

# marketfresh NEWS

SUMMER 2017/18



Melbourne  
Market hosts  
the World  
Markets  
Congress

Enrolments open for the  
Greengrocery  
training program

Market Development Update



Market snaps



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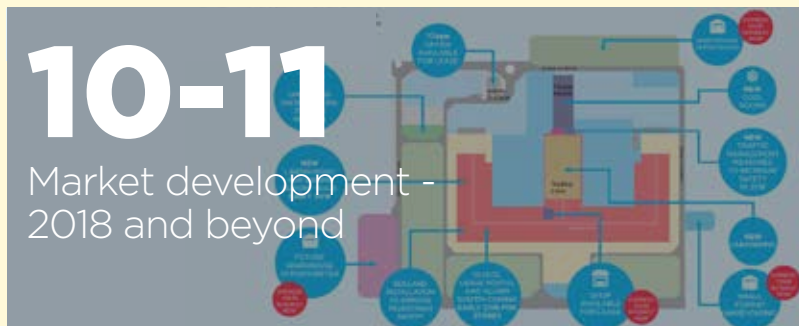
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Melbourne Market Authority  
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**Cover image:** Leon Mugavin  
from Leaf Elwood

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# FROM THE CHAIRMAN

MY FIRST YEAR AS CHAIRMAN OF THE MMA HAS BEEN EXTREMELY BUSY AND FULFILLING. I'VE MADE IT A PRIORITY TO GET TO KNOW AS MANY OF THE MARKET COMMUNITY AS POSSIBLE, AS WELL AS UNDERSTANDING THE MARKET, ITS INFRASTRUCTURE AND OPERATIONS. THERE HAVE BEEN MANY HIGHLIGHTS SO FAR AND I LOOK FORWARD TO WORKING WITH ALL OF YOU IN 2018.

In partnership with Queen Victoria Market and Sydney Market Limited, we hosted the World Markets Congress from 23 - 27 October 2017. The Congress attracted nearly 200 local and international delegates from approximately 30 markets and 22 countries. I'd like to thank all Market tenants for their participation in the event and for showcasing our Market to the rest of the world during the tour of the site. Our international peers were very impressed and appreciated the time of all the vendors.

Over the past 12 months you would have noticed information circulating about the Greengrocery Training Program and the development of a Certificate II and Certificate III in Greengrocery. We are very grateful to the work of our Industry Steering Committee, including Brad Vincent, Leon Mugavin, Nic Gangemi and Tony Mecca who gave their time to work with Melbourne Polytechnic and the Melbourne Market Authority to create the program which is the first of its kind in the world. It's an achievement we should all be proud of and we look forward to the successful launch with enrolments opening in January. It's also great to see Tony Mecca on the billboard as you come through Gate 1.

There has also been excellent headway made with the National Greengrocer Brand and Marketing Program. The working group between all of the State Chambers and Markets is now in the final stages of approving funding for the program. It is the first time a collaborative approach to a national marketing program has been undertaken by all groups. The initial brand and logo concepts look fantastic.

I've been incredibly impressed by the generosity seen within our Market over the past couple of months with two very successful charity auctions. Motta Produce auctioned off the first box of white asparagus for the season and raised more than \$116,000 for the Epilepsy Foundation and Tony Silciliano of V.F.S Produce - with the support of Stephen Fanous - raised more than \$200,000 for HeartKids by auctioning off a pallet of mixed stone fruit.

For many of you a vital road connection will be the development and construction of the North East Link. In November the Victorian Government officially announced its preferred route as Option A via Bulleen Road which will link the M80 to the Eastern Freeway. The North East Link Authority gained insight from the community and conducted face to face interviews with Market tenants to understand how important this essential connection was for our Market users.

On behalf of the MMA Board I would like to congratulate you all on a successful 2017.



# FROM THE CEO

WITH ANOTHER MARKET BIRTHDAY UNDER OUR BELTS AND CHRISTMAS NOW BEHIND US, IT HAS BEEN A SIGNIFICANT YEAR FOR THE MARKET AND ALL WE HAVE ACHIEVED IN 2017. WITH SOME MAJOR PROJECTS COMPLETED AND SOME LANDMARK PROGRAMS FOR THE INDUSTRY UNDERWAY, I AM EAGER TO CONTINUE THIS WORK AS WELL AS GET STARTED ON THE NEW PROJECTS THAT AWAIT US IN 2018.

We had a very busy trading period during the Spring Racing Carnival with excellent attendance numbers. The Flower Market looked fantastic and vibrant which was a special way to mark the occasion.

The LED lighting project is nearing completion, with only minor installations to be made across the parking areas and outside the trading floor canopies. We would like to thank our partners BEON energy and Next Generation Electrical for undertaking works with minimal disruption to tenants. The benefits of the new lighting includes a significant reduction in greenhouse emissions while providing sophisticated colour and light levels to enhance the presentation of produce within the trading areas.

Recycling rates have continued to improve across the site as well due to the coordinated effort between IKON and the tenants and continued partnerships with Yarra Valley Water, Foodbank and the Melbourne Zoo. We were nominated as a finalist at the FM Industry Awards for Excellence in the Sustainability & Environmental Impact category in November 2017 and whilst we were not successful, it shows that we are well ahead in this area.

During the past 12 months the MMA has been working on an appropriate solution after an improvement notice was issued by Worksafe in 2016 regarding physical pedestrian separation within the Buyers' Walk. Operational trials were implemented and both parties have agreed to a solution which would not impede on trade or create a larger risk to tenants. More information can be found on pages 8 and 9.

I would also like to take this opportunity to thank our MMA tenant advisory groups for their service over the past 12 months. I strongly encourage you to see your representatives if you have any suggestions regarding market operations or items that may impact the industry. It is also a timely reminder our 40 Years of Service program is available to those members of our Market community who have been with the market for over 40 years.

On behalf of MMA Management and Plenary we look forward to working with you again in 2018.

