

— melbourne —

market *fresh* news

*Your Invitation
to VicFresh 2013
23 February 2013
See Page 22*

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SUMMER 13

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FUN in the SUN at the Melbourne Markets GOLF DAY Pgs 10-16



Where's the Mo at Movember! - See Page 20

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M M
melbourne wholesale fruit
vegetable & flower market

*The Board, Management and Staff
of the Melbourne Market Authority
wish you and your family all the best
for Christmas and New Year.*

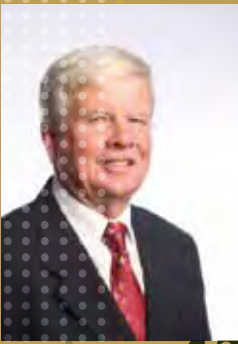
Merry Christmas

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Christmas Message from the...

CHAIRMAN

As we draw near to Christmas 2012, we look back on a year which in some ways was very traumatic, as sections of our industry had to deal with short supply of produce during the winter months and a retail environment that is fiercely competitive, whilst at the same time deal with the vagaries of change as the market relocates to Epping.

MMA's role has continued with the operational responsibility as the landlord and service provider to fruit, vegetable and flower growers, wholesalers and retailers whilst at the same time support Government and market users in their journey to Epping.

For all of us and in particular our tenants, relocation has been a long haul. However an important and historic step in the market's relocation journey took place on Thursday, 6 December 2012 when a successful ballot was conducted for the selection of store locations for the new Epping market by the wholesaler tenants.

It was a great step forward and I can only sit back and admire, when the serious business decisions were there to be made, the wholesaler tenants cooperated and supported one another in what was an important step for their future. I am now confident when similar processes are conducted with fruit, vegetable and flower stand holders the process will be just as successful.

There is a still long way to go with relocation but I am confident information will now flow to tenants so that all differences and divisions will be resolved and we will move forward with good will and harmony.

As we come near to Christmas, remember it is not just Santa Clause that is making a list and checking it twice. For most of our businesses, Christmas can be a make or break time which could well decide what shape we start the New Year in. Some say the signs are patchy, but the year ahead could still be promising, so go for it!

For us as fellow human beings, Christmas is a celebration of faith, hope and charity. Remember it is a pleasure to receive and a delight to give. May you and your family have a Happy Christmas and Prosperous New Year.



Neil Lowe

CEO

As 2012 comes to an end and the festive season is now upon us I would like to take this opportunity to reflect on a very successful and productive year for the Melbourne Markets.

2012 has proved to be another interesting and challenging year. The relocation project has been moving ahead at a rapid rate. In particular, the consultation program with the market community has assisted the MMA and the Department of Business and Innovation (DBI) in the development of a range of key decisions, data and documents that will ultimately shape your new market. I would like to personally thank all of you for your contributions throughout the year and encourage all market members to continue open communication and consultation throughout 2013.

The building works on site at Epping have also been progressing and I am pleased to say that three quarters of the site is now complete. Earlier in December I had the pleasure of showcasing the trading floor complex to over 100 wholesalers. We will continue with site tours as the building works progress and I look forward to seeing many more of you out there. As we look towards the new year, we will see the completion of the flower market, development of warehousing and continuing works on storm water and in-ground services.

Along with works onsite, there have been many additional milestones reached in the relocation project this year. The most recent of these has been the ballot for fruit and vegetable stores. I would like to personally thank all participating tenants for the highly professional manner in which you entered into the ballot process.

In the lead up to the ballot there was a considerably large amount of preparation work completed by DBI, the MMA and the advisory committees. I would like to personally recognise the contribution of all parties in making the ballot process successful. I would also like to acknowledge the contribution of Fresh State in helping the market community prepare for the event. I would also like to

thank the stand holders in the National Flower Centre for their assistance on the day.

We have a lot more work and consultation to do before the relocation. However, I am certain that we can all work together to ensure that Epping will become a wholesale fruit, vegetable and flower market of which we can be proud.

While the relocation project is progressing, the current West Melbourne site is continuing to operate efficiently. The MMA team have been working on a number of projects to ensure the current site remains operational for market users. There have been works carried out onsite in 2012 including the resurfacing of roads to increase safety of general traffic and forklift movement around the market.

