



LEADER



— 2021 END OF YEAR ISSUE —

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UPCOMING EVENTS

Australia Day

January 26, 2022

Chinese New Year

February 1, 2022

CEO'S PERSPECTIVE

Despite these challenging times, the horticultural industry remains resilient and strong. The Sydney markets team have worked tirelessly to ensure our COVID Safe plans are introduced and our stakeholders remain informed and united. It's during these times where people adapt, and positive change occurs.

In 2021, Sydney Markets Limited continues to build stronger relationships with stakeholders and the wider community while navigating the ongoing challenges the COVID-19 global pandemic creates. During Sydney's most recent Delta strain outbreak, thousands of businesses cooperated with direction from the NSW government, NSW Health and the safety protocols implemented at the Flemington site to keep the Markets safe and, more importantly, open. I would also like to thank the thousands of individuals who came forward for testing via our on-site drive-through clinic, and the many thousands who participated in our on site vaccination hub, in partnership with Western Sydney Health.

I would like to extend my sincere gratitude to all Markets stakeholders, on behalf of the Board, Management and Staff, for your ongoing support and cooperation.

And for what has been part of a hugely anticipated announcement - Sydney Markets congratulates the businesses and individuals who participated in our Fresh Awards program, particularly those who made it through as finalists, and especially the winners in each of the 2021 Fresh Awards categories. I would like to thank all our Fresh Awards sponsors and stakeholders for your patience during this time. There are exciting initiatives currently in development to support and celebrate the diverse and extensive network of Sydney Markets Buyers in 2022 and beyond.

I would also like to thank you for reading this latest issue of our corporate publication.

The Sydney Market's LEADER magazine enables us to communicate our future plans, feature our vibrant and passionate community, and celebrate our industry's successes. In 2021, the Sydney Markets Limited team has been working hard to update our stakeholders on our strategic imperatives and plans, including our newly adopted CRM system, our efforts to ensure the future of Paddy's Markets as a globally recognised brand, expansion of Sydney Markets to the Agribusiness Precinct in the Western Parkland City, and the range of initiatives to increase the efficiency of the Flemington site.

Featured articles in this final issue for 2021 include departmental updates, highlights from our extensive marketing strategy for Paddy's Markets, and stakeholder interviews from our incredible Fresh Awards finalists.

Wishing you and your families a safe and happy New Year as we come together once again to share and enjoy the wonderful efforts of our industry this holiday season,

BRAD LATHAM

Chief Executive Officer

Sydney Markets Limited





BATLOW CIDERFEST

The Batlow CiderFest is an opportunity to celebrate with members of the local Batlow community after what proved to be many months of uncertainty in early 2021.

Growers, producers, locals and visitors came together on Saturday May 15th, 2021 to mark the end of the apple harvest. A small town carnival-meets-street-party where people from all over Australia come to experience the joys of country NSW and the beautiful surrounds of the South West Slopes.

The gathering was a long time coming for the community of Batlow, after bushfires ravaged the area only 18 months earlier during the 2019-20 bushfires, scorching hundreds of apple trees and destroying homes. These devastating events were followed by the COVID-19 pandemic, which has left local businesses with close to zero tourism for many months.

Set against a backdrop of glorious autumn colours the Batlow CiderFest celebrated its 10th Anniversary in 2021. After many months of harvest, the community comes together to celebrate with a wide variety of homemade gourmet food, locally grown produce, market stalls and boutique ciders on offer.

This year, the festival's key sponsor was Paddy's Markets. A special launch event was held at Paddy's Markets Haymarket, where representatives from CiderFest provided free cider samples and fresh Batlow apples to shoppers. In attendance were both the Nominee Directors for Retail Markets Mario Messina, and Wholesale Markets Caroline Pisciueneri from the Sydney Markets Limited board of directors.



A better choice!

Quality **FRESHNESS** Service

Sydney Markets supports Local Greengrocers

By shopping at their local Greengrocer
or Fruit Shop consumers are making...

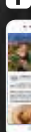
A better choice!

- ✔ A better choice of available products
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- ✔ A better choice for you and your family

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THE WHOLE FRUIT & GROCERY STORE

Operating a small business during the past 18 months, whether it be an independent greengrocer or a small corner store, has meant navigating waves of uncertainty, coordinating multiple supply chain issues, adapting to operational restrictions, and acting swiftly to adapt to the new norm. At the onset of the COVID-19 pandemic, Sydney Markets lobbied with NSW Government to ensure greengrocers and florists were considered essential shopping and remained open during the strictest lockdowns.

The Sydney Markets Fresh Awards is an industry-wide event, recognising business excellence across a number of categories, including Wholesalers, Produce and Flower Growers, Providores, Content Creation, Greengrocers and Florists.

The 2020 Fresh Awards program and event were regrettably cancelled due to the evolving COVID-19 pandemic. Unfortunately, the 2021 Fresh Awards event was also cancelled due to the uncertainty of COVID-19 restrictions at the time, however the 2021 program did go ahead with the winners announced via an online video campaign across Sydney Markets social media.

In July 2021, we had the pleasure of interviewing Daphne Raiti, co-owner of The Whole Fruit & Grocery Store with her husband Frank. The Whole Fruit & Grocery Store is located in Sylvania, NSW and was nominated for Greengrocer of the Year in 2021.

Daphne, thank you for taking time out of your busy week to talk to us about your Fresh Awards nomination. How long have you been operating your business, and how did you get involved in the sector?

Daphne: My husband Frank and I have owned this shop for 4 years now, and I have been running it during that time. We became involved when the opportunity came about to buy the space from a previous Greengrocer. We saw this as a challenge that would be quite rewarding, so we decided to give it a go. The shop was quite rundown, but we were able to turn it around and make it our own, filling it with the highest quality products.

What makes your business unique in its offering, and why do you think you have been recognised as a Fresh

Awards finalist?

Daphne: At the Whole Fruit and Grocery Store, we give our customers a quality product at a reasonable price. Our point of difference is that we not only have our regular customer base buying for their households, but we also sell to a range of supermarkets that come in for quality and price as well. The store is known for our friendly staff, who provide a great shopping experience for any customer that walks in, and great service. Because us greengrocers are independent, we inhabit a beautiful family environment for all of our customers. We know them all by name and they know us, as well as the offering that we can provide. We think we have been nominated because the perception of quality in our shop speaks for itself and the mystery shoppers would have noticed that.

At the beginning of 2020, when COVID-19 began to impact Australian businesses, how did your business react and adapt, and what did you experience regarding support from your local community and regular customers?

Daphne: It was difficult at first, just because we were so unsure of how the restrictions would affect us. We had to switch our offering to home delivery and phone orders to allow customers to purchase our fresh quality produce without leaving the comfort of their own homes. Our loyal customers were amazing and supported us as best as they could. Everyone stuck by us during these challenging times, and it made all the difference to help us get to the other side.

Who would you like to thank for their efforts over the past 18 months, and what does it mean to be recognised as a finalist?

Daphne: I would like to thank our loyal customers that supported us over the past 18 months, and those customers who are still supporting us! I can't forget to thank our staff and manager; without them we would not have made it through and none of this would've been possible. It is our second year being nominated at the Fresh Awards, so we are extremely proud to be recognised as a finalist considering we have only been running this greengrocer for a short time.