# Enrolments open for the *Greengrocery training program*

After more than a year of planning and consultation between the Melbourne Market Authority, Melbourne Polytechnic and an Industry Steering Committee, enrolments opened for the much-anticipated Greengrocery Training Program on 15 January 2018.

Melbourne Polytechnic Service Delivery Manager Fotina Babalis said the program was the first of its kind in the world and interest had been strong.

“Pop up stands at the Melbourne Market resulted in businesses wanting more information or follow up meetings to discuss the program and how they can disseminate information to their customers,” she said.

The program consists of two courses – a Certificate 2 and Certificate 3 in Greengrocery – developed specifically for those wishing to have a career within the greengrocery industry.



*“Melbourne Polytechnic is anticipating the first group to commence on 19 February 2018”, Melbourne Polytechnic Service Delivery Manager Fotina Babalis said.*

## **PARTICIPANTS UNDERTAKING THE PROGRAM WILL LEARN SKILLS SUCH AS:**

- Communicating, assisting and dealing with customer enquiries
- Identifying fresh produce
- Identifying categories of fruit and vegetables
- Fresh produce handling
- Correct storage of fresh produce, as well as display procedures
- Fruit and vegetable product information
- Weighing and packaging fresh produce
- Recording the temperature of the cold storage facilities
- Providing advice on fresh produce
- Grocery product knowledge
- Placing purchase orders
- Undertaking stock control procedures
- Understanding Workplace Health and Safety (WHS)
- Providing advice on food labelling and supplier information



Ms Babalis said the program was open to anyone – from school leavers to those who had a foot in the industry already.

“The program includes work placement opportunities and has been designed to be completed within an 18 to 24 month period,” she said.



The Melbourne Market announced in 2016 it was working with Melbourne Polytechnic to establish a greengrocery training program to address a lack of formal training and qualifications in the industry, which had been a longstanding issue.

An Industry Steering Committee – consisting of some of the industry’s most highly skilled and knowledgeable greengrocers – helped develop the the course structure, identified the appropriate units, developed new units as required and assisted in identifying the course content.

*“One of the most important outcomes from the program is that the greengrocery industry will have employees that are qualified and trained to work in the sector,” Ms Babalis said.*



“Participants will also emerge from the program with more confidence and the ability to identify and understand the different varieties of fruit and vegetables, talk about the produce and give advice to customers with ease.”

**For more information about the Greengrocery Training Program contact Melbourne Polytechnic Service Delivery Manager Fotina Babalis on 03 9269 1152 or [fotinabablis@melbournepolytechnic.edu.au](mailto:fotinabablis@melbournepolytechnic.edu.au)**

## THANK YOU TO THE INDUSTRY STEERING COMMITTEE:

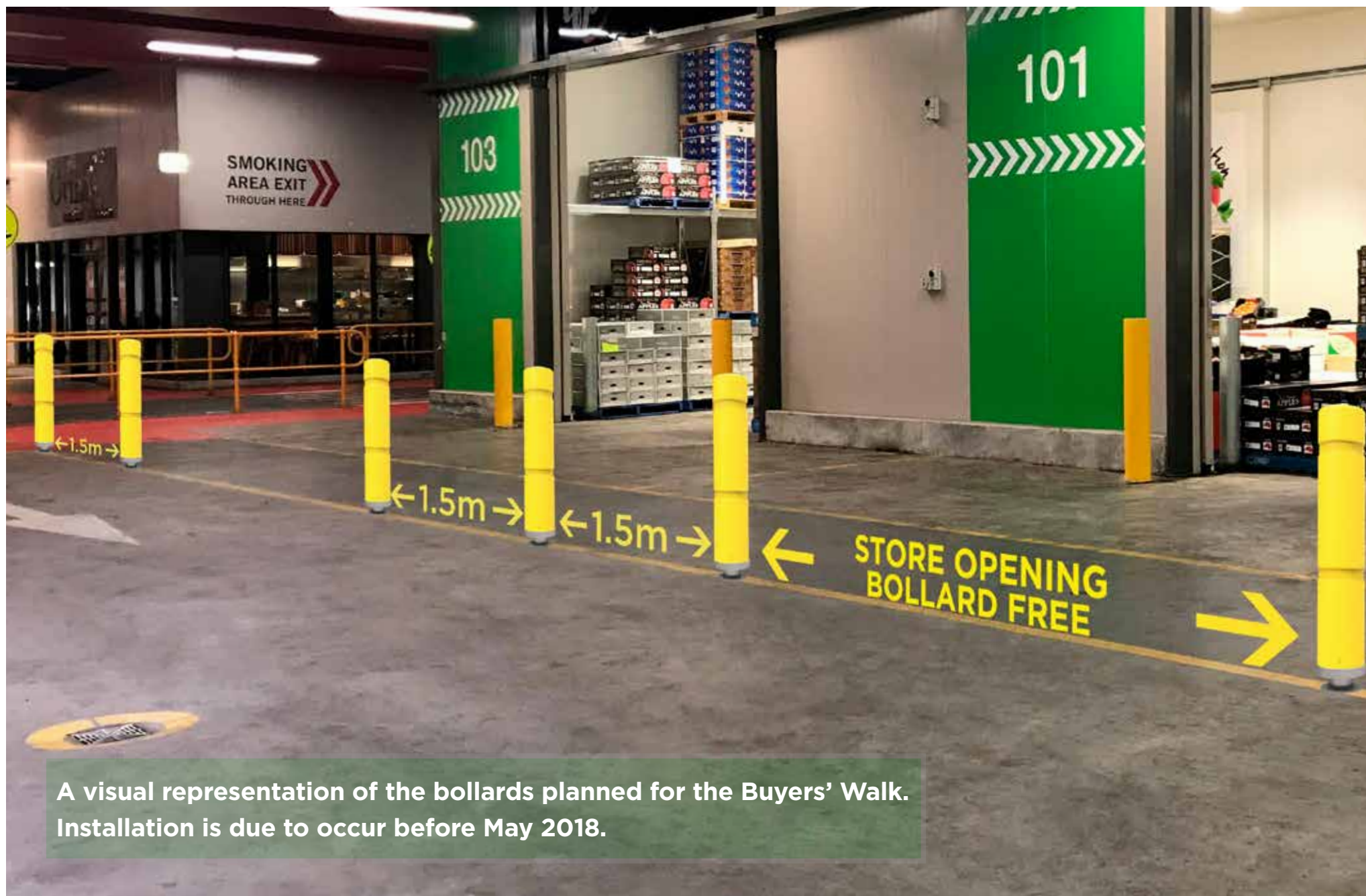
**Leon Mugavin** – The Leaf (Chair)

