



marketfresh NEWS

summer 2017

Landmark
new training
for greengrocers

Changes to recycling

designed to save your
business money

Valentine's Day 2017



Market snaps



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Cover image: Anthony Papalia,
Rocky Grillo Snr, Francesco Brigante from Latorres



FROM STEVE MCARTHUR

2016 WAS A VERY SIGNIFICANT YEAR FOR THE MARKET. IT WAS OUR FIRST FULL CALENDAR YEAR AT EPPING, ALLOWING US TO EXPERIENCE ALL FOUR SEASONS IN OUR NEW FACILITY. WHILE I HEAR LOTS OF POSITIVE COMMENTS ABOUT THE INFRASTRUCTURE AND SERVICES, ONE OF THE MOST COMMON COMMENTS IS ABOUT THE WIND – THERE IS PLENTY OF IT, AND OH BOY, IT’S COLD AT TIMES.

In August 2016 we celebrated our first birthday at Epping and the general consensus is that it was a pretty good first year. We have more buyers registered than ever, vehicle numbers entering the market are up and a number of traders have told me that their trade volumes have increased and overall costs are down. These are all positive signs.

The weather has again had a major influence on the year. A long, cold and wet Winter has delayed harvests, slowed production and prevented some sowings. Fires and floods have also disrupted some areas. The resultant effect on quality and volumes has been a challenge, but our growers and wholesalers are tough and resilient meeting the challenges to continue to supply Victorian households with the world’s best fresh produce.

This is my final message as Chairman of the MMA as my term concluded in mid-January. Fellow Board members Russell Cooper and Bill Lewis finished their terms at the same time. I have enjoyed my time on the MMA Board, and have been very well supported by the management and staff of the MMA. I am very proud of what we have achieved together. The transition from West Melbourne to Epping was challenging yet in the end, it went off without a hitch. The MMA is a well-focussed and professional team that has the skills and resources to build the Melbourne Market into the best and biggest central market in Australia.

The Minister for Agriculture has appointed Peter Tuohey to be the Chairman of the MMA. Peter is a former President of the Victorian Farmers Federation and comes from a well-respected farming family. He is very experienced in agricultural issues and I am confident he will do a great job. Peter will be joined by two new board members, Robyn Stewart and Jacinta Carboon. I wish them and the Market community well in 2017.



FROM MARK MASKIELL

IT'S GREAT TO SEE THE MARKET BACK IN FULL SWING IN 2017. THE NEW YEAR ALWAYS BRINGS WITH IT RENEWED ENTHUSIASM FOR A SUCCESSFUL YEAR AHEAD AND 2017 IS PROMISING TO BE A GREAT YEAR FOR THE MARKET.

In the second half of 2016, we've made great improvements in recycling. Recycling rates for the Market are now around 85 per cent and we saw a reduction in general waste of over 20 per cent. With new initiatives in 2017 such as free pallet disposal and a new partnership with the Yarra Valley Water Waste to Energy Facility we're set to continue to watch this recycling figure rise in the New Year.

In October this year, we have a great opportunity to promote our industry at the World Congress of Wholesale Markets. The Melbourne Market jointly with the Queen Victoria Market secured the bid to host the Congress in Melbourne which is set to attract over 300 delegates from 25 countries.

The MMA is also working closely with the government and local authorities on a strategic plan for the vacant government owned land next door. It's planned to increase opportunities for Market users, increase job and training opportunities and drive economic growth in the region.

There are big plans in store for fruit and vegetable retailers in 2017. The MMA, a reference group of Market retailers and Melbourne Polytechnic are in the process of developing a landmark new training program in greengrocery. In addition to this, there is also exploratory work underway for a national greengrocer marketing program with the MMA working closely with Sydney, Adelaide, Brisbane and Perth central markets and chambers.

The MMA have also welcomed Turn2 Workforce Solutions (TWFS) to the Market in 2017. TWFS will be working with businesses in the Market to provide quick and simple casual labour hire solutions.

I trust you all enjoyed a break over the Christmas and New Year period and are looking forward to another successful year at the Melbourne Market.

market trading hours review

Thank you to all Market users who participated in the consultation process on Market trading hours during October 2016.

During the review, the focus was on understanding the point of view from all Market stakeholders as well as the overall efficiency and effectiveness of the Market. The consultation involved meetings with each Advisory Committee, opportunities for the broader Market community to provide feedback via phone, email and face-to-face and a survey sent to all business principals.

The table below outlines the general preference and rationale from each of the groups within the Market (although opinions do differ within each group).

