

MELBOURNE

market **FRESH** news

*Market Christmas
Trading Hours
See page 14*

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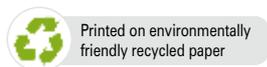
SUMMER 10

Vicfresh 2010
the fresh produce industry's premium gala event
Saturday, 27 February 2010

*Market Charity BBQ
- See back page*

Night
AT THE
Opera

Melbourne Market Authority
Box 1, 542 Footscray Road
West Melbourne, Victoria 3003
T: 03 9258 6100
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www.melbournemarkets.com.au



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Melbourne Markets Golf Day Tuesday, 20 October 2009

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Message from the...

CHAIRMAN

As we come to the Christmas celebration, a reflection on the past year shows it was a year filled with much controversy centered around the market move to Epping and market trading hours. At the same time market user businesses had to grapple with the outfall of the Global Financial Crisis (GFC) and continuing unfavorable weather conditions in the Horticulture growing regions of Australia.



The controversy with the move to Epping saw market organisations disagree with one another and the State retreat in separate corners of the boxing ring to protect what they conceived to be their interest. Unfortunately all this achieved was an enormous amount of financial gain for the legal profession. I'm happy to report, of recent times, most perceived difficulties have been overcome and now the State and Market representatives are sharing the same table, negotiating and moving forward with the relocation process.

The same can be said with the Market hours controversy where we saw the forming of a policy council made up of all Market user groups to recommend to the MMA united decisions that were good for all the industry.

Sections of the Market businesses reported a 2009 winter trading period as one of the toughest ever witnessed for fruit and vegetables. We believe this was brought about by customer reactions to the difficulties created by the GFC downfall. Thankfully over the past month trading and margins have very much improved and businesses appear to be back on line.

During the period of reflection, the MMA has endeavoured to listen and understand Market user needs. We have endeavoured to respond, speaking out on your behalf and continuing to promote fresh fruit, vegetables and flowers to the wider community. We have continued our best efforts to support and stabilise our tenants' business input

costs by ensuring that they have competitive rentals, parking charges etc. We have also financially supported Wholesalers, Growers, Flower and Retailer organisations in an effort to help them assist their members during the difficult times.

My 2009 Christmas message is to congratulate all of you on the manner in which you have handled a year filled of conservative and difficult trading. To the members of the market community who have worked so hard representing their various organisations; I lift my lid to you.

Christmas is a time of reassessing things that are important to us such as family and friends. Let us reach out to one another and enjoy Christmas in familiar ties of home and family.

My New Year hope is that 2010 will see us move forward in a cooperative and united manner. Remembering words don't have messages, people do. We must communicate between ourselves, within our businesses, the industry and the State. This will ensure that all our market businesses have a viable future.

I wish you all with your family a happy Christmas and prosperous New Year.

A handwritten signature in black ink, appearing to read 'Neil Lowe'. The signature is fluid and cursive, with a large loop at the end.

Neil Lowe

CEO

Christmas message from the CEO

The past year has been an extremely difficult period for the Fruit, Vegetable and Flower businesses in the Market. Over the past couple of months the question being asked around the Market has been; when will things improve? In the last few weeks the weather has improved and the stonefruit is here. It is remarkable to me how the industry can turn around overnight and how resilient Market people can be.

While the normal day-to-day market trading has proceeded, great steps have been made in the planning and development of the new Market at Epping. The amount of consultation between Market users and the Government has been ramped up and there are now 24 market people working directly with the Government through the Market Consultative Committees to ensure that the relocation is successful. I would like to thank them all for their involvement in this important process.

Let's put the difficulties of 2009 behind us and plan for a much more prosperous year ahead. On behalf of the MMA Board and Staff I would like to wish all Market users and their families a very happy Christmas and New Year.



A handwritten signature in black ink, appearing to read 'Peter McLennan'.

Peter McLennan



Night

AT THE

Opera

Tickets
on sale
NOW!

