



On the twelfth day of  
Christmas my  
Greengrocer sent to me:



12  
blushing  
brides



11  
sunburst  
cherries



10  
crown princess  
peaches



9  
pink ladies



8  
golden globe  
grapes



7  
banana  
blossoms



6  
plump mariposa  
plums



5  
blooming  
christmas bells

4  
kensington  
pride mangoes



3  
dashing  
daisies



2  
peas in  
a pod



and a  
bountiful  
Packham  
Pear Tree.

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## from the CEO



As 2014 draws to a close, it is timely to look back at the year and note the significant achievements which have taken place at West Melbourne and the progress which has been made towards the move to the new Market at Epping, earmarked to take place before the end of June 2015.

In 2014 we engaged Plenary Asset Management as Facilities Manager. With Plenary, we also welcomed IKON Services, Quay Clean and Charter Security Services to both the West Melbourne and Epping sites. The MMA also passed the ISO surveillance audit, the world's most-recognised quality management standard.

Handover of the Stores to tenants commenced in September 2014. The MMA, Root Projects Australia and Fresh State are continuing to work with all Epping Fruit and Vegetable Store Holders to ensure the successful fit outs of tenant Stores. Hansen Yuncken are also guiding tenants through the warehousing fit out process.

A review of Market trading hours was conducted that considered the impact of trading hours from the point of view of all Market stakeholders including tenants, customers, service providers and other market participants as well as the community. I would like to thank everyone who provided their input.

Together with Plenary and IKON Services we launched a new Recycling Management Program at West Melbourne to maximise

recycling and leave nothing on the ground after a day's trading. In August-September the amount of recycled waste reached 76%.

In October a safety initiative monitoring driver safety in the Market across all vehicle types, including forklifts, was launched to ensure we all get home safely.

Traffic Management Plans and Way Finding activities have played an integral role in the commencement of parking allocation for Epping. Parking allocation is now underway. All proceeding to plan, it is intended that all tenants and users of the Market be notified regarding parking allocation by February 2015.

On behalf of the Melbourne Market Authority, I would like to wish all members of the Market community a safe and happy Christmas and that 2015 shapes up to be a successful year for us all.

**MARK MASKIELL**  
CEO

# from the CHAIRMAN



As I look back on the past year, it has definitely been an eventful one. Although this time of year is the peak season for the Market community, providing Victoria and beyond with seasonal fresh fruit, vegetables and flowers, Christmas still remains a time for reflection and a time to take stock of what's been achieved in the past year.

Let me take the opportunity to thank each and every one of you for your contribution to the vibrant Market community. In 2015 the transition to the new Epping Market will offer the Market community an improved facility to be proud of.

2014 was an exciting year for the Melbourne Market Authority for many reasons:

- All of the Part A warehousing allocation was fully subscribed and construction is almost complete. Hansen Yuncken have secured in excess of 60,000sqm in Part B warehousing and there are plans for further expansion to meet increased demand. Total warehouse demand at Epping is more than double the area available to tenants at West Melbourne.
- All Leases and licences have now been signed and sealed. This is a great milestone. The Market community is fully focused on the future.
- You will have noticed the new look for the Market and the MMA. This new branding represents a bold new era.
- We continue to strengthen our partnerships with City of Whittlesea and the business community of the Epping region. We are also connecting Victorian producers and traders to opportunities to export to South East Asia and China.

- The 2013-14 Victorian Food and Fibre Export Performance Report was released at the Market by the then Victorian Premier Denis Naphine and Agriculture Minister Peter Walsh. Horticulture exports increased 48 per cent to \$894 million and Horticulture export volumes grew 7 per cent to 318,000 tonnes. Victoria accounted for just over half (52%) of all Australian horticulture exports in 2014, a great result for the Market community.

I believe the new Market at Epping will become an efficient fresh produce trading and distribution precinct. It will facilitate the growth of Victoria's fresh produce industries. At Epping I expect to see an increased commitment to innovation and operational excellence. That will benefit all of us.

On behalf of the MMA Board, I would like to wish the Market Community a Merry Christmas and may the New Year bring health, happiness and prosperity to you all.

**STEVE MCARTHUR**  
CHAIRMAN

## Epping Updates:

# Market Trading Hours - The outcome

### Consultation

A few months ago the MMA launched a consultation exercise with the Market community regarding trading hours. Thanks to the many people who participated in this consultation process - your views and input are greatly appreciated and informed this outcome.

To ensure objectivity in the process, an external consultancy firm, McKinna et al were appointed. They have substantial experience in the operations of fresh produce markets in Australia and internationally.

Each of the advisory committees within the Market and a range of representatives from businesses operating within, and utilising, the Market were consulted. Participation was also open to anyone via email, phone or a face-to-face meeting.

