

melbourne

marketfreshnews

*Congratulations to
our latest Retailers of
the Month
See Page 12*

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SPRING 12



*VicFresh 2013 - save
the date - Page 18*

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- See Page 6*

**register NOW
for the
Melbourne Markets
GOLF DAY Pg 20**



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Where's Wally - snaps from around the market, Pg 10

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Melbourne Markets Golf Day

Tuesday, 30 October

Sunshine Golf Course, Derrimut

- **All members of the Market community welcome**
- **Cost: \$75 per person**
- **Registration form on Page 20 (back page)**

Melbourne Markets 2012 Golf Day Proudly Sponsored by:



PACCAR

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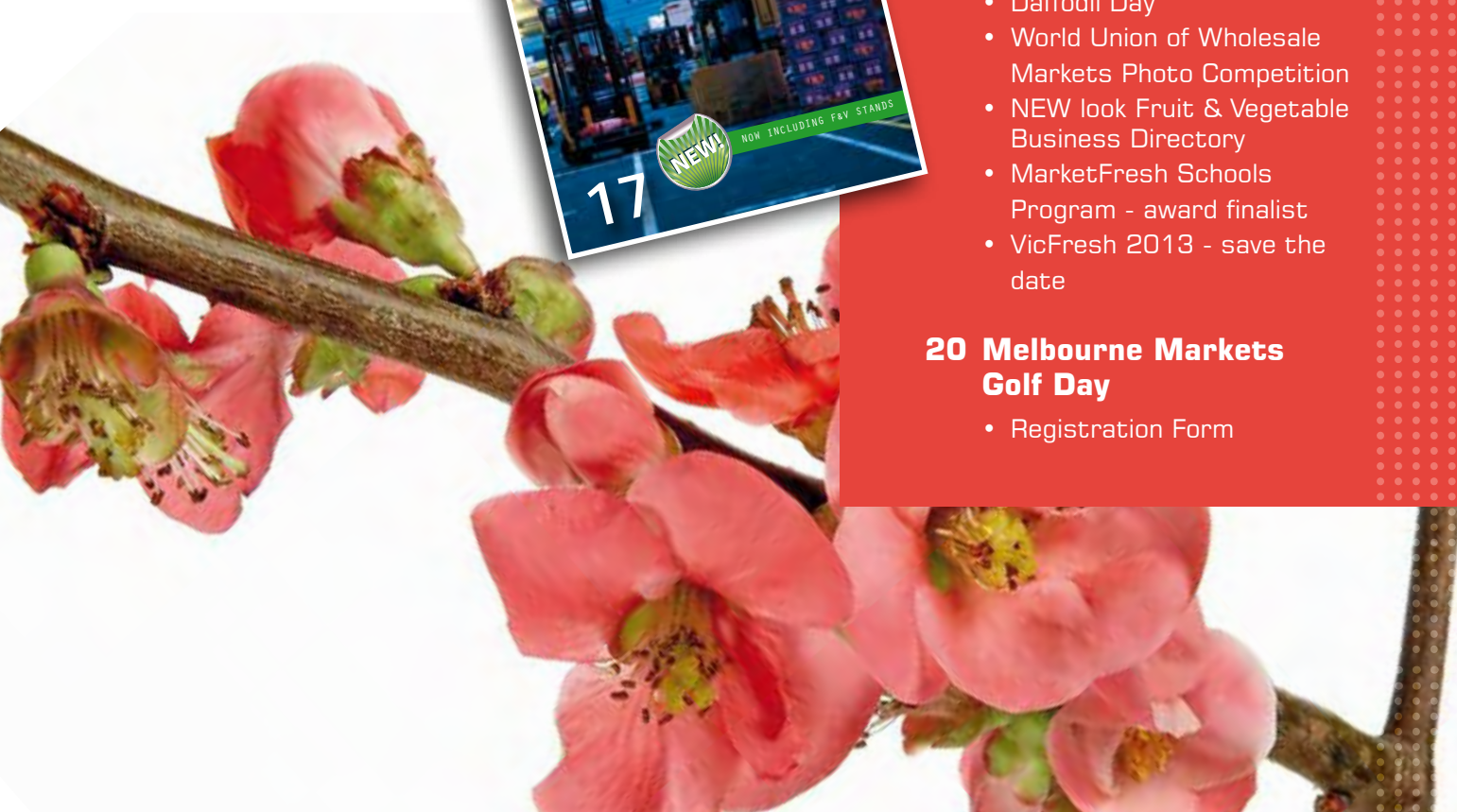
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Message from the...

