



BRISBANE MARKETS HOST PRIMARY INDUSTRIES MINISTER

Minister for Primary Industries and Fisheries, the Hon. Henry Palaszczuk visited the Brisbane Markets late last month to be briefed on current happenings in the fruit and vegetable industry, and affirm his support for the industry-owned Brisbane Markets.

Mr Palaszczuk and his senior advisors met with Brisbane Markets Limited (BML) Chairman Mr Tony Joseph and CEO Andrew Young and undertook a tour of the Brisbane Market selling floors.

BML, an unlisted public company with industry-based shareholders including fruit and vegetable growers, wholesalers and retailers, purchased the Markets from the State Government in September 2002.

Minister Palaszczuk said that the transition to industry-based ownership of the Markets had been seamless, and that the fruit and vegetable industry was in a strong position for the future.

"At the time of the sale, the State Government was confident that BML had the expertise, capability and industry support to secure the successful operation, management and future development of the Brisbane Markets," he said.

"20 months on from privatisation, and the future of the Brisbane Markets, a key element in the State's fruit and vegetable industry, is looking extremely bright."

BML Chairman Mr Tony Joseph said that the meeting reinforced the government's support for BML, its ownership of the Brisbane Markets and vision for the future direction of the Markets and industry.

"The fruit and vegetable industry and Markets are in a strong position, and it is important to keep the State Government informed on the issues that impact our industry, and our vision for the future success of the Markets and industry," Mr Joseph said.

The group discussed issues affecting the fruit and vegetable industry, including the Federal Government Report into Pricing in the Food Industry, the review of the Retail Grocery Industry Code of Conduct, and BML's plans for the future development and ongoing success of the Brisbane Markets and fruit and vegetable industry.

The review of the Retail Grocery Industry Code of Conduct is largely a Federal Government issue and Mr Palaszczuk said the State Government did not support a State-based mandatory code for the horticulture industry.



BML Chairman Tony Joseph (left), BML CEO Andrew Young and the Hon. Henry Palaszczuk.



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Primary Industries Minister

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FROM THE CEO'S DESK

QUEENSLAND KIDS FRESH NET

The Brisbane Markets Queensland Kids Fresh Net is proving to be an excellent resource and support for schools committed to health and nutrition. The Network brings together the different health and nutrition campaigns that the Brisbane Markets are involved with, to make it easy for schools to access the programs that suit their requirements.

Through the Network, which is supported by Brismark, BML has provided promotions, resources and presentations to promote fresh fruit and vegetables and the importance of a healthy diet to hundreds of Queensland Primary Schools. For further details, see story on page 9.

PRIMARY INDUSTRIES WEEK

BML is a Member of Primary Industries Week Inc., and was actively involved with events during the week of activities. Rural Discovery Day at the RNA Showgrounds aimed to teach city kids about the role and importance of primary industries, and BML conducted presentations to almost 2,000 children throughout the day. The other major event for the week was the Primary Industries Achievement Awards (see story on page 8 for further details).

SATURDAY FRESH MARKET

BML subsidiary Brisbane MarketPlace launched its new Saturday Fresh Market on the 19 June (page 13). The Saturday Fresh Market provides an excellent opportunity to showcase and promote the fresh food industry, while also providing for the sale of other lifestyle products.

NEW BRANDS RELEASED

Following a review of its corporate brand and the various activities conducted by the company within the Brisbane Markets site, BML has recently launched some new logos for the fruit and vegetable area of the Markets, the 'Brisbane Produce Market', and another for the previously un-named industrial area on the southern side of Sherwood Road, which is home to Chep, ID Transport and Moraitis Fresh Produce. This area has been re-branded 'Brisbane Markets South Gate'.

The new suite of logos (see page 3) has been developed as a 'family' with a link to the existing logo, which will be retained for the overall site.

INDUSTRY ADVISORY COMMITTEE EXPRESSES VIEWS

The IAC recently reported back to BML on a range of industry issues and confirmed its continued opposition to a mandatory code for the horticulture industry. The IAC's view was unanimous across all industry sectors represented on the committee.

In relation to biosecurity, the IAC urges caution by the Federal Government and seeks certainty that all biosecurity issues with a potential impact on the horticulture industry are handled thoroughly and with due recognition being

given to the economic risks of any foreign disease or pest incursion. The IAC has also expressed its support of the Australia/US Free Trade Agreement, subject to appropriate biosecurity protocols being observed.

MARKET VISITS

BML recently hosted Market visits by the Minister for Primary Industries, Henry Palaszczuk, and the leader of the Liberal Party, Bob Quinn. As a significant economic and employment hub, it is important that all political parties have an understanding of the role and importance of the Brisbane Markets.

While Minister Palaszczuk sees the current mandatory code debate as a Federal issue, the State Government has opposed ongoing regulation of the fruit and vegetable industry and previously acted upon the recommendations of the review into the Farm Produce Marketing Act by repealing that legislation in 2000.

The State Leader of the Liberal Party, Bob Quinn, has expressed his support for a voluntary code and his opposition to introducing a mandatory code (see story page 5).

CALL FOR RELEASE OF BUCK REPORT

BML and the Wholesalers' representative organisation, Brismark, are seeking the release of the Review of the Retail Grocery Industry Code of Conduct (the Buck Report). This position reflects the concerns that the report has based certain key recommendations on unfounded allegations and innuendo, as highlighted by a recent article and subsequent correction in the Australian Financial Review.

It is important that the report is released, in conjunction with a critical analysis of its contents by either the Code Administration Committee – the industry based group responsible for overseeing the Code, or the responsible Federal Government Department.

If the recommendations therein are not fully supported by facts, or are based on worst case scenarios which ignore basic facts such as the extremely low level of disputes which exist within the industry, the report should be very harshly dealt with.