Stakeholder	Preference	Rationale
Fruit & vegetable buyers	3:30am or earlier	Time taken to navigate the Market and need to leave by 6:30am due to traffic.
Unloaders	4:00am	Need time to have the interstate stock unloaded and ready for trade.
Fruit & vegetable stand holders	3:30am	Most are sympathetic to the buyer position and focused on retaining buyers at the Market.
Fruit & vegetable store holders	6:00am	Health, lifestyle and the ability to attract quality staff are concerns. Higher rates are paid to retain staff at earlier opening times.
Flower stand holders	3:30am or 4:00am	Recognise buyers need to leave early due to traffic but opinions were divided on what commencing time allows sufficient time to achieve this.
Flower buyers	3:30am	Most have a family/work routine established around current buying patterns.

In addition to the feedback received from Market users, operational issues were also considered including early buyers, different trading hours on different days and the impact any changes to trading will have on the future of the Market.

Overall, the outcome is trading hours will remain the same for the Fruit and Vegetable Market and the Flower Market.

Fruit and Vegetable Market trading hours
Monday, Thursday & Friday: 3:30am – 7:00am
Tuesday & Wednesday: 4:30am – 7:30am

Flower Market trading hours
Monday to Friday*: 3:30am – 7:00am
Saturday: 4.30am – 7.30am

*Key trading days are Tuesday and Thursday.

Response rate to the Market hours survey was low, with only 10 per cent of eligible Market business principals choosing to respond. This may indicate that opinions weren't strongly held on Market hours by the vast majority of the Market community.

While extensive debate was generated around a consistent trading commencement time for the Fruit and Vegetable Market, any decision made on hours, is considered to be a compromise, so the least compromising solution for all stakeholders is to keep the hours in line with current patterns and buying trends.

For more information on Market trading hours, contact the MMA on 9258 6100.

Welcome to the Market: **Turn2 Work Force Solutions**

Following feedback from the Market community on the challenges of accessing casual labour hire, in November 2016, the MMA ran an expression of interest for an organisation to provide casual labour solutions direct to the Market.

As a result, Turn2 Work Force Solutions (TWFS Australia) have joined the Melbourne Market and are ready to assist you with your staffing needs.

Over the past 20+ years, TWFS Australia have been providing staffing and workforce solutions for companies all across Australia and pride themselves on the service they deliver.

TWFS Australia is a boutique, multi-service organisation offering a service unmatched in the industry.

***‘Purpose Built ...
Dedicated to keeping
Australia Working’.***

- TWFS Australia mission statement.

With extensive experience in both executive and staff recruitment services as well as more recently outplacement services to the automotive industry, TWFS are well qualified to help your business meet your staffing needs.

With additional benefits such as 24/7 availability, onsite personnel, a pool of suitably qualified employees and knowledge on how your business can make the most of any available government grants it's worthwhile making an appointment with TWFS Australia today.

To make an appointment or discuss your business needs contact:

Chris Black, General Manager TWFS Australia

Phone 0427 548 313 or email chris@twfs.net.au



emergency on site?

here's what to do

No matter how big or small, if you see an emergency such as a fire, accident or injury of any sort on site, Market users have an obligation to follow the Emergency Procedures Guideline available on the Melbourne Market website.

What to do if you find yourself in an emergency:

1. Call for assistance.
2. If safe to do so, rescue any persons in immediate danger and remove them to safety.
Alert other Occupants and Emergency Services by either:
 - Activating a manual call point (break glass alarm);
 - Dialling triple zero '000'; or
 - Notifying onsite security via the 24 hour emergency hotline 9258 6120.
3. If safe and within your ability, attempt to contain the emergency using first attack equipment (fire extinguisher, hoses etc).
4. If unsafe, withdraw yourself from the area.
5. Evacuate the area by the nearest safe exit.

Depending on the severity of the emergency, these steps may not be suitable for all circumstances. Before taking any action, assess the risk and consider the consequences.

It is recommended all Market users save the Melbourne Market 24 hour emergency hotline number

9258 6120

in your mobile phone.

damage to market property

The Melbourne Market has a user pays approach to damage caused on site. Damage caused by unsafe, reckless or negligent behaviour is the responsibility of the Market business, so it's not absorbed into the operating costs of the Market and eventually passed on to all Market businesses.

Below are examples of the top five items damaged on site and associated repair costs for the Market business.



Damage: steel bollard and concrete caused by a forklift
Cost to Market business: approx. \$400-\$500.



Damage: major repair required to rapid roller door caused by a forklift failing to stop
Cost to Market business: \$3750.00

Top items

damaged on site and approximate costs to responsible Market business:

1. Steel safety bollards:
\$400-\$500
2. Rapid roller doors:
\$3750
3. Hand Rail and Fences:
\$350 - \$1500
4. Boom gates:
\$600-1200
5. Access card swipe points at boom gates: **\$700-800**

Avoid unnecessary costs. Slow down, be aware and always follow the Melbourne Market Operating Rules available on the Melbourne Market website.