### Conflicting views

Not surprisingly, views were varied and often conflicting. In reaching a decision everyone's views were considered in the context of what's in the best interests of a healthy Market - attracting a critical mass of buyers and sellers resulting in an active and competitive trading environment.

### The outcome

The trading hours will not be significantly different to the current hours for the following reasons:

- A strong and sustainable Market is the ultimate goal - relying on buyers and sellers to be present and active,
- Travel times to Epping will increase for a large proportion of the Market community.
- The parking arrangements at the new Market are designed to increase efficiency of loading resulting in less time at the Market for buyers (resulting in a shorter trading window being workable), and

- To suit as many participants of the Market community as possible.

	Fruit & Vegetable Market		Flower Market	
	Start	Finish	Start	Finish
Mon	3.30am	7am	3.30am	7am
Tue*	4.30am	7.30am		
Wed	4.30am	7.30am		
Thu*	3.30am	7am		
Fri	3.30am	7am		
Sat*	Not open		4.30am	7am

\*Key trading days for the Flower Market

### Change is constant

There will be a settling in period at the new Market. The MMA will review Market hours during the first 12 months at the new Market (with the assistance of access card data) to determine if the trading hours are meeting the needs of the Market community.



Epping Updates:

## Open Days Schedule

Many of you have asked about when the Epping site will be made available for you, your customers and employees to get a chance to see the new Market at Epping.

The MMA is currently working on a series of open days where the Epping site will be available to access and tour

the site in the lead up to moving. These will be held over the course of months leading up to the opening of the new site so that everyone has a chance to become familiar with the new Market prior to opening day. These will start in early 2015 and you will be notified by email and/or SMS about how to get involved.

Built over 70 hectares, the new site will give us all room to move.

## Parking Allocation



You may recall a survey of the Market was undertaken in May 2014 to understand parking needs and preferences for the new Market. Responses to the survey were an invaluable insight and helped to inform the vehicle parking solutions for the new Market.

In readiness for opening the new Market in 2015, the MMA is seeking Expressions of Interest from all Market users to finalise parking arrangements for the new Market. This process has already begun for users of the National Flower Centre and Fruit & Vegetable Store holders.

Fruit & Vegetable Stand holders and

buyers will receive an Expression of Interest correspondence in the near future. To secure your preferred parking arrangements at the new Market please ensure you complete the Expression of Interest form and return to the MMA by the due date stated in the correspondence.

Assistance in understanding the options available and completing the Expression of Interest forms will be available.

### TIMELINE FOR PARKING EXPRESSIONS OF INTEREST:

- Flower Growers and Flower Buyers November 2014
- Fruit and Vegetable Store holders December 2014
- Fruit and Vegetable buyers December 2014
- Fruit and Vegetable Stand holders January 2015

## Warehousing

Warehouse construction is gathering pace. Landlord works for Part A warehousing are almost complete. Tenants will be informed about the process and timelines for fit out in early 2015 including site tours.

At this stage, most of Part B will be progressively completed from March 2015. The site is a hive of activity with structural steel, precast concrete panels and roofing now being erected.

By now each warehouse tenant should have met with Hansen Yuncken at the Epping Info Centre for a pre-building permit meeting. These meetings are intended to explain warehouse design for each tenant and to ensure each tenant is ready to obtain a building permit for fitout. Tenants should be aiming to have



their building permit approved by Hansen Yuncken by no later than 27 February 2015. Please call George Locke (m) 0457 704 521 from Hansen Yuncken if you have any questions on how to obtain a building permit for warehouse fitout.

There is a small amount of vacant warehousing remaining, if you are interested please call George Locke or Ellen Wayland **0409 678 304**.

## Visit us in the Epping Info Centre

The Epping Info Centre, the brightly coloured office situated right in the middle of the trading floor at West Melbourne has an MMA staff member on hand Monday-Friday 7.00am-9.30am to answer any of your questions about Epping.

To discuss your lease or licence, proposed operating rules, rights and responsibilities visit Aurora Kostezky, MMA General Counsel, at the Epping Info Centre between 7am-9.30am every Wednesday.

If you are not receiving our *This Week in the Market* updates via email and/or SMS please make sure we have your correct contact details on file so you don't miss out on any important information or dates. Phone us on **03 9258 6100** to update your details.

## Operating Rules

At Epping, there will be a move away from the current Melbourne Market By-Laws to a new set of Operating Rules. This is to enable the new Market to operate as efficiently as possible.

The operating rules will be enforceable through the leases and licences and will be binding on each individual on market land as a condition of entry.

Proposed Operating Rules have been circulated to each Advisory Committee and are currently being reviewed. The new rules will be published in early 2015 in preparation for the transition to Epping.

# Spring Racing Carnival Flower Guide initiative

In the lead up and throughout the Melbourne Spring Racing Carnival the MMA in partnership with the Spring Racing Carnival promoted the official flowers of the day and the fashions of fresh flowers by distributing copies of a new Race Day Flower Guide, window stickers and Handy Hints sheet with ideas and activities to make the most of the campaign for those in the flower business.