This includes the use of voluntary codes of conduct and increased access within the industry to business skills based training.

Andrew Young
Chief Executive Officer





NEW LOOK FOR BRISBANE MARKETS

Brisbane Markets Limited (BML) has recently undertaken a review of the corporate brand of the organisation and the various activities conducted by the company within the Brisbane Markets site.

BML CEO Mr Andrew Young explained that the review examined the current use of the Brisbane Markets logos in conjunction with the different activities and sectors of the Brisbane Markets site.

"The existing Brisbane Markets name and logo had for many years represented the overall Brisbane Markets site, the central fruit and vegetable market operating within the site, and more recently, BML itself as a company," Mr Young said.

"The Brisbane Markets are also home to a number of other activities such as the Brisbane Flower Market and Brisbane MarketPlace – both of which have their own unique logo – as well as the un-named industrial development on the southern side of Sherwood Road which is home to Chep, Moraitis Fresh Produce and ID Transport."

The review highlighted a requirement for the development of a unique brand name and logo for both these areas.

In line with this finding, the existing Brisbane Markets name and logo has been retained to represent the operations of BML and the overall Brisbane Markets site, with a new name and logo developed for the fruit and vegetable market and the industrial development which exists on the Southern side of Sherwood Road, opposite the Markets. These two sectors have now been branded as:

BRISBANE PRODUCE MARKET
BRISBANE MARKETS SOUTH GATE

In conjunction with the development of new logos for these areas, Mr Young said that the existing Flower Market logo had been updated, while the Brisbane Market Place logo would represent all retail activities (Saturday and Sunday Markets) conducted from the carpark area on the southern side of Sherwood Road.

"The suite of logos has been developed as a 'family' with a link to the existing logo which will be retained for the overall site," he said.

"The adoption of the different brands will be important to the future growth and development of the site, and the presentation and promotion of the site to Market users and the general public."



RECORD FRUIT AND VEGE VOLUMES FOR BRISBANE

Brisbane Markets Limited (BML) has forecast 2003-2004 Brisbane Markets fruit and vegetable throughput levels to hit 640,000 tonnes, at a value of over \$880 million – a record for both volume and value. This result mirrors recent reports from the Department of Primary Industries which has forecast that the value of Queensland's fruit and vegetable industry will reach an all-time high in the 2003-2004 financial year.

The Department of Primary Industries and Fisheries Prospects report found the fruit and vegetable industry was expected to have a combined gross value of more than \$1.5 billion for 2003/04. Fruit production is expected to reach \$720 million while vegetable production is forecast to reach \$795 million.

BML CEO Mr Andrew Young said that forecast increases in both the volume and value of Market throughput made the result particularly significant.

"This is a particularly pleasing result, reflecting the ongoing significance of the Markets as a marketing and distribution hub and ongoing increases in the demand for fresh produce" Mr Young said.

"BML is an industry-based company whose shareholders include growers, wholesalers, secondary wholesalers and retailers. Our aim is for a strong and vital industry both now and in the future."

Young added that the gross value of business transacted by Brisbane Markets wholesalers, which included product marketed and delivered direct to buyers within Queensland and interstate, was also at record levels, and exceeded \$1 billion annually.

In responding to recent media attention being given to the horticultural industry, Young says the very positive outlook which the Prospects document identified, contrasted starkly with the negative position being promoted by those involved in the current push for a mandatory code of conduct.

He added that the wholesaling sector across Australia was dismayed by some of the baseless allegations raised as part of the campaign being waged by those supporting a mandatory code. Young says that commonsense must prevail and firmly believes that the position which the wholesaling sector has taken in relation to this issue will be vindicated.

FINANCIAL REVIEW ADMITS FRUIT AND VEG CLAIMS INCORRECT

The Australian Financial Review (AFR) has backed off from allegations it aired in an April 22 article on the fruit and vegetable industry, admitting that certain claims made in the article were incorrect.

The AFR article was purportedly based on a leaked version of the Report into the Retail Grocery Industry code of conduct.



THE CORRECTION READ:

“The Australian Financial Review incorrectly stated in a write-off to an article on the fruit and vegetable industry on April 22 that a review into the industry had demanded urgent government action to clamp down on the activities of organised crime. The write-off was incorrect. The report of the review into the industry by Neill Buck for the federal government called for a compulsory industry code to ensure that fruit and vegetable farmers received fair contracts in their dealings with Wholesalers. The report said a voluntary code for the industry was not assisting farmers because many feared retribution for complaining about industry practices. The report said it was unable to verify allegations of intimidation.”

BML CEO Mr Andrew Young said that the fruit and vegetable industry was pleased that the AFR had issued the correction of its article, although still questioned the findings of the review as reported by AFR.

“Although we are pleased that the AFR has issued this correction, we wonder how any report based on factual information could find that “many fear retribution for complaining about industry practices” but also be “unable to verify allegations of intimidation” as the Financial Review stated in its correction.

“This clearly raises the question of how many of the recommendations contained in the report are based on unsubstantiated allegations and the contents of self-serving submissions to the review.”

Mr Young said that the Central Markets and wholesaling sector of the industry had nothing to fear from the Retail Grocery Industry Code report, and welcomed the federal government’s response to the report.

“We look forward to the government releasing both the report and its response to the report,” he said.

“We are confident that a full and objective analysis of the report’s findings will stamp out calls for government regulation of the fruit and vegetable industry once and for all, and that the important role that voluntary industry codes of conduct, if utilised by growers as a management tool, will be highlighted.

Mr Young said that issues that existed within the fruit and vegetable industry were best served by voluntary codes, consultation and training. He added that it was unfathomable that sectors of the industry were pushing for the introduction of a mandatory code, when voluntary codes that exist, many of which were established with grower organisation involvement and consultation, were not being promoted by grower organisations as a management tool for use by growers.