All prices quoted are exclusive of GST and are subject to change and individual circumstances at the discretion of the MMA.

NEED TO MAKE MODIFICATIONS TO YOUR TENANCY?

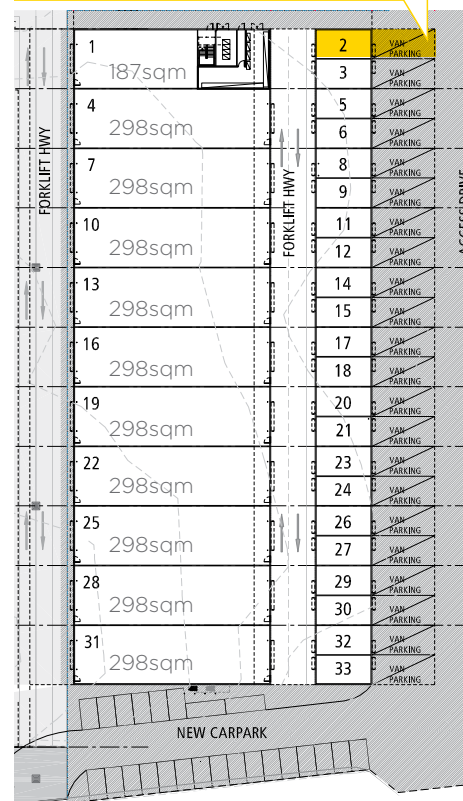
If you need to make any modifications to your tenancy such as alterations to your fit out, additional services, changes to access or simply cosmetic alterations you must always contact the MMA via the Help Desk prior to commencing any works.

**Contact the Help Desk
on 0437 006 459 or email
workrequest@melbournemarket.com.au.**

Building 7 – Calling for expressions of interest for small format warehousing



- 42sqm warehouse plus 47sqm undercover light commercial vehicle parking
- Opportunity to consolidate modules to create larger tenancies
- Front and rear access
- Ideal for providers and greengrocers



Did you know?

Office space is available on the ground floor of the Administration building.

Sizes can be tailored to suit your needs, from 75sqm to 440sqm.

For more details, contact the MMA on 03 9258 6100.

Consolidate your operations at the Melbourne Market to enhance efficiency.

Enjoy 24/7 access to warehouses plus the opportunity to merge warehouse modules to create a size to suit your needs.

Construction timing subject to demand.

To discuss your warehousing needs, contact Matt Elliott:

E: matthew.elliott@melbournemarket.com.au **P:** 0448 908 821

WANT TO RECEIVE UPDATES ON THE MARKET STRAIGHT TO YOUR EMAIL OR PHONE?

Head to page 27 to update your contact details to subscribe today.

Did you know?

The planning application for a wholesale market and distribution centre at Dandenong received several objections. Several months ago, the City of Greater Dandenong requested further information from the applicants prior to making a decision on the planning permit, but no response has been received from the applicants.

This proposal is not in the best interests of the industry as it is likely to increase costs for sellers if they choose to maintain a presence in two locations. An increase in costs is unlikely to generate an overall increase in revenue as the customer base will simply be split over two locations.

For more information contact the MMA on 9258 6100.



MELBOURNE POLYTECHNIC INTRODUCE A LANDMARK NEW TRAINING PROGRAM IN GREENGROCERY

In 2016 we welcomed Melbourne Polytechnic to the Market to provide onsite training for Market users and to develop a dedicated training program for greengrocery.

Fotina Babalis, Melbourne Polytechnic's Service Delivery Manager, commenced consulting with many businesses across the Market community regarding their current and future training needs.

Skills training in Greengrocery is a key gap in the industry. A reference group comparing

industry, government and education sectors had their first meeting in December to provide feedback and guidance to Melbourne Polytechnic.

A pre-course development survey for Greengrocery is due to hit the Market in early February. All greengrocers are encouraged to complete and return the survey to help shape this landmark program.

You may have also seen Melbourne Polytechnic popping

up around the Market promoting programs such as forklift licensing and forklift refresher training. Be sure to come and say hi to a member of the Melbourne Polytechnic team if you see them around the Market.

Keep your eyes peeled for ongoing updates and training opportunities in the Market.

**For more information contact
Fotina from Melbourne
Polytechnic on 9269 1152
or 0403 605 332.**

around the market



Peter Saroig from F.M Fresh



Michael Barker from Barkers Fresh Produce



Jan Claire from C the Market



Phung Cong Tran and Long Ngo from Cong Thanh Veggies



Matt Tran, Peter Tran, Binh Le, Tuan Nguyen, Tony Nguyen from Produce of Virginia



Raaj Sharma, Sunny Singh, Eamon Bayle, Andrew Costa from Young Sang & Co.



