and research. We urge you to support this cause by purchasing these specially marked roses from your local florist – just look for the 65 Roses Day stickers.

For further information, please contact Cystic Fibrosis Victoria - ph 03 9686 1811, email: campaigns@cfv.org.au or visit www.cfv.org.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 diagnosed with Cystic Fibrosis, 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.

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.

65 Roses Day. Spread the word. Don't Tell-a-phone...Tell a Florist



FIND US ON FACEBOOK
<https://www.facebook.com/CysticFibrosisVictoria>

Please do not litter.

Melbourne International Flower & Garden Show

"Flowers leave some of their fragrance in the hand that bestows them"

Chinese Proverb



From 30 March to 3 April, the glorious weather meant that crowds flocked in to see the 2012 Melbourne International Flower and Garden Show at the Royal Exhibition Building & Gardens, Carlton.

This year due to popular demand the Melbourne Markets' expanded the "Avenue of Florists" showcasing 24 Victorian florists who wowed the public with a wide variety of creative arrangements, ranging from the traditional to modern, one even incorporating some live fish in a bowl! There were also wedding bouquets, vased arrangements and table centrepieces. A number of florists also provided floral demonstrations several times

a day, giving the audience an insight into flower arranging, flower care and interactive sessions on how to make buttonholes, posies, wire flowers etc.

The stand also featured the Market vintage truck, a wide range of seasonal flowers, foliage and plants as well as a competition and giveaways.





Sally Waters, Bosky Blooms and Kerry Cliff, Forbidden Flowers show the audience how to create arrangements, posies and buttonholes.



The "Avenue of Florists"





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

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