

marketfresh

NEWS

SPRING 2018



Buying from your local greengrocer. It's *A Better Choice*

A better choiceTM
Quality FRESHNESS Service

Market development update ■ Market snaps ■ Trading hours pilot



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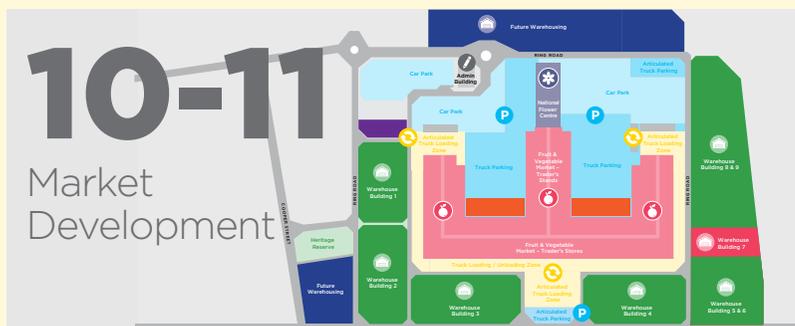
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Cover image: Graham Gee
 from the Happy Apple



FROM THE CHAIRMAN

THIS LAST 18 MONTHS I HAVE GOTTEN TO KNOW SO MANY OF THE MARKET COMMUNITY AND WIDER INDUSTRY.

I was privileged to meet more industry leaders recently when the MMA Board and Management team visited Mildura to meet growers and business owners in the citrus industry. The visit was part of our commitment to continue to obtain a better understanding of the needs of our customer base and the challenges facing the industry. For me personally, the trip did highlight the challenges faced by the industry, but also the opportunities for growth particularly in the export market. The board and management team are keen to visit more growers and market related businesses to hear directly from those on the ground. I encourage you to contact us to arrange a visit to your farm or work site.

This year, I again attended the Hort Connections conference which was held in Brisbane and brought together the largest number of growers, supply chain members, government stakeholders and industry service providers in the Australian horticulture industry. The conference was a great opportunity to network with the best and brightest in the industry; there was much talk about future trends in technology and changing consumer preferences and how this impacts the fresh produce industry, including block chain and new product/ packaging development.

During Hort Connections, the national independent retailers' marketing program known as "A Better Choice" was launched. The MMA has led the Central Market Association of Australia's involvement with Fresh Markets Australia on the development of the program. It is the outcome of a long journey of collaboration between Australia's central markets and their respective chambers of fruit and vegetable industries, resulting in a greater share of voice for independent retailers to influence consumer purchasing decisions and realise economies of scale. I am proud of the MMA's leading role in the initiative and it complements the initiatives the MMA has run for a number of years to assist florists.

Lastly, I would like to welcome David Beatty to the MMA Board. The Minister for Agriculture announced David's appointment to the MMA Board in March 2018, David holds directorships and advisory roles with a number of Australian businesses and has a background in finance and consulting services. I'm confident he will be an asset to the Market.

On behalf of the MMA board I congratulate you on all of your hard work and look forward to a successful summer in the months ahead.



FROM THE CEO

WITH ANOTHER WINTER BEHIND US AND AS WE LOOK FORWARD TO SOME WARMER MORNINGS TO COME, IT'S A GOOD TIME TO REFLECT ON WHAT WE HAVE ACHIEVED.

One of our biggest reasons to celebrate is the outstanding efforts of the entire Market community, which has achieved a 96 per cent recycling rate for the 2017/18 financial year. The Melbourne Market are national leaders when it comes to sustainability in waste disposal and recycling, and I want to personally thank everyone for doing their part and achieving such a great result.

The school holiday program enabling children of the Market community to experience the sights and sounds of life in the Market has again proved popular with over 60 children coming to the Market during the winter school holidays. This important initiative enables the next generation to have exposure and gain an understanding of the Market environment and its role in the fresh produce supply chain.

Complementing this initiative is the MarketFresh Schools program which aims to educate school students about the importance of eating fresh fruit and vegetables every day and understanding where produce comes from. Last financial year we reached 12,694 students across 84 schools in Victoria and I would like to thank all of our MarketFresh Schools Program contributors who've donated delicious produce for the children to sample.

When you walk the Market floor it is easy to see and feel the genuine and unique work environment we have, but we have also proven very generous. Over the past 12 months the Market community has raised over \$400,000 for various charities, through produce auctions and our annual golf day (which you can read about in the annual wrap up). Thank you to all of those who gave so generously.

Whilst we are united with our generosity across the Market community the issue that often divides us is Market trading hours. In the past few months the MMA and advisory committees have undertaken significant work in evaluating Market trading hours. As you will read further on, we have announced a 90-day trial to open the Market consistently at 3:30am, 5 days per week. This trial is also complimented with a new early buyers' permit which is available for purchase.

As well as achieving so much in the past year, significant planning has been undertaken to enable major projects to proceed in the next 12 months including a diesel service station, construction of warehouse building 7 and a digital transformation strategy. I am excited to see these projects come to life and the Market will be buzzing with activity as they get underway.

On behalf of MMA staff and Plenary we look forward to working with you to achieve even more fantastic results.



BUY FROM YOUR LOCAL **GREENGROCER**

A new national retailer program designed to encourage consumers to shop for fresh produce at their local greengrocer has been launched and is now being rolled out across Victoria.



A BETTER CHOICE AIMS TO UNITE THE FRUIT AND VEGETABLE INDUSTRY AND WIN BACK CONSUMER LOYALTY TO DRIVE CUSTOMERS TO INDEPENDENT RETAILERS.

The project brings together all FIVE of Australia's wholesale market operators who make up the Central Markets Association of Australia (CMAA) and their respective chambers of fruit and vegetable industries who are together known as Fresh Markets Australia (FMA).

Drawing on marketing and business data from more than 500 retailers across Australia, CMAA and FMA developed the program together, which is the first of its kind to be launched in the country.

With a focus on quality, freshness and service, the main objective of *A Better Choice* is to conduct a range of branding and co-promotional activities with a national approach, designed to promote our greengrocers and independent retailers.

A Better Choice offers retailers the opportunity to have a higher profile in their local communities by positioning greengrocers as the experts in produce. The program provides information on seasonality, growers, quality indicators, fun facts plus freshness and storage tips. Greengrocers can then use this information in store and online, it's like having a personal marketing team.