“Why should government introduce regulation, when there are already voluntary codes of conduct in place that are not being fully utilised,” he said.

“The fruit and vegetable industry is going from strength to strength, and there is no need for a return to the dark old days of costly and ineffective mandatory controls.”

Mr Young also called on QFVG, who published the AFR article in full in their “Fruit and Vegetable News” corporate newsletter, to also publish the correction to the article.

“After publishing the article in full, it is now appropriate for QFVG to also publish the correction.”

Images provided by the Department of Primary Industries and Fisheries.



INDUSTRY VOICES FRESH OPPOSITION TO MANDATORY CODE

The Brisbane Markets Industry Advisory Committee (BMIAC) has reaffirmed its opposition to the introduction of any mandatory industry code of conduct, after meeting earlier this month.

BMIAC chair the Hon. Mike Ahern has released a statement to make clear the committee's strong opposition to any move to introduce mandatory measures in relation to the Code, or to of any form of regulatory controls to apply specifically to the horticultural industry.

"It is considered that the horticultural marketing chain, particularly as it relates to the Central Markets System and the Brisbane Markets, operates

very effectively and that there is no justification for a move towards or the application of mandatory requirements to regulate the commercial relationships which exist throughout the supply chain," Mr Ahern said.

"The BMIAC supports the use of voluntary codes of conduct and industry self-regulation. On this basis, the retention of the existing voluntary code arrangements is seen as appropriate in providing parties within the industry with access to a dispute resolution mechanism.

"Apart from the Retail Grocery Industry Code of Conduct, other voluntary codes such as the Code

of Practice for Queensland Fruit and Vegetable Wholesalers, have been very effective in providing growers with access to a cost-effective dispute resolution mechanism."

The Brisbane Markets Industry Advisory Committee (BMIAC) is a horticultural industry-based committee which exists to consider strategic issues relevant to the future development of the Brisbane Markets and the fruit and vegetable industry generally. The committee has representation from all key sectors of the industry, including grower, wholesaler, retailer and consumer representatives.

FEDERAL REPORT: "REGULATION IS NEVER A SOLUTION"

The argument against mandatory regulation is backed up by the federal Department of Agriculture, Fisheries and Forestry commissioned report entitled "Price Determination in the Australian Food Industry", which states (on page 25)

"Regulation is never a solution to such issues. It creates inefficiency and fosters an expectation in the weak supplier that someone is there to take care of them (or that someone owes them a living)."

QUINN BACKS VOLUNTARY CODE FOR BRISBANE MARKETS

State Liberal Leader, Bob Quinn, is supporting Brisbane Markets in its bid to maintain the current voluntary Code of Conduct of marketing for the Queensland horticulture industry and opposes any moves to introduce a mandatory code.

Bob Quinn said the Chairman of the Brisbane Markets Industry Advisory Committee and former National Party Premier, Mike Ahern, was absolutely correct in saying that the current voluntary code, underpinned by a cost-effective dispute resolution mechanism, worked effectively.

"The horticulture industry contributes around \$1.5 billion each year to the State's economy and at this stage there is no need to over-burden the industry with extra operating costs and yet another layer of bureaucratic red tape," Bob Quinn said.

"A majority of wholesalers are accredited under the current voluntary code, and during the time that the code has been in place, there has only 21 disputes against accredited wholesalers."

"The figures speak for themselves."

"I believe that the current voluntary code is working well and I reject the suggestions by a small minority in the industry that a mandatory code, with its additional financial and administrative burdens, is needed."

"Although the Federal Government and the Australian Competition and Consumer Commission will have

the final say, once the review of the Retail Grocery Code is completed, the State Liberal Party believes that the current arrangements are working pretty effectively."

"I can see no justification at all for the extra regulation that a mandatory code would impose on the commercial relationships which exist throughout the supply chain."



(Left to Right) Andrew Young (CEO of Brisbane Markets Limited), Bob Quinn MP (State Leader of the Liberal Party), Tony Joseph (Chairman of Brisbane Markets Limited) and Stephen Edwards (Murray Bros).

\$800,000 MAINTENANCE COMMITMENT

BML has demonstrated its commitment to the upgrading of the Brisbane Markets site, with the company spending over \$800,000 on a range of maintenance activities over the current financial year. This figure is up on the average maintenance figure of some \$400,000 per annum over the last five years, prior to BML's acquisition of the Markets.

The priority that BML has given to maintaining and improving existing facilities is unparalleled in Brisbane Market's history. In line with this focus, BML has established programmed maintenance procedures and employed three extra full time maintenance staff over the past year, as well two casual maintenance staff.

Major projects over the last 12 months have included roadway maintenance and repair, the commencement of a major project upgrading toilet facilities, the upgrading of sewerage pumping stations, a major improvement in the response time to remedy faults logged by tenants, and a range of maintenance and upgrading issues relating to plumbing and electrical infrastructure.

The company is currently finalising plans to expand the maintenance workshop facilities and equipment levels to address the challenge of outsourcing and to further enhance its ability to repair, maintain or modify existing infrastructure.

Site audits are currently being undertaken to log and record vital information such as the electrical networks, fire services equipment, dock levellers and plumbing services. The aim is to introduce a high level 'Preventative Maintenance Program' that will address the frustrations of malfunctioning equipment such as roller doors, dock levellers and lighting.



The BML Maintenance Team, from left: John, Justin, Albert, Shaun, Mark, Ben and Maintenance Supervisor Roy Ebery.

Site Infrastructure Manager Andrew May says BML's commitment to maintenance and infrastructure is both necessary and appropriate in bringing the Markets up to the standard considered acceptable by BML.

