

## FRANKLY SPEAKING

*From the Chairman's Desk*

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Currently, because of the relocation issue, there are a lot of differences in views between people within our market. There are also divisions between various sectors that use the market. I am extremely hopeful that in the near

future that these differences can be overcome by negotiations and that we can all get on with ensuring the market and the industry it serves continues to prosper.

The Authority's CEO, Bob Penter's current employment contract expires at the end of 2006. Bob has indicated that he will not be seeking renewal of this contract as he wishes to move on to pursue other interests.

Bob has been the Authority's CEO since 1999. Before that he held the position of Deputy CEO and previously Operations Director, a total of ten years service for the Authority.

Bob, as CEO, has led the Authority in a very professional and dedicated manner. He has very sound knowledge of the industry and is well recognised by his peers. We wish him well in his new interests.

There is a great deal of interest in fresh produce in the media at the moment. While some of this relates to price issues, the majority relates to a growing recognition by health professionals that people need to eat more fruit and vegetables to be healthy. This provides our industry with many opportunities. In this regard the Authority has recently reaffirmed its commitment to a range of educational and promotional programs that aim to increase sales and strengthen our industry.

Included in this newsletter you will find details of just some of the activities that we are currently involved with, including opportunities for industry marketing groups to participate. I would like to encourage interested groups to contact our Marketing Department for further information.

Neil Lowe, Chairman

## Works and Services - Lighting Upgrade

The Authority is currently undertaking work to upgrade lighting in both the East and West undercover parking areas. When completed, these areas will operate at the same lighting standard as the main concourse in the Market.

## NEW FRUIT & VEGETABLE DIRECTORY

A copy of our new 2006/2007 pocket directory for the fruit and vegetable market is enclosed for relevant traders. This includes updated information contacts for industry groups, lease holders and the Authority. The Flower Directory is due for update and release in September.

## Marketfresh Website Update

Usage of [www.marketfresh.com.au](http://www.marketfresh.com.au) continues to grow with over 60,000 users recording over 3 million hits.

Greengrocer listings on the site have also grown with 271 Melbourne Markets fruit and vegetable retailers listed on the directory and 120 Queensland retailers already listed under a special agreement with Brisbane Markets.

Additional recipes and varieties of produce are being added to the site progressively.

A secure members log in area is being added to provide specialist product information to the industry.

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## Flowers on Website shortly! *(continued)*

A parallel flower site that is in construction will be joined to the marketfresh site very shortly. Already over 120 florists have sought listings. This area will include an A-Z index to flowers, guide to colours and occasions, home care and tips, find your local florist section and kids flower fun.

The site will be promoted extensively to the public commencing with the Spring Racing Carnival.

## Opportunities for Fresh Produce Industry Groups

Melbourne Markets is currently involved in organising the following programs and events to promote fresh produce. Industry groups that are interested in participating are invited to contact the Marketing Department for further information.

### Marketfresh Schools Program

The Marketfresh Schools program has reached just on 29,000 students ranging from Kinder level through to Secondary level for 2005/2006. The Children are given the opportunity to taste fresh produce that is donated from various grower groups and collected via growers and wholesalers. The ladies who deliver the program, talk to the children about the importance of fresh fruit and vegetables i.e. "brain food". Many of the students send letters thanking the growers, MMA and the ladies, writing about what they tried for the first time.

Please note that the produce is presented to the students in bite sized pieces. Having a great variety of the different Fruit & Vegetables that are available for the Children to taste has seen very good results.

### Marketfresh - Weekly Fresh Product Show

3AW is the number one in talkback radio in Melbourne/Victoria. The Melbourne Market Authority will soon be starting a weekly 60 second Fresh Product show with the station (content developed on weekly basis) to promote produce that is in season and ready for the public to purchase. 3AW also have Magic 693 that reaches an extensive number of people across Victoria.

UPCOMING EVENTS	
18-20 Aug	Apple & Pear Industry Conference (Hobart)
25 Aug	Mareeba F&V Growers Annual Dinner (Qld)
11-14 Sept	Fine Food Australia (Melbourne)
21Sept-1Oct	Royal Melbourne Show

## Occupational Health and Safety

The Markets OH&S Committee met earlier this month for its second meeting and covered an extensive range of issues relating to forklift safety in the Market.

The Committee meets regularly to advise on OH&S issues across all areas of the Market. Industry representatives on the Committee are:

- Robert Millis
- Jack Walker
- Sam Cutrale
- Joe Ruffo

Please contact the Authority or any of these members if there are issues you want addressed.

**ACE Radio (Regional Network)** - The show that is produced weekly for 3AW will also be aired across the ACE Radio Network on the seven stations that are part of this network giving extensive regional coverage.

### Event Marketing

The MMA will be co-ordinating promotional activities at the following events:-

- **Fine Food Show (11-14 Sept 2006)**  
The major target groups are the food service, restaurant and catering industry.
- **Royal Melbourne Show (21 Sept - 1 Oct 2006)**  
To be held in the refurbished showground facility. The Authority will have a major promotional stand targeting children and families and is looking for produce support.
- **Harvest Picnics**  
The MMA will have stands at both the Werribee (November 06) and Hanging Rock (March 07) Harvest Picnics.
- **Country Racing Victoria**  
A range of regional events are being scheduled to promote fruit, vegetables and flowers
- **Spring Racing Carnival**  
A major promotion involving the flower industry from 5th October to mid November.

ADVISORY COMMITTEE MEETINGS			
Growers	Wed	2 August	8.30am
Wholesalers	Tues	8 August	10.00am
Flower Growers	Tues	15 August	8.30am
Retailers	Tues	15 August	12noon
Florists	Tues	15 August	3.00pm