A national consumer sentiment survey found the key motivators for consumers to shop at their independent retailer were the freshness of produce (92 per cent), supporting a local business (90 per cent), and trust in the quality of the produce (86 per cent).

However, more than 88 percent of people surveyed still chose to shop at supermarkets due to the perceived convenience.

MMA Chief Executive Mark Maskiell said *A Better Choice* was an exciting concept and would benefit the fresh produce industry as a whole.

"It aims to educate consumers so they can make informed choices about where they should be buying their fresh produce. It will encourage and validate the decision to choose a greengrocer over a supermarket," he said.

"It will also mean retailers can come together and benefit from a national marketing strategy which is designed to create a positive future for the entire industry."

To learn more about the program and register your interest, email A Better Choice at info@abetterchoice.com.au.

Keep an eye out for regular updates about the program in 'This Week in the Market'.

BECOMING A MEMBER INCLUDES A RANGE OF BENEFITS:

Licence to use
A Better Choice brand

Driving Traffic to your website
and your store through
A Better Choice website and
advertising

Point of sale material including
posters, recipe cards, wobblers,
seasonal guides

Website with recipes, blog
articles and produce content,
you can use and share

Social Media content

Increased media buying power
through combined advertising
budget

Increased opportunity for media
coverage and public relations
due to national appeal



INTRODUCING QUEST EPPING

Located within the Pacific Epping Shopping Centre and just 2.5km from the Melbourne Wholesale Markets, Quest Epping brings a new standard of accommodation to the North.

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- ✓ 24 hour reception
- ✓ On-site gym
- ✓ Conferencing facilities
- ✓ On-site car parking



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or call 03 9133 5300 and quote 'marketfresh'

Visit questepping.com.au



Market trading hours

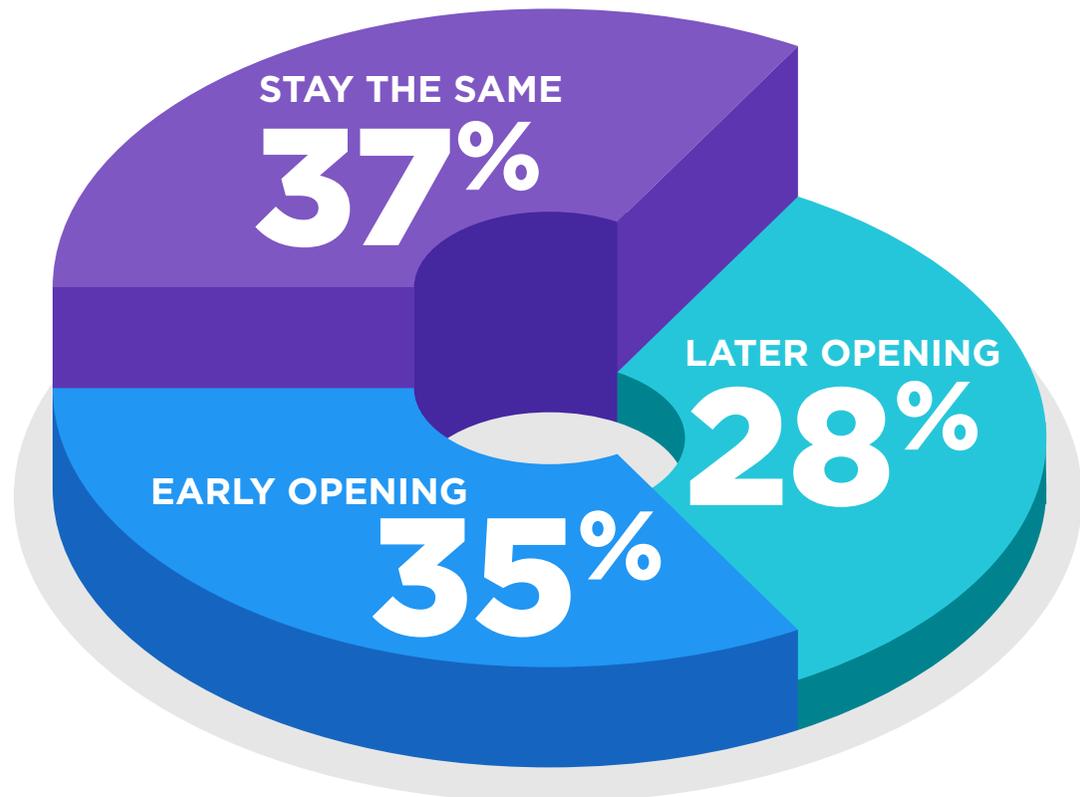
THE ISSUE OF MARKET TRADING HOURS IS ONE THAT DIVIDES THE MARKET. MANY PEOPLE HAVE STRONG VIEWS THAT ARE GENERATIONAL, AND IT SEEMS THE ONLY THING WE CAN ALL AGREE ON IS THERE ARE NO TRADING HOURS THAT WILL MAKE EVERYONE HAPPY.

The MMA, being responsive to calls from various segments of the Market community, have been undertaking a review of Market trading hours.

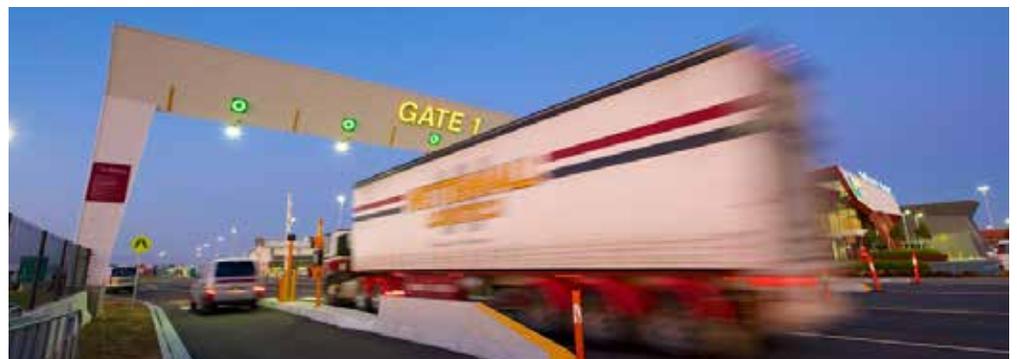
After speaking with members of the Market community, the advisory committees and reviewing survey results it was clear opinions were divided between opening earlier, opening later and hours remaining unchanged.