THANK YOU TO OUR TENANTS

A big thank you to Market tenants for your patience as we undergo major upgrades around the Market Site. We are doing our best to finish each project with minimal impact on the day-to-day operations of the Brisbane Markets.

Whilst we make every effort possible to quickly attend and assess jobs that are reported, due to the size, age and complexities of the Brisbane Markets we are not always able to respond immediately to maintenance requests.

All maintenance jobs need to be logged using the PAX 3000 maintenance hotline. Please do not approach maintenance staff directly, as all work needs to be centrally logged to enable the efficient allocation of jobs, follow-up and historical data to be reported.

If you would like any information on job progress, please contact Roy Ebery, Supervisor - Maintenance on PAX 3172.

NEW FACE AT THE MARKETS

BML is pleased to welcome new Operations Manager; Rick Dryden.

Rick comes from a diverse operations background, with experience in industries including Mining, Consumer Goods and Transport Operations.

As Operations Manager for BML, Rick looks forward to working within the vibrant fruit and vegetable industry.

"This is a great opportunity to work within a new industry, and for a company that is firmly committed to the effective and efficient operations of the Brisbane Markets site."

"I've heard no two days are the same at the Brisbane Markets, and I'm looking forward to getting to know the Operational areas and the people within the Markets," Rick said.



New BML Operations Manager
Rick Dryden



FRESH IDEAS WIN STORE FRESH TASTES AWARD

GARDEN OF EDEN IN CHERMSIDE IS THE BRISBANE MARKETS FRESH TASTES RETAILER OF THE MONTH WINNER FOR MAY.

Garden of Eden owners Joe Hanuman and Carl Licastro have operated the family business for four years. But, with 20 years of experience in the industry, they say they've learnt a few lessons along the way.

"Some people can have 15 years of experience in the industry, but may just do the same thing, year after year," Carl says. "We've learnt the value of being creative, and taking pride in our store." As the mystery shopper commented, Garden of Eden, in Chermshire's Westfield Shopping Centre, is a "shop you really want to go into".

The store features attractive and innovative signage and a large range of fruit and vegetables and deli items – some that you don't see every day. "Our goal is to increase the value added lines in the store, as well as the range of gourmet products we sell, such as olives, honey, marinade garlic, fresh juice and yogurts."

"We are also challenging ourselves in new ways, like bringing back 'old fashioned' fruit and vegetables such as black muscat grapes and the old blue pumpkins, which are challenging to sell, but offer better flavour for our customers," Carl said.

Congratulations also to Samford Village Greens owner John Stamatiou, who received the Fresh Tastes Certificate of excellence in May.

AS THE MYSTERY SHOPPER COMMENTED, GARDEN OF EDEN, IN CHERMSIDE'S WESTFIELD SHOPPING CENTRE, IS A "SHOP YOU REALLY WANT TO GO INTO".



Garden of Eden owners Joe Hanuman and Carl Licastro are awarded for their creative store in Chermshire as they win Fresh Tastes Retailer of the Month in May.

Samford Village Greens owner John Stamatiou received the Fresh Tastes Certificate of excellence in May.



FRUIT AND VEG STORE LIVES BY RAVE FACTOR

Fruit and vegetable retailer, All About Fruit in New Farm, won the Brisbane Markets Fresh Tastes Retailer of the Month award for April 2004.

Len Catalano and Tony Schiavon have owned the business, located within the New Farm Shopping Village, for six years. All About Fruit was the inaugural Fresh Tastes Retailer of the Year winner (2002). All About Fruit claim they owe their success to a special kind of philosophy. "We call it the 'rave' factor," Len says. "People rave about our fruit after buying it!"

Mystery shoppers commented that All About Fruit was "designed for customer convenience". The store was commended for its ticketing, shop appearance, customer service and consistent high quality of produce.

Congratulations also to Joe Gugliemino of Fancee Fruit who received the Certificate of Excellence for April.



Fresh Tastes Retailer of the Month winners: Len Catalano and Tony Schiavon from New Farm's All About Fruit.

Fancee Fruit owner Joe Gugliemino received April's Fresh Tastes Certificate of Excellence.



BRISBANE MARKETS SHOWCASE FRUIT AND VEG AT EKKA

BML has once again secured major sponsorship of the Agricultural Hall at the Royal Queensland Show (EKKA). This sponsorship provides benefits such as naming rights to the hall (i.e. Brisbane Markets Agricultural Hall), signage, and display areas within the hall.

In a similar promotion to 2003, one of the display areas within the Hall will be fitted out to promote independent retailers, fresh fruit and vegetables and the "Fresh Tastes" retailer program. The Fresh Tastes retailers who participated in the promotion last year found it to be a worthwhile experience, which successfully promoted their business.

The display will incorporate demonstrations and taste-testing, which last year proved a popular attraction to children and adults alike.

Information and healthy meal ideas made with fresh fruit and vegetables will also be promoted on the counter front to encourage the preparation of healthy juices, lunches, snacks, and other meals.

This is a joint BML/Brismark initiative with the Brismark Junior Executive Sub-Committee assisting in the development of the promotion, and in manning the display area.

BML and Brismark have invited Fresh Tastes participating retailers to be a part of this promotion. For further information, please contact Kate or Emma at BML on 07 3379 1062.



BML SUPPORTS PRIMARY INDUSTRIES

BML is an active member of the Queensland Primary Industries Week Committee, an initiative to promote the role and importance of primary industries to Queensland.

Primary Industries Week 2004, April 19 – 24, was a huge success, featuring an action-packed list of events to celebrate the role and importance of the primary industries in Queensland.

Rural Discovery Day, held at the RNA Showgrounds, featured presentations, displays and entertainment from a huge range of organisations involved in the Primary Industries sector. The day played a major part in communicating to school children the importance of primary industries and the part they play in our every-day lives.