**Nicholas Gangemi** – Gangemi Fruit Market

**Brad Vincent** – Marketplace (A&S Wholesale) **Tony Mecca** – Mecca Brothers

# *Bollard installation* **improves safety** *on the Buyers' Walk*

PLASTIC BOLLARDS WILL BE INSTALLED ALONG THE BUYERS' WALK IN MAY 2018 TO FURTHER SEPARATE PEDESTRIANS AND ELECTRIC VEHICLES, FOLLOWING EXTENSIVE NEGOTIATIONS BETWEEN THE MMA AND WORKSAFE VICTORIA LAST YEAR.



A visual representation of the bollards planned for the Buyers' Walk. Installation is due to occur before May 2018.



The flexible bollards will be attached to the ground by magnets and won't obstruct access to stores or create 'crush points' which risk the safety of pedestrians.

They will be installed directly in front of the existing bollards on either side of store entrances ensuring the area directly in front of the sliding doors remain bollard free.

The bollards will then be installed along the pedestrian path next to the edge of the carriage way at 1.5m intervals.



The decision comes after a WorkSafe Victoria investigation regarding an incident 18 months ago involving a pedestrian who was struck by an electric vehicle while standing in the pedestrian path in the Buyers' Walk.

The investigation concluded that physical barriers were required along the length of the Buyers' Walk but the MMA recognised this solution had the potential to impede the operations of the Market as well as creating other safety hazards.

Extensive work was undertaken by the MMA which included consultation with tenants, as well as engaging independent experts to build a compelling case for the solutions endorsed by the MMA, to ensure a suitable and fair outcome could be reached with WorkSafe Victoria.

An appropriate compromise was agreed to balance safety and the practical utilisation of the Market involving the installation of the plastic, flexible and magnetic bollards the Market community will see by May.

It is essential electric vehicle drivers adhere to the speed limit in the Buyers' Walk, obey stop signs and pedestrian crossings, and stick to designated vehicle paths to avoid any further physical barrier requirements from WorkSafe Victoria in the future.

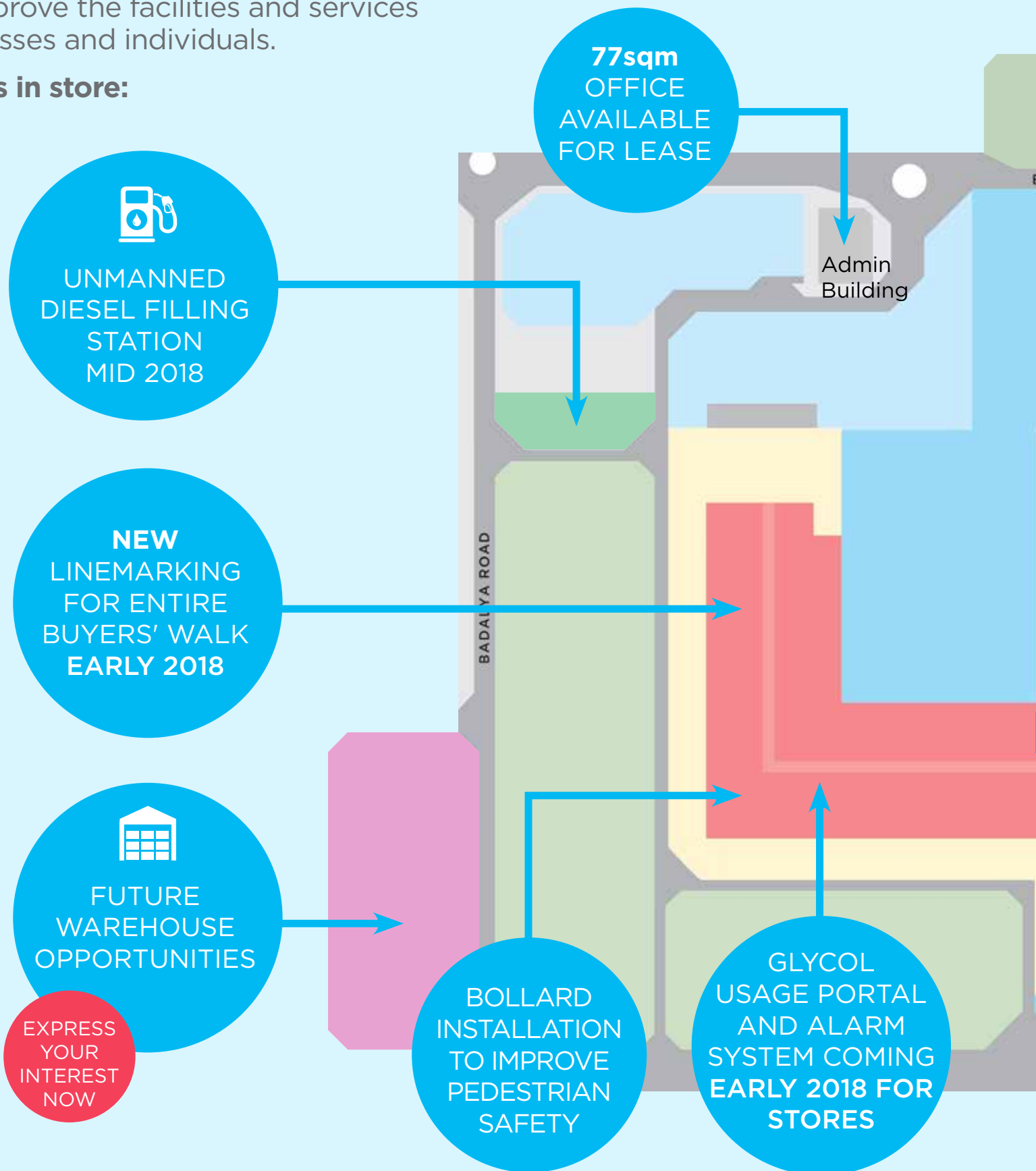
It's everyone's responsibility to ensure everyone goes home safely after a day at work because the real reason for work place safety isn't at work at all.