One recurring theme over the past three consultation exercises has been the desire for consistency, particularly from buyers and compounded by traffic congestion when leaving Epping. With this in mind, a 90-day trial started week commencing 1 October for trading to start at 3.30am 5 days per week (that is an hour earlier on Tuesdays and Wednesdays). During the consultation phase, a small number of buyers put forward strong cases for the need to have access to the Market trading floors prior to 3.30am. We heard this can be advantageous for sellers to smooth demand peaks during trade.

More information about the trading hours trial can be found at melbournemarket.com.au/market-trading-hours/. We would like to thank those who got involved with discussions and voiced their opinions regarding trading hours. We will keep users informed during the trial, updating the Market community with the impacts from the opening time variation.



**3.30am opening
5 days
Monday - Friday
1 October - 31 December trial**



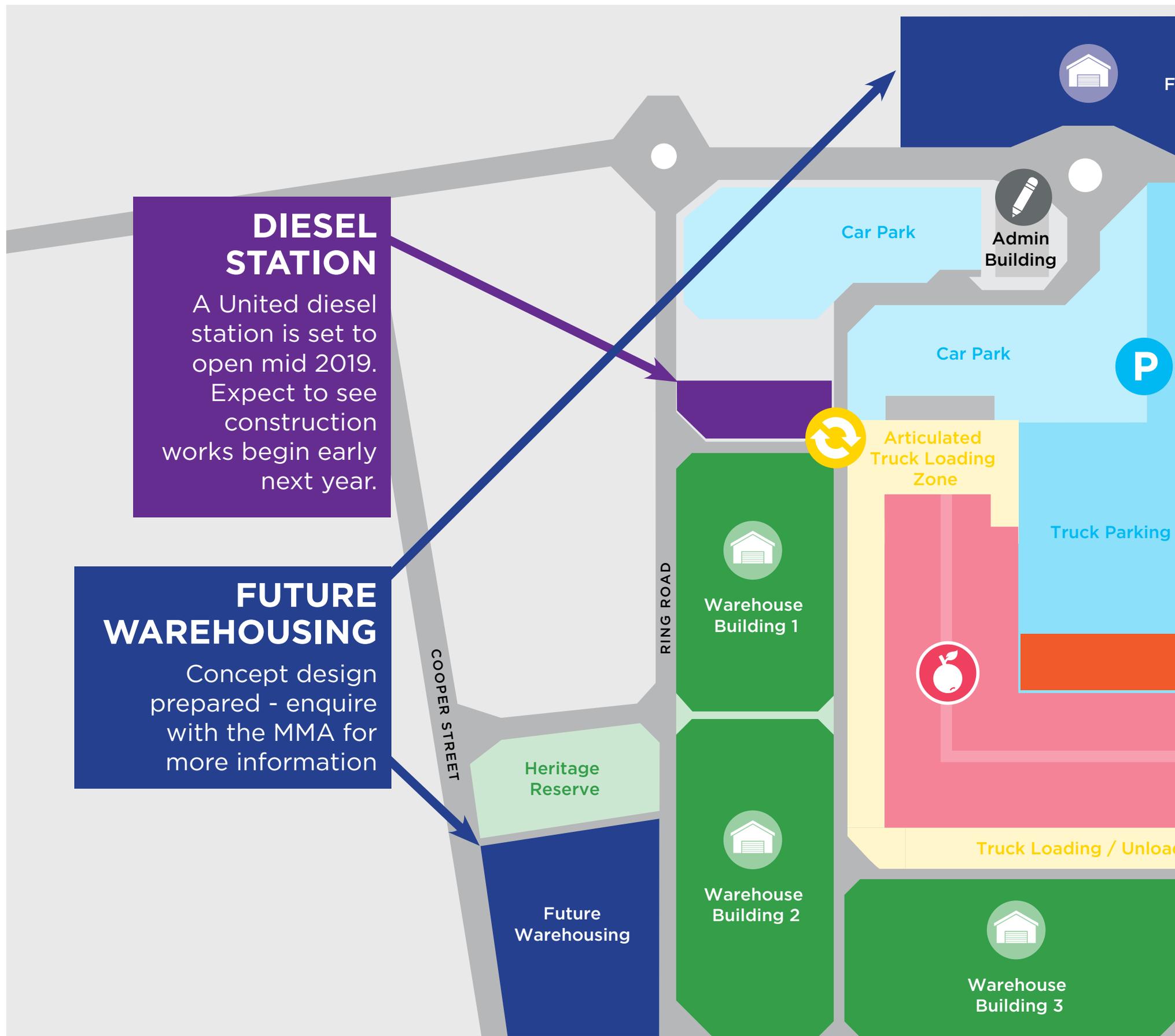
Market de

DIESEL STATION

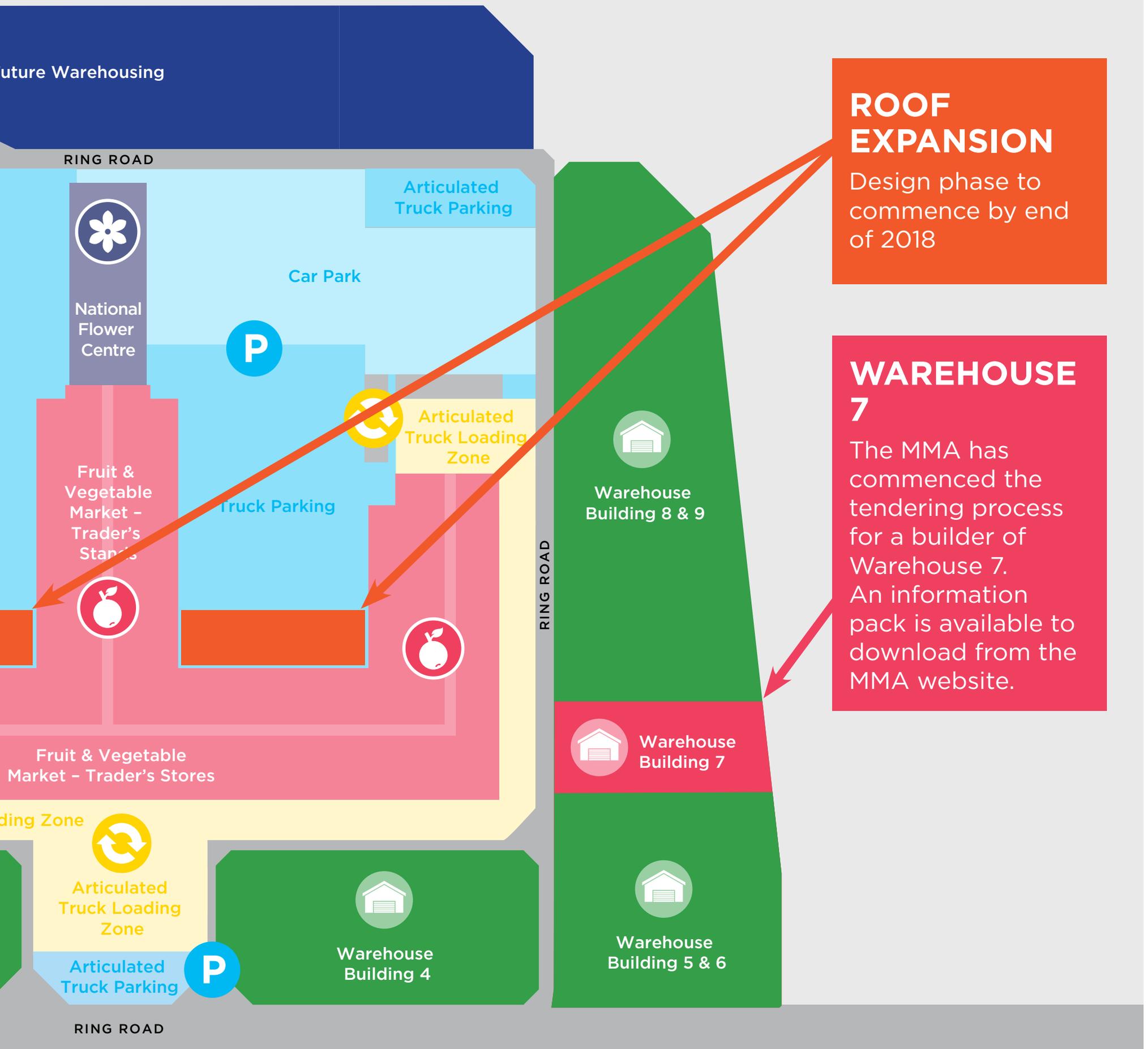
A United diesel station is set to open mid 2019. Expect to see construction works begin early next year.

FUTURE WAREHOUSING

Concept design prepared - enquire with the MMA for more information



Development



ROOF EXPANSION
Design phase to commence by end of 2018

WAREHOUSE 7
The MMA has commenced the tendering process for a builder of Warehouse 7. An information pack is available to download from the MMA website.

snaps around **the market**



Anthony and Leon Ruigrok from Greed Wedge



Jsno Dekkers, from Koomens Flowers



Joe Gregorio from Monvale Flowers



Chris and Mick Karlhla from Sydney's Cafe & Convenience



Surjit Pal and Pini Uci from Mr Fresh



True Thao and Alan Thao, from True Pao Fruit and Veg, and Produce of Virginia



Fonse Muratore from VB Sculli



Jason Harding and John Kipiris from Kipiris Bros



Fidri and Leon Halit from Halit Flowers



Darren Syres and Jasno Gugnetto, from RainFresh and Louis Melbourne.



Craig and Mel Knoll from Knoll Valley Industries, and Flora Knoll



Matt Kelsall, Melbourne Produce Group



Mark Mitchell as 'Con the Fruiterer' with David Whitchelo from MMA

Why do millennials love houseplants so much?

IF YOU'VE RECENTLY VISITED A TRENDY CAFE OR WATCHED ANY TV RENOVATION SHOW IT WOULD BE HARD TO MISS THE RESURGENCE OF THE INDOOR PLANT TREND. A HOME TREND THAT WAS SO POPULAR IN THE 70'S AND 80'S HAS EXPLODED BACK ONTO THE SCENE, PARTICULARLY AMONG MILLENNIALS.