Featuring a beautiful cover image, courtesy of Trelise Cooper, and containing details on the flowers of the day, the guide was reformatted this year as a credit card sized concertina brochure. This compact size was easy to display and easy for customers to tuck into their purse or pocket for handy reference.

The window sticker was designed for store windows to remind customers there are Spring Racing Carnival flowers of the day and to pick up a brochure instore.

The Handy Hints sheet outlined ideas and activities to make the most of the campaign. It included easy social media activities, marketing initiatives and other suggestions to promote flowers as an important part of the Spring Racing Carnival. Getting involved and promoting flowers for Spring Racing Carnival isn't just for those florists near the track. The Spring racing season brings out the party mood in lots of people all over Melbourne. We hope that the National Flower Centre sellers and florists across Melbourne benefited from these marketing efforts and that the Spring Racing Carnival brought a boost to business.



# Foodbank

Melbourne Market tenants' donations to Foodbank play an important role in over half a million disadvantaged Victorians having access to healthy food. Donations to Foodbank are tax deductible and donors set the price.



Joe Petraro, Premier Fruits

"Anyone that donates food to Foodbank is eligible for a tax donation receipt. And generally it's up to the donor to determine the value of the food that they donate to us. We don't make that call because the donor has a much better idea of the value than we do," says Foodbank CEO David McNamara.

Through relationships with Melbourne Market tenants, donations of fresh fruit and vegetables have increased from 56,000kg a year six years ago, to well over one million kilos a year.

Premier Fruits is one of many Melbourne Market contributors. Joe Petraro says, "The reason you do it is because you've got to do some good in your life. You feel good about it and there's a lot of needy people out there - so that's why you do it."

Melbourne Market's contributions to Foodbank are an important part of supporting people in need. "Last year it was 525,000 Victorians and 180,000 of those were kids," says David. "Our focus is to make sure that kids aren't going to school hungry and that kids aren't hungry basically. The demographic is mainly working families, and then single parents, unemployed, and homeless are the main four demographics of people."

To speak to Foodbank about donating produce, call Brian on **0488 029 906**.

[www.foodbankvictoria.org.au](http://www.foodbankvictoria.org.au)

## 5 REASONS TO DONATE EXCESS STOCK TO FOODBANK

1. Be part of helping the community. Last year Foodbank distributed enough food for over 9.9 million meals.
2. Reduce your tax. Donations to Foodbank are tax deductible. You'll receive a receipt with the weight of the produce - you set the price.
3. Corporate Social Responsibility. This is how your business is measured taking into account environmental and social impacts of your business.
4. Gina and Bill's grandchildren. The story of these grandparents who at 70 are bringing up three grandchildren is just one story amongst thousands. "It's hard to accept help now. But I have to, for the children's sake," says Gina.
5. It's easy. Foodbank are at the market on Mondays, Wednesdays and Fridays and they are also available on call to pick up produce. Foodbank have accounts with CHEP and Loscam.

## Welcome aboard: complementary businesses at the new Market

We are pleased to have our existing cafés on board for Epping. With new café fit outs under way we look forward to seeing these new look eateries at Epping next year. In

addition, other complementary business suppliers such as Apack will also be joining us at Epping.

*Welcome aboard!*

# Industry News

## Potato Tracker App

A potato tracker app funded by Horticulture Australia with funds from the Australian government is in the works to provide industry with up-to-date consumer research on potato variety awareness, consumption trends, consumer expectations, triggers and barriers to purchase, and global innovation trends.

## Weekly Times Farmer of the Year

Nominations for the Weekly Times Farmer of the year are now open. This is a great way to recognise hardworking farmers and get a mention in the Weekly Times.

Email: [online@theweeklytimes.com.au](mailto:online@theweeklytimes.com.au) to nominate.  
[www.weeklytimesnow.com.au](http://www.weeklytimesnow.com.au)

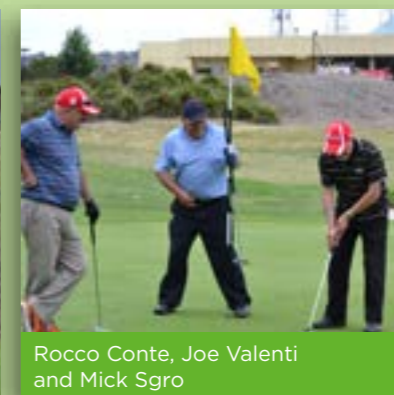
## PMA Fresh Connections 2015 Conference and Trade Show

The trade show presented by the Produce Marketing Association Australia-New Zealand returns from 12-14 May 2015 in Melbourne. The event includes seminars on fresh produce and industry issues.