Rose Lawson from Flowers Across Melbourne



Karen Cho from Mayflower Importer



Abdul Aishe from Beacky Fresh



Jenny and Vic Refikoglu from Jenny Flowers



James Wu and Dennis Brooks (Dennis from Silvan Park Nursery)



Anthony Papalia, Rocky Grillo Snr, Francesco Brigante from Latorres



Damian Pike from Wild Mushroom Specialist



Teisha Dower and Carolyn Creed from Market Fresh Schools Program



Paul Angelucci and Tony Sicilliano from VFS produce and Gerald Amalfi from Brescia Nominees



Raelene Whitehead and Liz Pane from Velvet Lily Flowers

RECYCLING *in the market*

The MMA recently held a free information session on recycling in the Market to provide information and tips to save your business money. Here are some key highlights.

RECYCLING IN THE MARKET IMPACTS EVERYONE

Contamination of Satellite Recycling Stations is costing the Market significantly. We all need to do our bit to reduce our impact on the environment and Market operating costs.

Recycling in the Market has increased over the past 6 months, but we can still do better.

BECOME A FOODBANK DONOR TO REDUCE YOUR TAX

Foodbank will issue a tax deductible receipt for all accepted food donations and the donor determines the value.

Drop your produce that is still fit for human consumption at the dedicated drop off zone between 7:00am and 9:00am Monday to Friday.

Foodbank has both CHEP and Loscam accounts for simple pallet transfers.

new initiatives designed **to save you money!**

Dispose of your plain pallets for **FREE** at the Recycling Transfer Centre or at one of the plain pallet drop-off stations.

Dispose of <40 kilograms of clean organic waste for **FREE** at the Recycling Transfer Centre. Just remember to make sure it contains no wrapping, packaging or elastic bands for it to be considered 'clean' organic.

Two blue tote bins for organic waste in the fruit and vegetable trading stands are being trialled to provide an easy solution to dispose of small amounts of organic waste at **no cost** for traders.

If you have over four cartons of organic or general waste, visit the Recycling Transfer Centre to negotiate a **discounted disposal rate** for bulk goods.

Meet Sean Balchin, our new Services Manager and Recycling Specialist!

Sean joins the Market with over 7 years' experience in the facility maintenance, cleaning and waste industries.

Sean has extensive experience in the areas of recycling, project delivery and contractor management.

Sean will be touching base with all Market business'

from January to discuss the recent changes in Recycling at the Market.

Keep your eyes out for Sean in the Market and be sure to have a chat to him about how your business can start saving through recycling today.

**Alternatively you can contact Sean directly on
0428 910 182**



free plain pallet drop-off *stations now available!*

**DID YOU KNOW YOU CAN
DROP OFF PLAIN PALLETS
FOR FREE AT THE RECYCLING
TRANSFER CENTRE?**

In December we also introduced two new pallet drop-off stations located on either side of the Fruit and Vegetable Trading Stands at T2.

The drop-off stations have been custom designed to make depositing of plain pallets quick, easy and free.

Due to the overwhelming success of the pallet drop-off stations trial, we're now introducing up to 10 additional pallet drop-off stations around the Market in February.

**Send us your feedback on the locations
for the addition drop-off stations or any
other suggestions. Email us at
submissions@melbournemarket.com.au.**

Any pallets left anywhere on Market Land other than the Recycling Transfer Centre or pallet drop off stations will be cleared and disposed of by the MMA at a cost of \$50 (ex GST) to the responsible Market Business. If the pallet disposal includes other waste such as boxes of produce, the cost is an additional \$200 (ex GST).



where does our **waste go?**

THE MELBOURNE MARKET HAVE DEVELOPED A NEW PARTNERSHIP WITH THE YARRA VALLEY WATER WASTE TO ENERGY FACILITY. IN AN AUSTRALIAN FIRST, YARRA VALLEY WATER HAS CONSTRUCTED A WASTE TO ENERGY FACILITY LINKED TO THEIR WATER RECYCLING PLANT.

The purpose built facility will provide an environmentally friendly disposal solution for the Market's clean organic waste. When the facility is fully commissioned, it is expected to recycle over 1000 tonnes of organic waste from the Market annually.

The waste to energy facility sits next to the existing Aurora Sewage Treatment Plant and is expected to generate enough biogas to run both sites with any surplus energy to be exported to the electricity grid.

*Stay tuned for more information
on this partnership in 2017.*



Yarra Valley Water Waste to Energy Facility.



**IF EVERY PERSON WHO SEES THIS DONATES
1000KG OF FOOD WE CAN FEED
1 MILLION VICTORIANS***

**DONATE
TODAY**

03 9362 8300

www.foodbankvictoria.org.au

*134,000 Victorians rely on food assistance through Foodbank each month.