Millennials are seeking out everything from monsteras to ribbon plants, succulents and cactus, to philodendrons and ferns, and the demand is said to be driven by a few factors.

1. Smaller apartment living.

With no garden space available an indoor plant can be the only form of greenery at home.

2. Not ready for responsibility.

Gen Y's are putting off having children until later in life and looking after a plant can give them a sense of responsibility, many even give their plants a name! (plus, the consequences of not keeping it alive are not as severe...)

3. A health-conscious generation.

Studies have shown that keeping indoor plants can improve your health and well-being.

4. A break from the digital world.

Caring about a plant provides a chance to take a break from screens and connect with something tangible in the real world.

5. Social media.

Who doesn't love to post a fiddle-leaf fig on Instagram...



Indoor potted plants are sold at various locations at the Melbourne Flower Market, including Davenport Plants, Landscapelink, Silvan Park Nursery, Wafex, and Mayflower Importer. With so many suppliers in the one spot you can be sure that you'll find a great range of indoor plants at competitive prices to suit even the pickiest of millennial.

Spring brides course

Learn how to create contemporary wedding bouquets inspired by a spring garden during a short course run by Melbourne Polytechnic.

Skills covered will include:

- Selecting appropriate materials
- Including wiring methods in a hand tied construction
- Foraging techniques
- Finishing and presentation

Date: Tuesday 23 October **Time:** 10am **Duration:** 3 hours

Cost: \$130 **Location:** Fairfield Campus

To enrol call **9269 8615**
or email shortcourses@melbournepolytechnic.edu.au



Business grants

Are you taking advantage of free money?



WHAT BUSINESS COULDN'T DO WITH SOME EXTRA CASH TO SPEND ON ITS DEVELOPMENT OR MARKETING?

Did you know there are a range of business grants available at any one time which you can apply for? But finding relevant business grants can be time consuming and that's why the MMA has created a one-stop shop where you can find current open business grants as well as tips on how to apply.

Visit the melbournemarket.com.au/business-grants/ and keep an eye out in the weekly newsletter, 'This Week in the Market' where details of new business grants are shared.