**For further information  
contact the MMA  
on 9258 6100.**

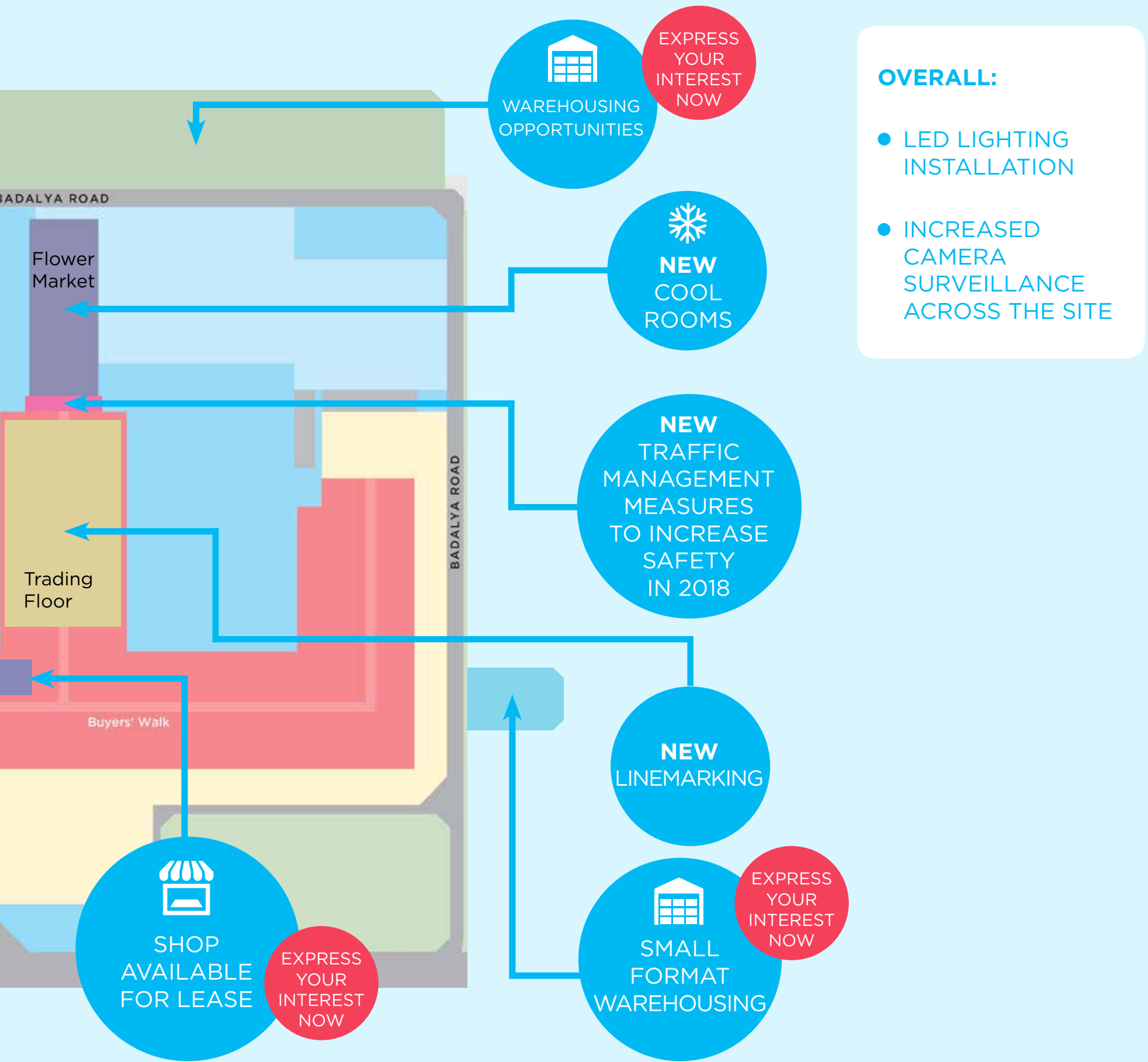
# Market development

We welcome new opportunities at the Market as we continue to improve the facilities and services available to businesses and individuals.

**Have a look what's in store:**



# - 2018 and beyond



# WUWM CONGRESS COMES TO MELBOURNE

NEARLY 200 LOCAL AND INTERNATIONAL DELEGATES FROM WHOLESALE AND RETAIL MARKETS DESCENDED ON MELBOURNE IN OCTOBER FOR THE WORLD UNION OF WHOLESALE MARKETS (WUWM) CONGRESS.

A key aspect of the Congress program was a technical tour of the Melbourne Market on 24 October.

About 130 delegates came to the Market bright and early where they were split into various groups before setting off with a tour guide to experience everything the Market had to offer.

They enjoyed learning about the new facility, meeting the tenants and discovering their produce.

*WUWM Chairman Dr Donald Darnall described the Melbourne Market as “futuristic”.*

“I felt like I was living in the future,” he said.

“And here it is existing today – I was very, very grateful to experience the new Market.”

After the tour the delegates enjoyed breakfast before they left for a tour of the Queen Victoria Market and an afternoon of speaker sessions at the Melbourne Convention and Exhibition Centre.

Market modernisation was the key theme of the Congress and despite the rise of internet shopping and the arrival of Amazon, delegates were reassured wholesale and retail markets would be more relevant than ever in the future.