Over 2000 South East Queensland based school students crowded the main arena at the RNA Showgrounds to see BML's Fruit and Veggie Dancers while Fresh for Kids character Summa Strawberry greeted visitors to the Brisbane Markets tent, where children learnt about the Markets, the process from farm to plate, and fresh fruit and vegetables.

The gala event for Primary Industries Week was the Primary Industries Achievement Awards Dinner held at the Carlton Crest Hotel in Brisbane.

Award winners were recognised and rewarded for achievement in the primary industries sector, with some of the big winners for the night coming from the fruit and vegetable industry.

AWARD WINNERS INCLUDED:

DEPARTMENT OF PRIMARY INDUSTRIES AND FISHERIES MOST OUTSTANDING CONTRIBUTION TO PRIMARY INDUSTRIES AWARD

Joe Moro, Mareeba district mango and citrus grower

PRODUCT AND SERVICES MARKETING AWARD

Anthony and Teena Mammino of Mammino Macadamia Nut Products, Childers

COLES SUPERMARKETS STRATEGIC MANAGEMENT AND LEADERSHIP AWARD

Joe Moro, Mareeba district mango and citrus grower

SUNWATER INNOVATION, RESEARCH AND DEVELOPMENT AWARD

Aldo and Lyndall Piagno of the Ivycove Project based in Mareeba

SUNCORP AGRIBUSINESS RURAL COMMUNITY ACHIEVEMENT AWARD

Monto Fresh Pty Ltd of the Monto Fresh, Monto Alternative Agriculture Project.



Kids at Rural Discovery Day learn all about the Brisbane Markets.



MOTHERS DAY EVENT

The Sunday Market held special celebrations for Mother's Day this year, especially for one expectant young mum.

Patricia Stewart of Camira was the lucky mother who won a year's supply of flowers. Patricia, who said she has "never won anything", was a particularly worthy recipient, as she is only months away from giving birth to her second child!

Those who attended the Sunday Market on Mother's Day were also treated to a roving jazz band, and the first 500 mothers through the gates received brightly coloured Gerberas.

Kids were sprinkled with a little fairy dust and given a free wish from the fairies on stilts, as well as bright blue and yellow Brisbane MarketPlace balloons.

The initiative aimed to position the Sunday Market as an "outing", attracting new visitors to the Market and encouraging the public to get their gifts for Mum at the Sunday Market stalls.



Fairies sprinkle Sunday Market goers with wishes on Mother's Day

QUEENSLAND KIDS FRESH NET

BML has affirmed its commitment to promoting fresh fruit and vegetables to Queensland school children in 2004, with the rollout of the Queensland Kids Fresh Net program (QKFN). Queensland Kids Fresh Net is also supported by the Wholesaler's representative organisation Brismark.

Through the program, registered schools can participate in a range of campaigns to promote healthy eating to primary school-children, and receive promotional material such as publications, seasonality guides and posters.

Registered schools can also undertake a market tour, or have a Brisbane Markets representative visit their school. This part of the program is so popular that BML is already booked up through to Term 4, which means a Queensland school is either visiting, or being visited by, the Brisbane Markets each week until September this year.

The number of school registrations received continues to grow, as an increasing number of schools see the value in promoting healthy lifestyles and as a way of assisting the fight against childhood obesity. There are almost 300 Queensland Primary schools registered for the Queensland Kids Fresh-Net program.

Under the umbrella of the QKFN program, BML provides the Fresh For Kids campaign, is a major sponsor of Keep Australia Beautiful Queensland's Green & Healthy Schools Program, is a sponsor of Life Education Queensland, and is involved with the Royal Children's Hospital's Fit4Fun Program.

The Fresh for Kids program includes a tuckshop promotional campaign, website, publications, and the popular Fruit and Veggie Gang - colourful fruit and vegetable themed characters. The main objective of the program is to promote fruit and vegetables as 'fun' and 'cool'.

Through the Queensland Kids Fresh Net, Brisbane Markets Limited has also cemented a relationship with Life Education Queensland (LEQ), one of Australia's most notable advocates for promoting healthy living. LEQ vans visit around 135,000 students each year, teaching the benefits of leading healthier lifestyles and eating fresh fruit and vegetables. BML provides funds and nutritional promotional resources for Life Education Queensland.

2004 also marks the sixth year of Brisbane Markets involvement with the KABQ Green and Healthy Schools Program, this year as a sponsor of the Brisbane Markets Health & Nutrition award. The popular program, which attracted entries from 363 schools across the state, encourages students to develop a green and healthy philosophy to aid in tackling issues such as health and nutrition, waste minimisation, energy usage, litter and recycling.



CHEMICAL RESIDUE AND MICROBIAL TESTING PROGRAM FOR AUSTRALIA'S FRESH PRODUCE INDUSTRY

Increased quality assurance requirements by major retailers have led to the establishment of the FreshTest Australia program by the Australian Chamber of Fruit Vegetable Industries.

Wholesalers and growers across Australia can access FreshTest, which was developed by the wholesaling sector to reduce costs and coordinate the thousands of tests being conducted annually by the wholesalers for verification of their own quality assurance systems.

Wholesalers were early adopters of QA in Australia and currently 95% have third party accredited systems in place.

With the requirements for growers to implement third party accredited food safety programs, such as Freshcare, on-farm, many more businesses will utilise FreshTest for their residue testing. It is the simplest and most cost effective system available.

Cost savings of up to 50% have been achieved through the coordination and bulk testing of produce and this saving is passed onto the industry participants making it affordable for compliance to any food safety program. Duplication of testing has also been eliminated through the establishment of a database to manage the requests and results.