PADDY'S MARKETS MENU

You haven't been to market 'til you've been to Paddy's - and it seems international tourists and local shoppers alike are eager to browse the market stalls, taste the fresh fruit and vegetables on offer, and experience the colour, sounds, and smells at Paddy's Markets Haymarket the first chance they get!

The Paddy's Markets online community has grown substantially since the beginning of 2020, reaching an audience of over 1.5 million loyal fans. Engagement with online content via our Facebook and Instagram pages has also increased by a staggering 300%, a result of shifting efforts towards producing high-quality sharable video content. Markets Menu is a series focusing on the delicious fresh produce that is on offer at Paddy's Markets Haymarket. Guest chefs prepare new and original recipes at the Paddy's Kitchen, talking through their techniques and giving tips on how to make the most out of the featured produce.

Our Markets Menu guests have included Amina Elshafei from MasterChef Australia 2012, Nikoletta Nicolaou from Nikoletta's Kitchen, Audra Morrice from both MasterChef Australia 2012 as a contestant and MasterChef Singapore as a judge, Larissa Takchi, winner of MasterChef 2019, award-winning restaurateur Tom Walton, and Julie Goodwin, winner of MasterChef Australia 2009.

Each guest prepares three or four recipes, some of which are chosen from the expansive catalogue of Sydney Markets recipes. Seasonality is important when choosing which produce to cook with and what recipes to prepare, and Markets Menu educates viewers about the best times of the year to take advantage of the freshness, quality and value of buying seasonal produce.

In September 2020, Amina utilised a range of Spring produce to prepare her recipes, such as carrots and cabbage. Beautiful red cabbage brought a bright splash of colour to Amina's Fattoush salad that was a beautiful compliment to her Middle Eastern Style Marinated Lamb Backstraps. Born in Saudi Arabia, Amina was a fan favourite as a passionate home cook on MasterChef. She is also a published author, a paediatric nurse and hosts a range of culinary events and food demonstrations. The Paddy's Kitchen is situated in the fresh produce area of Paddy's Markets Haymarket, so grabbing all the fresh ingredients on shooting day was easy and convenient.





Featured most recently, Nikoletta is a passionate home cook who shops every Saturday at Paddy's Markets Flemington. Her first appearance on Markets Menu was in Spring 2020, preparing a delicious Spinach, Silverbeet & Ricotta Pie. With both silverbeet and spinach in season during Spring, this dish is easy to prepare with inexpensive ingredients. Nikoletta's second appearance was this year in Winter, where she maximised all of the beautiful Winter vegetables. Particularly in her Avgolemono Soup (Chicken, Egg and Lemon Soup for the Soul) she used vegetables like celery, onion and carrots. This dish is definitely a great winter warmer and utilises a range of versatile winter veggies.

Nikoletta turns her fresh purchases into delicious dishes inspired by her Cypriot heritage. She has a highly engaged following on Instagram at "Nikoletta's Kitchen" and uses this platform to share recipes, invite people to cooking events and host cooking demonstrations.

In early 2021, Markets Menu featured Larissa Takchi. Larissa is the youngest winner of MasterChef Australia, and is a frequent shopper at Paddy's Markets Flemington. At the age of 22, Larissa won the competition in 2019 after developing a love of cooking while helping out at her family-owned Wild Pear café in the Sydney suburb of Dural. Autumn is the best time to enjoy figs, so Larissa created her favourite fig recipe - 'Fig Leaf Pannacotta, with Katifi Pastry & Fresh Figs'. The beautiful smell of the fig leaves

reminded Larissa of the time she spent cooking with her grandmother.

Chef Tom Walton is an accomplished chef with a passion for health, fitness, lifestyle and wellbeing. He is the founder and executive chef of The Bucket List in Bondi, Deus Bar and Kitchen in Camperdown and Nudefish Poke in three Sydney locations. Cooking earlier this year in May, Tom made the most of all the beautiful Autumn produce. Even though they are not everyone's favourite, brussels sprouts were the hero to one of Tom's dishes. Fried until caramelised, Tom's brussels sprouts are sure to turn any skeptic into a fan.

The amazing Julie Goodwin was one of our guests for 2021 and is Australia's first MasterChef. Author of best-selling cookbooks and a private caterer, Julie also runs cooking classes at "Julie's Place" in Gosford. Doing all of this while juggling family life, Julie really is the epitome of a busy Australian mum. Pumpkins are great for winter soups and Julie's Spiced Pumpkin Soup was no exception. A twist on a classic but nevertheless a hearty winter warmer for those cold nights. It was a pleasure having Julie in the Paddy's Kitchen as she prepared her beautiful recipes with the freshest produce from Paddy's Markets Haymarket.

Head to the Paddy's website for all the Markets Menu videos and recipes!

STRAWBERRIES

Whether it be the height of summer or the coldest days of winter, Australians choose strawberries as the go-to berry for a sweet treat. In 2020, 82,300 tonnes of strawberries were produced and valued at \$425 million, an increase in volume of 7% from 2019, and 72% of Australian households shopped for strawberries while on their grocery shopping trip. Strawberries are grown in all states of Australia (except the ACT and NT) predominately in the Beerwah region of Queensland, and in Victoria's Yarra Valley

Did you know strawberries contain more vitamin C than oranges? Besides Vitamin C Strawberries include a variety of nutrients and vitamins, including potassium, folic acid, and manganese. They are also low in calories, a good source of fibre and are low in saturated fat, making them a great addition to your diet. Strawberries are bright red in colour, wide at the top and taper down to a point, like a heart. Strawberries range in size; some varieties of strawberries can be as wide as two inches. The best strawberries are juicy and have a sweet taste and fresh strawberries are full of flavour and have a strong, sweet aroma.

The best way for growers to harvest strawberries is to grasp the stem between your forefinger and thumbnail, then lightly pull and twist at the same time. Let the berry roll into the palm of your hand and gently place the fruit in a container. Strawberry beds should be picked over regularly, especially during hot weather when berries mature very quickly. The degree of fruit colour will vary according to the variety, but generally fruit should be picked when half to three-quarters red.

Usually consumed raw and fresh, strawberries can also be used in a variety of jams, jellies, and desserts. Strawberries can top savoury salads or adorn a stack of buttermilk pancakes. They can be enjoyed with a glass of Champagne or placed on top of a tart, and they can even be blended into a frozen drink with other fruit. With strawberries, the possibilities are endless!

If you head to the Sydney Markets website, you are sure to find a recipe to try them out!



76,604
TONNES

76,604 tonnes of strawberries were produced in 2019.

500+ growers across Australia.

500



\$434.2M
WHOLESALE
VALUE

\$371M
RETAIL

\$63.1M
F.S.

STRAWBERRY & BLOOD ORANGE ZABAGLIONE

PREP 20 MINS

COOKING 10 MINS

SERVES 6

6 blood oranges, peeled and segmented

500g small strawberries, hulled and halved

BLOOD ORANGE ZABAGLIONE

4 free range egg yolks (at room temperature)

1/3 cup caster sugar

1/3 cup strained blood orange juice (approx. 2 blood oranges)

STEP 1 Combine blood orange segments and strawberries in a bowl. Spoon evenly into 6 serving glasses. Set aside.