Chair of Borough Market trustees Donald Hyslop said online retailers could not provide the social and human relationships which markets delivered.





*“Markets are absolutely central to communities and cities and towns are incomplete without them – they’re open places of exchange and interaction,” he said.*

The sentiment was shared by University of Melbourne Faculty of Business and Economics Professor Colin McLeod, who told delegates the issue for markets was deciding whether to partner with or resist online retailers but they needed to remember the customer of the future was Gen Z.

“Within five years they’ll be the biggest market segment in most countries. Face to face communication is critical to them – have conversations with them to engage. Human interaction is critical for innovation and successful innovation starts with conversation,” he said.

While Amazon’s emergence could cause carnage for traditional supermarkets, Emeritus Professor of Food Marketing at Imperial College in London Dr David Hughes believed it could also create opportunities for produce and wholesale markets.

He said customers were seeking fresh produce experts – which supermarkets and online lacked – and extraordinary opportunities existed for forward-thinking fresh food centres of excellence.

**The Congress wrapped up in Melbourne on the 25 October before delegates flew to Sydney for a tour of Sydney Markets.**



**WORLD  
MARKETS  
CONGRESS**

WUWM October 2017  
Australia

# Your Advisory Committees

*are here to help*

Do you have any suggestions for the MMA regarding Market operations or issues regarding the fruit and vegetable or flower industries in general?

There are four Advisory Committees in the Market which can help you and represent each key stakeholder group, including:

- **Storeholders**
- **Fruit & Vegetable Buyers**
- **Standholders**
- **Flowers**

Each committee regularly meets with the MMA on a quarterly basis to advise on a range of matters.

The Market community is encouraged to contact their appropriate committee members if there's any initiatives or issues they'd like raised in these meetings.

Keep an eye out for the meeting dates this year or alternatively ask your committee members when they will be held.



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## FRUIT AND VEGETABLE GROWERS ADVISORY COMMITTEE

### Committee members

David Wallace - Wallace Vegetable Farms P/L (Chair)  
Ben Apted - Leslie Apted & Sons  
Vince Doria - Freni & Doria P/L  
Alec Berias - D Berias & Sons P/L

## FRUIT AND VEGETABLE RETAILERS ADVISORY COMMITTEE

### Committee members

Paul Ahern - Aherns Fruit Market (Chair)  
Leon Mugavin - Leaf Elwood  
Tony Mecca - Mecca Brothers  
John Psarakos - Psarakos Market  
Graham Gee - Happy Apple

## FRUIT AND VEGETABLE WHOLESALERS ADVISORY COMMITTEE

### Committee members

Harry Kapiris - Kapiris Bros (VIC) P/L (Chair)  
Grant Nichol - Flavorite Market P/L  
Shane Schnitzler - Produce Time P/L  
Brett Collins - Perfection Fresh Australia P/L  
Joseph Manarti - Premier Fruits Group

## FLOWER INDUSTRY ADVISORY COMMITTEE

### Committee members

Greg Duffy - Mayblooms (Chair)  
Cheryl Roehrich - Dakota Flower Company  
Jashar Rustemi - J & E Flowers  
Danny Malikovski - Five Way Flowers

# Safety

## *in the market*

### WHY IS SAFETY SO IMPORTANT?

The real reason for workplace safety isn't at work at all. It's about enabling everyone to return home to their families at the end of their shift unharmed, as we all expect.

### HOW CAN WE STAY SAFE IN THE MARKET?

There are a number of ways you can stay safe in the Market.

There are hundreds of vehicles, including forklifts, trucks and electric vehicles, operating across the site on a daily basis.

Everyone in the Market must wear an Australian-standard high-vis vest at all times to ensure they are visible.

Forklift operators must carry the appropriate licence at all times and wearing a seatbelt while operating a forklift is mandatory at the Melbourne Market.

Their actions and behaviours also help make the site safer for everyone, such as ensuring their loads are stable, secure and not overloaded.

A load should not be higher than their forklift mast and they should never allow anyone to be under a suspended load.

Forklift operators must never use a forklift or platform to transport people unless there is an approved work platform attached.

All forklifts and electric vehicles on Market Land must also be registered with VicRoads and the MMA. When registering at VicRoads, the correct classification for electric vehicles at the Melbourne Market is PF.

If electric vehicles are operated on the Buyers' Walk, it's the driver's obligation to drive safely, stay within the speed

limits and park appropriately.

Electric vehicles must be parked on the edge of the carriage way and are not permitted to park on or across the pedestrian paths, or in the centre of the electric vehicle lanes.

The image below demonstrates safe and unsafe parking in the Buyers' Walk:

### WHO SHOULD BE CONTACTED IN CASE OF AN



### EMERGENCY?

If an emergency situation requires police, fire or an ambulance, 000 must be called and a Market Relations Officer (MRO) advised.

Listen carefully for the emergency messages or alarms in the Market and respond accordingly.

The Market community must also be familiar with the location of emergency exits, assembly areas and emergency equipment - maps outlining this information are available across the site.

**FOR MORE INFORMATION ON MARKET SAFETY VISIT [WWW.MELBOURNEMARKET.COM.AU](http://WWW.MELBOURNEMARKET.COM.AU)**



APPROXIMATELY 110 MILLION LITRES OF RAIN WATER IS TREATED AT THE MARKET'S ON-SITE RAIN WATER TREATMENT PLANT PER YEAR TO A STANDARD WHICH MAKES IT SAFE AND SUITABLE FOR ALL NON-DRINKING USES.

# snaps around the market



Tim and Michael Barker from Barkers



Paul Pavlou and Pini Uca from Mr Fresh



Liron Halit and Kabash Mefaili from Halit Flowers



Richard Roehrich from Dakota Flower Co.