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



# Melbourne Market Golf Day



Rocco Conte, Joe Valenti and Mick Sgro

Joe Valenti and Adrian Ferrante



Around 90 members of the Melbourne Market community had a great day out at Kingston Links Golf Course on Friday 14 November playing golf and raising money for DEBRA Australia, a volunteer based not-for-profit organisation which supports people with Epidermolysis Bullosa (EB), a rare disease whereby the skin blisters and peels at the slightest touch. Visit [www.debra.org.au](http://www.debra.org.au) for more insight into how you can help.



Congratulations to all involved who raised over \$25,000! Thanks to our Platinum sponsors Toyota Materials Handling Australia & Hino. This Golf Day was a joint effort between the Lions Club, Melbourne Market Authority and Fresh State. If you're interested in being involved in the 2015 Melbourne Market Golf Day contact Sally Piper at Fresh State by phone: **03 9689 3233** or email: [sallyp@freshstate.com.au](mailto:sallyp@freshstate.com.au).

Rosetta Galle, Robert Galle, Anthony Galle and Jason Sgro



Pat Galle



## Seasons Greetings

On behalf of the team at the MMA, I'd like to wish the entire Melbourne Market community a safe and enjoyable festive season. We look forward to 2015 and the transition to the new Market at Epping!

**Mark Maskiell**  
Chief Executive Officer  
Melbourne Market Authority

On the twelfth day of Christmas my Greengrocer sent to me.

12 blushing brides	11 sunburst cherries
10 crown princess peaches	9 pink ladies
8 golden globe grapes	7 banana blossoms
6 plump mariposa plums	5 blooming christmas bells
4 kensington pride mangoes	3 dashing daisies
2 peas in a pod	and a bountiful Packham Pear Tree.



Rosetta Galle, Diana Mollica and Angela Dimattina



Frank Aloisio, Simon Goodwin, Joe Amalfi and Joe Amalfi

# Snaps around the Market



Brett Samuel Williams, Coolibah Herbs



Joe Gregory, Ray Gregory & Sons



Bec Wood, Len Mollica Market Gardens



Fidrim Halit, Halit Flowers



Philippe Basile, Sculli and Co.



Marco Piovillico, Piovillico Flowers



Thomas Panagiotopoulos, Pure Organic Harvest



Tony Cho, Mayflower Importer



Wayne Talbot, S R Talbot



Tony Ferrinda, Ferrinda Fresh



Anna Piscioneri, I & A Piscioneri



Paul Pavlou, Mr Fresh



Joe Petraro, Premier Fruits



Frank Tassone, Tassie & Son



Anthony Maccora, Apack



Sam Gangemi, Gangemi Fruit and Veg Barkley Square AND Jonny Phan, NNH Fresh



Arben Caci, Flowers of Heaven

# Forklift Safety

## A chat with Victorian WorkCover Authority Inspector Sam Pignalosa

Forklift drivers at the Melbourne Markets are some of the most skilled in the business but accidents can still happen. We spoke with Sam Pignalosa an Inspector at the Victorian WorkCover Authority (VWA) about forklift safety.

### What made you want to work with the VWA?

Having seen a number of serious incidents in places I have worked in the past, I wanted to make a difference and ensure that people go home safely every day. So I applied to VWA and have been enjoying my time ever since.

### What are your observations about forklift safety at Melbourne Markets?

The Melbourne Markets has about 900 forklifts all interacting at the same time in a small area. While most drivers understand the need to operate safely, a small number still don't wear seatbelts, speed or drive without lights at night in the outside areas. I have even seen operators reversing with the wrong foot on the accelerator, which makes emergency braking nearly impossible.

### What do you think are the most important things to keep in mind when operating a forklift?

1. Wear your seat belt at all times.
2. Know your surroundings and what is happening around you.
3. Know the weight of your load and the capacity of your forklift and keep the heights of your pallets as low as possible so loads don't slide off onto pedestrians.
4. Watch out for pedestrians, they can't move as fast as you.
5. Watch out for pallets that protrude into your driving lane.
6. Keep the driving speed down to a walking pace.

### How can owners and managers improve forklift safety?

Ensure that their forklifts are well-maintained, are fitted with a seat belt and that every member of staff is aware



of the rules around operating forklifts. Ensure that forklifts are speed-limited to walking pace, keep walkways clear and don't leave pallets in areas where forklifts are expected to operate.

It is a VWA requirement that regardless of its age a forklift must be either fitted with a suitable restraint device (seatbelt) or have a totally enclosed cabin to prevent the operator being ejected.

Further information and guidance material is available at [vwa.vic.gov.au](http://vwa.vic.gov.au).

The MMA has launched a safety initiative monitoring driver safety in the Market across all vehicle types, including forklifts.