In the news

Separating ripe and unripe fruit eases the squeeze on avocados

A NEW INITIATIVE TO STOP SHOPPERS SQUEEZING AVOCADOS TO TEST THE FRUIT'S RIPENESS HAS RESULTED IN A HALVING OF BRUISED FRUIT AND HIGHER AVOCADO SALES.

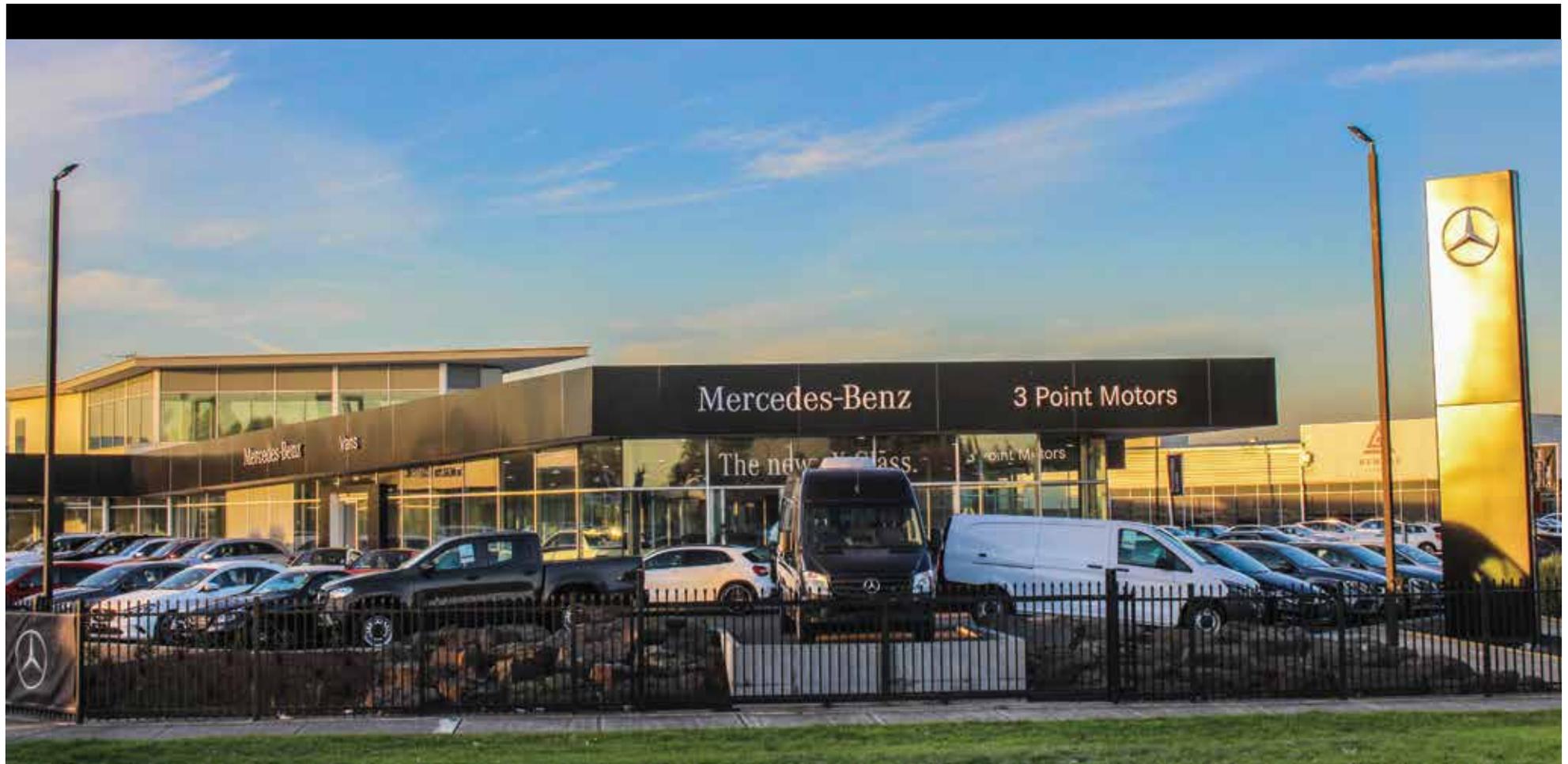
ABC News reported research conducted earlier this year had found 97 per cent of customers gave avocados a squeeze to test ripeness before buying, which was leading to brown marks on the flesh once the fruit was cut open.

To improve quality and ensure customer satisfaction, the avocado industry employed a marketing firm to come up with other ways consumers could determine whether avocados were ripe at the point of sale.

A low-cost and effective solution devised was to segregate the fruit on display according to the stages of ripeness.

Trials of the initiative resulted in a 60 per cent reduction in bruising, and the other more unexpected result, was a 30 per cent increase in the amount of avocados sold.





Meet your new neighbours!

3 Point Motors now open at 380 Cooper Street, Epping.

We invite all Melbourne Market traders to visit Melbourne's freshest Mercedes-Benz dealership, with the full range of Mercedes-Benz passenger cars and light commercial vehicles on offer. Whether it's a work van you're after, or something special for the weekend, 3 Point Motors has you covered.

Our new dealership also boasts an extensive range of Certified Pre-Owned Vehicles, which come with a factory-backed Certified Warranty of up to two years. With a modern service centre on-site and flexible bookings, we provide the utmost convenience to Melbourne Market traders. As authorised dealers since 1961, 3 Point Motors has the expertise to provide you with the best service when you're in the market for a Mercedes-Benz.