Since its introduction in 2001, FreshTest Australia has grown to be one of the largest and most comprehensive Horticulture Residue Testing Programs ever undertaken in Australia and continues to grow as more and more industry participants make use of the facility. Currently there are over 6,500 tests recorded in the database, showing a compliance rate of 98% nationally. In each residue test, the produce is tested for 85 different substances.

FRUIT AND VEGETABLE INDUSTRY (AWARD) SUPERANNUATION FUND UPGRADE

The existing Superannuation Fund "AXA Tailored Super" has been in use at the Brisbane Markets since the early 1980's. With various changes in legislation in recent years it is appropriate that the fund be updated to keep pace with competition and consumer demand.

After careful analysis, it has been decided to convert the existing AXA "Tailored Super" fund to an AXA "Super Directions for Business" fund. The conversion will be done at no cost to members and will provide equivalent benefits as part of the upgrade, as well as many new features.

THE IMPROVED FEATURES INCLUDE;

GREATER INVESTMENT CHOICE,

LOWER FEES,

ONLINE FACILITIES FOR BOTH EMPLOYER AND MEMBER,

BETTER INSURANCE OPTIONS,

INCREASED FLEXIBILITY,

SIMPLIFIED ANNUAL STATEMENTS.

With approximately one thousand members, the conversion to AXA Super Directions for Business is a major task and is being conducted progressively by Financial Advisers - Turner Kehoe. This will ensure that the information supplied to AXA is current and correct. It is envisaged that all members will be in the new fund by September 2004.

For further information please contact
Turner Kehoe on 07 38474044



Committed to **EXCELLENCE**

Brismark represents the fruit and vegetable wholesalers at the Brisbane Markets, delivering a range of services to ensure our members are able to operate with the highest levels of professionalism. Our members are committed to the fruit and vegetable industry and to providing growers and buyers with the best possible level of quality and service.

Brismark Member Wholesalers are as follows:

- A S Barr Pty Ltd
- Alex Ciobo & Sons
- * Alfred E Chave Pty Ltd
- * Armstrong Bros
- * B G Brisbane
- * Baird Produce Pty Ltd
- * S&W Carter & George Spencer Pty Ltd
- * Central Park Produce
- Chiquita Foods Brisbane Pty Ltd
- Consolidated Fruit Pty Ltd
- Cumming Produce Centre
- * Don Alroe & Sons
- Evergreen Fresh
- Favco Qld Pty Ltd
- * Franklin Bros
- G Stanton & Son
- Garden Verde
- * Gibb Bros
- GNL Produce
- * Gollagher Bros Pty Ltd
- * H E Heather & Co (Brisbane Market)
- * H O'Toole & Co Pty Ltd
- * Hilton Carter
- Ireland 53
- * J Allen Pty Ltd
- * J E Tipper Pty Ltd
- * J H Leavy & Co
- * John Potter Pty Ltd
- * Keith Lind Pty Ltd
- * Kingpak Australia
- La Manna Bananas Pty Ltd
- * Lind & Sons Pty Ltd
- * M & D Vegetable Specialists Pty Ltd
- Marendy & Sons Produce
- Montague Fresh (Qld) Pty Ltd
- Moraitis Fresh Produce (Qld) Pty Ltd
- Mr Geoff
- * Murray Bros
- Pershouse Produce Pty Ltd
- Pick Perfect Pty Ltd
- * Quality Fruits Pty Ltd
- Ralphberry
- R W Pascoe Pty Ltd
- * Ross & Co Fruit & Vegetables Pty Ltd
- * S&L Fruit and Vegetable Trading Co. Pty Ltd
- * Shamrock Marketing
- * So Crisp
- Sun Citrus
- Todd Purdey Pty Ltd
- * United Lettuce
- United Organics
- W Arkell & Sons
- * W S Williams & Son

**Accredited Wholesaler under the Code of Practice for Queensland Fruit & Vegetable Wholesalers as at 1 April 2004*



7FBE 1.0 - 2.0 tonne capacity†
3 wheel Battery - Electric Powered.



7FB 1.0 - 3.5 tonne capacity
4 wheel Battery - Electric Powered.



7FG/FD 1.0 - 5.0 tonne capacity - Petrol/Diesel/LPG Powered.



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*Source: AITA Sales Information: YTD 1987 - 2003. †Active-Control Rear Stabiliser not available on 7FBE models.

DEALING WITH QUALITY ISSUES IN THE MARKET

From time to time there are disputes between fruit and vegetable growers and their wholesalers over lower than expected payments or no payment at all when produce has been disposed of after being found to be unsaleable.

In many instances these disputes would have been avoided if either party had called upon the services of an independent Produce Surveyor. An impartial assessment including emailed photographs is the ideal way to deal with any issue involving quality problems within the Market.

Problems can occur as a result of transport or handling damage, over storage, or exposure to unsuitable temperatures. However, they can also be attributed to unfavorable weather conditions, inadequate pre-cooling before consignment, the development

of post-harvest diseases, or quality issues arising due to deficiencies in grading and packing that make the produce unattractive to buyers and therefore difficult to sell.

Brisbane Market Produce Surveyors can act on behalf of growers or wholesalers and their impartiality is respected throughout the Industry. This ensures that both parties can rely on the results of any inspections that are carried out.

Services available within the Brisbane Market include out-turn reports on either a routine basis or in response to a reported problem, temperature logger recovery, pre-export superintendence, waste disposal certification and loss assessment.

The voluntary codes of conduct that are in place within the Industry rely on independent assessments and disposal certification to protect

the interests of suppliers and maintain the highest possible level of transparency in transactions. Waste disposal is a major area where a routine procedure of certification will avoid potential problems.

Downgrading produce after quality problems are detected on arrival at the Market can be an area of concern especially if growers are not advised until after their produce is sold. An independent survey showing the extent and nature of quality problems is essential if produce is to be downgraded and cleared at a discounted price.