#### MMA SAFE FORKLIFT PRACTICES:

- Always wear a seat belt
- Do not smoke
- Do not use your mobile phone or text
- Do not wear headphones
- Carry your valid forklift and driver's licence and Markets Access Card
- Obey speed limits
- Use your lights
- Stabilise your load



## Who's Who of the Market: Meet Steven Abela from Peter Rowland Catering

Steven Abela is the Executive Procurement and Logistics Manager at Peter Rowland Catering. Starting his career in logistics, he worked in procurement at Crown Ltd for a combined period of 14 years before joining Peter Rowland Catering seven years ago.

With Peter Rowland operations in Victoria, Sydney and Canberra, Steven manages procurement of about \$2million of produce each year for the three sites. Almost 100% of fruit and vegetable produce is purchased from Melbourne Market (a notable exception being fresh wasabi grown in Tasmania).

Over the years Steven has built up important relationships with market traders. "In our business there are quite specific requirements sometimes. You might find when certain produce hits the market there's only so much that can go around. We've got to make sure that we deal with the right people who have the right contacts to ensure that we receive that product," he says.

"At the end of the day it's about us trying to make sure we're guaranteed supply - that's the biggest component in any industry. Because you can sell anything - but if it's not coming to you on the plate and it's not consistent - then it defeats the purpose of everything."

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

## Who's Who of the Market: Fred Boon of Boon Roses

Fred Boon grew up on his parents' strawberry farm, but he and his brothers, John and Ron, made it clear they wouldn't stay in the family business unless the farm changed.

"When us boys left school we said we wouldn't work for Dad if he was growing strawberries," says Fred. "We didn't like bending over and picking strawberries and it was only an income for the summer months... and young blokes, they like to have beer all year round."

Roses replaced the strawberries and the farm, which has now been in the family over 50 years, is thriving. All of the roses sold at Boon Roses are grown in Australia - many of them on the 46 acre farm, where 16.5 acres is under production.

If you're after a chat and some beautiful roses, Fred's your man.





# Victoria's 2013-14 Food and Fibre Exports Results

## Summary of key horticultural exports



The Victorian Food and Fibre Export Performance Report 2013-14 announced by Victorian Premier Denis Napthine and Minister for Agriculture Peter Walsh at Melbourne Market on Monday 29 September reveals increasing demand for Victorian produce.

The 2013-2014 performance provides a positive outlook for future performance, together with trends in export markets and demand for particular produce.

### Victoria remains largest state exporter

Victoria remained Australia's largest state exporter, accounting for 29 per cent of food and fibre exports, and over half (52 per cent) of national horticulture exports.

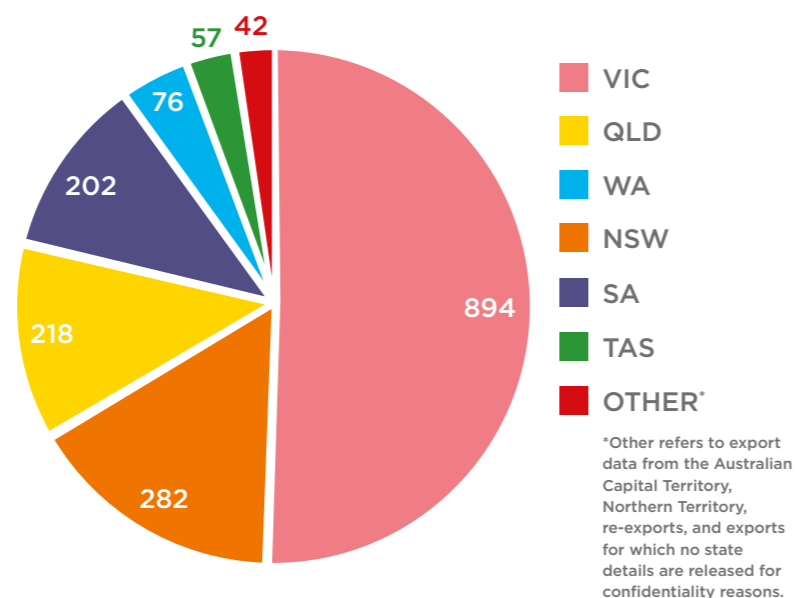


Diagram: Value of Australian horticulture exports by state of origin 2013-14 (A\$ million)

### TOP 10 HORTICULTURE EXPORT MARKETS

Horticulture exports to North Asia increased 21 per cent to \$211 million and horticulture exports to South East Asia increased 21 per cent to \$168 million. The top 10 horticulture export markets were:

1. Hong Kong increased 49% to \$141million
2. India increased 132% to \$129million
3. New Zealand decreased 10% to \$73million
4. United Arab Emirates increased 189% to \$71million
5. Indonesia increased 4% to \$44million
6. Japan decreased 12% to \$42million
7. Singapore increased 31% to \$39million
8. Italy increased 273% to \$39million
9. USA increased 41% to \$36million
10. Vietnam increased 54% to \$34million

The Full report can be viewed at: [www.depi.vic.gov.au/export-performance](http://www.depi.vic.gov.au/export-performance).