VICFRESH 2010
SATURDAY, 27 FEBRUARY 2010

Tickets are now on sale for the fresh produce industry's premium gala event and already 40% of tickets are sold!

A **NIGHT AT THE OPERA** will captivate you with contemporary classical music by THE STRING ANGELS, the superb voices of THE THREE WAITERS, and plenty of fun and dancing with AJ and DÉJÀ VU. Your host for the evening will be the brilliant STUART GREGOR, one of Australia's leading presenters.

During the evening the prestigious Retailer of the Year Awards will be announced along with the Special Awards for 40 Years of Service.

To book your tickets please ring Nancy on 9258 6108.



40 YEAR SERVICE AWARDS

Have you worked continuously at the Melbourne Markets for 40 years or more?

If so, you could be eligible to receive a 40 Year Service Award which recognises service to the fruit, vegetable and flower industry with special recognition and special privileges through the award of a "Golden Market Pass". This means that a market user will receive free entry for life to the Melbourne Markets, a certificate and a Golden Melbourne Markets Badge to signify his/her status.

This Award is open to all market users working in the industry, and it does not matter if a market user has changed employers along the way, just as long as there is 40 year continuous service.

For all enquiries or nominations please contact Nancy on 9258 6108.

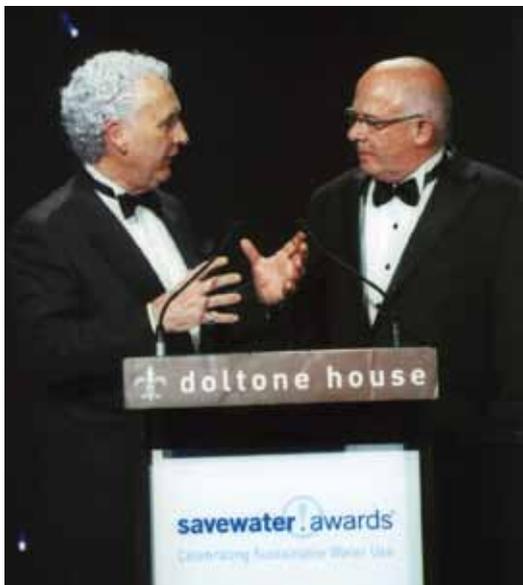
Awards will be presented at VicFresh 2010.

VICFRESH 2010 proudly sponsored by Melbourne Markets Business Partners and Event Sponsors



SAVEWATER AWARDS

Celebrating Sustainable Water Use



Left: Rob Gel, Presenter, with Peter McLennan, CEO, receiving award on behalf of the Melbourne Market Authority.

MELBOURNE MARKET AUTHORITY WINS AWARD!

Held in Sydney on Friday, 9 October 2009, the savewater! awards®, now in its 7th year, are a way in which water saving stars can be recognised and rewarded for their outstanding efforts.