Further information about Brisbane Market Produce Surveyors and the services that are available can be obtained by phoning (07) 33794576, Faxing (07) 3379 4103 or by contacting Jon Brewer on 0418713688 or jon@ausmarket.net.au

SATURDAY FRESH MARKET

Brisbane MarketPlace (BMP) has established a Saturday Fresh Market as a means of showcasing and promoting the fresh food industry, and to provide for the sale of other lifestyle products.

The company also operates the popular Sunday Market (trash and treasure market) at the site, which fills over 400 stalls and attracts over 5,000 visitors every Sunday.

The Saturday Fresh Market commenced on 19 June, selling products such as: gourmet foods, fruit and vegetables, plants and flowers and lifestyle products.

The Saturday Fresh Market offers high quality produce at affordable prices, and a large variety of produce, surpassing other Queensland food markets.

Open from 6am – 12 noon, the Saturday Fresh Market is Brisbane's only fresh food and lifestyle market which opens every Saturday, boasting a close proximity to Queensland's fresh centre; the Brisbane Markets.

Following the tradition of the already successful Sunday Market, research has shown that the Saturday Fresh Market has the potential to attract over 5,000 people each week.

For more information visit www.brisbanemarkets.com.au The Saturday Fresh Market showcases and promotes the fresh food and lifestyle industries.



WORLD HEALTH ASSEMBLY ADOPTS GLOBAL STRATEGY ON DIET

THE WORLD HEALTH ORGANISATION HAS SENT A HARD HITTING MORAL MESSAGE TO MEMBER COUNTRIES THAT URGENT ACTION IS REQUIRED TO FIGHT THE GROWING PROBLEM OF OBESITY WITH THE ENDORSEMENT OF A GLOBAL STRATEGY ON DIET, PHYSICAL ACTIVITY AND HEALTH.

The strategy emphasises the need to limit the consumption of saturated fats and trans fatty acids, salt and sugars, and to increase consumption of fruit and vegetables and levels of physical activity. The AFVC will be urging the Federal Government to look closely at ways in which it can adopt programs in line with the Global Strategy recommendations.

While the Strategy is not legally binding on member countries, its endorsement by the WHO strategy marks the launch of a global campaign against obesity, blamed for the worldwide increase in deadly chronic diseases.

According to the World Heart Federation, 1.1 billion adults and 22 million children under 5 are obese worldwide, with overeating or poor eating habits replacing malnutrition as a major health problem in many developing nations.

Diseases linked to unhealthy diet and lack of exercise account for almost 60 per cent of the 56.5 million deaths a year around the world that are deemed preventable, the WHO says.

The UN Global Strategy also addresses the role of prevention in health services; food and agriculture policies; fiscal policies; surveillance systems; regulatory policies; consumer education and communication including marketing, health claims and nutrition labelling; and school policies as they affect food and physical activity choices.



OBESITY RISING

Out of the 300 million people in the world who suffer from obesity, one in three lives in a developing country, and the numbers are rising. For the first time, the number of overweight people on the planet is starting to rival the number of underweight people. The World Health Organisation says obesity rates have risen threefold in the past 20 years, largely as a result of urbanisation.

The role of fruit and vegetables in the maintenance of healthy weight is well accepted. It is understood that energy density, fibre content, palatability and dietary variety are important determinants of energy consumption. The inclusion of fruits and vegetables in the diet has the potential to affect all of these factors.

Unfortunately rather than eat fresh fruit and vegetables, people opt for highly processed, energy-dense foods, heavy in fat, sugar and salt. They also lead increasingly sedentary lifestyles. Obesity-related conditions cost the US some \$118bn in the 1990s - more than double what was attributable to smoking. Now, most such chronic disease occurs in the developing world, where health systems already struggle.

University of Oxford researcher, Dr Tim Key told a recent cancer conference that diet, alcohol and obesity played a major role in cancers, with obesity raising the risk of breast, womb, bowel and kidney cancer. He said while tobacco was linked to about 30 per cent of cancer cases, diet was involved in 25 per cent. A study comparing the diets of 500,000 people in 10 countries and their risk of cancer will hopefully provide more knowledge on other elements of diet linked to cancer, he said.

INTERESTING HEALTH FACTS *

EACH DAY, 1 IN 4 AMERICANS VISITS A FAST FOOD RESTAURANT

FRENCH FRIES ARE THE MOST EATEN VEGETABLE IN AMERICA

THE WORLD HEALTH ORGANISATION HAS DECLARED OBESITY A GLOBAL EPIDEMIC

60 % OF ALL AMERICANS ARE EITHER OVERWEIGHT OR OBESE

ONE IN EVERY THREE CHILDREN BORN IN THE YEAR 2000 WILL DEVELOP DIABETES IN THEIR LIFETIME

LEFT UNABATED, OBESITY WILL SURPASS SMOKING AS THE LEADING CAUSE OF PREVENTABLE DEATH IN AMERICA

Taken from the website: www.supersizeme.com

5 A DAY SYMPOSIUM

Wanted. The Australian Fruit and Vegetable Coalition (AFVC) is looking for people with an interest in fruit and vegetables and the promotion of good health to be part of a delegation to attend the upcoming 5 A Day Symposium in Christchurch New Zealand from 8-10 August.

An application has been made to Horticulture Australia Limited seeking support to cover some of the costs of selected attendees. Selected delegates would be required to fund half the costs of the airfares, accommodation and conference registration.