### Popular horticulture exports

The 48 per cent growth in Victorian exports was largely attributed to increased demand for almonds, table grapes and citrus.

- Nut exports (mainly almonds) increased 162 per cent and were valued at \$369 million.
- Table grape exports increased 16 per cent and were valued at \$277 million (Hong Kong was the leading market, and new markets included Japan and South Korea.)
- Citrus exports increased 16% and were valued at \$80 million.

### Products

Table 25. Value of Victorian horticulture exports by product category and item A\$ million ('000 tonnes)

Product and item	2009-10 A\$ (vol)	2010-11 A\$ (vol)	2011-12 A\$ (vol)	2012-13 A\$ (vol)	2013-14 A\$ (vol)	\$ (vol) change*	% (vol) change*	% of total
<b>Nuts (fresh or dried)</b>	<b>63 (13)</b>	<b>78 (17)</b>	<b>106 (27)</b>	<b>141 (29)</b>	<b>369 (55)</b>	<b>228 (26)</b>	<b>162% (91%)</b>	<b>41% (17%)</b>
Almonds	61 (13)	74 (16)	103 (27)	137 (28)	366 (54)	229 (26)	167% (93%)	
Other nuts	2 (<0.5)	4 (1)	3 (1)	3 (1)	3 (1)	0 (0)	0 (0)	
<b>Fruit (fresh or dried)</b>	<b>195 (113)</b>	<b>153 (83)</b>	<b>195 (121)</b>	<b>285 (166)</b>	<b>352 (176)</b>	<b>68 (10)</b>	<b>24% (6%)</b>	<b>39% (55%)</b>
Grapes	86 (32)	79 (32)	97 (42)	174 (75)	227 (86)	53 (11)	30% (15%)	
Citrus	73 (65)	45 (40)	59 (61)	69 (72)	80 (73)	11 (2)	16% (2%)	
Stone fruit	23 (8)	18 (6)	22 (8)	26 (10)	32 (9)	6 (-1)	23% (-9%)	
Pome fruit	10 (7)	8 (5)	9 (7)	12 (9)	10 (7)	-2 (-2)	-16% (-19%)	
Other fruit	2 (1)	3 (1)	7 (2)	3 (1)	3 (1)	0 (0)	0 (0)	
<b>Oils and extracts</b>	<b>64 (26)</b>	<b>47 (22)</b>	<b>44 (18)</b>	<b>55 (33)</b>	<b>63 (34)</b>	<b>8 (1)</b>	<b>14% (4%)</b>	<b>7% (11%)</b>
Extracts	64 (26)	47 (22)	44 (18)	55 (33)	63 (34)	8 (1)	14% (4%)	
<b>Processed</b>	<b>93 (53)</b>	<b>70 (40)</b>	<b>73 (41)</b>	<b>73 (40)</b>	<b>62 (36)</b>	<b>-11 (-5)</b>	<b>-15% (-11%)</b>	<b>7% (11%)</b>
Vegetables	39 (21)	28 (16)	25 (14)	24 (14)	31 (21)	6 (7)	26% (47%)	
Fruit and vegetable juices	23 (13)	23 (12)	31 (17)	29 (17)	21 (11)	-9 (-6)	-29% (-37%)	
Fruit	30 (19)	19 (12)	17 (10)	20 (9)	11 (4)	-9 (-5)	-44% (-53%)	
<b>Vegetables (fresh or dried)</b>	<b>30 (15)</b>	<b>37 (24)</b>	<b>33 (23)</b>	<b>36 (26)</b>	<b>31 (14)</b>	<b>-5 (-11)</b>	<b>-14% (-44%)</b>	<b>3% (5%)</b>
Perennial vegetables	15 (3)	17 (4)	16 (3)	16 (3)	16 (3)	0 (0)	3% (7%)	
Leaf vegetables and brassicas	6 (2)	6 (2)	6 (2)	6 (2)	9 (4)	3 (2)	42% (84%)	
Roots, tubers and bulbs	5 (8)	11 (18)	10 (18)	14 (20)	5 (7)	-8 (-14)	-60% (-66%)	
Other vegetables	4 (2)	2 (1)	1 (<0.5)	0 (0)	0 (0)	0 (0)	% (%)	
<b>Coffee, tea, herbs and spices</b>	<b>14 (2)</b>	<b>11 (2)</b>	<b>12 (2)</b>	<b>16 (2)</b>	<b>17 (2)</b>	<b>0 (0)</b>	<b>3% (-1%)</b>	<b>2% (1%)</b>
<b>Total Victoria</b>	<b>460 (222)</b>	<b>396 (189)</b>	<b>464 (232)</b>	<b>606 (296)</b>	<b>894 (318)</b>	<b>288 (22)</b>	<b>48% (7%)</b>	<b>100% (100%)</b>

\* \$ change and % change are based on the difference between 2012-13 data and 2013-14 data. Volumes are shown in parentheses next to the \$ value and are in gross weight ('000 tonnes). All figures have been rounded to the nearest whole number.