The marketing team have been busy with a range of promotions including the redevelopment of the MarketFresh website and maintaining a full calendar of events. The team are currently in the process of planning another VicFresh Gala Ball to be held on February 23 2013. The annual event is shaping up to be another great night and we hope to see you there.

The MMA has also welcomed David Richards to the team as Risk, Governance and Environment Manager. David has an extensive background in occupational health and safety and governance. David has already made a substantial contribution to the MMA and we look forward to continuing to work with him in the new year.

I am sure that 2013 will bring with it many challenges. I look forward to maintaining the momentum of the relocation project and continuing to service the market at West Melbourne.

On behalf of the MMA board and MMA team members, I would like to wish all of you and your families a very safe and happy Christmas and New Year.



Allan Crosthwaite



3.12.12

wholesalers visit the The Epping Market

In the lead up to the first Ballot for wholesaler stores, over 100 wholesalers visited the Epping Market on 3 December to undertake a tour of the small, medium and large stores, offices and general trading areas.

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Relocation News

What do I need to know?

Over the last couple of months the Minister has considered your views and provided further information on the rent options discussion paper and the warehousing discussion paper.

There has also been a lot of important information released regarding the allocation of fruit and vegetable stores and the ballot.

As we lead into Christmas, we know you're busy. In case there's anything that you've missed, here's a summary of the information sent out to the market community from October to December 5 2012.

Release date (2012)	Document	Details
4 October	Minister's statement on rent options.	Minister's statement addressing the main points made in submissions to the rent options discussion paper.
9 October	Minister's statement on loss and gain of store space.	Sets out the decisions made in relation to payments for loss and gain of space arising out of the allocation of store space at the new market.
26 October	Expression of Interest (EOI) form for warehousing at Epping.	A form to complete to register an EOI in warehousing at Epping. The EOI process has now closed.
26 October	Minister's statement on warehousing.	Minister's statement addressing the main points made in submissions to the warehousing discussion paper.
2 November	Store leaseholders ballot registration form.	Form to register for the ballot for stores. Registrations have now closed.
2 November	Notice from the Minister to all store leaseholders offered stores at the new Epping Market.	Details on the ballot for stores to be held on 6 December 2012.
16 November	Tenant fit out guide for trading stores.	Draft guidelines.
16 November	Draft deed of release.	Draft deed of release.
26 November	New Epping wholesale market store ballot map.	Current map of trading floor complex at Epping.
29 November	Epping wholesale market ballot store map – store locations	Map of trading floor complex at Epping showing locations of differing store sizes and locations of multiple stores.
5 December	Melbourne Markets relocation map noting toilet locations	Map of trading floor complex at Epping noting locations of toilet facilities.
5 December	Draft Epping operations traffic management plan.	Draft traffic management plan for discussion with the Melbourne market advisory committees.

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.

Stay up to date

The Melbourne Market SMS database is proving to be a success. If you haven't registered already please text the word **'INFO'** to **0488 238 247** and subscribe today! It's a great way to stay up to date with all the latest information on the relocation project.

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 Monday to Friday between 7.30 and 3.30am on the **relocation information line** on **9258 6199**.

The Ballot

The ballot for fruit and vegetable stores was held on 6 December 2012 in the National Flower Centre. The ballot was an important and historic step in the relocation of the Melbourne Wholesale Market. 110 wholesalers were able to select their store locations in the new Epping market. The trading period for these locations is now open for wholesalers and trading can continue until 21 February 2013.

The ballot map showing the locations of the selected stores is available on the MMA website.



So what's next?

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

- progression from the expression of interest for warehousing
- tenant fit-out guidelines finalised
- traffic management review
- final lease documents and draft licence documents
- preliminary discussions regarding 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 Kapiris	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 external shell is substantially complete.
- 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 continuing around the site.