Jake Smith
New Vehicle Sales Manager
0409 232 903



Rodney Adams
Pre-Owned Sales Manager
0459 526 936



Rob Bonuda
Aftersales Manager
9409 9999



3 POINT
MOTORS

380 Cooper Street, Epping 9409 9999
459-484 Heidelberg Road, Fairfield 9489 7777
128 Denmark Street, Kew 9853 6669

mb3point.com.au
sales@3point.com.au
LMCT 433

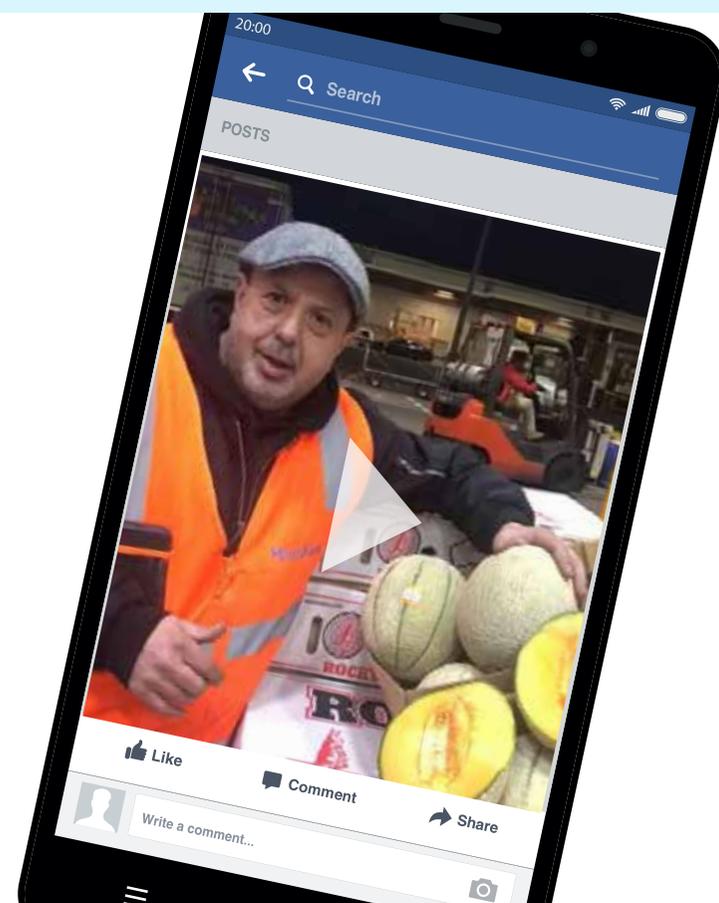
Fancy yourself being **Facebook famous?**

WELL, MAYBE NOT QUITE 'FAMOUS' BUT WE ARE LOOKING FOR MORE MARKET FACES TO FEATURE ON OUR SOCIAL MEDIA PAGES.

If you follow the Melbourne Market's Facebook and Instagram pages you may have already seen retailers, wholesalers and growers all featured. Social media is a great way for the Market community to connect with consumers, showing the quality produce and expert knowledge you get by shopping at your local green grocer as opposed to a big corporate supermarket.

If you think you could speak on video about in-season produce email info@melbournemarket.com.au or call 9258 6100.

If you see any of the team walking around the Market looking for volunteers, why not put your hand up!



fake news is not our friend

HAVE YOU HEARD A MARKET RUMOUR YOU'D LIKE TO KNOW IS TRUE OR NOT?

We're introducing the Melbourne Market rumour file which will feature in our weekly newsletter 'This Week in the Market'.

It's an opportunity to ask the MMA anything you want to know and get the correct answer straight from the source.

Tell us the rumour you've heard by sending an email to rumourfile@melbournemarket.com.au

Recycling

at the market

THERE'S MUCH TO CELEBRATE WITH REGARD TO RECYCLING AT THE MELBOURNE MARKET DURING THE PAST YEAR.

With the support and commitment of the Market community, recycling rates were at an impressive 96 per cent from July 2017 to June 2018.

Thank you to all Market users who continued to sort their recyclables every day and helped the Market achieve such a remarkable result.

STILL HAVE QUESTIONS ABOUT SORTING YOUR WASTE?

Merna answers some of the more trickier questions in our new video.

Check it out at

www.melbournemarkets.com.au/market-operations/recycling/



DID YOU KNOW

Recycling isn't just quick and easy at the Market, but it can save your business a buck or two as well. Sorted recyclables including cardboard, plastic, polystyrene and paper can be disposed of for free at the Recycling Transfer Centre or Satellite Recycling Stations, you can even bring outside recyclable materials back into the Market to dispose of free of charge.

Plain pallets can also be disposed of at the Recycling Transfer Centre or the plain pallet drop off stations located all around the Market.

To find out what other incentives are available for businesses, head to our website www.melbournemarket.com.au.

Board visits

to growing regions

THE MMA BOARD RECENTLY TRAVELLED TO MILDURA TO VISIT A NUMBER OF BUSINESSES FROM THE CITRUS INDUSTRY.

The trip was part of the MMA's commitment to continue obtaining a better understanding of the needs of our customer base and the challenges facing the industry. The board visited Mildura Fruit Company, Hedricks Farm and Sun West Farms (owned by Nutrano).

The key take-away from the visit was understanding the potential strength of the export market, particularly for citrus and grapes, and the associated implications and opportunities this presents for the Market.

The board is keen to do more external site visits. If your business is interested in hosting the MMA Board for a tour, please email submissions@melbournemarket.com.au.



United are coming

to Melbourne Market

CONSTRUCTION WORKS TO BUILD A UNITED DIESEL STATION ARE ABOUT TO COMMENCE NEAR GATE 2. THIS IS GREAT NEWS FOR MARKET USERS AS IT WILL ALLOW YOU TO FILL UP AT THE MARKET BEFORE, DURING OR AFTER TRADE, MEANING LESS UNNECESSARY STOPS DURING YOUR DAY.

The unmanned station will offer competitively priced diesel with the facility providing both hi-flow pumps and AdBlue.

When completed, payment for fuel can be made by credit card or through your United Card. United

are offering Melbourne Market users an exclusive early access deal for those that sign up to a United Card now.

Those who sign up to a United Card by 1 December 2018 will get 6c per litre off the price of fuel for 6 months that can be used at any of the 400+ United petrol and diesel locations nationally!

 **United**

**TO GET YOURSELF A UNITED
CARD SIMPLY CALL 1300 383 587**



Valentine's Day

LOVE WAS IN THE AIR AND THE MARKET DURING VALENTINE'S DAY.

The Melbourne Market in conjunction with Flowers Victoria created a romantic and whimsical marketing campaign, which grabbed the attention of the public to drive the purchase of fresh flowers on Valentine's Day.

"Feel the Love - Celebrate love with fresh flowers this Valentine's Day".

The campaign achieved successful exposure, reaching over 809,000 people across radio, social media and the web, from 6-14 February.

Florists collected their campaign pack from the Melbourne Market or downloaded it online. Over 500 posters circulated and social media advertising resulted in over 2,517 unique click links to search for their local Florist.

A post campaign survey showed over 95% of respondents reported sales either increased or remained around the same, compared to last year. A great result overall.