# Celebrating 45 years at West Melbourne



Market Inspector



Growers



Casamento Wholesalers John and Jack



Lou, Charlie and Joe Ponte

This year marks 45 years since Melbourne Market first opened at West Melbourne on 30 October, 1969.

With generations of families coming to work every day at Melbourne Market – there are many, many memories made here. Although 45 years is a long time, the history of Melbourne’s fruit and vegetable and flower markets extends over a century – Melbourne’s first market was established in 1841 – just six years after the Port Phillip settlement.

Melbourne’s fruit and vegetable markets have had many homes over the years.

**1841** - Western Market in the city bounded by Market, Collins and William Streets, and Flinders Lane (now the AXA Centre). The Western market traded for 90 years.

**1847** - Eastern Market at Bourke and Exhibition Streets (now Southern Cross Centre) also attracted market gardeners and fruit merchants.

**1857** - part of Queen Victoria market was set aside for fruit and vegetable markets due to overcrowding at Eastern Market – but market gardeners refused to move.

**1878** - Market sheds G, H, I & J were built at Queen Victoria Markets and wholesale fruit and vegetable sellers sold at the market for the first time.

**1960s** - due to the growth in the industry and changes in transport and refrigeration requirements, the Queen Victoria site could no longer accommodate both wholesale and retail functions. A decision was made to move wholesale trading to the West Melbourne (the current market site) and build a new market to meet the needs of the industry.

**1969** - The new purpose built wholesale facilities at the Footscray Road, Melbourne Markets site were officially opened by then Victorian Premier Sir Henry Bolte on October 30, 1969. At the time there was significant controversy over the move to Footscray Road, with many believing the market would fail because it was too far away and could not operate without its retail function.

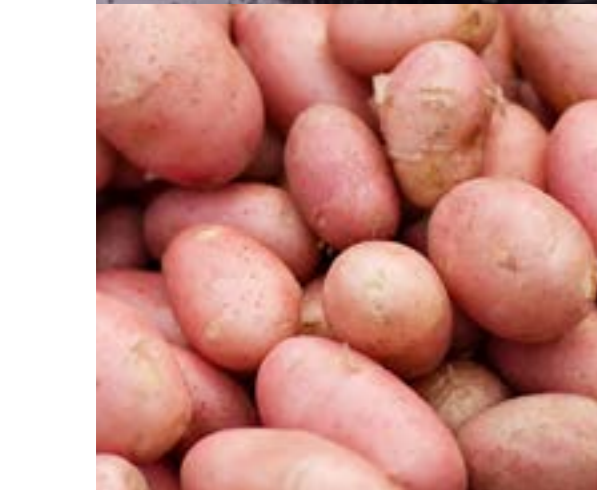
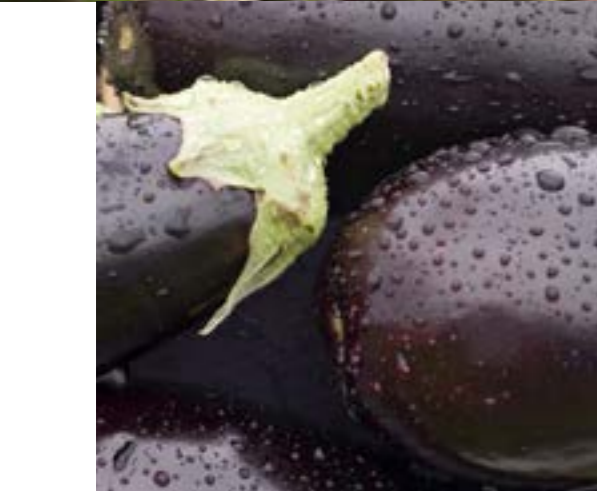
**Future** - The Victorian Government has announced that the Melbourne Markets will relocate to a new site at Epping in 2015.

Images: Andrew Makarewitsch, 1981



Pre-forklifts. Back-breaking work

# Shoppers love Australian Produce



Recently released research gives important insight into current and future priorities of Australian shoppers when buying food for home cooking. Fresh ingredients, price and local ingredients are top priorities. There are some useful insights for the fresh produce industry and how to maximise sales.

Generation Alpha (currently aged under 5) will be different customers to Generation Z (currently aged 5-19), Generation Y (currently aged 20-34), Generation X (currently aged 35-49), Baby Boomers (currently aged 50-68) and Builders (currently aged over 69).

The lifestyles of future generations will be markedly different.

In 2034:

- Family sizes will become smaller (1.7 children in 2034 as compared to 1.9 today) and many families will have no children;
- Technology will play an important role in shopping – including through apps, online and home delivery will be commonplace;
- As the population ages, a sense of community will, by necessity, be more prevalent and this will be reflected in shopping collaboratively.