MARKET GOLF DAY

1



1st: Fruitopia Produce

2



2nd: Dykes Bros #2

3



3rd: Toyota Material Handling Australia



On 30 October, a total of 29 teams drove, chipped, putted (and occasionally bunkered!) their way around the Sunshine Golf Club, this year's venue for the MMA Golf Day. A calm and sunny day made for a great day out for our enthusiastic golfers, and at the 19th hole they all enjoyed a gourmet buffet, a nice cold beer and a chance to win a prize or two.

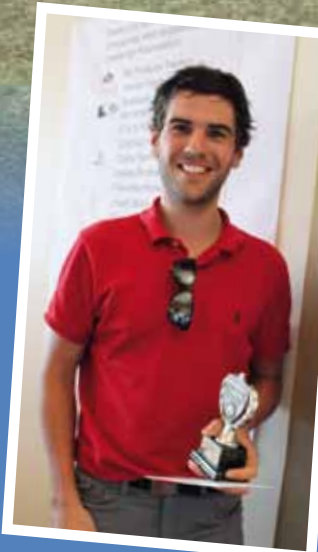
Congratulations to our winners Fruitopia Produce, Dykes Bros #2 and Toyota Material Handling, as well as the nearest to the pin and longest drive winners pictured below. Well done!



Many thanks to Michael Dennehy of All Produce Traders who generously donated his time to support the Challenge Foundation Supporting Kids with Cancer in raising over \$20,000 from the Market Community.

Participants who kindly sponsored golf holes on the day were:-

- All Produce Traders P/L
- Avanti Fresh Produce P/L
- Bothkamp Australia Farm & Barradale Farms
- C & S Ponte
- Colonial Fruit Co.
- Costa Farms
- Dykes Bros. P/L
- Flavorite Marketing P/L
- Fresh State Ltd
- Fruit Avenue Australia P/L
- Granieri's Fresh Produce P/L
- Melbourne Market Authority
- Melbourne Pear Company
- Parkmore Vegetable Market
- Sunnyridge Strawberry Farm
- Toscana's of Kew
- Toyota Material Handling Aust P/L
- V Brancatisano & Sons (Fruit) P/L
- Veli Velisha Fresh Produce P/L