**FIGHTING HUNGER
IN AUSTRALIA**



VISITORS TO THE MARKET. WHO, WHAT, WHERE AND HOW?

All visitors to the Melbourne Market without a current access card are required to be registered as a visitor before they enter the Market. This includes contractors, tradesmen or guests for a meeting.

If you need to bring a visitor on site for any reason, you can register them with the Melbourne Market in three easy steps.

1.

Complete the online visitor registration form (minimum 24 hours prior to your scheduled visit) available at www.melbournemarket.com.au/visiting-the-market.

2.

Once you've received confirmation from the Melbourne Market that your visitor request has been approved, instruct your visitor to park in the visitor car park and report to security located adjacent to gate one. They will be required to sign in and complete a short induction. Allow approximately 10 minutes for this process. Alternatively, to reduce potential wait time, the induction can be completed online prior to their visit at www.melbournemarket.com.au/epping-induction.

3.

Collect your visitor from gate one, provide them with a high visibility vest and escort them to your onsite destination.

Remember, as the Market user bringing a guest on site, you have an obligation to ensure they comply with Melbourne Market Operating Rules.

refuel at the *market 24/7*

THE NORTH LPG STATION IS
LOCATED NEXT TO GATE 2 AND
OFFERS 24/7 ACCESS TO LPG.

The automated LPG station works by using a unique swipe tag, known as a fob, to record your fuel consumption, which is then added to your next monthly statement from the MMA.

The North LPG station will always be less than the price of LPG outside the Market.

**Sign up for the
North LPG station today!**

Download the MMA LPG form available at www.melbournemarket.com.au/form-library and return it to the MMA. You will be issued with your fob to use the North LPG station within two business days.

For more information contact the MMA on 9258 6100.

THE MELBOURNE MARKET OFFERS COMPETITIVE RATES FOR ONSITE MARKET WI-FI.

Need Wi-Fi access for your business? Simply download and complete the Wi-Fi application form available at www.melbournemarket.com.au/form-library, choose the package that best suits your business needs and return the form to the MMA with your payment.

Wi-Fi is available within the main Fruit and Vegetable Trading Floor and Buyers' Walk, the Flower Market, parking areas and warehouses 5 and 6.

For further information contact the MMA on 9258 6100 or email itrequest@melbournemarkets.com.au.



Jump on board for • Faster download speed • Reliable service • Competitive price

melbourne market *help celebrate a* **special birthday**

The Melbourne Market have been long time partners and supporters of Zoos Victoria. In December 2016, Dewi the orangutan celebrated her sixth birthday with tropical treats shared with all the orangutan family.

Dragon fruit, rambutans, mangosteens, star fruit, red papaya, and durian were the party goodies provided by the Melbourne Market.

ZOOS VICTORIA ARE IN THE MARKET COLLECTING PRODUCE FROM 6:00 - 8:30AM MONDAY TO FRIDAY. IF YOU WOULD LIKE TO DONATE PRODUCE TO THE ZOO, CONTACT COLIN ON 0400 893 843 TO ARRANGE A PICK UP DIRECT FROM YOUR STORE, STAND OR WAREHOUSE.



christmas *in the market*

On Thursday, 22 December the Market had a visit from Santa and his helpers. Checking in to make sure all Market users were on the nice list, Santa enjoyed his visit to the Market including inspecting the beautiful summer produce ready for the Christmas table.

Santa's visit also raised just over \$1000 for the Royal Children's Hospital. Thank you to everyone who contributed.



WE NOW OFFER DIRECT DEBIT FOR MARKET RELATED FEES!

Stay up-to-date with your payments with our new direct debit service for all Market related fees such as access card renewals and parking.

Simply download the direct debit authority form available via www.melbournemarket.com.au/form-library to elect to have the total balance of your monthly Market related fees transferred over to direct debit.

NOTE: LEASE AND LICENCE FEES ARE NOT ELIGIBLE FOR DIRECT DEBIT AND MUST BE PAID IN ADVANCE VIA EFT AS PER THE TERMS OF LEASE AND LICENSE AGREEMENTS.

**Nice
one!**

melbourne market businesses commended for **protecting staff from gambling harm**

MELBOURNE MARKET HAS PARTNERED WITH WHITTLESEA COMMUNITY CONNECTIONS TO PROMOTE WORKPLACE OUTINGS FREE FROM GAMBLING RELATED HARM - AN INITIATIVE FUNDED BY THE VICTORIAN RESPONSIBLE GAMBLING FOUNDATION WHICH AIMS TO RAISE AWARENESS ABOUT A SIMPLE CHANGE BUSINESSES CAN MAKE TO REDUCE THE RISK OF THEIR STAFF BEING AFFECTED BY GAMBLING HARM.