May Lim and Lesley Imbesi from The Orchard Man





*Kolyan Peanh Yan from HNK Flowers*



*Allan Neo and Kate Ong from Warnambool Orchids*



*Frank Bugge and Vince Scarso from Big Valley Produce*



*Adrian Antonello from Antonello Produce*



*Joe Brancatisano and Jordan Basile from VB Sculli*



*Phung Tran, Sean, Mao from Produce of Virginia*



## DO YOU KNOW

THE MELBOURNE MARKET NAVIGATOR APP INCLUDES AN UP-TO-DATE BUSINESS DIRECTORY? SEARCH FOR 'MELBOURNE MARKET NAVIGATOR' IN YOUR APPLE APP STORE OR GOOGLE PLAY SITES AND DOWNLOAD IT FOR FREE!



# *LED lighting upgrade* **NEARS COMPLETION** *in the Market*

The lighting throughout the Market and the colour enhancement of produce has improved significantly since the LED upgrade began in September last year.

The project commenced in the Flower Market with the old light fittings replaced with highly efficient LED luminaires. Work was then undertaken in the Fruit and Vegetable Trading Floor and the Buyers' Walk during October and November.

Light fittings in the administration building, car parks and external canopies were also replaced.

Replacing the old fittings with highly efficient LED luminaires was an important project designed to significantly reduce the

MMA's energy consumption and offset some of the energy price increases expected this year. The upgrade will also remain maintenance free for a minimum of seven years.

When the Market was built, there were limited high output lighting options suitable for an area the size of the Market. The LED lights which have been installed produce more light than the old light fittings while using only half the amount of power.

The upgrade is expected to be completed this month.

We thank the Market community for its cooperation and patience during this time.



*The LED upgrade will reduce greenhouse gas emissions by more than **7000 tonnes** per annum!*

# *The importance of a* **drug and alcohol policy** *for your business*

THE MMA HELD A DRUG AND ALCOHOL AWARENESS TRAINING PROGRAM FOR MANAGERS IN SEPTEMBER AND A KEY LEARNING WAS THE IMPORTANCE OF ESTABLISHING A DRUG AND ALCOHOL POLICY IN WORKPLACES.

This ensures risks to workplace health and safety associated with the use of alcohol and other drugs can be dealt with consistently, legally and to the benefit of both the employer and the employee.

A drug and alcohol policy should be developed in consultation with employees and focus on prevention, education, counselling and

rehabilitation. The policy works best if it has the commitment of management and support of the workers.

It's important to note drug and alcohol testing cannot be introduced into a workplace if it doesn't have a policy in place first. Employees have to be educated about the terms of the policies and procedures in place and aware that testing will take place.

A workplace without a clear policy may also leave itself open to unnecessary legal and financial risk - make sure your business is protected and establish a policy today.

**WorkSafe Victoria has a comprehensive guide to establishing a policy for your business which you can access at [www.worksafe.vic.gov.au](http://www.worksafe.vic.gov.au).**





# FOOD INSECURITY IN AUSTRALIA

A SNAPSHOT

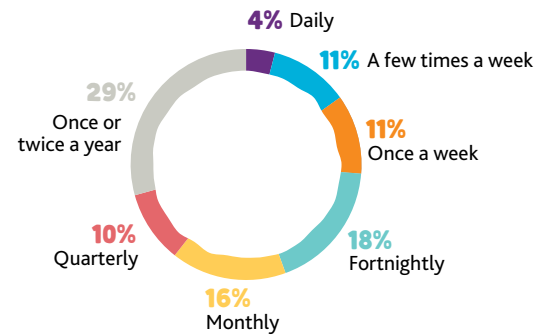
## HOW COMMON IS FOOD INSECURITY?



3.6 million Australians (15% of the population) have experienced food insecurity in the past 12 months.



3 in 5 are food insecure at least monthly.



## TOP 5 CAUSES OF FOOD INSECURITY



56%

Unexpected expense or large bill



48%

Just not enough money in the first place



38%

Had to pay rent/mortgage payment



35%

Food too expensive/can't afford to buy enough



10%

I/my partner got sick or injured and couldn't work

## HOW IT FEELS



53%

Depressed



52%

Stressed



44%

Embarrassed



44%

Sad



39%

Hopeless



38%

Ashamed

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EVERY DONATION MAKES A DIFFERENCE! CALL 9362 8300 OR EMAIL [FOOD@FOODBANKVICTORIA.ORG.AU](mailto:FOOD@FOODBANKVICTORIA.ORG.AU)

# Children visit the Market

*during the September school holidays*

CHILDREN UNDER 15 YEARS OF AGE ARE NOT PERMITTED IN THE MARKET IN THE INTERESTS OF THEIR SAFETY. HOWEVER, THE MELBOURNE MARKET RECOGNISES FOR SOME FAMILIES, PROVIDING THEIR CHILDREN WITH EXPOSURE TO THE MARKET IS PART OF THE EDUCATION PROCESS TO ENSURE THEY'RE EQUIPPED TO ONE DAY MANAGE THE FAMILY BUSINESS.

The Melbourne Market has held the event for two-days during the Term One, Term Two and Term Three school holidays in 2017.

More than 50 children came to the Market during the Term Three event and were able to see firsthand how the Market operates and what happens during trade.

Thank you to those family members who brought their children and ensured they remained safe at all times.

Stay tuned for information in the future about the next Children in the Market event in 2018.



