



# Pre Conference Tour

Wednesday 4th October

6.30 – 7.30am	Melbourne Fresh Fruit & Vegetable Market, Footscray.....	1
	Mary Stewart Marketing Manager, Melbourne Market Authority.....	1
7.30 – 8.30am	Breakfast & Presentations.....	1
	Adrian Parsons, Wafex Melbourne, Australia's Leading Flower Exporter.....	2
	Brendan Hopley, General Manager Supply Chain Strategy, Costa Logistics.....	3
10.00am – 1.00pm	Gazzola Farms, Somerville.....	5
1.00 – 3.00pm	Peter Wilkins, TGA Australia, Somerville.....	7
3.00pm	Caldermeade - Working Farm, Restaurant & Tourist Centre.....	8



**Wednesday 4th October**

**Pre-Conference Tour - Melbourne Fresh Fruit & Vegetable Market, Footscray**



**6.30 – 7.30am** *Mary Stewart Marketing Manager,  
Melbourne Market Authority*

Melbourne's first official fruit and vegetable market was the Western Market - established in December 1841, a mere six years after settlement - on a site bounded by Market, Collins and William Streets, and Flinders Lane. It is now occupied by the AXA Centre. The Western Market lasted 90 years. It started as a general market and finished as a wholesale cased market. As the city grew, the Eastern Market at Bourke and Exhibition Streets – now again being redeveloped as the Southern Cross Centre - opened as a general market in 1847, gradually attracting market gardeners and fruit merchants.

Extra facilities were built and 224 stands were let to market gardeners, fruit agents and dealers. In the early 1860s it was estimated that more than 1000 growers used the market at one time during the year. Eventually both Eastern and Western Markets businesses were largely absorbed into the Queen Victoria Market - now a major retail market tourist attraction - which became the hub for Victoria's wholesale and retail fruit and vegetable industry.

The present Footscray Road Melbourne Markets site was officially opened by then Victorian Premier Sir Henry Bolte on October 30, 1969. Trading started in December that year. In April 1996 the National Flower Centre was constructed on the site.

Over recent years additional warehousing, coolrooms and other wholesale facilities have been added to the site to provide modern distribution facilities for Victoria's fresh produce industry.

**7.30 – 8.30am** *Breakfast & Presentations*



***Adrian Parsons, Wafex Melbourne, Australia's Leading Flower Exporter***

Speaking on export flower industry from Australia.



***Brendan Hopley, General Manager Supply Chain Strategy, Costa Logistics.***

**PowerPoint Overview**

**- A brief history and background to Costa's**

- \* A family owned business comprising 18 different business units
- \* Farmers, growers, share farmers, wholesale, import/export, logistics

**- A brief history and background to Costa Logistics**

- provision of fresh produce to a major retail chain for over 40 years
- temperature controlled expertise
- transport alliances
- unique company culture
- **The need to be innovative**
- first to implement a tier one Warehouse Management System in a retail Distribution Centre in Australia
- Document productivity gains
- **Need to be competitive**
- Document Key Performance Indicators
- Broader service offering / solution sets
- **Australia & Overseas expansion**
- South Africa experience
- China Joint Venture
- India Joint Venture
- Australia Joint Venture
- **Measured Growth - increased market share**
- South Africa
- Australia
- Acquisitions
- Mergers
- Guyra Glass House
- **Sponsorship** – e.g. Logistics Association of Australia's review of the "Beef Chain Consortium"





**10.00am – 1.00pm    Gazzola Farms, Somerville**

Gazzola Farms farm over 600 acres of horticulture – in particular celery, broccoli, carrots and Asian vegetables. The Gazzola's are outstanding and innovative farmers, investing in state of- the-art grading, chilling and resource management technology. They also have a wholesale stand at the Melbourne Wholesale market in Footscray.





**1.00 – 3.00pm**

**Peter Wilkins, TGA Australia, Somerville.**

*Peter Wilkins saw a gap in the market for semi-advanced trees 25 years ago. He recognised that the need for instant gratification was strong amongst the general public kicking off a new garden and for landscapers on property development sites.*

Tree Growers Advanced Proprietary Limited, trading as TGA Australia, was established in 1980 at Pearcedale on Victoria's Mornington Peninsula.

In 1985 the company moved to its new home and current location in Somerville. Set on a ten hectare site, the nursery now carries one of the largest ranges of thirty-three centimetre containerised stock in Australia. Product in forty and fifty centimetre containers is also produced and continuing to increase in numbers.

The business grows an extensive range of Australian and exotic trees and shrubs.

TGA is a specific built nursery for advanced plant production. Using 100% recycled water with a particular emphasis on drainage, water collection and de-infection has become a large focus for the company.

Marketing both statewide and interstate to independent and chain retail and landscape projects large and small, TGA insists on production and sale of the highest quality stock that it can consistently achieve, with motivated and trained staff.



### **3.00pm Caldermeade - Working Farm, Restaurant & Tourist Centre**

Address: 4385 South Gippsland Hwy Caldermeade 3984  
Phone: 03 59975000

Caldermeade is a working farm - very comforting for those who value fresh produce and like their eggs still warm. Hearty breakfasts such as the country-style bacon and eggs are a great way to start the day before checking out the rest of the farm or Phillip Island's other attractions. The cuter aspects of farm life are displayed in an animal nursery for the entertainment of kids and adults alike.

