



Fruit & Vegetable Growers Advisory Committee
MARKET HOURS – FINDINGS PRESENTATION
MMA Boardroom, Epping
20 October 2016

In attendance: David Wallace, Ben Apted, Alec Berias, David Whitchelo, Gis Marven, Matthew Elliott, Kirsty Harvison (Minute Taker)

Apologies: Mark Maskiell, Vince Doria, Anthony Mould

Methodology & Consultative Process

- Discussion sessions with the market advisory groups & with the Unloaders;
- Market floor visit, 25+ phone interviews, 20 email submissions;
- Consultation with industry during other MCKINNA *et al* projects; and
- Survey of business principals.

Gate Entry Data: F&V Buyers

Average visits over the first 12 months of trade indicate that over 2,800 vehicles access the market each week day. Thursday is the busiest trading day so this has been used as the benchmark day throughout this report

The market services between approximately 450 to 650 fruit and vegetable buyers per day during the week (not including those with on-site warehouses). The vast majority of F&V buyers enter close to official opening. Most leave before 7am to beat the peak hour traffic. 81% of buyers visit at least once a week.

Survey Response Rate

A total of 267 valid responses were received, representing a relatively poor response rate (9%). F&V buyers had the highest number of responses, but storeholders had the highest response rate (23%).

Business Type	Total businesses	Compliant responses	Response rate
FV Store holder	108	20	19%
FV Stand holder	194	35	18%
FV Buyer	1242	104	8%
Flower Stand holder	65	13	20%
Flower Buyer	728	46	6%
F/FV Buyer	28	2	7%
Market Related Bus	162	7	4%
Produce Delivery	308	7	2%
Total	2,972	234	8%

Survey Results

In the fruit & vegetable market, the general positions remain with buyers and standholders arguing for an earlier start and the majority of storeholders seeking the 6am start option. When the 'no change' and '3.30' options are added together, a more compelling picture emerges with 45% of F&V buyers and 43% of flower buyers within this zone.

Recommendations & Rationale

RECOMMENDATION:		RATIONALE:
1.	Opening hours to remain unchanged (3.30am Mon/Thu/Fri and 4.30am Tue/Wed)	<ul style="list-style-type: none"> • Consideration was given to the 24 hour fresh produce supply chain and this option provides the best outcome for the customer/consumer need. • The scan data and survey data indicated a strong preference for an early start time and the consultation preference for a same start time everyday was compelling.

		<ul style="list-style-type: none"> • Peak hour traffic at 6.30am was a key consideration • Same time for both markets ensures equal access for flower buyers
2.	Retain 2am entry for country buyers for collection of pre-orders only and with stronger enforcement of penalties for early trade	<ul style="list-style-type: none"> • Enables these cohorts to service their particular customer needs (cafes, restaurants and regional retail outlets) • Reduces peak congestion • Enables time for unloaders to get product to stands / stores

Key discussion points:

- Some of the committee expressed an opinion that trading hours needed to be consistent across all trading days; consistent sleeping habits and general routine is important to the sellers and buyers
- The advisory discussed that the slower trading on Tuesday & Wednesday might be due to trade commencing later.
- The Wholesalers Advisory Committee preferred 4.30am, 5 days a week
- Retailers should be the drivers of the Market Hours, the MMA cannot change hours to the detriment of what the retailers require
- Consideration could be given to different trading hours during peak seasons based on volume of produce in the market (later in winter, earlier in summer)

The Advisory Committee RECOMMENDED the following:

- Preference is for the opening hours to be either 3am OR 3.30am – 7.00am every day for all buyers
- Retain 2am entry for Country Buyers
- The MMA could consider a later start in Winter months

General Business

- **Cleaning Schedule:** The advisory NOTED that IKON are moving around the site at 3.30am and speeding through common areas;
- **Removal of green leaves on trading floor:** The MMA are considering a new compacting organics waste bin that operates from solar and has capacity for 2 x 240L bins. City of Melbourne currently have these installed. The Advisory SUGGESTED that MMA introduce green waste trailers in the trading floor around 5.30am – 6.00am for disposal of green waste at the end of trade. The MMA agreed to introduce a trial.