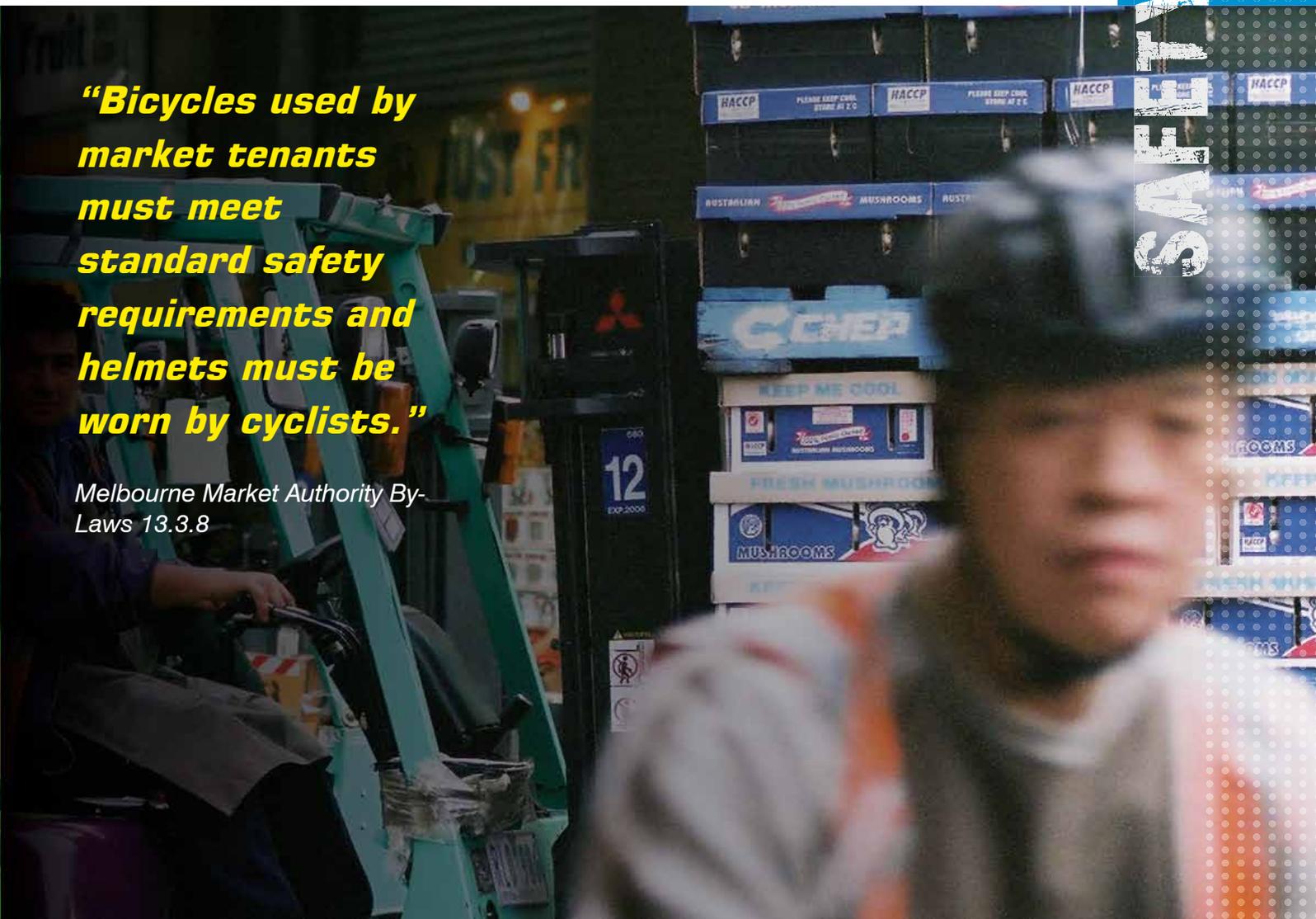
This year, the Melbourne Market Authority proudly won the savewater award in the Government and other Utilities section, which acknowledges achievement and a strong ongoing commitment by a local authority, state or federal government agency/department, to reducing its own or community water use.

The MMA continues to seek new ways of maintaining sustainable water use.

SAFETY & ENVIRONMENT

“Bicycles used by market tenants must meet standard safety requirements and helmets must be worn by cyclists.”

Melbourne Market Authority By-Laws 13.3.8



HARVEST PICNIC

Sunday, 29 November 2009



Luis Gazzola from the Vegetable Growers Association preparing produce for sampling with David Fussell, MMA Marketing Manager and food presenter, Teisha Dower.

Held in the beautiful grounds of the Werribee Park Mansion, the annual Spring Harvest Picnic attracted food and wine producers from all over Victoria to sample, showcase and sell their tasty products.

And what better way to start the day, than to sample the fresh produce from the Melbourne Wholesale Fruit, Vegetable & Flower Market stand.