STEP 2 To make blood orange zabaglione, place egg yolks and sugar in a medium heatproof mixing bowl. Using a hand-held electric beater, beat on high for 3 minutes until mixture is thick and creamy. Place the bowl over a saucepan of simmering water over medium-low heat (ensuring bowl does not touch water) and beat mixture on high speed for 4-5 minutes until thick and warmed through. Gradually whisk in orange juice. Beat for a further 2-3 minutes over simmering water until mixture resembles lightly whipped cream. Remove bowl from heat and place base of bowl into cold water for 1 minute.

STEP 3 Spoon warm zabaglione over fruit in serving glasses and serve immediately.



SLIPS, TRIPS & FALLS: SAFETY AT SYDNEY MARKETS

Sydney Markets' Work, Health and Safety (WHS) Team have been assessing the Flemington site and have concluded that housekeeping and cleanliness have become major issues within the Markets at the moment. Not only does it make the site look untidy, the risk of slips, trips and falls (STFs) has increased. In fact, 60% of all ST&F incidents are due to the person tripping over rubbish left on the ground.

To minimise this issue, WHS Manager Leighton Freney outlines some key recommendations for our Market stakeholders to follow. 'In regard to boxes used for produce, it is recommended they be flattened and stored in a manner which does not increase the risk to any person working in the immediate area. If they are unable to be reused, the cardboard should be stored and disposed of in the appropriate bins', says Mr Freney. 'Discarding waxed cardboard on the ground increases the risk of ST&Fs due to the slippery nature of the boxes.' At Sydney Markets, box and pallet strapping (including plastic wrap) is to be placed in the appropriate bins either on the stand or in public bins throughout the Market and not thrown on the floor - strapping on the floor increases the risk of ST&Fs for all Market users.

Where possible, Buyer trolleys must be cleared from all common walkways in the Produce Market in Buildings A, B and C, the Growers Market in Building D, and the Flower Market Building F. 'When used in the Flower Market, trolleys need to be stored appropriately on stands to reduce the risk of persons coming into contact with trolleys. To maximise customer parking, trolleys are not to be left in parking bays around Building F.' says Mr. Freney. All stand holders are responsible for ensuring trolleys are not left in parking bays. By doing this you help reduce the risk of ST&Fs as well as other injuries such as stick injuries from stems in eyes or other parts of the body.

Stand holders in the Flower Market must ensure water in buckets is poured down drains, not along floors towards a drain or simply poured out on the floor. 'Wet floors increase the risk of ST&Fs for all Market users. Excess foliage and cuttings from flower prep in the Flower Market must be placed in appropriate bins and not left on floors as this also increases the risk of STFs for all Market users.' says Mr. Freney. When in Paddy's Markets, stand holders should be encouraging all customers to place their trolley as close to the stand as possible, as this will help reduce congestion and the risk of ST&Fs.

When working along Centre Road, stakeholders are asked to place rubbish in appropriate areas

on stands as rubbish strewn across the road looks unsightly as well as increases the risk of damage to vehicles and increased risk of STFs for pedestrians. 'Whilst the Markets is a working site and there are many people doing their part to ensure they are run as smoothly as possible, the focus on rubbish storage and removal needs to be improved across all Markets and with the help of all stakeholders, if you see something, please say something, if you require more help with managing the waste you produce, speak to a Green Point Team member to identify appropriate action that could be taken', says Mr. Freney.

We hope that all Sydney Markets stakeholders will take these recommendations into consideration to ensure maximum safety across the whole site for everyone.

SAFETY IN THE FLOWER MARKET

To assist in achieving a safer working environment we seek the cooperation of all Flower Market Stakeholders:

1. All buckets must be emptied into the drains.
2. Any plastic or strapping belonging to tenants should be placed in Sulo Bins provided.
3. All waste cardboard ONLY is to be placed in the caged compound areas at the rear of the Flower Market for recycling.
4. PPE such as hi-vis vests and covered footwear must be worn at all times around the Market site.
5. All doorways, pedestrian access ways and aisles are KEEP CLEAR AREAS. No trolleys.
6. Growers'/Stand holders' commercial vehicles must display a current Growers Truck Entry Pass (sticker).
7. The rear Flower Market Carpark and any other unreserved area surrounding the Flower Market building is for customer parking only.
8. All Growers'/Employees' vehicles must be parked in authorised areas.
9. Please ensure the Flower Market floor is kept as dry as possible. Sweep all excess water to the drains. For the safety of all Flower Market Traders and customers, please ensure the Flower Market floor is kept as dry as possible.





THE NEW MARKETS CLUB

Located at the Sydney Markets Plaza, the Tigers Sydney Markets club is undergoing a range of extensive and exciting renovations. The newly named Markets Club is a part of the West Ashfields Group and is home to the extremely popular and renowned Yum Cha restaurant, a favourite for the Markets community. We had an opportunity to sit down with Simon Cook, Chief Executive Officer of Wests Ashfield, to discuss what we can look forward to once renovations are completed at the end of this year. Simon was appointed CEO of Wests Ashfield in July 2011 after having held the position of Chief Operating Officer for 5 years prior. Simon is responsible for all facets of Wests Ashfield, inclusive of the Wests Football Group.

Over a period of 25 years, Simon has held various positions across all departments in the hospitality industry, including General Manager of a medium sized Club and Operations Manager of a large Conference and Event Centre in London.

Why was the “Tigers Sydney Markets” name changed to the Markets Club?

The change of name to the Markets Club was to resonate with the markets workers and to symbolise that the venue is part of the market’s community.

What are the Markets Club’s core beliefs and values?

Our Club values align with five principles - Kaizen or continuous improvement, fidelity to our members, sustainability, accountability, and respect.

How does the Wests Ashfield Group support their local communities?

The Wests Ashfield Group provides support to 30 intra club organisations including grassroots sporting groups and the arts. The Group has community partnerships with The Exodus Foundation and The Infants’ Home Ashfield. In 2020-2021, we donated over \$215,000 to more than 16 organisations and charities in the local community through the ClubGRANTS scheme.

With the Clubs renovations due for completion in late 2021, what can members and guests now expect when they visit our venue?

The venue has undergone some major changes with upgraded facilities in all areas of the Club; the new design will allow patrons to enjoy a fun, relaxed environment and a delicious meal from our Chinese restaurant. The Markets Club strives to have a high level of customer service, going above and beyond for our patrons. The new Sports Lounge/TAB area will offer a range of sports for viewing, while you sit back and enjoy your favourite drink.

What makes the Markets Club different from its competitors?

At the Markets Club, we care about our patrons. Guided by our values, we strive to offer services at the highest level and ensure maximum level of satisfaction.

Why is the Markets Club now your venue of choice?

The Markets Club is your one stop destination to experience ultimate entertainment. From mouth-watering food to showcasing your favourite games in the comfort of our Lounge, there’s something for everyone.

How has the COVID pandemic impacted the Club and how are management overcoming these challenges?

The pandemic has delayed construction progress due to the restrictions imposed by NSW Health. However, this has allowed us to introduce further changes to make the Club even more appealing to our patrons post lockdown. We can’t wait to reopen and welcome you into your very own venue; a place where you can unwind from a busy day of trade and enjoy all the facilities that the Markets Club has to offer.

