

FRANKLY SPEAKING

From the Chairman's Desk

1 MAY 2006
ISSUE 25



WELCOME to our May newsletter.

Introducing our Advisory Committee Members

I wish to advise that industry nominations and appointments for the Authority's Advisory Committees for the next three years have been

now been finalised. I would like to take this opportunity to thank all outgoing members for their contributions over the past three years and to welcome our new members. Details of the various Committees and the names of members are listed for your information in this newsletter.

It should be noted that the Flower Retailers (florists and other buyers) have formed a separate Advisory Committee, as it was difficult for members to attend at the same time as flower growers. I welcome this initiative and look forward to working with the Committee for the benefit of their industry and all market users.

Role of Advisory Committees

There are now five Advisory Committees which are authorised under the *Victorian Government's Melbourne Market Authority Act of 1977*. The Act states that the Committees must represent Fruit and Vegetable Wholesalers, Fruit and Vegetable Growers, Fruit and Vegetable Retailers and the Flower Industry, and the MMA must consult with each Advisory Committee not less than four times a year.

I have been involved with Advisory Committees for the past three years in my role as Chairman of the MMA and even though some may disagree, I believe the Advisory Committees play a very important role in communicating industry issues and views, both negative and positive, to the MMA Board and management. We look forward to working with all Committee members over the next three years in the interests of the Market.

Finding the Balance

Finding the balance between all market users is the challenge the MMA Board and management faces. Individual businesses or sections of the market

community may get unhappy or frustrated when change or new needs impact on their particular business or market section. This can often result in blaming someone else such as another section of the market or the MMA. It can also lead to people coming up with "quick fix" or "self interested" solutions that may not serve the long-term interests of the market as a whole.

Advisory Committees in their role as advisers to the MMA and market industry organisations who represent their members, can and do play a major role in "finding the balance" between all market user sections.

I am delighted to have seen so many positive examples of finding the balance, and on some very important issues we are now speaking with one voice. Our commitment is to ensure that our landlords, the Victorian Government, and we the MMA, continue to give answers to your questions and enhance business prospects for all market users.

There are so many positive examples of people and businesses in our Melbourne Fruit, Vegetable and Flower Markets that are doing well. We need to appreciate and promote this side of the market rather than focusing on the negatives. We also need to learn from their experiences so as to improve how we each do business and how we meet the future needs of the Market.

The north Queensland banana growers and the wholesalers associated with them play a very important role in our market. We sympathise with everyone involved in the disaster that was caused by Tropical Cyclone Larry which has wiped out the majority of the banana production in certain areas. The Board is looking at what role the MMA can play in supporting the rebuilding process.

Neil Lowe, Chairman

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ADVISORY COMMITTEES - MEMBERSHIP

WHOLESALEERS

Robert Millis - John Holman & Co. P/L
Garry Pasini - Veli Velisha Fresh Produce P/L
Vince J Brancatisano - VB Fruit P/L
Robin Westmore - F W Westmore & Sons P/L
Shane Schnitzler - Kapiris Bros (Vic) P/L

Observers

Alan Guy - Guy's Freight Service
Sam Cutrale - T C Produce P/L
Dizney Crombie - Vic Chamber (Fresh State)

GROWERS

Luis Gazzola - Gazzola Farms, Somerville
David Wallace, Wallace Vegetables, Keilor
Joe Ruffo, Tripod Farmers, Bacchus Marsh
Mark Paganoni, Atlanta Fruit Sales, Moorooduc
Gordon Johns, A & G Johns Orchards, Yering

Observers:

Jack Walker, Australian Crate Exchange
Alec Berias, D & A Berias, Werribee
Allan McLean, Harcourt
Tony Imeson, Executive Officer VGA

RETAILERS

Paul Ahern - Aherns Fruit Market, Foster
Trevor Wilson - Wilsons Fruit & Vegetables, Ballarat
John Chapman - The Fruit Bowl, Monbulk
John Psarakos - Psarakos Fruit & Vegetables, Thornbury
Frank Lugara - Fresh at Highpoint, Maribyrnong

Observers

Dianne Harvey - Vic Retail Fruiterers Association

FLOWER GROWERS

Geoff Maguire - Maywood Flowers, Cranbourne South
John Boon - C & A Boon and Sons, Officer
Joe Zappia - Zappia Flowers, Clyde
Peter Koomen - Koomen Flowers, Monbulk
Greg Duffy - Mayblooms P/L, Narre Warren South

FLORISTS

David Palmieri - Niddrie Flowers, Niddrie
Cristina Varrasso - Flower Flower, Fitzroy North
Geoffrey Irving - Terrace Gardens, Clifton Hill
Lesley Hunter - Botannica of Brighton, Brighton
Simone Sutcliffe - Virginia Mary Florist, Bendigo

Observers

Carolyn Ralph, Box Hill TAFE
Desiree Drivas, Box Hill TAFE
Colin Straub, C/- NMIT, Fairfield

Good Food Show 2006

16-18 June



The Good Food Show, held annually at the Melbourne Exhibition Centre, attracts over 25,000 'food lovers' to experience an interactive exhibition showcasing food, wine, kitchens, appliances and accessories.

Based on successful participation since 2001, Melbourne Markets has reserved a large display area for the promotion of fresh fruit and vegetables featuring cooking demonstrations and produce sampling.

With several groups already participating, take advantage of this opportunity to showcase your product by contacting Karen on 0417 349 707.

So don't delay as applications close on **Wednesday, 10th May.**

UPCOMING EVENTS

10-12 May	Australian Vegetable Industry Conference (Brisbane)
13 May	Kingston Harvest Festival (Melbourne)
14 May	Mothers Day
16-17 May	Low Chill Stonefruit Industry Conference & Trade Expo (Alstonville, NSW)
26 May	Queensland Strawberry Growers Asso. Dinner
16-18 June	Good Food Show (Melbourne)
18-20 Aug	Apple & Pear Industry Conference (Hobart)
25 Aug	Mareeba F&V Growers Annual Dinner (Qld)
11-14 Sept	Fine Food Australia (Melbourne)



Mothers Day - 14th May

Supporting both our flower growers and florists, the Melbourne Market Authority is currently running a Mothers Day Promotion themed "**Mothers Make the World Go Round**". Point-of-sale is distributed FREE of charge to flower buyers and is supported with radio advertising on 3AW and regional networks.

300 Mothers Day kits are being distributed to florists this year.