Available for tasting were watermelon, truss tomatoes, celery, capsicum, carrots, white radishes, mangoes, pineapple, avocados and a selection of fresh seasonal stonefruit and bananas, as well as a large range of giveaway recipe leaflets.

The site drew a constant gallery of interested people and the success of the day can be measured by the number of people that were directed to their local independent retailers to purchase produce that was on display and being offered for tastings.

We would like to thank Luis Gazzola and Tony Imeson from the Vegetable Growers Association for their invaluable support both on the day and in providing a large selection of fresh Victorian vegetables.

TEAM CHEF 2009

Friday, 13 November 2009

The inaugural Team Chef 2009, organised by greengrocer Ian Odrowaz of Lean and Green in Warragul (a 2009 Retailer of the Year finalist), is a culinary competition held to showcase the cooking and hospitality skills of local secondary school students.

The event was held at the Drouin Secondary College and the winners announced during a presentation at Wild Dog Winery on November 13.

As a sponsor, the Melbourne Wholesale Fruit, Vegetable & Flower Market provided the First Prize for the competition, which involved three teams designing and presenting a three course meal to a judging panel with a combined 120 years of industry experience. With only one point separating the teams, The Drouin Secondary College was awarded first prize, with Chair of Christian School and Marist Sion College finishing equal runners-up. The winning team gained \$500 for their school, while the runners-up were awarded \$250 each.

As one of the judges and presenting the runner-up prize, the Melbourne Market Authority's Marketing Manager, David Fussell said that "all teams displayed great enthusiasm, team work and outstanding menus and table presentations." Baw Baw Shire mayor Ruth McGowan presented the first prize.

The event was the initiative of Ian Odrowaz who said there hadn't been a competition like Team Chef in the district before and urged more schools to participate when it continues next year.

Hospitality students from the winning school were invited by the MMA to experience the Market on the Tourist Train.