The Markets Club Trading Hours

Monday – Thursday | 6:00am – Midnight

Friday | 6:00am – 2:00am

Saturday | 9:00am – 2:00am

Sunday | 9:00am – Midnight

Food Offering

Shichang Chinese Restaurant

Tigers Sydney Markets will reopen as The Shichang Chinese Restaurant (meaning The Markets Chinese Restaurant). The Shichang Chinese Restaurant is a family-owned restaurant; chef Henry Ou has been cooking for decades and his famous signature mud crab, is a must try! The restaurant offers both dine in and take away options. Yum Cha is available every day for lunch.

Shichang Chinese Restaurant Trading Hours

Monday – Sunday

Lunch | 10:00am – 3:00pm | Yum Cha Available Daily

Dinner | 5:30pm – 10:00pm



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 **TOYOTA**
MATERIAL HANDLING

NETFRESH

'Buy Now, Pay Later' Industry Designed Payment Options Through Fresha PAY

The latest Australian tech-boom has well and truly arrived in Sydney, with new and innovative products and services enabling fresh produce markets to grow. Technology is now a key facilitator in cultivating Australian fresh produce, transporting it across the supply chain, and the final product ending up in your shopping basket. Supporting increasingly efficient agricultural practices and reinforcing supply chains via cloud-based services and encrypted data networks, there is a new industry disruptor on the market floor - and it couldn't have come at a better time.

In collaboration with Freshmark, NetFresh at the end of May this year launched Fresha PAY, the new 'Buy Now, Pay Later' payment solution for wholesalers to connect and receive payments from their retailers, via the NetFresh online trading platform. This payment solution, much like AfterPay, guarantees payments for sales at the end of each trading week. It provides buyers with credit limits based on their regular spend, flexibility to pay their outstanding accounts and early repayment incentives. The app and dashboard provide meaningful day-to-day functionality and creates a sense of business integrity, as all information and payments are secure end-to-end transactions updated in real-time. With Fresha PAY being a contactless payment option, and available on all devices, wholesalers and buyers can have visibility in the palm of their hand.

Richard from Fresco in Sydney is grateful for the security NetFresh provides and the surety of payment within his business. 'COVID-19 created a lot of uncertainty, especially regarding cash flow. I decided to take advantage of Fresha PAY to mitigate this risk, where I am guaranteed money in my bank account every Friday. This supports not only my own regular transactions but has positively affected the entire fresh produce supply chain, from growers to retailers.'

Harry from Akropol sees the real time data as valuable to his business. 'Time is my worst enemy. There are not enough hours in the day, so using a payment option like Fresha PAY gives me more time to work on my business, not just in it. Fresha PAY gives me more time as the transactions are done on my phone with my customer, no paperwork, no lag time, as everything is online, which means my office team can process the orders immediately. Such a brilliant and easy system to use.'

Grower Pay is a similar tool for wholesalers, and assists with further building trust between stakeholders and across the supply chain. Providing a low cost and fast payment option for growers to receive payments within 24 hours, Grower Pay provides visibility through real time updates in the palm of your hand, surety of payment to provide growers peace of mind and further confidence in sending their products to the central markets. Whilst providing immediate payment to growers, this 'Buy Now, Pay Later' payment option provides

wholesalers with a 28 day, nil cost cycle to make payment.

Since the NetFresh team launched its e-commerce platform and associated products, the world has grappled with the beginnings of an uncertain and unrelenting pandemic. However, there has been no other time in recent history which has propelled the adoption of technology - and its disruptive technology which is saving businesses and industries.

NETFRESH

Launched in March 2020, NetFresh provides dynamic e-commerce spaces for wholesalers to fill the gaps in their supply chains, between themselves and the growers and the relationships they have with retailers. Tasks are automated and payment for goods is properly ensured thanks to the 'Buy Now, Pay Later' features and payment processors such as PayPal being made available, so all parties feel more secure.

Founder of NetFresh, Paul Sassine, has been in the industry for many decades. He worked as a wholesaler in Sydney and invested up the chain in farms to create a vertically integrated business, serving many major retailers and independents. He has wide span experience with imports, exports and post harvest skills and is utilising his knowledge with hopes he can make a meaningful impact on what is already a very demanding industry. 'Invoices are sent instantly, so the relationship between wholesalers and their retailers has strengthened and become more transparent', says Sassine.

NetFresh is built specifically for the supply chain, including import and export. The supportive industry technology is adaptable and can be utilised across multiple platforms and devices. NetFresh can support your business by flexibility across one of the modules or utilising the full suite including stock control, pallet control, shop sales, the 'Buy Now, Pay Later' payment options (Fresha PAY and Grower Pay), online ordering and more, all provided in real time. All management reporting is available from an easy to navigate dashboard

When choosing to sign-up with NetFresh, Sassine has made sure users are properly assisted and that any issues or queries are resolved promptly. That's why the NetFresh team are on the floor of the Markets every day, as early as 4am, to assist in creating meaningful relationships for growers, wholesalers, and their customers.

SPECIAL OFFER

To help boost companies and guarantee payments in such uncertain times, Freshmark and NetFresh have a current promotion for wholesalers who are interested in Fresha PAY.

For all wholesalers and retailers who wish to learn more or to take advantage of NetFresh or any of its 'Buy Now, Pay Later' payment options, contact them on 0438 871 744.







ENVIRONMENT HIGHLIGHT

Despite the huge supply chain challenges the industry is currently navigating, especially with strict lockdowns across Sydney and NSW and the closure of hospitality venues, Sydney Markets' sustainability goals have not changed while facing COVID-19 in 2021.

Food diversion initiatives continue, with a large volume of surplus fresh produce redirected to help reduce the degradation of natural resources and promote sustainability. Supply and demand of product has been a roller coaster ride for the industry and fortunately our Green Point recycling facility has evolved and managed all our waste streams efficiently with these increased demands.

Environment Manager, Con Kapellos, is confident that the facilities at Sydney Markets will remain flexible and continue to adapt according to the given circumstances. 'Its simple, we all have to eat', says Kapellos. 'The Green Point team proactively divert edible product to our sustainability partners, whether it is with our Food Charities such as Foodbank, OzHarvest, Sydney Care etc, or providing a rich and nutrient dense stockfeed to NSW farmers, or converting food waste to energy - these are all logical environmental solutions to provide those in need a valuable product that can be consumed.'

The Green Point team is committed to reduce waste destined for landfill and diverting these resources to those in need would not be possible without the ongoing support of the Sydney Markets stakeholders. Over 14,000 tonnes, or 700 semi trailer loads, of organic waste has been diverted from Sydney Markets in the past 12 months.

These initiatives from Sydney Markets demonstrate a systematic environmental management approach that is consistent with a world leading sustainable company such as Sydney Markets.

In addition, Sydney Markets was recently announced as a finalist for the NSW Sustainability Awards in the Small and Medium Enterprise Transformation category. The winners will be announced at a ceremony in December 2021.



CONGRATULATIONS TO THE FRESH AWARDS 2021 WINNERS







CONGRATULATIONS
BELLA FLORAL BOUTIQUE

freshawards.com.au



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CAULIFLOWER

It's the vegetable that keeps on giving, available almost all year round and is gaining popularity amongst the low carb dieters. Cauliflower is a great winter vegetable, perfect for roasting or in a warm salad, soup or curry.