CHAIRMAN

JUMPING INTO RACING WATERS

At the recent PMA Fresh Connections Conference Michael Worthington, CEO of PMA Australia-New Zealand, made some positive observations on consumers' attitudes to fresh fruit and vegetables.

Michael said a recent survey in the USA revealed that 92% of consumers now want to be perceived as being healthy, as opposed to being considered wealthy. The survey looked at the health aspects where hardly a day goes by without another report on the alarming levels of obesity and associated health problems in developed economies like Australia.

For fresh produce this is all good news, as everyone knows that fresh fruit and vegetables are good for them and they should be eating more, but they can only do this if they can cut down on the less desirable more processed foods that are high in sugar, fat, salt and additives.

Given the choice, consumers will always choose food that is produced locally and this is easily seen in Australia. Wherever you turn you can see retailers, large and small, doing everything possible to source locally grown produce and restaurants making sure their menus emphasise the local aspect.

Michael Worthington's comments indicate to me that our industry has a future if we react positively to consumer trends. Not only are we facing the challenge of

supporting consumers to react positively to fresh produce, there is also the challenge of the market move to Epping.

More than ever we are faced with a need to have the ability to face change and to strive under pressure and have the foresight to predict the needs of change and flexibility to adapt to it.

The move to Epping is gaining momentum and information is now starting to flow thick and fast from the government. This information is being fed through advisory committees and industry leader groups who are doing a mammoth job in negotiating with government and endeavouring to communicate all aspects of the move to you (see pages 6-8).

As we prepare to jump into racing waters, everybody will have to look long and hard at the way their business is run. Make sure you become involved, get an understanding of your future needs and if you have any problems seeking the correct information do not hesitate to contact me on my mobile 0418 318 771.

I will not have all the answers but I can guide you in the right direction.



Neil Lowe



CEO

The spring newsletter is always a pleasure to prepare. With the longer days and warmer weather, spring is the time where the market really comes to life. Along with the buzz of activity in the market, we welcome daylight savings, the aussie barbeque and an exciting events calendar in the lead up to Christmas. As Victoria begins to shake off its winter coat, we hope the new season will bring higher levels of activity in the retail sector.

Throughout winter, the MMA and DBI have been continuing to work together on the relocation of the market. Several discussion papers on important issues such as allocation, rents and warehousing have been distributed to the market community. These discussion papers—along with more as we go forward—are your opportunity to have your say in the project's direction. The Minister is seeking your views on these issues and we encourage all market users to be active participants in shaping the way forward.

While important policy decisions take shape on site at Epping, I'm pleased to report that the fruit and vegetable trading complex is near completed and construction of the flower market is well under way. Earlier in the year I had the pleasure of showing many market tenants around the Epping site. As we draw closer to the next phase of the project, I would like to remind everyone that visiting the new market is open to all. If you would like to schedule a visit, please contact me directly or through the MMA reception. Small group visits can be arranged.

Back at West Melbourne, it is business as usual. All departments are continuing to work hard in managing the current West Melbourne site and introducing new business practices as we move closer to Epping. We also welcome David Richards to the MMA team who will replace Marisa Di Pietro; we wish her well in her future endeavours. With a strong background in risk management, governance and occupational health and safety, we look forward to David's arrival.

New technologies will soon be introduced to assist with day-to-day tasks of the market operations team. These technologies include

integrating our current reporting system with portable tablets to offer quick and efficient responses to issues raised by the market community.

Work will also soon be commencing as part of the MMA's ongoing road repairs and maintenance. This includes fixing potential hazards in the pavement surfaces in the eastern road network and installing flashing lights in the two hazardous points of entry for forklifts. These activities, and others, are all aimed to provide a safer work environment for the market community.

