



Fruit & Vegetable Growers Advisory Committee

MMA Conference Room, Epping

3rd June 2020

8:30am – 9:30am

In Attendance: Harry Huyskens (Chair), Nick Patsuris, Mark Maskiell, David Whitcelo, Bryan Coyne, Malcolm Lum & Georgie Christerson (Minute Taker).

Apologies: Vince Doria, Anthony Pignataro, Lauren Kitchener & Ricky Mazaris.

Confirmation of Minutes from Previous Meeting: MMA CEO welcomed all committee members to the second Growers Advisory Committee Meeting for 2020. Minutes were not taken from the previous meeting/ dinner event held in March 2020.

- **Abex Training, Food Handling & Processes** – Serge Ciciulla: The MMA invited Serge to the meeting to speak with the Committee and MMA Management about food safety training. The training is a fully funded program by the Government, and Abex Training have been working with the Melbourne Market tenants for some time now. Abex Training work with individual businesses on processes and areas they can focus on to work smarter and more efficiently. All training is performed onsite and Abex will re-visit with the business again in 12 months. Training consists of smaller groups of 5 people at one time. The Government subsidy payment will be direct to the organisation/ business halfway, and at the completion of training.

OPERATIONS

- **COVID-19 – Market updates and communications:** Temperature screening at Gate 1 was initially planned to end on 30 June, although following recent protests held over the weekend, the MMA will continue the temperature screening, and leave it open at this stage. The Committee support the temperature screening. Noted that additional resources are required following a long weekend and dual Market day with the Flower market in operation.
- **Line Marking:** The MMA will be re-painting parking bay lines on the southern side in yellow following a successful trial on the Northern elevation, it improves visibility in low light and inclement weather
- **Breezeway – Railing, Pedestrian Access & Forklift Highway:** The installation of new Armco handrailing has been installed as a safety measure between the trading floor and Flower Market with greater separation between pedestrians, buggies and forklifts.
- **Undercover Parking:** The new undercover parking canopies will be located in between the forklift crossover running from north to south extending west to the trading stores canopy. The construction of the canopies will be proceeding as planned, and due for completion in approximately 12 months (June 2021). Construction will commence within 3 months, An additional 100 undercover parking will be a positive benefit to the market community. The additional carparking area will be equipped with charging docking ports for electrical vehicles.
- **Rent Relief:** The MMA have confirmed all market tenants have been granted a 2-month period of rent relief (April-May 2020). All tenants have been issued correspondence (email, letters) from the MMA for signing and returning to formalise the agreement. The MMA General Counsel will follow up with ESR directly on them passing on the rent relief to warehouse tenants.
- **Re-use Boxes:** The MMA discussed the ongoing issue of market tenants recycling produce boxes, and packing their produce into other tenants' boxes, causing some concern with cross contamination and potential misrepresentation. The MMA has raised the issue with the Department of Health at the City of Whittlesea. The DOH does not have an enforceable policy. The MMA confirmed this is a tenant related issue and not enforceable by the MMA.

MARKETING & BUSINESS DEVELOPMENT

- **A Better Choice - Greengrocer National Brand Program:** From October 2019, the MMA promoted a local campaign for A Better Choice, and from January 2020 an additional campaign ran locally in Victoria. From a national perspective, a Winter digital and radio advertising campaign will commence on 29 June, "Shop local veg for Winter". The Committee have been working on a three-year draft for the campaign, to build our imagery and profile of the program.

Annually, one large campaign will run each year, with smaller point to sale campaigns to run throughout the remainder of the year. Market tenant, Art & Style will have the A Better Choice merchandise available to purchase in store, including although not limited to; aprons, polo shirts, posters etc. Committee discussed the material they prefer for marketing, i.e., posters in their stores (hanging from the roof), social media advertising and gets people engaged. A suggestion was for the recipe cards to be available digitally, rather than recipe cards. Committee discussed the pros and cons of advertising the promotional material in their stores.

The Committee suggested the A Better Choice Committee to visit growers and discuss their products with them, providing them with support and informing the growers of what and how to post on their social media (i.e., styling tips of how they are displaying their products, fruit boxes etc). A suggestion from the Committee was to have knowledge of the upcoming campaigns to plan, i.e., if they are aware of a Winter hearty soup campaign, then they will know to stock up on pumpkins to display in-store.

- **Murals and Banners:** Over the coming months, an additional mural will be displayed in the Flower market (together with the one displayed in the Breezeway) and two more in the Fruit & Vegetable market. A celebration wall (mural) will be displayed in Buyers Walk, of family generations operating in the market. This is due for completion by July 2020 and will specifically be profiling greengrocers in the market.

GENERAL BUSINESS

- **Warehouse 7:** The MMA confirmed the construction of Warehouse 7 is now under conditional practical completion, tenant fit out will commence first week June 2020 with full operating functionality by August 2020.
- **CCTV:** The MMA have confirmed the upgrade of several CCTV cameras in the market, as a result of misplaced produce and overall market surveillance.
- **Digital Transformation:** The MMA are introducing a new customer portal, for all market users to be able to log in, make parking requests, pay invoices, view accounts, liaise with the Melbourne Market directly and is a secure portal for all tenants.
- **40 Year Market Service Award:** The MMA informed the Committee of the 40 Year Market Service Award process.

MATTERS ARISING

No Matters Arising