The word "cauliflower" derives from the Italian word cavolfiore, meaning "cabbage flower". As of June 2020, 73,980 tonnes of cauliflower were produced and was valued at \$65.6 million. The wholesale value of the fresh supply was \$74.4 million, with \$67 million distributed into retail and \$7.4 million into food service. 51% of Australian households purchased cauliflowers, buying an average of 945g of cauliflowers per shopping trip. The supply per capita was 2.6 kg, based on the volume supplied.

Cauliflower contains antioxidants and phytonutrients that can protect against cancer, helps strengthen bones and boost the cardiovascular system. It also contains fibre that enhances weight loss and digestion, as well as choline which is essential for learning and memory. Cauliflower consists of clustered floret tops, giving the head a textured and bumpy tree-like appearance. Underneath the surface, the white flesh has a crisp and dense snap-like consistency. Cauliflower contains a light, vegetal scent and has a mild, sweet, and subtly nutty flavour.

Harvest cauliflower when heads are 15-20 cm in diameter but still compact and smooth. The cauliflower head is a collection of flower buds, or 'curds'; harvest the head while it is white and before yellow buds start to open, cauliflower loses its flavour and texture when buds loosen. When the buds begin to loosen, separate, open and harvest immediately. When storing cauliflower, it is important it stays cool and relatively moist.

Cauliflower has a neutral flavour that is well suited to raw and cooked applications. It can be used whole, sliced, chopped, crumbled, or pureed and added into soups, curries, salads and even smoothies! Cauliflower has also become a great substitute for a variety of high-carb foods such as rice, pasta, pizza crusts, and mashed potatoes. It is a great way to reduce caloric intake and can be a healthier alternative that is still tasty. It can even be sliced into thicker pieces and paired with toppings, sauces, and spices as a savoury meat replacement.

Check out the Sydney Markets website to find the best ways to enjoy cauliflower with our endless list of recipes.



73,980
TONNES

73,980 tonnes of cauliflower were produced as of June in 2020.

51% of Australian households purchased cauliflowers.

51%



\$74.4M
WHOLESALE
VALUE

\$67M
RETAIL

\$7.4M
F.S.

CAULIFLOWER CRUST MARGARITA PIZZAS

PREP 30 MINS

COOKING 30 MINS

MAKES 2 LARGE PIZZAS

A cauliflower crust slashes the fat and is far more nutritious than a standard pizza base.

Cauliflower pizza crust:

700g cauliflower florets (about 1 medium cauliflower)

¾ cup almond meal

1/3 cup finely grated parmesan

3 free-range eggs, lightly beaten

Pizza topping:

1 cup thick tomato passata sauce

200g mini roma tomatoes, halved lengthways

2 x 180g tubs bocconcini cheese, drained and torn in half

¼ cup finely grated parmesan

Basil leaves, to serve

STEP 1 Preheat oven to 200°C/180°C fan-forced.

STEP 2 To make the cauliflower pizza crusts, pulse the cauliflower, in batches, in a food processor until it resembles fine crumbs. Transfer to a large bowl. Add almond meal and parmesan. Season with salt and pepper. Mix until well combined. Make a well in the centre, add eggs and stir until well combined. Evenly divide cauliflower mixture between 2 large (30cm) pizza trays lined with baking paper. Firmly press the cauliflower mixture onto the trays to form the pizza bases. Bake for 20-25 minutes or until golden and crisp.

STEP 3 Increase oven temperature to 220°C/200°C fan-forced. Dividing ingredients, spread each cauliflower base with tomato passata sauce. Top with tomatoes, bocconcini and parmesan. Bake for 10-12 minutes until hot and bubbling. Scatter with basil leaves and serve with toasted wholegrain bread.



OPERATIONS DURING COVID-19



The Operations Team at Sydney Markets is a high performing workforce, capable of swift adaptive action regarding safety protocols, practices and policy. Led by John Pascucci, Head of Operations, the team continues to be recognised for achieving approaches to adapt to any given circumstance.

The Sydney Markets COVID Safe Plan has been the foundation for the continued safe operation of the Markets throughout the pandemic. The plan is a living document and is constantly updated to reflect changes to NSW government protocols, communications responsibilities, and enforcement measures.

Established in early 2020, Sydney Markets swiftly adopted effective safety strategies, such as temperature testing all visitors, updating foot-traffic counters at both the Flemington and Haymarket sites, and providing a range of contactless transactions for our stakeholders. 'Working with our WHS Manager, Leighton Freney, staff across our teams have received regular safety briefings regarding Personal protective Equipment (PPE) and any updates to restrictions we received from NSW Health, as well as targeted training in areas of First Aid and workplace safety, to equip Market Officers with the most relevant tools to ensure the safety of the sites.' says Pascucci.

Collaborating closely with tenants, traders and buyers, Market Officers are on the frontlines providing daily guidance and support. More recently, the COVID-19 Delta variant emerged as another significant challenge for the Markets community.

Sydney Markets' efforts have been noted at the highest levels of Government, as was reflected by the praise from NSW Police Deputy Commissioner Warboys during the Premier's daily broadcasted press briefing as new restrictions were announced through July. 'Our staff fell into formation once again as the new wave emerged across Western Sydney', says Pascucci. 'Our staff have proved once again how resilient we are in maintaining Sydney Markets' reputation as the world's most efficient sites in the national horticultural supply chain'.

The Markets community is also saying farewell to a long-serving, loyal and hardworking employee Mr. Glenn Russell, who has worked for the Operations Team for the past 15 years. Mr. Brian Bigelow has been appointed as the new Team Leader and Mr. Guy Wells has been announced as the new Assistant Team Leader for the General Trading Area (GTA) Team. 'Glenn performed to the highest standards and kept our stakeholders accountable when it came to safety and procedure. He will be well and truly missed as part of the Sydney Markets team. I look forward to working with Brian and Guy as we progress towards what will be an exciting time of innovation and change for the Operations Team', says Pascucci.

We are also pleased to welcome Quest Effect as the new security providers for Sydney Markets, who assist in maintaining the security and wellbeing of all stakeholders and visitors.'



PADDY'S FARM TO MARKET

When you choose to shop for your fresh produce at Paddy's Markets Flemington, you are never disappointed with the quality and freshness. The dedicated growers and their families are comprised mostly of multi-generational stand holders - trading at the same spot every weekend for decades. When walking through the stands early on a Saturday morning, with all the beautifully displayed seasonal fruit and vegetables, it's worth noting that the majority is grown within 250 kilometres of the Sydney CBD, alongside produce from other growing regions across NSW and Australia.

Farm to Market is a series that digs deeper into these growers' lives, presenting their farm and operations, going behind the scenes to reveal what is at the heart of the wider Paddy's Markets community. It's an opportunity to recognise the hardworking Paddy's growers and share their stories, proving to garner support from the Paddy's Markets online community too. Since launching just over one year ago, the Farm to Market series has reached over 300,000 viewers worldwide.