I am particularly pleased to report that the MMA's MarketFresh Schools Program was recently nominated and awarded as a finalist for the prestigious Melbourne Awards. Whilst we didn't take out the top award, it was an honour for the program to be recognised. This is a testament towards the great work that the schools program team has achieved and of course, the program's success would not be possible without the generous support from the market community.

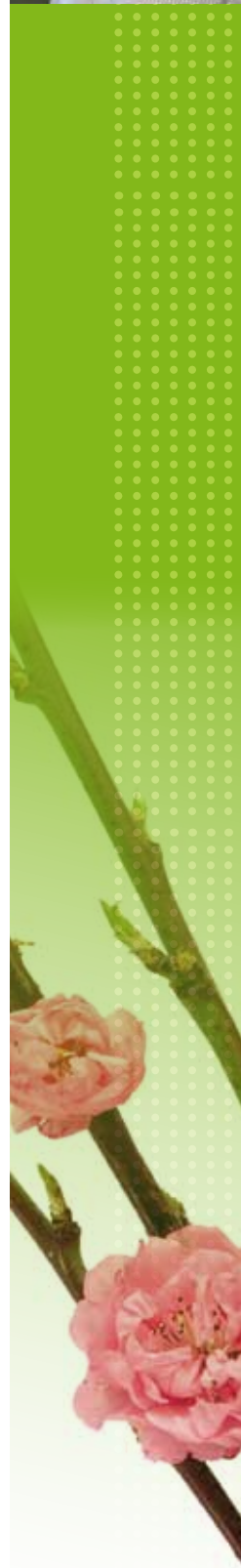
As we begin to head into one of the busiest times of the year, I would like stress that speeding on forklifts will not be tolerated. It is everybody's responsibility to ensure that we have a safe work environment. If you or your employees are driving a forklift you must ensure speed limits in the market are obeyed at all times.

Cleanliness of the site is also a concern. I would like to once again remind all market users to place their rubbish in the appropriate bins and to maintain a rubbish-free environment around your area of operation. Market officers and Alcon will be focusing on speeding, cleanliness and theft in the market over the coming months.

Lastly, it wouldn't be the spring newsletter without mention of footy finals fever. For all those supporting teams in the finals, I wish you the best of luck.



Allan Crosthwaite



Relocation News

What do I need to know?

Over the last couple of months the Minister has asked for your views on key issues and building works progressing on site at Epping.

There has also been a lot of important information released to the market community regarding relocation.

We know you're busy so in case there's anything that you've missed, here's a summary of the information put out to the market community from June to August 2012.

Release date (2012)	Document	Details
26 June	Discussion paper on rent options for the new market at Epping	Important information regarding proposed rent options for Epping. The market community were invited to provide comments on this paper and submissions have now closed
29 June	Minister's statement on allocation of flower market stands	Important information for flower market stand holders regarding the allocation process for stands at Epping
29 June	Minister's statement on allocation of fruit and vegetable stands	Important information for fruit and vegetable stand holders regarding the allocation process for stands at Epping
29 June	Minister's statement on allocation of fruit and vegetable stores	Important information for fruit and vegetable store holders regarding the allocation process for stores at Epping
16 August	Discussion paper on warehousing	Important information on proposed options for warehousing for the new market at Epping. The market community were invited to provide comments on this paper and submissions have now closed

These documents, along with others from earlier in the year, are all on the MMA website. They are also available in hard copy at the MMA administration office and MMA customer centre. Go online or come see us if you have missed anything.

The Minister is currently considering the submissions received in response to the discussion papers.

Stay up to date

MMA's gone high-tech! We have a Melbourne Market SMS database so please text the word **'INFO'** to **0488 238 247** and subscribe today!

Check in regularly on the MMA website. All important relocation documents will be posted here, including minutes from advisory committee meetings.

Alternatively, you can visit us during 8am and 4pm in the MMA administration office or you can call us on the **relocation information line** on **9258 6199**.

So what's next?