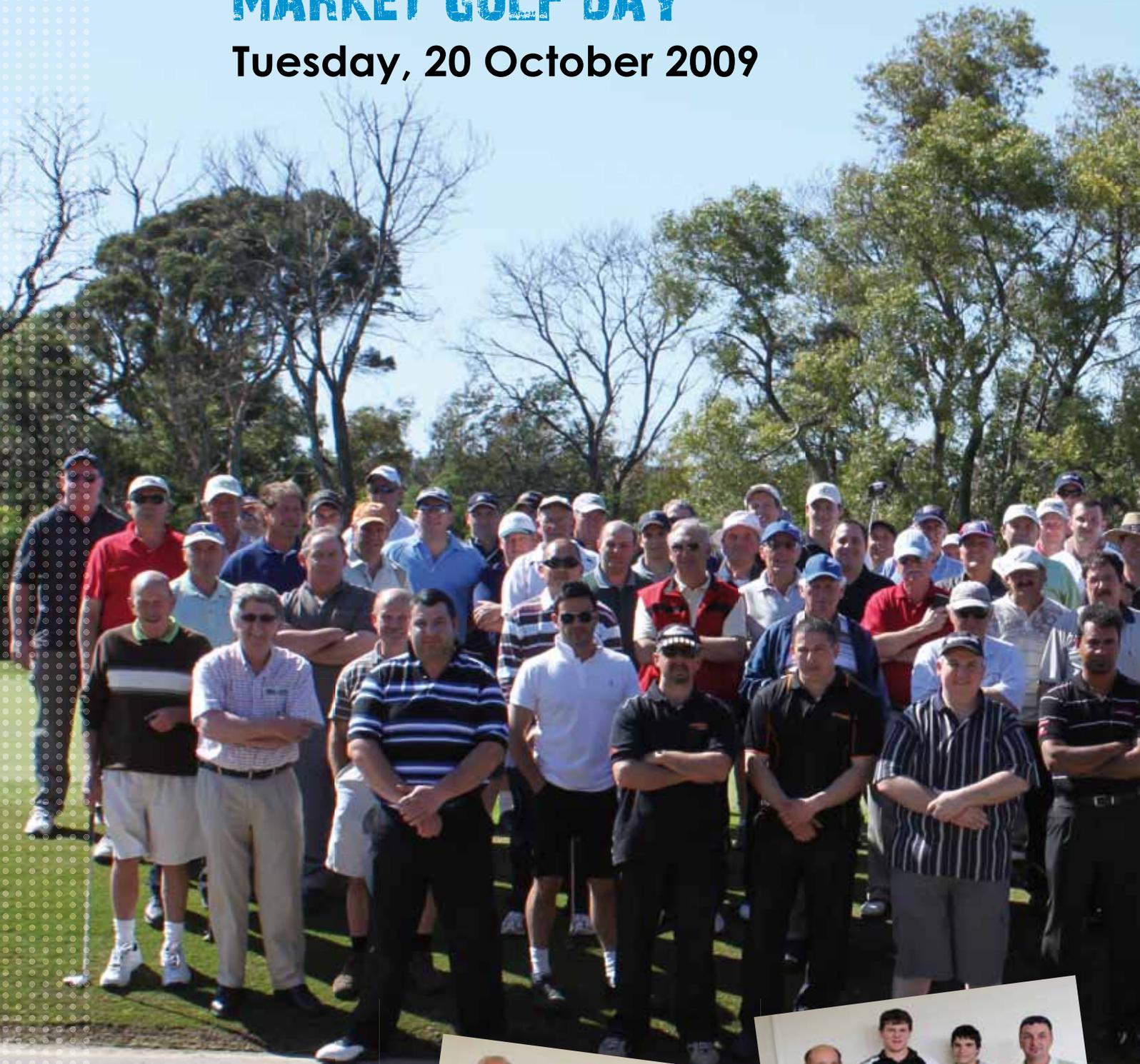


Melbourne Market Authority Marketing Manager David Fussell and Baw Baw Shire Mayor Ruth McGowan congratulate Drouin Secondary College hospitality students (from left) Lynelle Johnson, Chloe Johnson, Kaitlyne Duff and Ebony Whitworth on winning the Team Chef 2009 competition.



MARKET GOLF DAY

Tuesday, 20 October 2009



1st : Moraitis Wholesale



2nd : All Produce Traders



3rd : LA Produce "The A Team"

This year the Melbourne Markets Golf Day saw a return to the Waterford Valley Golf Club at Rowville, having last played there in 2007. The weather was perfect and the course provided the usual challenges of water hazards, sand bunkers and unforgiving rough (where a sign warned players to beware of snakes!). The day was full of fun and camaraderie, not to mention a dash of competitiveness and just maybe the odd moment of frustration or two! The day was completed with a delicious hot buffet and drinks, followed by presentation of prizes and trophies.

Congratulations to the 2009 winners (as pictured below left):

Winner: Moraitis Wholesale - Jason Falzon, Paul Taranto, Andrew Taylor and Vince Loccisano

2nd Place: All Produce Traders - Peter Stevenson, Michael Dennehy, Patrick Senserrick and Armando Iezzi

3rd Place: LA Produce "The A Team" - Tony Iulianetti, Theo Maroulakos, Tristan Vigenser and James Yee

Longest Drive 1 & 2: Simon Milton - The Food Gallery

Nearest to the Pin 1: Joe Djuric - Dykes Bros #2

Nearest to the Pin 2: Shane Merino - LA Produce "The Hacks"



Melbourne Markets Golf Day 2009 proudly sponsored by:



PRIZE SPONSORS

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| Australian Strawberry Co | Apack Florist Supplies |
| Tasmanian Freight Services | Cafe 1 (Rando's Cafe) |
| Vegetable Growers Association | Cafe 3 (Orino's Cafe) |
| Alcon Security Services | JED's Cleaning |
| | National Marketplace News |

The *Who's Who* of the Market - **Anthony Maccora**

Anthony Maccora has been involved in the Market for the last 40 years. Like so many families in the Market, he started out helping his father in their fruit shop in Cheltenham, as his father had before him, at his grandfather's fruit shop in Hampton.