Paddy's Markets Flemington is an iconic market comprised of hundreds of local growers. Each weekend, growers from across the Sydney basin and beyond gather in Sydney Market's Building D as early as 3am to trade with passionate foodies, providores, local cafe and restaurant owners and the early birds of the general public.

Lemon Time Produce is a 100-acre citrus farm located at Mangrove Mountain, NSW. With over 20,000 trees on the farm, brothers Rocco and Sam Pirrottina specialise in lemons and oranges. 73 kilometres from Flemington, these brothers and their sons have continued the family business which originated in the 1950s. 'You meet all different types of people at Paddy's Markets,' says Sam. 'You meet farmers, chefs, you meet all types of people here. It's a beautiful place.' When at Paddy's Markets Flemington, you will likely be met with a highly charged energy and atmosphere, much like a carnival or small town fair, where

traders are bellowing out their latest price by the kilo, or how you can try before you buy - the Pirrottina brothers are sure to be one of the louder vibrant voices that can be heard from all over the Market.

Located even closer to Paddy's Markets Flemington is the farm operated by S&L Borg. Husband and wife team Sam and Lorraine Borg grow their produce out of a small 5-acre property at Llandilo, NSW, just under 50km from Flemington. For the past 17 years, the Borgs have been known for their beautiful leafy greens and root vegetables like fennel, beetroot, garlic, leeks and much more. Lorraine joined the business when she married Sam over 30 years ago, with Sam taking on the family business after watching his parents do market gardening. Sam's grandparents were growing the same produce on their farm in Malta.

At Paddy's Markets Flemington you are experiencing a true reflection of Australia's multicultural population, with a large proportion being migrants from China and other parts of Central and South-East Asia.

Cai Produce has been doing business at Paddy's Markets Flemington for the past 25 years. Damien and Cindy Cai also have a property at Liandilo, NSW, where they grow Asian vegetables, rocket, herbs and radish. On his stand, Damien is hard at work to service the growing demand for his produce. "Everything you see here, I grow myself."

Another dedicated growing family are brothers Peter and John Muscat of Nadur Gardens Produce. For 25 years they have been growing different types of produce and are now operating a hydroponic lettuce farm, growing 8 different kinds of lettuce, on their farm in Windsor, NSW. 'It's got to be in your blood, farming,' stated Peter. 'You work at crazy hours of the day, work in mud, heat and rain. Your crop is always first. Within a day and a half, it is on someone's plate and into their mouth'.



Other growers include the Vella family of J&M Vella Produce, located in Kemps Creek, NSW. A 40-acre farm is operated by husband and wife Jimmy and Mary with their son Jonathan, selling red and green kale, silverbeet, Tuscan cabbage, beetroot, spinach, baby Cos, and leeks. C&A Zahra operate their farm, located in Pheasants Nest, NSW, only 62km from Paddy's Markets Flemington. They grow and sell cabbage, turnips, spinach, capsicum, eggplant, broccoli, beetroot, cauliflower, shallots and lettuce. Charlie, Anne and Tony say they were all born to be farmers, and it shows. As a family, they are dedicated to provide the freshest produce to Paddy's customers and have done so for the past 32 years. 'Buy direct from the farmer and you'll save', says Anne, 'It really is as simple as that'

Next up we had Veggies on the Terrace. Located in Freemans Reach, NSW, Veggies on the Terrace is located 56km from Paddy's Markets Flemington. Rita, Chris and Michael Vella specialise in zucchini, zucchini flowers, cauliflower, leeks and squash. This family have been growing on their farm for 35 years, serving the Paddy's community. 'We're like family here,' said Rita. 'My neighbours are like my brothers and sisters, so we look after each other. If you can't find it at Paddy's you can't find it anywhere at all – we bring the food to your table.' Regarding growing up in farming, Chris states: 'It's in me, it's in my blood. My father is a farmer, and his father was a farmer, and then his father was a farmer. It's something you've got to love.'

The latest Paddy's trader to be featured on Farm to Market is Dave Galardi and his family. Located at Berkshire Park and Vineyard, 42km from Paddy's Markets Flemington, Cromer Honey was established in 1983 by Dave's father, Giovanni. Dave has been trading at Paddy's for 25 years, selling honey, honeycomb, pollen, beeswax, and more! Sadly, Giovanni passed away eight years ago and in tribute to his late father Dave created 'Giovanni's Finest', a speciality honey brand. Giovanni started this business from his own home in Cromer, on the Northern Beaches of Sydney.

'It really is like family here at Paddy's,' says Dave. 'I bring the kids along some Saturdays to help out, and it's an exciting atmosphere to be in. I wouldn't have it any other way.'

Check out the latest episodes of Farm to Market by following Sydney Markets on social media. Paddy's Markets Flemington is open every weekend, so come along and pick up some of the freshest produce you can get your hands on.





GO TROPPO

In early July 2021, we had the pleasure of interviewing Joel Commisso, Warehouse Manager of Go Troppo Fruit Market. Nominated for Providore of the Year at this year's Fresh Awards, Go Troppo is located in Fyshwick, ACT.

How long have you been operating your business, and what led you to be involved in the industry?

Joel: We have been operating our business for 30 years. My father Frank started it at Fyshwick markets. He had an early retirement so that's when I started running the business. My uncle also has a fruit shop and my Nonno (grandfather) had a couple of fruit shops in the 60s and 70s so it's not hard to recognise that it is in the family blood.

What makes your business unique in its offering, and why do you think you have been recognised as a Fresh Awards finalist?

Joel: Here at Go Troppo, we offer old fashioned service, we give our customers value for money by providing the best stuff that will last in the fridge at a reasonable price. We also have a good customer base that have stuck around and feel like a family to us.

At the beginning of 2020, when COVID-19 began to impact Australian businesses, how did your business react and adapt, and what did you experience regarding support from your local community and regular customers?

Joel: We were lucky to have huge support from those around us. We had a wide span of 200 customers that included restaurants, clubs and hotels. From this, we lost a lot of freight for trucks delivering goods to these establishments. However, we had to change our demographic to predominantly pre-packed produce for supermarkets as they were the only ones open and running. Our in-house prep staff had to adapt to this change as our main offering became pre-packed goods. Our supermarket customers doubled at IGA,

Friendly Grocers, Spars, and greengrocers in regional areas. Our two freight trucks normally deliver produce and general goods but during this time, both trucks were on the road purely for fresh produce.

During the Bushfires of 2020 we did some work with OzHarvest and The Royal Fire Brigade, providing community group slabs for food donations. The support we received from our community and our customers was tremendous, we are so lucky to have such a loyal customer base.

Who would you like to thank for their efforts over the past 18 months, and what does it mean to be recognised as a finalist?

Joel: I would like to thank my staff and my team for being a part of this journey and for everything they've done to get here. I would also like to thank Mum and Dad for getting us into this position and providing us with this job security. A big thank you goes out to the agents in the Markets for the support they provided when we had to completely change what we were buying from them. They accommodated for different things we needed, and they should give themselves a pat on the back.

My Dad won Greengrocer of the Year at the Fresh Awards in 2005 and 2006, so it is special for us to be nominated again while I've been running the business. It makes me feel like I have followed in Dad's footsteps and made him proud. It's also great for the younger generation coming in, as it's a good morale booster being recognised from doing the family business well.