Generation Alpha:

- Will have a global outlook – demanding access to products to create multicultural cuisine;
- Will be the most educated generation of Australians ever – 90% are expected to complete year 12 (compared with 80% today);
- May not have kids – one third are predicted to never have children.

## Buying local

The report also gives important insight into current and future priorities of Australian shoppers when buying food for home cooking. Fresh ingredients, price and local ingredients are top priorities. 99% of Australians prioritise fresh food and 55% say that buying locally-sourced foods is extremely or very important to them – and this is steadily rising.

61% of Australians are concerned that the next generation of children don't know where their food comes from. There has been a recent trend towards 'buying local' and the report explores what this means to consumers:

- 88% of grocery buyers define 'local food' as food sourced within their region, town or city;
- 73% define 'local' as food sourced within 100kms from their home region, town or city;
- 85% show a preference for Australian-sourced fresh foods, whether from their region, town or city, their state, or Australia nationally.

Looking forward, it is predicted that stores that are seen to be active in the community and who highlight broader benefits of buying local will be most popular with shoppers.

## Price v Values

Australian shoppers have become more price-sensitive. 68% actively seek out discounted items, compared to 60% 3-5 years ago. Price isn't the only influence on selecting items though. Only 47% of shoppers buy according to price alone. 36% of shoppers are prepared to pay at least 5% more for ethical and fair trade products and 29% are prepared to spend 5% more environmentally friendly products. Future generations are expected to do more research regarding the products they buy – and more strongly prioritise ethical, fair trade and environmental issues.

## CHOICE

Here are four initiatives shaping consumer choices.

### LIVE LIGHTER

The Live Lighter campaign takes a graphic approach to showing people how unhealthy bodies look on the inside – with confronting images of toxic fat. The site provides resources for alternate diet choices and healthy recipes.

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

### SUPPORT SMALL BUSINESS DAY

An initiative of the Victorian Government, Support Small Business day encourages shoppers to visit their local small businesses.

[www.facebook.com/SupportSmallBusinessDay](http://www.facebook.com/SupportSmallBusinessDay)

### SHOP SMALL

Shop Small is an initiative of American Express supporting small business owners. The website includes 'walks' designed by Shop Small Ambassadors Michael Klim, Billy Law and Amanda Shadforth.

[www.amexnetwork.com.au/shopsmall](http://www.amexnetwork.com.au/shopsmall)

### MARKETFRESH SCHOOLS

This initiative of the MMA teaches students about the importance of fresh fruit and vegetables in their diet. In turn the students request more fruit and vegetables at home.

[www.marketfresh.com.au/marketfresh-schools](http://www.marketfresh.com.au/marketfresh-schools)

## Who's Who of the Market: *Wayne Talbot of S.R. Talbot*

S.R. Talbot has been running since 1869. Wayne Talbot is one of the fourth-generation Talbots working in the business.

Everything sold by the Talbots is grown on their 100 acre farm in Cranbourne. A Civil Engineer, Wayne didn't necessarily intend to join the family business. "I came here to help out and drive a forklift for a month," he says. "Then our market bloke retired and I've been here for 16 years."

Most of the customers Wayne sells to are, he says, his father's customers - but Wayne has made a few friends of his own, not to mention found a new passion - drag racing. "A couple of my customers race cars. It started off as a hobby and now it's become an addiction," he says. Wayne's father still watches him race (a Funny Car with a Keith Black Hemi - racing 5.95 seconds at 230 miles an hour). The father and son have spent lots of time attending sports - Wayne keeps quiet that also used to play ice hockey for Australia.



## Christmas Trading Hours

Trading Hours for the Fruit and Vegetable Market over the Christmas/New Year:

Date	Trading hours begin
Monday 22nd December	3.30am
Tuesday 23rd December	3.30am
Wednesday 24th December	3.30am
Thursday 25th December	CLOSED
Friday 26th December	CLOSED
Saturday 27th December	CLOSED
Sunday 28th December	CLOSED
Monday 29th December	3.30am
Tuesday 30th December	4.30am
Wednesday 31st December	3.30am
Thursday 1st January	CLOSED
Friday 2nd January	3.30am

Trading Hours for the National Flower Centre over the Christmas/New Year are:

Date	Trading hours begin
Monday 22nd December	OPEN Normal trading hours
Tuesday 23rd December	OPEN Normal trading hours
Wednesday 24th December	OPEN Normal trading hours
Thursday 25th December	CLOSED
Friday 26th December	CLOSED
Saturday 27th December	OPEN Normal trading hours
Sunday 28th December	CLOSED
Monday 29th December	OPEN Normal trading hours
Tuesday 30th December	OPEN Normal trading hours
Wednesday 31st December	OPEN Normal trading hours
Thursday 1st January	CLOSED
Friday 2nd January	OPEN Normal trading hours



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