Here's what you can expect to see in the coming months:

- ministerial response on the rent options paper
- expression of interest for warehousing
- tenant fit-out guidelines
- traffic management review
- draft lease and licence documents
- preliminary discussions about the draft by-laws and operating rules.

The MMA and DBI will continue working together sharing information with you as quickly as possible. Look out for information, ask us if you need to know more and talk to your advisory committee members so they know what matters to you.

Getting to know your Advisory Committee Members

Your advisory committee members are here to represent you and be your voice throughout the relocation process. They can't represent you unless you talk to them so make sure you look out for them and tell them what's important to you.

Growers Advisory Committee	Wholesalers Advisory Committee	Flower Advisory Committee	Retailers Advisory Committee
David Wallace (Chairman)	Stephen Wirtz (Chairman)	Geoff Maguire (Chairman)	Paul Ahern (Chairman)
Alec Berias	Vince Brancatisano (Prestige Produce)	John Boon	John Chapman
Vince Doria	Harry Kapisir	Greg Duffy	Glynn Harvey
Luis Gazzola	Grant Nichol	Philip Mays	John Psarakos
David Kelly	Shane Schnitzler	Adrian Parsons	Trevor Wilson

What's happening on site?

- In the flower market, the footings are substantially complete and steel erection is now underway.
- Work on the fruit and vegetable market building is well advanced with final line marking currently being carried out in the northern zone of the fruit and vegetable market building.
- Storm water and in-ground services are continuing on the west of the fruit and vegetable market.
- Asphaltting is due to recommence in October.

latest photos from the

The Epping Market



Asphalting progressing



Rebar for the canopy support in the loading zone



Canopy at rear of large stores



Roof steels for canopy, MMA Admin in background



View across to trading stand area from south wing



Aerial of market showing ring road

Front End

Fully Integrated
Checkout Solution

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Fresh Food Floating
Server Solution

fresh



Hospitality Order &
Table Management

a la carte



Back End



Backoffice Maintenance,
Inventory, Reporting,
Accounts and Security

Auto-suggest, Intelligent
Stock Purchasing for single
and multi stores,
Incorporated with Remote
Buyer Guide.

Multi Store

Real Time Centralized
control of stores from
HO Inc: Stock
Distribution & Consolidated
Financial Info.



Integrated Technology Options



CCTV Integration

View Sales Transactions
with Video Footage at
the POS with show
Customer Option.



Websites & Online Shopping Cart

Fresh Zone, Online Loyalty & Mail
Management Integrated with natPOS.



Customer
Interactive KIOSK



Remote Tablet
Access



Wireless Inventory
Control



Integrated
EFTPOS



Accounting
Interface



In-Store Educational
Produce Videos



Customer
Loyalty



Store
Signage



Double Sided
Printing



Integrated
Scale Labeller



Where's Wally... and Tony, Joe, Charlie...



Lenny from Meadowhills



Spin, a happy fellow!



Anthony Di Pietro from Mountain Harvest



Dennis from Silvan Park Nursery in his favourite spot!



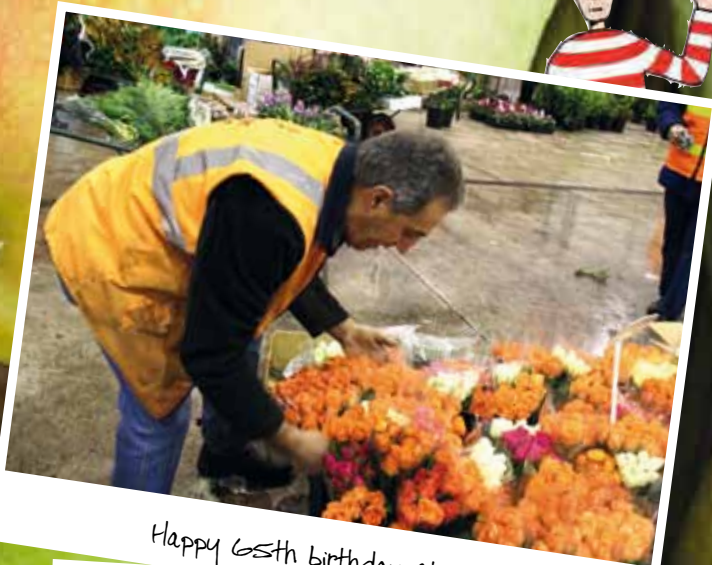
Lending a helping hand



Where's the black tuscan cabbage Michael?