Nearest to the Pin
Lucas Antonello



Longest Drive
Craig Rissenich



Nearest to the Pin
Wayne (Shaggy) Shags



Nearest to the Pin
Hamish Gadsby

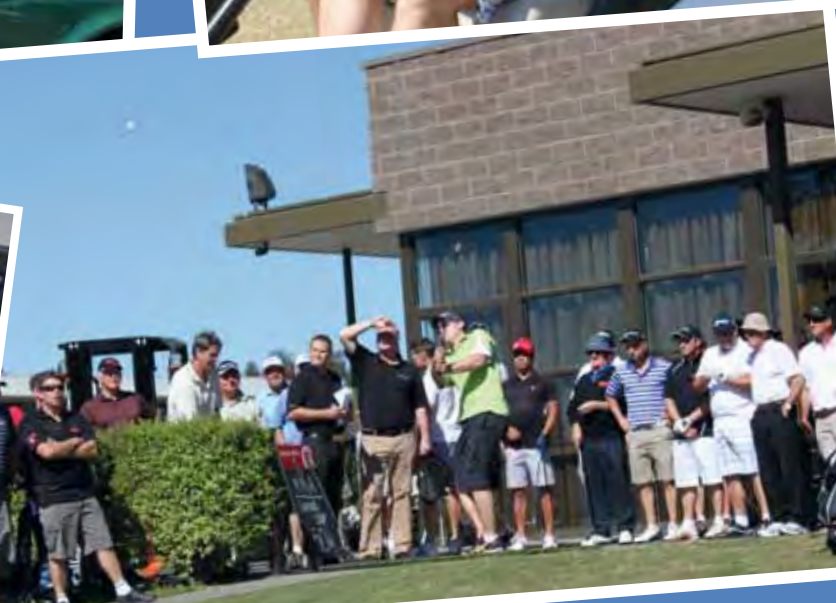


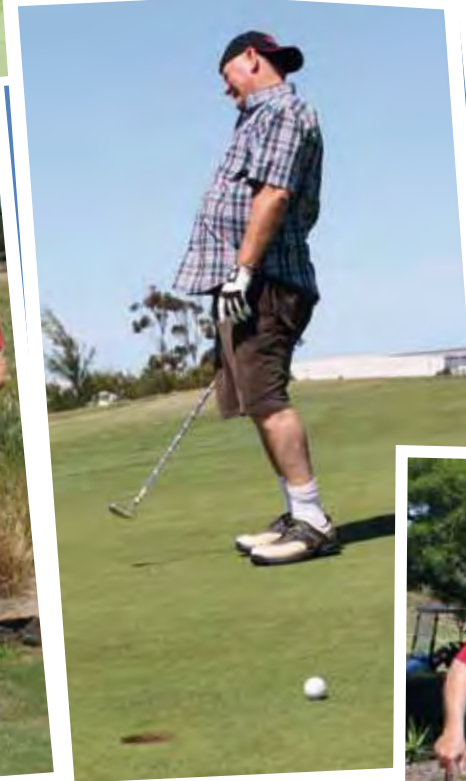
Longest Drive
Troy Legudi

Melbourne Markets Golf Day proudly supported by:



MARKET GOLF DAY







September 2012 *Emerald Fruit Barn*

In the four and a half years since taking on this shop in the busy village atmosphere of the Dandenongs, Aldo and Rosanna Virgona have continued the success of previous owners with two Retailer of the Month awards, twice in the top ten, and culminating last year in the overall Regional Retailer of the Year title. In addition, the business has continued a reputation for mushroom retailing, with two awards in that category.

The layout of the shop has changed little because, as Aldo explains, "You don't change what works." One signature of the shop is the low hung overhead warm highlight lighting, along with promotional posters and more importantly, displays of the best quality fresh produce. To maintain that quality, Aldo visits Melbourne Markets three times a week, and in addition sources local district produce from growers. The couple is helped by a cheery and knowledgeable staff.



October 2012 *Alexandra Fruit and Veg*

Robert and Jenni Petracca have reason to smile, having yet again won a Retailer of the Month Award for their busy shop in the main street of this town in Victoria's north-east. In fact a display of plaques and trophies is testament to being in the top ten finalists as well as receiving four monthly awards. The two have decided to "go out on a high" having sold the business to take some time off at their home in nearby Buxton. But it seems the tradition of quality will continue - the new owners, Chris Marchetti and his mother Michelle, are well qualified. Chris was fresh produce manager at Foodworks in Mansfield when it won a Certificate of Excellence in 2010.

The tradition of local community involvement will also remain, with the new owner agreeing to continue sponsorship of the annual Fruits of Summer Cup at the annual local race meeting.

For Robert, the sale means no longer having to make the drive to and from Melbourne Markets three times a week, after 10 years of doing so.

November 2012 *Foodworks, Mansfield*

John Excell (left) has taken over as fresh produce manager at this expansive fresh food area of Foodworks in the busy main street of Mansfield, with initial guidance from Andy Kent (right). Both were formerly at supermarkets but now enjoy the more personalised service in Mansfield.

Apart from regular Melbourne Markets supplies, the business makes good use of fresh produce from local area growers, including high country herbs, apples from Kyneton, local garlic and berries. Growers are also promoted by name, along with fresh fruit photos, in large wall murals. Foodworks has been in Mansfield for 12 years with three years at its expanded present site, a feature of which is the special area featuring all fresh foods.

The Who's Who of the Market - Dennis Brooks

by Tom Valenta

Dennis makes it Half a Century in the Nursery!

Dennis Brooks first started working in a nursery as a twelve-year-old schoolboy wanting to earn some pocket money. Half a century later he is still working in the industry and is as passionate and dedicated as ever.

In those early years he worked weekends and school holidays at the local nursery and soon realised that a career beckoned. The casual job rapidly became a long-term love and vocation.

By the age of twenty-two he was living on site and managing the nursery where he had first started in the picturesque Dandenong Ranges. From that time there was never a thought of working in any other industry or pursuing an alternative career.

He and his wife, Diane, are owners and operators of Silvan Park Nursery. The nursery is located opposite the Silvan Dam. Since 1978 Dennis has been coming to town to operate his stand three days a week at the Melbourne Wholesale Fruit, Vegetable & Flower Market.