**UNITS, TRUCKS, PALLETS,  
CARAVANS, CARS & BOATS**

**FRUIT & VEGETABLE BOXES,  
MOVING BOXES, BUBBLE WRAP  
PACKAGING TAPE**

**PIN SECURED, 3 MINS TO HUME FREEWAY  
PAY 12 MONTHS, GET 1 MONTH FREE!**

**15 GATEWAY BOULEVARD, EPPING  
(OPPOSITE MELBOURNE MARKET)**

**1300-808-808**



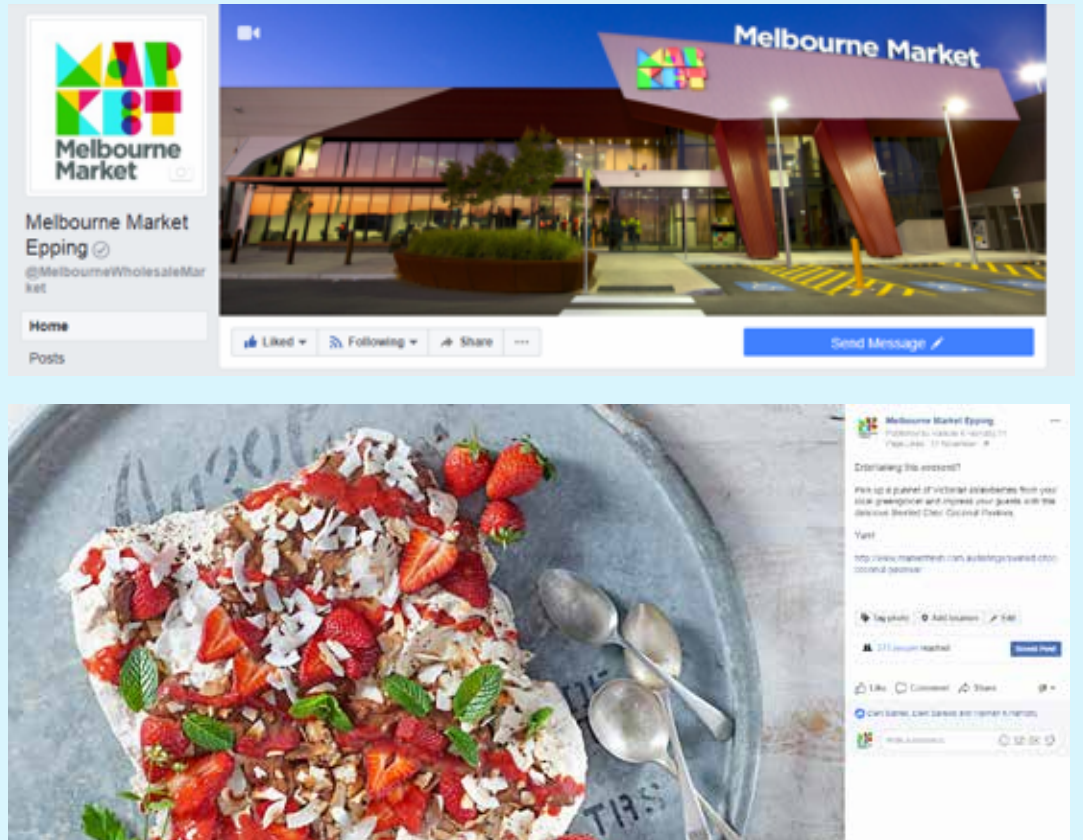
# get social with the Melbourne Market

DON'T FORGET TO 'LIKE' THE MELBOURNE MARKET EPPING PAGE ON FACEBOOK AND FOLLOW MELBMARKET ON INSTAGRAM FOR THE LATEST MARKET AND PRODUCE NEWS, RECIPE IDEAS, FUN FACTS, PRODUCE TIPS, AND MORE.

We'd also love to feature stories about our growers, buyers and storeholders to generate consumer interest.

It's a great way for consumers to understand more about where their fresh produce comes from as well as the importance of supporting and buying from their local greengrocer or florist.

***If you'd like to participate, email us your details at [submissions@melbournemarket.com.au](mailto:submissions@melbournemarket.com.au) and we'll be in touch.***



## Charity auctions receive gene

THE MARKET COMMUNITY BANDED TOGETHER AND DUG DEEP TO RAISE FUNDS FOR A COUPLE OF GREAT CAUSES IN 2017.

Motta Produce raised an incredible \$116,000 for the Epilepsy Foundation on 24 August 2017 after auctioning off the first box of white asparagus and receiving donations from the Market community.

Competition was fierce with at least six bidders vying for the win.

For Fresh Growers principal Mick Motta the result was especially rewarding, as he's seen firsthand the impact epilepsy has had on some of his family members.

He said he was "blown away" by the result and the generosity of the Market and the auction was something

Motta Produce would consider holding again in 2018.

It was a similar story for VFS Produce which raised almost \$200,000 for HeartKids on 23 November 2017 from the auction of a pallet of delicious stone fruit and donated items.

The Bid for Kids Charity Summer Fruit auction was supported by the Market community and football stars including Jake King, Anthony Koutoufides and Mark Harvey in attendance.

VFS Produce principal Tony Siciliano said it was a fantastic result and effort from the organisers.

He said the funds raised would go towards providing accommodation for families from regional and outer areas, ensuring they could stay together while their child received treatment.

## Melbourne Market celebrates its second birthday at Epping

THE MELBOURNE MARKET CELEBRATED ITS SECOND BIRTHDAY AT EPPING ON 31 AUGUST 2017.

The occasion was recognised with the distribution of 1000 mini branded cupcakes to Market users, a happy birthday message and song played over the PA system, as well as a short happy birthday video sent to the Market community via email.

The celebration and recognition was well received by the Market community and it's something we look forward to acknowledging again next year!



David Whitchelo assists with the birthday celebrations.

## Christmas at the Market

SANTA AND HIS HELPER VISITED THE MELBOURNE MARKET ON 22 DECEMBER 2017 TO SPREAD FESTIVE CHEER AND HAND OUT CANDY CANES AND CHOCOLATES TO THE MARKET COMMUNITY.

He especially enjoyed inspecting all the delicious summer produce families will enjoy on Christmas Day and even grabbed a few carrots for his reindeer.

The morning was made even more special with Santa's visit raising over \$600 for the Royal Children's Hospital. Thank you to the Market community for your kind generosity.



Robert Rawnsley (aka Santa) shows Santa around the Market.

## ous support from the Market



Tony Siciliano celebrates his auction success with Peter Walsh, Sam Kekovich, Jake King, Same Greco, Mark Harvey, Joe Amalfi and Anthony Koutoufides.