Len and Nargot from Len Mollica Market Gardens



Happy 65th birthday Charlie!



"Here's looking at you" Cemal Sarisak



Joe Mecca doing the rounds



Russell from Cranbourne Valley Produce



Turnips are pretty popular here.





June 2012 *Forever Fresh, Echuca*

Rinny and Stella Gugliotti's family business, Forever Fresh, keeps on winning industry and customer plaudits for this spectacular shop, which shares premises with a large butchery to provide a fresh food mart in this thriving Murray river town. Now another son, Steven, pictured with Stella, has joined the business, which was named Victoria's Regional Retailer of the Year in 2009.

The success continues, with constant attention to the quality and pricing of fresh produce on show, along with associated lines not readily available elsewhere.

There is acknowledgement of the grower-suppliers with historic photo-murals of farms from earlier days, as well as mass over-shelf displays of grower boxes and decor timber ceiling displays typifying the region's river heritage.

The business also continues with customer information displayed about the nutritional value of lines on offer and preparation and serving options. The regular long trips to the Melbourne Markets ensure consistency of produce value.





July 2012 *Bendiigo Wholefoods, Bendigo*

The fruit and vegetable section of Bendiigo Wholefoods is unlike most of the traditional outlets. Although it's in the heart of Bendigo CBD, it has a decidedly "country traditional" feel, as part of a business covering a wide variety of both conventional and organic offerings. Owner Darren Murphy has had the business for about five years, and has placed the emphasis on customer choice.

Fresh produce managers Alan Parry and Regan Kemp (pictured) have separate displays of conventional and organic fruit and vegetables, including refrigerated offerings. There is also a focus on locally produced fresh produce, including the famous Harcourt apples, district grown tomatoes, Moama avocados, lettuce from Echuca, and even mushrooms.

The business also offers a wide variety of dried fruits and nuts, and other non-produce organically produced items. Outside there is even a special "kitchen garden" nursery.

August 2012 *The Froot Shop, Ivanhoe*

A fresh approach is the theme for this shop, which Vince Condello and his wife Anna have adopted since taking it over a little more than two years ago. They completely revamped the premises in a small but busy shopping centre, with the emphasis on promoting the local area suppliers as well as the daily freshness on what's on offer.

Despite having 36 years in the retail fruit and vegetable business, Vince still values innovation, such as the idea of providing a "create your own stir fry" offer using a fresh daily display of up to a dozen ingredients in woks, from which customers can select for a fixed per kg price, along with a variety of sauces. The shop also offers daily made salads and fruit salads, and in winter, soup mixes. The couple's sons, Vinnie and Anthony, are now involved in the business, along with other relatives and casuals.

The revamp of the shop included installation of a series of old black and white murals of the farms of the shop's suppliers at the Melbourne Markets, as well as a special sections pushing Victorian apples, fresh cut flowers and shelves of prestige associated lines not available elsewhere. Special emphasis is given to the freshness of all herbs on offer.

The Who's Who

of the Market - Phil Riseley

by Tom Valenta

Phil's Passion - Herbs, Vegetables and Chevs

Phil Riseley's passions centre on the wholesale herbs and vegetables business that he and his father launched nearly a quarter of a century ago and his collection of classic Chevrolets.

Meadow Hills Marketing is now a major player in its field with Phil, his brother Stephen and two other partners running the business from the Melbourne Wholesale Fruit, Vegetable & Flower Market and a warehouse and logistics base in Dandenong South.

The business has 18 employees and it supplies restaurants, providores, food retailers and a range of other outlets.

Phil's passion for herbs and vegetables is in his DNA. His father was a market gardener in Keysborough for 56 years. It was only the encroaching urban sprawl and the offer that they couldn't refuse that encouraged the Riseley family to abandon the land.