Delegates would also be required to share information arising from the Symposium and assist in the development of a report highlighting aspects that could be of value to the development and implementation of an Australian fruit and vegetable campaign. For further information please contact the AFVC on afvc@horticulture.com.au

GREEN VEG FIGHT CANCER

British scientists in a study published recently in *Carcinogenesis* have proved why a diet high in green vegetables helps to ward off cancer. The study has shown that protection is provided by a chemical that gives green vegetables a slightly bitter taste. When vegetables, such as brussel sprouts or cabbage, are cooked and digested chemicals are released that kill cancer cells in a similar way to some modern cancer drugs. The research team responsible for the finding said a short cooking time and less water increased the preventative effect. The study suggested a recommended two to three servings of brassicas a week to gain the benefit.

TOMATOES REDUCE RISK OF PROSTATE CANCER

Tomato connoisseurs will soon have access to a new variety that not only looks and tastes good but could also have health benefits.

Queensland Department of Primary Industries and Fisheries (DPI&F) said medical research was showing that diets rich in a food chemical called lycopene could reduce the risks of prostate cancer, an increasingly important health issue for men.

DPI&F physiologist Dr Tim O'Hare, of Gatton, said that while lycopene was a powerful antioxidant it also gave tomatoes their red colour.

He said, as a result of the health research findings, he was working with horticulturist Des McGrath to develop a tomato variety with a much higher lycopene content than current commercial varieties.

Experimental lines of tomatoes with three times the lycopene levels of normal tomatoes have been developed.

However, Dr O'Hare said the stumbling block was that the lines were unacceptable for commercial production because of brittle stems, poor germination and low yields.

The researchers were continuing to investigate the development of a tomato plant that was identical to normal tomatoes in every way apart from having three times the lycopene level.

Dr O'Hare said the high-lycopene tomato could then be used as a parent for crossing into varieties with characteristics that suited growers, processors and consumers.

Other fruits that contain lycopene include guava, watermelon and pink grapefruit, but at much lower concentrations than tomatoes.

Claims new tomato variety could reduce risk of prostate cancer.



POTATOES FOR DEPRESSION

In Australia research has found that steamed potatoes could be more effective than anti-depressant drugs in treating winter depression. The Australian Centre of Neuropsychotherapy has found steamed potatoes could provide greater use of serotonin – a hormone used to treat depression.

Researchers suggested that the best time to eat steamed potatoes was three hours after a protein dinner to boost serotonin levels. The study said depressed people also lacked folic acid – something that could be assisted by eating more asparagus, beetroot, avocado, cabbage, beans, lentils and oranges.



BRISBANE MARKETS SAYS "NO" TO PLASTIC BAGS



Brisbane MarketPlace says "NO" to plastic bags this month, as the company launched its new Saturday Fresh Market on 19 June.

The new fresh food and gourmet Market, has produced environmentally friendly non-woven polpropylene bags.

BML CEO Andrew Young said that it was important to protect the local area, and be environmentally aware.

"Oxley Creek is right on the doorstep of Brisbane Markets, so we are conscious of doing the right thing to protect the environment wherever we can," Mr Young said,

"Plastic bags can block our drains and creeks, harming our wildlife, so we are pleased partake in the Clean Up Australia initiative and say NO to plastic bags.

"The Saturday Fresh Market will be offering brightly coloured reusable and fully biodegradable bags for consumers. We would encourage all of the Market customers to use these bags, and help protect our creek and local area," he said.

For more information on the 'Say NO to Plastic Bags' campaign see: www.cleanup.com.au

Fresh Source is the newsletter of Brisbane Markets Limited. New editions of the newsletter are printed bi-monthly. Advertising and editorial inquiries are welcome and media outlets are invited to use material with or without acknowledgement.

ADVERTISING AND EDITORIAL ENQUIRIES

Kate Gellweiler
Marketing and Public Relations Manager
Brisbane Markets Limited
Phone: (07) 3379 1062 or 1800 631 002
Email: kgellweiler@brisbanemarkets.com.au.

BRISBANE MARKETS LIMITED

ABN 39 064 983 017
PO Box 80, Brisbane Markets, Qld 4106
e: admin@brisbanemarkets.com.au
w: www.brisbanemarkets.com.au

HUNGRY QUEENSLANDERS BENEFIT FROM BRISBANE MARKETS DONATIONS

Brisbane Markets businesses are contributing to a weekly donation of fruit and vegetables to feed thousands of disadvantaged Queenslanders, through a local initiative called Foodbank Queensland Limited.

Foodbank Queensland Limited is a non-profit organisation, which feeds over 15,000 Queenslanders each week through 120 welfare agency clients statewide, including The Salvation Army and St Vincent de Paul.

Last week, Brisbane Markets businesses donated 2.5 tonne of product to the not-for-profit organisation, which Foodbank General Manager; Ken McMillan says was greatly appreciated.

"It is important to realise the enormity of the hunger problem in Queensland," Mr McMillan said.

"Foodbank would like to pass on our thanks to the wholesalers at Brisbane Markets who helped to feed Queenslanders that would otherwise go hungry.

"It is very important that we receive healthy donations, such as fruit and vegetables, as some of the mouths we feed are growing primary school children, who too often go without breakfast," he said.

BML CEO Andrew Young said that Brisbane Market businesses had a reputation for generosity in supporting worthy charities.

"We have welcomed Foodbank to visit the Markets on a weekly basis, and hope that the Brisbane Markets can help Foodbank feed the needy in Queensland," Mr Young said.

"Of course BML takes nutrition, especially of primary school children, very seriously, and we would like to see that all Queensland children have access to quality fresh fruit and vegetables.

"BML representatives often visit Queensland primary schools, to give presentations about the importance of eating fruit and vegetables and maintaining a healthy lifestyle. This is part of our commitment to creating a healthier Queensland," he said.



Foodbank General Manager, Ken McMillan receives a donation from Brisbane Markets wholesaler Mark Moore, from M & D Vegetable Specialists.