THE HISTORY OF FRESH FOR KIDS

The Sydney Markets Fresh for Kids program aims to help school aged children achieve a healthy lifestyle by encouraging them to eat plenty of fresh fruit and vegetables and by participating in physical activity. The Fresh for Kids program is a multifaceted, non-profit program that started in early 1997. Since then, the program has grown from strength to strength, with consistent increases in participation. Now, over 250,000 students directly participate in at least one part of the program each year. This industry initiative is designed to promote fruit and vegetables in a fun and interactive way to primary school aged children.

Factors that influenced the creation and management of the program included the impact of aggressive fast and snack food marketing on children's diets and their subsequent attitude to fresh produce. Supporting this data derived from research and media reports demonstrating that diet related health problems such as obesity, high cholesterol and diabetes are increasing in children. Through close relationships with various organisations including government departments, teachers, canteen supervisors, independent retailers and parents, the Fresh for Kids program can implement a strong children's program that achieves the aim of increasing the consumption of fresh fruit and vegetables and an active lifestyle among primary school aged children. The program is supported by the industry and is licensed to Brisbane Markets Limited and Newcastle Markets.

The Fresh for Kids program comprises of numerous components that work both together and independently to promote the consumption of fresh fruit and vegetables and an active lifestyle amongst school aged children. These initiatives include the Fresh for Kids website, the Canteen Campaign, the colourful Fruit and Veggie Gang, promoting kid-friendly healthy recipes, social media campaigns and newsletters.

Research conducted during the 2019 Fresh for Kids annual Canteen Campaign revealed that the amount of fresh produce being sold by school canteens across NSW has doubled and, in some cases, tripled since the campaign's inception. That means our children are eating a healthier diet at school, which can only be a good thing in these times where fast food, and various unhealthy snacks, are being strongly promoted to children.

Fresh for Kids has always had one major goal – to get kids eating more fresh fruit and vegetables. In achieving this we hope to kick-start some lifelong healthy habits. With regards to school canteens, our aim has always been to empower canteen managers with fresh ideas, tips and tools. We want to help to make fresh options easy, affordable, and desirable to young palettes. This has been achieved through the Canteen Campaign.

Our Canteen Campaign is called Eat Fresh and Win. If a school is registered for the campaign, they will be sent posters, stamps, entry cards and relevant information to engage with the competition. Each time the student makes a 'healthy' selection from the school canteen or brings a piece of fruit or vegetable from home they are rewarded with a stamp on their entry form. Upon collection of 2 stamps, students must return their entry form to the Canteen to be rewarded with a prize. The forms get sent back to Sydney Markets and prizes are drawn. We believe this campaign provides an incentive for children to eat more fruit and vegetables and teaches them the importance of living a healthy lifestyle.

It is clear that since 1997, the Fresh for Kids initiative has had a huge impact on the way that children look at fruit and vegetables and has definitely promoted a healthier lifestyle throughout primary schools in NSW.

In 2021, 300 NSW primary schools and over 250,000 kids participated in the *Eat Fresh and Win*.

Register your school for the 2022 Fresh for Kids Canteen Campaign at freshforkids.com.au to find out more.



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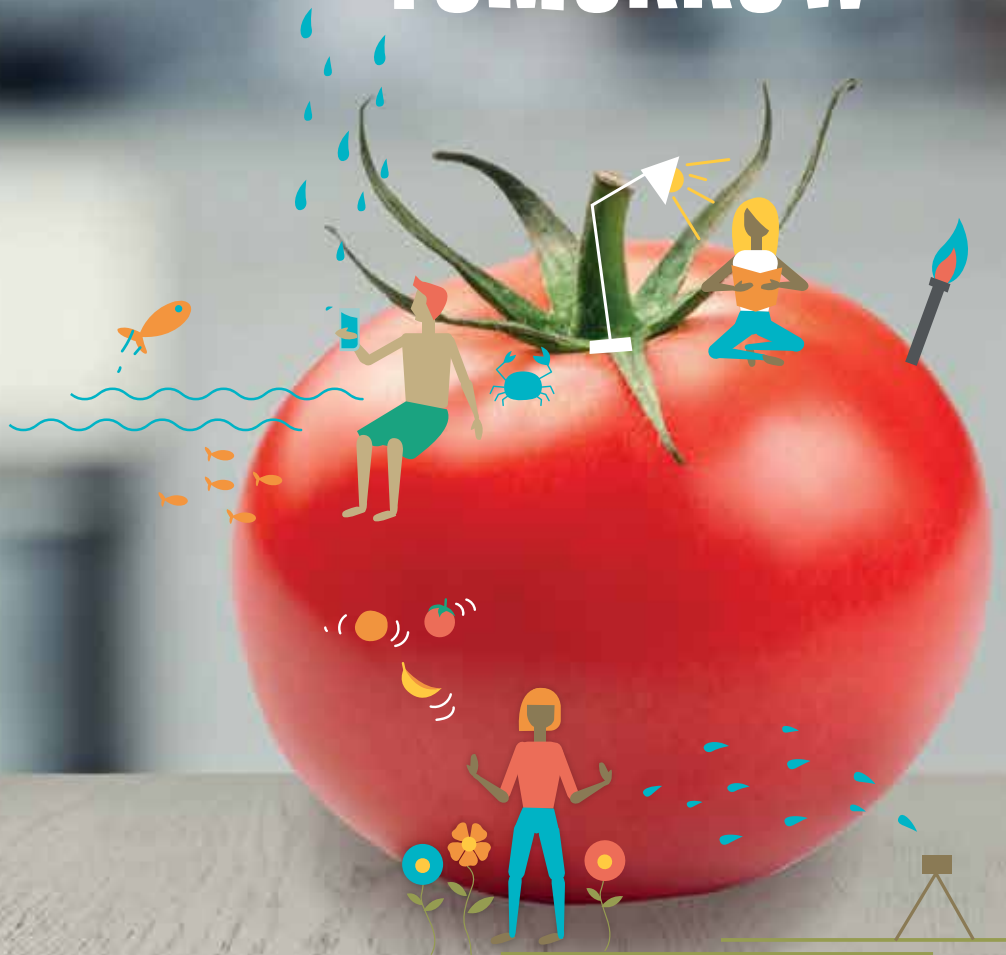
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IT'S WITH
YESTERDAY'S **OLD**
THAT WE BUILD
A NEW
TOMORROW



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SOLAR PANELS & SITE POWER

The Site Services Team at Sydney Markets has been working hard to secure additional solar panels for the Flemington site, in efforts to offset future electricity costs and add to our growing environmental, social and corporate governance portfolio. Chief Financial Officer Michael Golden, and Site Services Manager Firoz Ali have provided an update for stakeholders as the Sydney Markets team upgrade infrastructure around the site.

Initially built and maintained by the NSW State Government in 1975, Sydney Markets Limited owns and operates a high voltage embedded electrical network. This network allows Sydney Markets to purchase continuous and reliable high voltage electricity through three sub-stations, converting this energy into low voltage electricity for consumption around the site to power all the common area lighting and for use by our stakeholders.

Much like any publicly managed infrastructure, this network requires an extensive and ongoing maintenance program which is funded by Sydney Markets Limited. This is to ensure the system stays reliable and compliant to regulations.