As a youngster, Phil's career was shaped by his father so when the family farm was sold for housing, there was no question that Phil and Stephen would stay firmly rooted in the industry that they had known since birth.

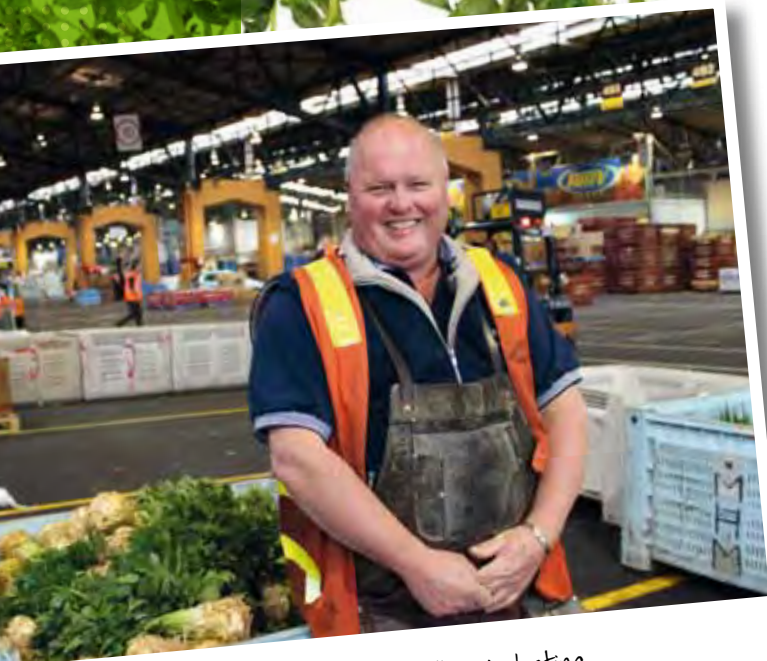
Over the years Phil has seen constant change, largely as a result of multiculturalism which has brought changing tastes and the impact of celebrity chefs. 'From very basic varieties of vegetables we now supply exotic vegetables that were unknown 24 years ago when we started' he says. 'For example years ago nobody had heard of Chinese broccoli, now it's very popular.'

'Today herbs comprise 60% to 70% of the business. In the past it was difficult to get a constant supply of herbs, now growers offer constant supply and of a good quality.'

'We also supply exotic vegetables such as baby beetroot, baby turnips, purple carrots, white carrots, French Breakfast radish and Rainbow radish. We are always looking to introduce new varieties', says Phil.

'We source produce from all over Australia and follow the weather patterns. So there's produce from North Queensland and the Northern Territory in our winter and when spring comes we tend to source more produce from close to home. Most of our local growers are based in Clyde, Lang Lang and Devon Meadows.'

Of the celebrity chefs, none has had a bigger impact than Jamie Oliver. When Jamie's shows are screened or he comes



Phil Riseley of Meadow Hills Marketing

to Australia for personal appearances his influence on the market is huge. Phil says 'we have to keep an eye on what Jamie is cooking because over the next four to five days after the show whatever products he uses sell. He will shred thyme leaves and put them into a stew – within days everyone wants to buy thyme to use in their stew!'

Other celebrity chefs and cooking programs such as Master Chef do have an impact but Phil has seen nothing to rival the word of Jamie.

Other changes that Phil has witnessed include the impact of information technology, the growth of large retailers and emergence of gourmet and specialist stores and the dominance of automotive handling such as forklifts over the old hand carts and scooters. He points out that hand-written invoices and receipts were still in vogue until recent years.

When he's not working, Phil's attention turns to his other passion – classic Chevrolet cars. He owns eleven of them that are largely from the 1955 - 1957 era with the only exception being a 1934 coupe.

'I acquire them when they have been restored to about 80% and then do some tinkering myself. The business doesn't allow me the time to fully restore them myself.'

As for the future, Phil says that when his well-worn safety vest falls apart he may consider retirement. His commitment to the industry suggests that a new safety vest might be purchased well before he turns his back on his life-long passion.