In the late 1970s Dennis and Diane introduced the poinsettia species to the Victorian potted plant market. Dennis credits his wife with seeing the opportunity. 'Diane saw beautiful poinsettia arrangements on the American morning shows. Nobody in Australia did them like that so we decided to have a go at growing them for Christmas. It took us three years to get the species up and running but now it is quite a big industry, especially around Christmas.'

Another initiative involved the marketing and promotion of plants. 'In 1978 we started to grow plants in colour-coded pots that matched the colour of the flower. We printed our own promotional label with our logo on the label and we had our own slogan which was "We're Growing for Australia".'

'The major supermarkets came on board and ordered large quantities of these plants for their stores. Unfortunately we were too far ahead of our time and the promotion was a flop. Sales were poor and we were left with thousands of plants in expensive pots that the retail nursery industry did not want.'

At that time Dennis and Diane ran Brooks Nursery. The major shareholder in their business that commenced in 1976 was Roche Bros, a diversified property development, engineering and mining organisation. Dennis found

himself being too involved in landscaping the Roche properties and not spending sufficient time running the nursery.

So, after ten years of Brooks Nursery, in 1986 Dennis and Diane established Silvan Park Nursery. Of their two sons and one daughter, only one, Matt, has entered the nursery industry but does not work with his parents.

Today Dennis' largest customers are landscapers who purchase the speciality trees, shrubs and other products developed for the landscaping industry. He also supplies florists and retail nurseries. The nurseries are now his smallest market segment due to the many changes in the industry such as the emergence of large players and fewer small operators.

Over his fifty years in the industry, Dennis has seen some major changes,

but none more significant than the introduction of the humble, unobtrusive plastic pot. As he explains:

'The plastic pot made from injection moulded material back in the 1960s changed the industry by making it possible to grow plants all year round in larger containers at a price that was competitive without using old four-gallon pulp tins and hessian bagging. Another innovation was the introduction of pinebark potting mixes.'

Does he have a favourite species? He reluctantly admits that he retains a love for the poinsettia and cyclamens that form an important part of his professional history. But over the years there has been diversification and Dennis' love of many species is apparent to anybody who has a conversation with him.



Dennis Brooks of Silvan Park Nursery



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Business Directory

Flower Market 2013

AVAILABLE from early January 2013,
the new look 2013 Flower Market
Directory in A6 slimline format lists
all permanent standholders and
tenants in the flower market.

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





During November each year, Movember is responsible for the sprouting of moustaches on thousands of men's faces in Australia and around the world. The aim of which is to raise vital funds and awareness for men's health, specifically prostate cancer and male mental health.

Here at the Market we had our own mini Movember which kicked off with a couple of barbeques to raise awareness and encourage market users to GROW and SHOW their MO for

Movember, and if they so chose, shave it off at the end of the month. In the spirit that is the Market community a number of men joined in to grow a mo and raise funds for this worthy charity.

One such case is Joe Pezzimenti from Flavorite who had been attached to his MO for 33 years. He shaved it off for Movember and raised \$5,500!

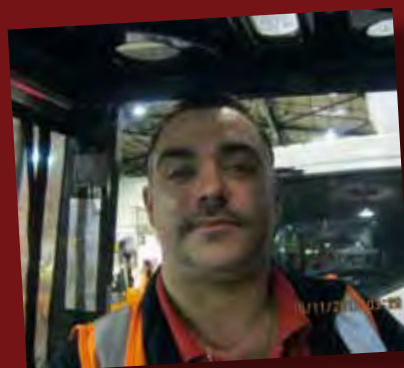
Here are some of the boys and their efforts, well done!



Matt from Movember at the BBQ summoning up some new recruits!