Last year over 5.4 billion dollars was lost to gambling in Victoria, with pokies being the largest contributor to this loss. Research has found that over 85% of people experiencing harm as a result of gambling are 'low to moderate risk gamblers'.

Throughout November 2016, Whittlesea Community Connections met with Fruit and Vegetable Store Holders, Stand Holders and Flower Stand Holders, asking them to commit to hold their Christmas parties and workplace functions in locations that are not gaming venues. 36 businesses across Melbourne Market signed on as supporters of this initiative with over 600 employees benefiting from the reduced exposure to gambling products and advertising.

Whittlesea Community Connections CEO, Alex Haynes says *"Melbourne Market businesses have demonstrated amazing leadership in engaging with this initiative to protect their staff from gambling harm. I invite all businesses to follow in their footsteps by becoming a supporter of this initiative"*.



Bianca Opasinis, Whittlesea Community Connections with Joe Brancatisano, VB Sculli Melbourne



Mark Lorenzetto, Barkers Melbourne with Bianca Opasinis

For more information or to sign up please visit

<http://www.whittleseacommunityconnections.org.au/workplace-outings-free-from-gambling-related-harm.html>
or call 03 9401 6666.

SUPPORTERS OF THE WORKPLACE OUTINGS FREE FROM GAMBLING RELATED HARM INITIATIVE

AMV Fresh
Antonello Produce Pty Ltd
Art & Style
Aus Asia Produce
Barkers Melbourne
Camptara Fruit & Veg
Wholesalers
D & J Fruits P/L
F & L Piccolo (Vic) Pty Ltd
F Legudi Pty Ltd

Ferrinda Fresh Pty Ltd
Flavorite
Fresh Cut Processors Pty Ltd
G&M N&B Carnovale
Granieri's Fresh Produce Pty
Ltd
Kapisir Bros (Vic) Pty Ltd
Keilor Fresh Produce Pty Ltd
LA Produce
Mayblooms Pty Ltd

Meadow Hills Marketing
Medici Wholesalers
Mildura Fresh Marketing
Nutrano Produce Group
Opaljade Pty Ltd
PEAQ Farms
Pignataro Wholesale
Pure Organic Harvest
R. Anguey Pty Ltd
Rich River Produce

I, C & J Santospirito Pty Ltd
Spartan Produce
Ten Farms
The Melbourne Pear
Company
The Orchid Man Pty Ltd
Urbanfresh Trading Pty Ltd
VB Sculli Melbourne
Veli Velisha Fresh Produce
Pty Ltd

MELBOURNE MARKET GOLF & BOWLS DAY AT HEIDELBERG GOLF CLUB

FRIDAY 2017
24 MARCH FROM
11AM - LATE



Heidelberg Golf Club, 8 Main Road, Lower Plenty.
Register as a Gold Sponsor, Tee or Bowls Lane
Sponsor or Team of 4.

Registration includes golf or bowls game,
carts, lunch, dinner and Melbourne Market
Golf & Bowls day t-shirt.

Golf Registration 11.00 am, Shotgun start 12 noon
Bowls Registration 12.30 pm, Start 1.00 pm

HIGHLIGHTS:

CHANCE TO WIN A TOYOTA FORKLIFT VALUED AT \$28,880

- All player showbags including Golf Day polo shirt.
- All proceeds donated to DEBRA Australia.
- Compete with AFL legends for the longest drive or closest to the pin.
- Ambrose team event with winning perpetual trophy and full catering on the day.



Download a registration form at www.freshstate.com.au

For sponsorship and registration inquiries contact Fresh State on 03 9408 6627 or info@freshstate.com.au.

MAKE THE MOST
OF THESE GREAT
OFFERS FROM OUR
MARKET CAFÉS.



February Specials

Valid 1 - 28 Feb 2017

March Specials

Valid 1 - 31 March 2017

FOOD FELLAS

Store 51
Phone: 9401 5236
Hours 10pm - 1pm
*Watch out for our mobile
coffee cart each morning.*

**Coffee*
& Donut**

\$5⁰⁰

*Regular Coffee

400g Angus Rump Steak*

With your choice of sauce,
chips & salad

\$19⁰⁰

*aged 45 Days

MARKET ESPRESSO BAR

Flower Market
Phone: 9408 0987
Hours 11pm - 11am
Mon to Sat

**2 Vegetarian
Samosas & Coffee***

\$10⁰⁰

*Regular Coffee

**Spinach & Cheese Foldover
or Zaatar & Cheese
Foldover & Coffee***

\$10⁰⁰

*Regular Coffee

J & J'S CAFÉ

Store 151
Phone: 8405 3459
Hours 11pm - 12noon

**Delicious fresh
sandwiches
made to order**

**Enjoy fresh
brewed coffee and
cake every day**

ORINO'S

Store 105
Phone: 8405 3459
Hours 11pm - 12noon

**Cake or Muffin
& Coffee***

\$5⁰⁰

*Regular Coffee

**Lamb or Chicken Souvlaki
& bottle of Soft Drink***

\$10⁰⁰

* Can of Drink or 600ml bottle.