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daffodil day
\$3,747
collected!



THANK YOU to all market traders who gave generously on Thursday, 23 August when the "Daffodil Day Ladies" called in to collect for **Daffodil Day**, an event run by the Cancer Council of Australia to raise funds for the battle against cancer, something that I'm sure has touched all of our lives in some way. A record \$3,747 was collected, a great result!



The World Union of Wholesale Markets

Photo Competition

and the winner is....

The Melbourne Markets was recently selected as one of 13 winners in a photo competition run by the World Union of Wholesale Markets (WUWM). The competition was open to all member markets across the globe with 150 submissions being received from 14 countries. The winning photos were selected using a criteria that included quality, interest, geographical location and market type.

The winning photos will be used in the WUWM 2013 Market Calendar and be distributed at the WUWM Conference in Poznan, Poland mid September 2012 and then posted to non-participating member markets.

The winning photo below features Peter from Mr Fresh in the Flower Market.



news and events

NEW

Business Directory

Fruit & Vegetable Market 2012/13

NOW AVAILABLE, The new look Melbourne Markets 2012/13 directory in A5 format lists all traders and tenants in the fruit & vegetable market and now includes permanent standholders.

Available for collection from the Customer Centre, Promotions Office and MMA Administration Office.





Congratulations to The MarketFresh Schools Program!

Congratulations to The MarketFresh Schools Program (MFSP), a finalist in the recent Melbourne Awards! Now in it's 10th year, the Melbourne Awards, run by the City of Melbourne, honour a diverse range of contributions, focusing on individuals, community organisations and corporations who give their time selflessly for the benefit of our city.

MFSP were nominated in the category **'Contribution to community by a corporation'** and progressed through to the final round as one of three finalists. The judges were impressed with the success of the MFSP and its contribution to raising the awareness of the health benefits of eating fresh fruit and vegetables to students across Victoria. This year the MFSP reached 30,818 students.

The MFSP is reliant on the generosity of the market community and industry organisations and we would like to thank all sponsors and suppliers who generously donated, funded or supplied produce for this program.

If you would like to know more about this program please contact Sharyn Dunstan, MarketFresh Schools Coordinator on 9258 6179.



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Golf Day Registration

Please complete all details and return with payment to:

Nancy Shaughnessy (9258 6108), MMA, Box 1, 542 Footscray Rd, West Melbourne OR by fax 9687 7714 OR by email nancy.shaughnessy@melbournemarkets.com.au with credit card details by Friday, 19 October 2012.
(Please note numbers are limited and payment must be received to book your place)

Team ☐ Individual ☐

Name:

Company:

Address:

..... Post Code.....

Mobile:

Individual

Handicap:

Team

Team Name:

Player 1:

Handicap:

Player 2:

Handicap:

Player 3:

Handicap:

Player 4:

Handicap:

Payment details:

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

Visa ☐ Mastercard ☐

☐☐☐☐ ☐☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Card Expiry: ____/____

Signature:

Name:

EVENT SPONSORS:



Market Golf Day

30 October 2012

LOCATION:

**SUNSHINE GOLF CLUB,
DERRIMUT**

(21 MINS FROM MARKET)

COST:

\$75.00 per person (incl GST)

REGISTRATION:

9.00am - 9.20am

PITCHING COMP:

9.30am

TEE OFF:

10.30am

As a valued Melbourne Markets customer, you are invited to be part of the annual Market Golf Day to be held on Tuesday, 30 October 2012 at the Sunshine Golf Club, 475 Mt Derrimut Road, Derrimut VIC 3030,



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, 19 October 2012.

Cost includes green fee, golf buggy, breakfast, lunch pack served on course, concluding with a delicious roast 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 (one being on a Par 3) and maximum handicap is 21.

This year we are again supporting the Challenge Foundation (supporting kids with cancer) through supporting sponsorship of the 18 holes. There are only a few holes left so if you would like to take up this opportunity, please contact Michael Dennehy (All Produce Traders) on 0418 377 702.

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 Paccar-DAF Trucks.



challenge
supporting kids with cancer