Josh (MO)ss



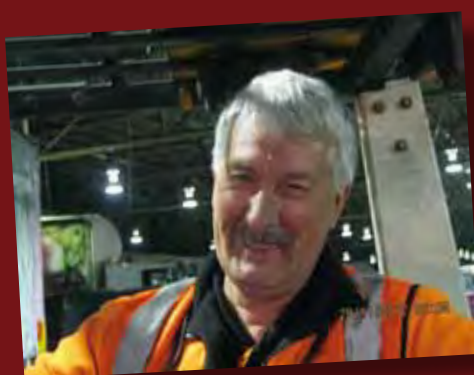
Ross Pezzano



Joshua



Mathan



Bill Lawson



Tony



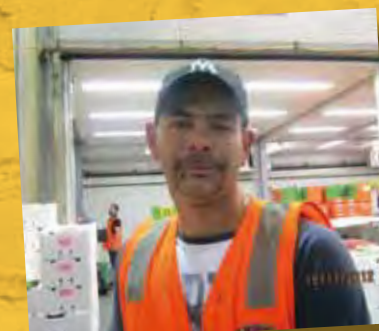
Damien



Vince Brancatisano



Neil



Clinton



Sam



Zac



Tony and Eam(MO)n



The Flavorite Team: Tony, Daryl, Darren, Grant & Joe



Joe Pezzimenti (now without his Mo)



Eam(MO)n



Danny and Norm

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WE'LL SEE YOU
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VicFresh

2013

Dust off your boa and fedora and join us for a night of The Roaring 20's at VicFresh 2013.

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



The Roaring 20's

When: Saturday, 23 February 2013
Time: 6.30pm - 12 midnight
Where: Crown Palladium Room
 Crown Entertainment Complex
 Whiteman St, Southbank
Cost: \$140 per person (incl. GST)

*Tickets will be on sale from Thursday, 20 December.
 All enquiries phone Nancy 9258 6108.*

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Christmas and New Year Trading

Fruit & Vegetable Market		Flower Market	
Monday, 17 Dec 12	Trading begins 3.30am	Monday, 17 Dec 12	OPEN - normal trading hours
Tuesday, 18 Dec 12	Trading begins 3.30am	Tuesday, 18 Dec 12	OPEN - normal trading hours
Wednesday, 19 Dec 12	Trading begins 3.30am	Wednesday, 19 Dec 12	OPEN - normal trading hours
Thursday, 20 Dec 12	Trading begins 3.30am	Thursday, 20 Dec 12	OPEN - normal trading hours
Friday, 21 Dec 12	Trading begins 3.30am	Friday, 21 Dec 12	OPEN - normal trading hours
Saturday, 22 Dec 12	PICK UP OF PRE-ARRANGED ORDERS	Saturday, 22 Dec 12	OPEN - normal trading hours
Sunday, 23 Dec 12	CLOSED	Sunday, 23 Dec 12	CLOSED
Monday, 24 Dec 12	Trading begins 3.30am	Monday, 24 Dec 12	OPEN - normal trading hours
Tuesday, 25 Dec 12	CLOSED (public holiday)	Tuesday, 25 Dec 12	CLOSED (public holiday)
Wednesday, 26 Dec 12	CLOSED (public holiday)	Wednesday, 26 Dec 12	CLOSED (public holiday)
Thursday, 27 Dec 12	Trading begins 3.30am	Thursday, 27 Dec 12	OPEN - normal trading hours
Friday, 28 Dec 12	Trading begins 3.30am	Friday, 28 Dec 12	OPEN - normal trading hours
Saturday, 29 Dec 12	PICK UP OF PRE-ARRANGED ORDERS	Saturday, 29 Dec 12	OPEN - normal trading hours
Sunday, 30 Dec 12	CLOSED	Sunday, 30 Dec 12	CLOSED
Monday, 31 Dec 12	Trading begins 3.30am	Monday, 31 Dec 12	OPEN - normal trading hours
Tuesday, 1 Jan 13	CLOSED (public holiday)	Tuesday, 1 Jan 13	CLOSED (public holiday)
Wednesday, 2 Jan 13	Trading begins 3.30am	Wednesday, 2 Jan 13	OPEN - normal trading hours

Note: On Saturday, 22 & 29 December 2012, **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.



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 pick up a form from the Customer Centre and fax to Nancy on 9687 7714. If you have any queries please contact Nancy on 9258 6108 or Nick on 0417 545 772.

Awards will be presented at VicFresh 2013.



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