A keen sportsman, at the young age of 18 Anthony was approached to play for the St Kilda Reserves, but coming from a long line of "diehard" Essendon supporters, declined the offer, much to his family's relief!

In between working in the fruit shop, Anthony got involved in the automotive trade and following his passion, began a car restoration business, breathing new life into classic Fords. After 25 years of blood, sweat and



Pictured L to R: Anthony Maccora with his "right-hand man", Noo

tears, he decided he needed a change of direction, so in 1998 hung up his overalls and joined his brother Sam at the Market, at Apack Pty Ltd, a floral sundries business conveniently located adjacent the Flower Market.

Now Manager of the shop, Anthony says that during his 11 years at the Market he has seen a huge growth in the business which he credits to the foresight of its owners, Michael and Herman Van Der Zwaard. Sadly, Herman passed away this year and is greatly missed, as he and his family had become close friends, sharing a love of football and fishing. His biggest challenge at the Market is keeping his customers happy and being able to offer new and interesting products.

Apack has four stores/warehouses in Australia and New Zealand, employing 40 staff, including three permanent staff at the Market shop - Anthony, Andrew and Noo.

Anthony enjoys working at the Market, talking and dealing with a large cross-section of people and cultures, who he says are like his family. He is well-liked and respected by both his customers and staff for his outgoing personality and his can-do attitude, where nothing is ever too much of a problem.



Shop interior

The Market supplied 476,352kg of Produce!

As you may be aware, VicRelief FoodBank, the largest hunger relief charity in Australia, attends the Market every Monday, Wednesday and Friday, collecting donated produce from Stands 631 and 632 in the Fruit & Vegetable Market. Over the past 12 months a staggering **476,352kg** of produce has been collected from the Market for redistribution to over 620 registered agencies throughout Victoria.

All basic staple foods are supplied free of charge to large agencies like St Vincent DePaul, Anglicare, Salvation Army, Uniting Care and Sacred Heart Mission, operating within the state. Distribution of donated produce is in association with SecondBite, a not-for-profit organisation that is committed to making a difference to the quality of life of many people who are homeless or living in other disadvantaged circumstances.

SecondBite specialises in distributing fresh food that requires specific handling and has limited shelf life. This food is delivered fresh, directly to over 105 food relief agencies and community organisations of various sizes. These organisations simply do not have the resources or food handling skills to source and collect the food themselves.

With the help of generously donated refrigerated vans, new premises, large coolrooms and 296 volunteers, in 2008 SecondBite redistributed 240 tonnes of fresh food and this year are on track to collect and redistribute 600 tonnes of fresh food. That's enough to provide 1,200,000 hearty nutritious 500g meals.

SecondBite staff and volunteers are on the road most days, delivering fresh food to the community. One such recipient is St Mary's House of Welcome in Fitzroy, which is an organisation run by the Daughters of Charity providing services to homeless and disadvantaged people since 1960.

Under the watchful eye of Chef Shane Pereira (*pictured right*) each day a 2 course lunch is provided over two sessions to more than 150 needy people, amounting to approximately 5,000 meals a month! A selection of fruit and vegetables are also packaged and distributed after each meal.



Dave, one of SecondBite's delivery people, unloading fruit and vegetables for St Mary's House.



We would like to thank the Market community for their kind and generous support throughout the year.