Find all the Market Cafés by downloading the FREE Melbourne Market Navigator App.

All offers are subject to availability. All offers have been supplied by the individual Cafés, the Melbourne Market makes no representation or responsibility for any offer not available as stated.

melbourne market schools program

DID YOU KNOW THE MMA RUN A MARKETFRESH SCHOOLS PROGRAM? WHILE THE PROGRAM IS MANAGED BY THE MMA, IT WOULDN'T BE ABLE TO OPERATE WITHOUT THE GENEROUS SUPPORT FROM STAKEHOLDERS AND THE FRESH PRODUCE INDUSTRY.

The program educates school children about the importance of consuming fresh fruit and vegetables daily as part of a healthy, balanced diet. Each student also receives a 50+ page booklet with further details, activities and recipes to encourage the children to continue to eat fruit and veggies every day.

In 2016, the program reached a massive 14,450 Victorian students across 90 schools!

A special thank you to all our MarketFresh Schools Program contributors who donate delicious produce for the children to sample, listed below.

If you know a school that would benefit from this program, head to www.marketfresh.com.au for more details.



- Australian Apple & Pear Co.
- Horticulture Innovation Australia
- Wallace Vegetable Farm Pty Ltd
- AMV Fresh
- Geelong Citrus Packers Pty Ltd
- C & S Ponte
- Premier Fruits Pty Ltd
- Opaljade Pty Ltd
- Kapiris Bros (Vic) Pty Ltd

- Schreurs & Sons Pty Ltd
- Young Sang & Co Pty Ptd
- Loc Bros Produce
- FM Fresh
- Mildura Fresh Marketing
- Kelly Citrus
- VB Sculli Asset Pty Ltd
- Flavorite Marketing Pty Ltd
- Ferrinda Fresh Pty Ltd

- G Pignataro & Sons
- Dykes Bros Pty Ltd
- Australian Berry Distributors Pty Ltd
- Fresh Growers Pty Ltd
- G A Tresco Wholesale Pty Ltd
- Big Valley Produce Pty Ltd
- Latorre's Fruit & Vegetable Wholesalers Pty Ltd
- Gazzola Farms Pty Ltd

- Costas Farms
- M & N Fresh Produce
- Produce of Virginia
- Westmores
- Fresh Berry Co
- LA Produce
- Prestige Produce Pty Ltd
- Barkers Melbourne
- Perfection Fresh Australia Pty Ltd

Would you like to be part of this great program? Contact the MMA today to see how you can be involved.

WORLD UNION OF WHOLESALE MARKETS CONGRESS

Between 23-25 October 2017, the Melbourne Market and Queen Victoria Market will be hosting the World Union of Wholesale Markets Congress. Over 300 delegates from 25 countries are expected to visit our Market - one of the world's great markets - and attend the Congress at the Melbourne Convention Centre. As markets are developing to maintain their relevance in a rapidly changing world, the theme of the 2017 Congress is market evolution. More information is available at MelbourneMarket.com.au/2017congress.



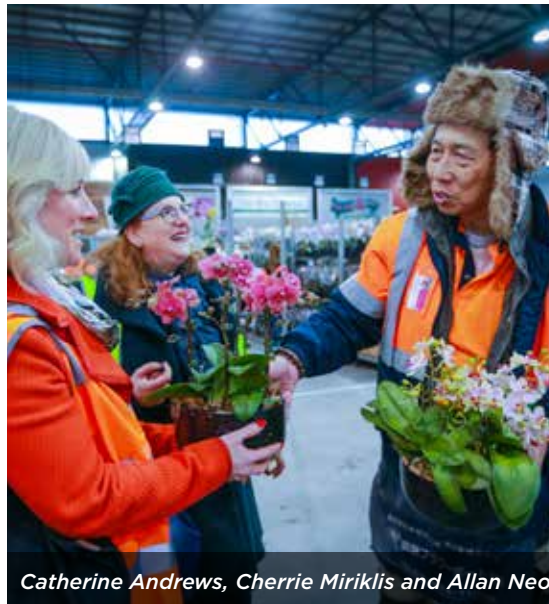
Lee Mingwei and the National Gallery of Victoria