Mother's Day

DON'T ALL MUMS DESERVE A TREAT ON MOTHER'S DAY? SO, THIS YEAR WE ENCOURAGED EVERYONE TO TREAT THEIR MUM WITH A BUNCH OF FLOWERS.

The Treat your mum #buyabunch campaign ran from 3-14 May 2018.

The campaign delivered fun point of sale material: posters, gift cards and digital elements for business to use in their own marketing.

The results generated exceptional results with close to a million listens and viewers through radio and social media channels. In a post campaign survey, over 50 percent of respondents indicated an increase in flower sales compared to last year.



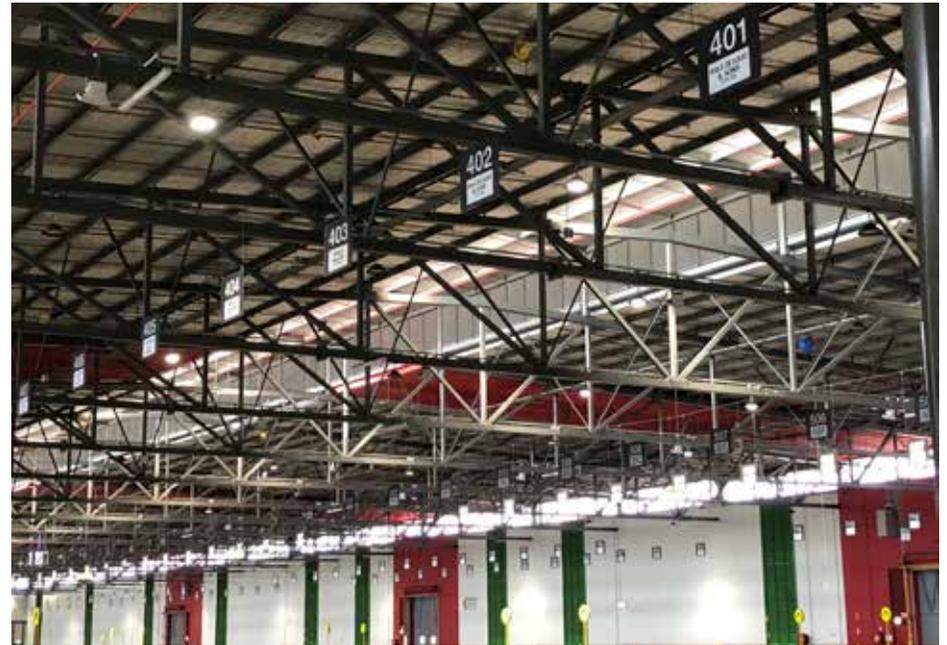
Melbourne Market wins *workplace innovation award*

AS WELL AS PROVIDING A WELL-LIT MARKET, THE MMA'S LED LIGHTING UPGRADE PROJECT WON A FACILITY'S MANAGEMENT AWARD FOR WORKSPACE INNOVATION EARLIER THIS YEAR.

The Facilities Management Innovation Awards recognise and celebrate the most ground breaking and innovative facility management ventures across Australia and are judged by a panel of industry experts.

To reduce our environmental footprint and offset electricity price increases the MMA converted all Market lighting to high-efficiency LED globes. The LED lighting project involved upgrading 4,250 light globes to LED globes, ensuring the new lights match or exceed existing lux levels.

With an average reduction of 42% energy consumption, the project saved over 850 tonnes of greenhouse gases in the first three months. In addition to the environmental benefits the investment contributes to tackling the ongoing challenge of rising energy costs.



Design and construction *update*



THE CONSTRUCTION OF THE NEW DIESEL STATION IS ABOUT TO COMMENCE, AND WAREHOUSE 7 BUILDING IS OUT TO TENDER, THERE WILL BE MORE CONSTRUCTION WORKS UNDERWAY AT THE MARKET IN THE FUTURE WITH A PROJECT KICKING OFF TO EXPAND UNDERCOVER PARKING.

The MMA are in the initial planning stages to have additional roofing installed in the area between the forklift highway and trading stores.

The MMA Board have approved advancing the project to the next stage which is to go to market with an expression of interest for the design phase.

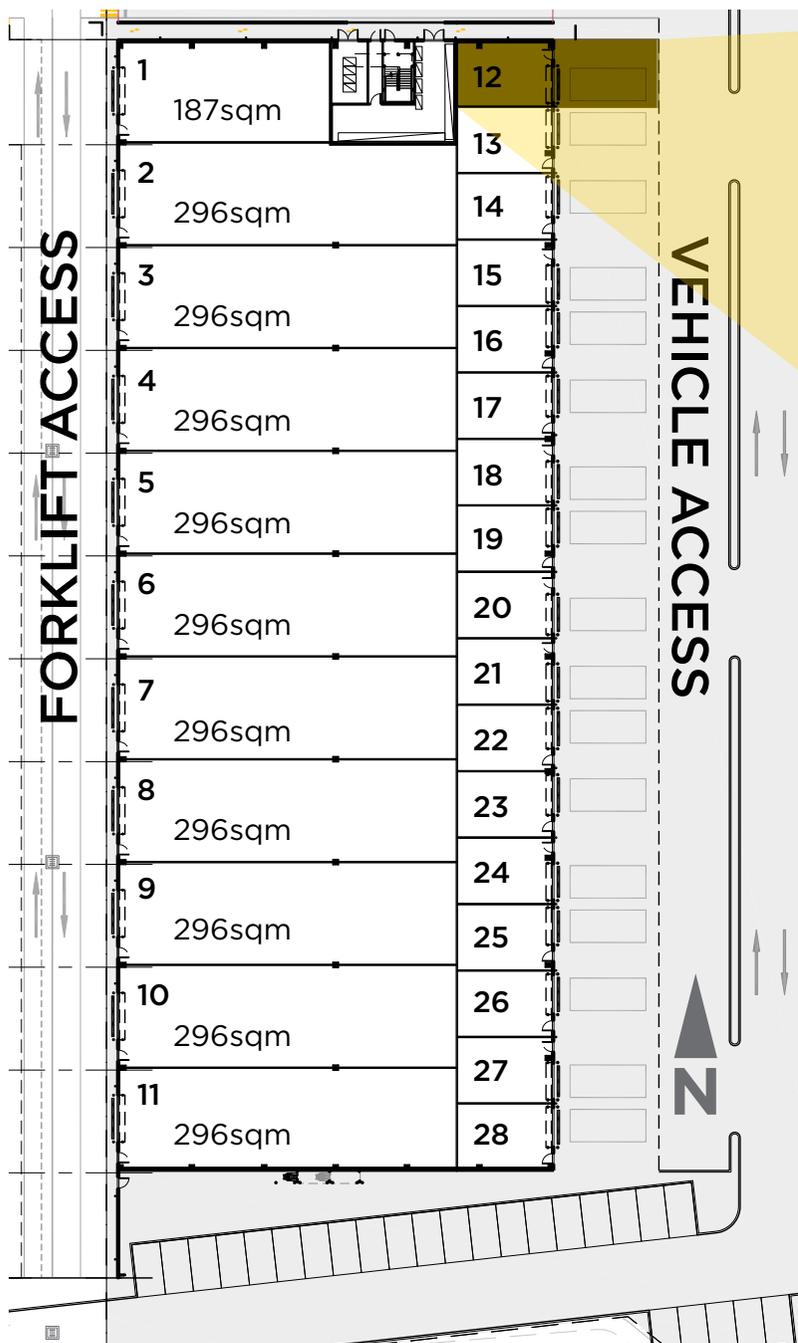
The additional roofing is another exciting project the MMA are taking on, the project is complex and not as simple as some may imagine; there are many factors that will need to be considered in the design phase from minimising the impact of support columns to assessing the impact of wind loading.