Marcus Mckay with the white asparagus.

# Corridor option chosen *for the North East Link*

THE VICTORIAN GOVERNMENT OFFICIALLY ANNOUNCED IN NOVEMBER OPTION A WAS THE PREFERRED ROUTE FOR THE NORTH EAST LINK.

It will cost \$16.5 billion to construct and will be the biggest transport project in Victoria's history.

The North East Link will begin on the Eastern Freeway at Springvale Road where the capacity of the Eastern will be doubled with six extra dedicated lanes to eliminate some of eastern Melbourne's worst bottlenecks.

Heading west, the mega-freeway will connect to a new six lane tunnel at Bulleen with local underground connections at Banksia St and Manningham Road.

The five kilometre long tunnel will then travel deep beneath the Yarra River, protecting environmentally sensitive parkland and residential areas.

There will be a local connection at Lower Plenty Road, with the North East Link then running north alongside the existing Greensborough Highway, which will stay open for local traffic.

A new interchange will see North East Link travel beneath Grimshaw Street in Watsonia, before seamlessly connecting to the M80 Ring Road at Greensborough, which is also being widened.

The North East Link project will provide an essential connection for the Market community travelling from the south east, which should improve travel times and efficiency for businesses.

While the Market community has been positive about the project, the reaction to the chosen corridor is mixed.

A tenant expressed concerns regarding the potential tolls for the tunnel and said if they were exorbitant they would avoid the route and find another way to the Market.

The project is expected to take 10 years to complete with planning approvals and procurement expected to take place this year, a builder chosen in 2019 and construction to commence in 2020.



**To keep up to date  
with the project, visit  
[www.northeastlink.vic.gov.au](http://www.northeastlink.vic.gov.au)**



100% of proceeds raised go directly to DEBRA Australia

MELBOURNE MARKET CHARITY  
**GOLF DAY**  
AT HEIDELBERG GOLF CLUB

**FRIDAY**  
**16 MARCH**  
**2018**

CHANCE TO WIN  
**THREE**  
**MAJOR**  
HOLE IN ONE  
**PRIZES**



**INFORMATION:**

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

Registration includes golf,  
carts, lunch, dinner and Melbourne Market  
Golf day t-shirt.

Golf Registration 11.00 am, Shotgun start 12 noon

**HIGHLIGHTS:**

**CHANCE TO WIN THREE MAJOR HOLE IN ONE PRIZES**

- 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.
  - Raffle and major prize auction
  - After game dinner and entertainment

**Platinum Sponsors**



**Gold Sponsor**



**Supported By**



For more information, or to sponsor this event, please contact  
**Bernadette Kelly at Fresh State on 03 9408 6627 or [comms@freshtate.com.au](mailto:comms@freshtate.com.au)**

# MarketFresh Schools Program

*aims to improve kids' eating habits*

A KEY INITIATIVE OF THE MELBOURNE MARKET IS ITS MARKETFRESH SCHOOLS PROGRAM, WHICH IS DESIGNED TO TEACH JUNIOR AND SENIOR STUDENTS ABOUT THE IMPORTANCE OF EATING FRESH FRUIT AND VEGETABLES DAILY.

As childhood obesity remains a concern in Australia - with around one in four aged 5-17 years either overweight or obese - the program is more important than ever in educating children about healthy choices.

According to Nutrition Australia, studies on taste preferences have found the way to acquire food preferences is through repetition, and children learn to prefer the flavours of food that are most familiar to them, especially if they feel good after eating it.

It can take up to 15 tries of a food before a child's tastebuds become familiar with the taste.

The MarketFresh Schools Program assists a change in taste preferences by making it fun for the children to learn about fresh produce and trying different fruit and vegetables during a session.

The feedback from children indicates the program is helping.

"My tastebuds have changed because I used to not like oranges and now I do like them," a Montmorency Primary School student said during a program session this year.

Parents have also noticed a difference with their children's eating habits after they have participated in the program.

"My daughter is a quiet child, however, she was very animated and excited to tell me all about the MarketFresh incursion at her school," the parent of a Trafalgar Primary School student wrote.

"She told me how to pick and wash mushrooms and how much she likes raw mushrooms and how after four years of avoiding



pineapple it is now allowed back on our shopping list."

The students receive a 50+ page booklet with activities, games and recipes at the end of the session, to further strengthen the messages received in the classroom.

The program reached a massive 14,450 Victorian students across 90 schools in 2016.

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

Horticulture Australia  
Geelong Citrus  
GA Tresco  
Gazzola Farms  
D & G Corrigan  
Young Sang  
J & JM Schreurs  
Fresh Growers  
Loc Bros

M & N Fresh Produce  
VFS Produce  
Kelly Citrus  
Latorre's Fruit & Veg  
Produce of Virginia  
The Melbourne Apple & Pear Co  
Oz Growers  
Hot House

AMV Fresh  
Dykes Bros  
VB Sculli  
Australian Strawberry Distributors  
Fresh Berry Co  
Wallace Vegetables  
Baxter Valley Produce  
Ali Farm Fresh Produce

Butler Market Garden  
Meadow Hills Marketing  
Flavorite Prestige Produce  
Mildura Fresh  
Kapur Brothers  
C & S Ponte  
Betta Produce  
Ferrinda Fresh  
A Pignataro

Nutrano Produce Group  
Costas  
Camptara Fruit & Veg  
All Aussie Famers  
Westmores  
Brescia Wholesalers  
F&L Piccolo  
Ferlazzo  
Mumford Wholesalers

Veli Velisha  
Barkers  
BRP Wholesalers  
JJ Fresh  
Louis Melbourne  
Big Valley Produce

***If you know a school that would benefit from this program,  
head to [www.marketfresh.com.au](http://www.marketfresh.com.au) for more details.***

# 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](http://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](mailto:info@melbournemarket.com.au).

Fruit and vegetable and flower retailers can list their business on [www.marketfresh.com.au](http://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.

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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](mailto:info@melbournemarket.com.au)





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