visit the flower market

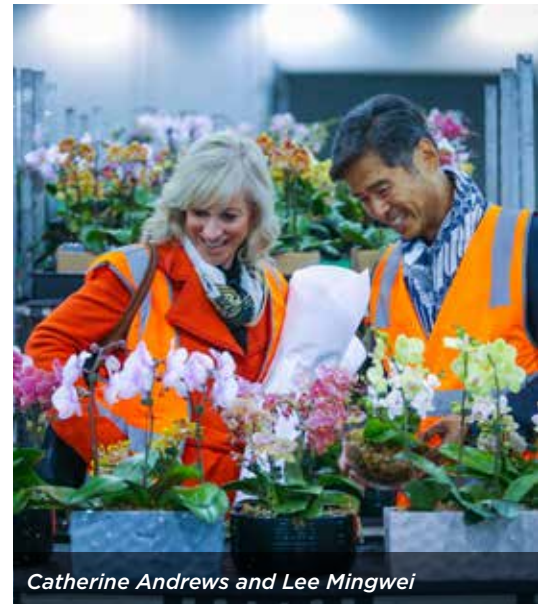
ON THURSDAY 11 OCTOBER 2016, INTERNATIONAL ARTIST LEE MINGWEI VISITED THE FLOWER MARKET AHEAD OF THE LAUNCH OF HIS NEW EXHIBITION AT THE NATIONAL GALLERY OF VICTORIA, THE MOVING GARDEN.

Flowers Vasette partnered with Melbourne Market growers for this unique exhibition providing 1,000 fresh flowers for 106 days totalling over 100,000 flowers!

Lee Mingwei visited the Market along with Catherine Andrews, the wife of Premier Daniel Andrews, and successful business woman Chyka Keebaugh.



Catherine Andrews, Cherrie Miriklis and Allan Neo



Catherine Andrews and Lee Mingwei



Lee Mingwei, Chyka Keebough, Catherine Andrews and Charlie Santospirito.

valentine's day 2017

real men send real flowers

Love will be in the air, as we launch our Valentine's Day campaign, designed to drive real men to send real flowers this Valentine's Day.

This campaign brought to you by the MMA, in conjunction with Flowers Victoria incorporates:

- **Point of sale material for florists**
- **Radio campaign - to drive men to send flowers**
- **Social media campaign - driving the #realmensendflowers**

To make this campaign a success, we need your involvement. The more florists and growers pushing the message through social media and in store, the greater traction for the campaign. This year we want to make the #realmensendflowers hashtag go viral!

**CAMPAIGN PROMOTIONAL PACKS
ARE AVAILABLE FROM THURSDAY,
19 JANUARY 2017.**

Florists have the chance to win a \$750 travel voucher or one of 5 double gold class movie passes for visiting the Flower Market this Valentine's Day. See the Valentine's Day campaign pack for more details.



**REAL MEN SEND
REAL FLOWERS ON
VALENTINE'S DAY!**

#RealMenSendFlowers

 **FLOWERS**
VICTORIA

 **Melbourne
Market**

DISCOVER THE
**POWER OF
THE FLOWER**

FEB 14

update your contact details today

MAKE THE MOST OF OUR FREE BUSINESS LISTINGS

Keep your business listing up to date and make sure your customers can find you!

Market stand, store and warehouse businesses are listed for free on www.melbournemarket.com.au/locate-a-trader and on the Melbourne Market Navigator App (free from the App store or google play).

Check your listing today and send any updates to info@melbournemarket.com.au.

Fruit and vegetable and flower retailers can list their business on www.marketfresh.com.au.

Online listings can include full contact details and address for each business, link to your website or social media pages plus the opportunity to submit a company logo (retailers only).

We would encourage all businesses to check their online listing, update or make any required edits.

RECEIVE THE LATEST MARKET NEWS STRAIGHT TO YOUR MOBILE DEVICE

Stay in the loop with what's going on in the Market, important updates and industry events with our e-news *This Week in the Market* and Flower Market Circulars.

The e-news is sent out to Market businesses via email and SMS.

If you're not receiving these updates or would like to update your contact details, simply complete the form below and return it to the Melbourne Market Customer Service Centre or Administration Building.

Access card number _____

Contact name _____

Company name _____

Email address _____

Mobile phone _____

Return this form to:

In person: Melbourne Market Customer Service Centre or Administration Building

Mail: Box 1, 55 Produce Drive, Epping 3076

Email: info@melbournemarket.com.au



Includes 92kW TSI with DSG and a corporate escapee.



The Caddy.

A lot goes into a Volkswagen van.

People who start their own small businesses put a lot into their van. Not just their supplies, but also their hard work, time and the career they left behind to follow their passion. At Volkswagen, we've loaded our Caddy with innovative features like a 92kW turbo charged petrol engine, DSG transmission, BlueMotion Technology, touch screen audio, with City Emergency Braking* and Adaptive Cruise Control* as optional extras. We put in so much, because you put in so much.

*Safety technologies are not a substitute for the driver's responsibility of the vehicle.



**Commercial
Vehicles**