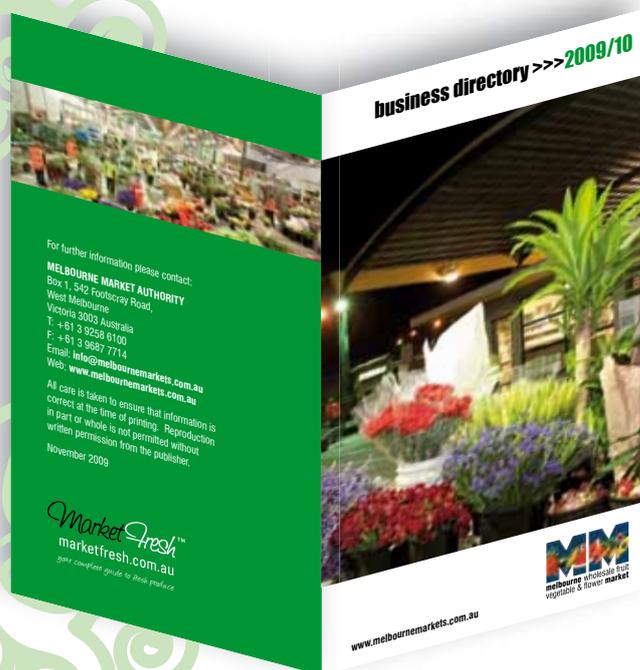


Christmas and New Year Trading

Fruit & Vegetable Market		Flower Market	
Monday, 21 Dec 09	Trading begins 3.00am	Monday, 21 Dec 09	Trading begins 4.30am
Tuesday, 22 Dec 09	Trading begins 3.00am	Tuesday, 22 Dec 09	Trading begins 4.30am
Wednesday, 23 Dec 09	Trading begins 3.00am	Wednesday, 23 Dec 09	Trading begins 4.30am
Thursday, 24 Dec 09	Trading begins 3.00am	Thursday, 24 Dec 09	Trading begins 4.00am
Friday, 25 Dec 09	CLOSED (public holiday)	Friday, 25 Dec 09	CLOSED (public holiday)
Saturday, 26 Dec 09	CLOSED	Saturday, 26 Dec 09	CLOSED
Sunday, 27 Dec 09	CLOSED	Sunday, 27 Dec 09	CLOSED
Monday, 28 Dec 09	CLOSED (public holiday)	Monday, 28 Dec 09	CLOSED (public holiday)
Tuesday, 29 Dec 09	Trading begins 3.00am	Tuesday, 29 Dec 09	Trading begins 4.30am
Wednesday, 30 Dec 09	Trading begins 3.00am	Wednesday, 30 Dec 09	Trading begins 4.30am
Thursday, 31 Dec 09	Trading begins 3.00am	Thursday, 31 Dec 09	Trading begins 4.00am
Friday, 1 Jan 10	CLOSED (public holiday)	Friday, 1 Jan 10	CLOSED (public holiday)
Saturday, 2 Jan 10	CLOSED	Saturday, 2 Jan 10	Trading begins 5.00am

Note: On weekends and public holidays, **fruit and vegetable retailers** will be permitted to enter the market to pick up pre-ordered produce, wholesale stores and stands will not be open for trading on those days.

Note: As from Saturday, 2 January 2010, **all trading on Saturday in the Flower Market will begin at 5.00am and conclude at 7.30am.**



NFC FLOWER DIRECTORY

The Melbourne Markets new 2009/10 NFC Business Directory is now available from the Promotions Office and Sharyn, our Customer Service Officer, at the NFC (on a Tuesday or Thursday).

This pocket sized directory includes comprehensive information about using the Market as well as updated contact details for tenants, suppliers, industry groups, Market Authority and Market services.


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You are invited to the
**Melbourne Wholesale Fruit,
Vegetable & Flower Market
Melbourne Markets Lions Club**

Charity
Christmas BBQ



(Our special guest Moira Kelly)

**Thursday, 17th December
5.00am - 8.00am**

**at Grower Stands 349-351
and Flower Market**

All donations will be given to the
Children First Foundation