**WATCH
THIS SPACE!**

ANY NEW ROOFING WILL INCLUDE DESIGN FEATURES ALLOWING SOLAR PANELS TO BE INSTALLED ON TOP WITH A VISION OF ONE DAY ALLOWING THE MELBOURNE MARKET TO BECOME ENERGY SELF-SUFFICIENT.

Warehouse 7

development



- 55spm internal plus 60sqm undercover external area suitable for light commercial vehicle parking.
- Opportunities to consolidate modules to create bigger tenancies.
- Front and rear access
- Ideal for providores and greengrocers

THE MMA HAS COMMENCED THE TENDERING PROCESS FOR A BUILDER OF WAREHOUSE 7.

We are still taking expressions of interest for the small format warehousing with construction due to commence early 2019.

Entering into a warehousing lease agreement can allow businesses to consolidate operations at the Melbourne Market to enhance efficiency. There is also the opportunity to merge warehouse modules to create a size to suit your needs.

Those with warehousing are able to enjoy 24/7 access to the Melbourne Market.

*Find out more by downloading an info pack
melbournemarket.com.au/warehouse-7-development/
 or contact Matt Elliott on 0448 908 821
 or matthew.elliott@melbournemarket.com.au*

Children in the Market

MANY OF THE BUSINESSES AT THE MELBOURNE MARKET ARE INTER-GENERATIONAL AND ARE HANDED DOWN FROM PARENTS TO CHILDREN.

The Children in the Market events held during the school holidays are a great way for children to be exposed to the family business they may one day be inheriting.

And even if passing on the family business is not a plan, what kid doesn't love going to see mum and dad (or grandparents) in action at work. Over 60 children braved the cold for the winter event to see firsthand how the Market operates and what happens during trade.

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



Melbourne Market **Schools Program**

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 EVERY DAY, AS WELL AS UNDERSTANDING WHERE THIS PRODUCE COMES FROM.

The students have the opportunity to taste seasonal produce and also 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.

Last financial year the MarketFresh schools program reached 12,694 students across 84 schools in Victoria.

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



- | | | | | |
|--------------------------|------------------------------|--------------------------|------------------------|------------------------|
| Ferrinda Fresh | Prestige Produce | Barkers | Dykes | GFP Wholesalers |
| Mit Ong | C&S Ponte | BRP Wholesalers | AMV | R. Anguey Pty Ltd |
| The Apple & Pear Company | Kelly Citrus | HC Produce | JJ's | Gazzola |
| Wallace Vegetable Farm | Loc Bros | All Aussie Farmers | Produce of Virginia | Rosengal |
| Geelong Citrus Growers | Flavorite | M&N Fresh Produce | Ferlazzo | Nutrano |
| Kapiris Bros | Latorre's Fruit & Vegetables | Mountain Fresh Wholesale | Young Sang | Baxter Valley Produce |
| VB Sculli | Oz Grow PL | Camptara Fruit & Veg | Costa | Midura Fresh |
| Schreurs | Butler Market Gardens | Hot House Produce | VFS Produce | Louis Melbourne |
| Lamana Premier | Ali Farm Fresh Produce | Betta Produce | Perfection Fresh Aust. | A. Pignataro Wholesale |

***If you know a school that would benefit from this program,
 head to marketfresh.com.au for more details***

Melbourne Market

Golf Day 2017

THE MELBOURNE MARKET GOLF DAY ON 16 MARCH WAS A HUGE SUCCESS WITH CLOSE TO \$100,000 RAISED FOR CHARITY DEBRA AUSTRALIA.

Golfers enjoyed perfect weather on the fairways of the Heidelberg Golf Club and thanks to everyone who contributed to make this event a success.

SAVE THE DATE: The Melbourne Market Golf and Bowls Day will be held again in 2019. Further details will be confirmed later in 2018.

DEBRA Australia supports sufferers of Epidermolysis Bullosa (EB). Sufferers of this rare disease have skin that blisters and peels at the slightest touch. Living with EB has been likened to living with third degree burns. It is very painful, and sufferers must be bandaged every day with dressings to protect and medicate their wounds.



Greengrocery

Training Program



DO YOU WANT TO RECEIVE ALL THE SKILLS, KNOWLEDGE AND THE TRICKS OF THE TRADE IN LAUNCHING A CAREER AS A GREENGROCER?

The Greengrocery Training Program launched in January and enrolments are now open.

The course is perfect for those just starting out in the industry, with participants gaining a deep understanding of produce operations and product knowledge. Participants will also learn correct storage procedures, customer operations and an in-depth understanding of Australian Food Standards.

For more information about the program visit www.melbournepolytechnic.edu.au

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 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.

Fruit and vegetable and flower retailers can list their business on 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.

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



WHO WILL BE SERVING YOUR
CUSTOMERS TOMORROW?



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