‘Since the beginning of 2014, Sydney Markets has been installing solar panels across our buildings and car parks’, says Mr Ali. ‘Currently, the Sydney Markets Site is fitted with over 9,000 solar panels, generating over 40% of daytime power usage. I am pleased to announce the planned installation of additional solar panels across several of our warehouses which will generate over 90% of our daytime energy demands without exporting to the external electricity grid or installing batteries.’

‘This planned initiative will be completed in two phases across twelve warehouses on site, with expected completion by 2032’, says Mr Golden. ‘This will compliment Sydney Markets’ focus on increasing the efficiency and effectiveness of the site. Sydney Markets Limited’s total investment in these additional solar panel systems will be approximately \$10 million, which will be recovered over time through savings on energy costs of around one million dollars annually.’

We look forward to keeping you all updated on our innovative projects and environmental initiatives in the future.





ART OF BLOOM

Gifting someone a bouquet of beautifully curated flowers is the ultimate gesture of thoughtfulness. Flowers represent love, loss, celebration, remorse, new life, dedication, and declaration. The Sydney Flower Market is where this gesture begins, with flower growers carefully tending to delicate seasonal harvests, delivering bundles of colourful bunches for sale. Businesses from all over NSW, from florists to wedding planners, flock to the Markets to fill their orders and prepare their purchases for sale.

Lana Lichman, owner and operator of Art of Bloom in Balmain, NSW, received the 2021 Florist Retail Presentation Award at this year's Fresh Awards.

How long have you been operating your business, and what led you to be involved in the industry?

Lana: I have been operating my current business in Balmain for 7 years, I used to run my business from the World Square shopping centre for 6 years, so all up it has been 13 years. A love for flowers has been carried on through three generations of women. Both of my grandmothers had big gardens and one of them was a commercial grower in Ukraine. My mum was a gardener, sharing the same passion, so it was only natural that I went to study floristry at TAFE and I have never looked back. I've been in the industry since 1995, starting as a junior florist and now managing other businesses. I've also done international gigs and am currently the Vice President of the NSW Florist Association.

What makes your business unique in its offering, and why do you think you have been recognised as a Fresh Awards finalist?

Lana: I believe it is because of my unique personality, beautiful presentation, and high standards of customer service. We have a large garden section with plants that we cultivate ourselves as well as a great novelty gift section, so you can say we are a one stop shop for all gift needs. My staff are also well trained to provide the same excellent customer service and beautiful presentation.

We hold industry awards for design too and my flowers are different artistically. I spend half an hour every morning to set the store up to my standards.

At the beginning of 2020, when COVID-19 began to impact Australian businesses, how did your business react and adapt, and what did you experience regarding support from your local community and regular customers?

Lana: We experienced a large shortage of fresh flowers as they disappeared at one stage. Prices went up dramatically, so this had a large impact on our pricing structure so that we could still provide quality service and quality products. During this disruption in supply chain people were very understanding, and regular customers kept coming back. We kept them up to date and informed them about the situation so that we could justify the prices we were charging. We also completely changed our online catalogue to account for products that were no longer available.

Customers supported us all the way through. We informed them of new COVID-19 guidelines, and they complied. It was the best year financially but the worst year emotionally as it was difficult to change procedures.

Who would you like to thank for their efforts over the past 18 months, and what does it mean to be recognised as a finalist?

Lana: I would like to thank the Sydney Flower Market for the tremendous job they did in staying open during this time. They always support the industry and kept the florists open so we could operate through all restrictions. I would also like to thank our loyal customers for supporting us during this challenging time.

It's very exciting to be nominated and it has boosted confidence and morale in the shop as everybody is excited. It's helped me as a business owner to push myself to move the business forward and see what we can improve on. We also did a big rebrand after being nominated, so the shop is looking better than ever.



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ANEMONE

Originating in the mid-16th century, Anemone flowers are wildflowers that grow in many parts of Europe, North America and Japan. The name Anemone is derived from the Greek word 'anemos' meaning "wind." The name comes from the fact that the delicate poppy-like flowers are blown open by the wind, which in turn blows away the dead petals as well. According to Greek mythology, anemones sprang out of the tears of Aphrodite while she was mourning the death of her lover, Adonis.

There are over 120 species of anemone flowers which are grouped into three types: spring flowering, tuberous Mediterranean, and larger autumn flowering types. The most popular anemone species is the Japanese anemone which blooms in autumn and the most common anemone flower colour is white.

Even though anemones only last 2-3 days as a cut flower, they are one of the most popular flowers to be used in wedding arrangements including centrepieces and bouquets. The most significant anemone flower meaning is anticipation. This is because the anemone flowers close up at night and open back up in the morning. According to the Victorian language of flowers, anemone flowers also signify fragility. Anemones are great to give to someone as a celebration or even just to bring positive energy into your home.

Anemones are generally a low-maintenance plant and do not need much ongoing care. Follow a regular watering schedule to keep the soil moist. The soil should never be overly wet. Once the flowers bloom, they should last three to four weeks.

You can grow anemones just about anywhere. However, caution should be taken with respect to their location, as their spreading growth habit can become rather invasive. Therefore, when growing anemone windflower, you may want to consider placing them in bottomless containers prior to putting them in the garden. Before planting, soak tubers overnight and then place them in well-draining, fertile soil preferably in a slightly shaded area. Plant anemones about 7.5 to 10 cm deep, on their sides, and space them about 10 to 15 cm apart.

Once established, care of anemone consists of merely watering as needed and keeping old foliage removed by cutting back to the ground prior to new growth. Rhizomatous clumps can be divided every two to three years during spring. Tuberous types are best separated during their dormant period, usually in summer.

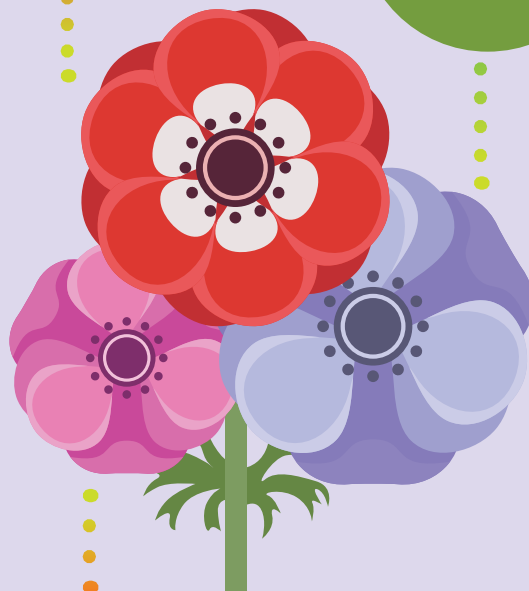
Anemones are in season throughout Winter and Spring, so head to your local florist and pick up a bunch.



**120
SPECIES**

There are over 120 species of anemone flowers.

**POPULAR
AT WEDDINGS**



**2-3
DAYS**

Lasts 2-3 days once cut.

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EMPLOYEE OF THE MONTH



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TODD MCHENRY



APRIL:
MICHAEL KADRY



MAY:
ANDREW BESALY



JUNE:
FRANK LACAVA



JULY:
CONRAD D'CRUZ



AUGUST:
AARON KELK

EMPLOYEE MOVEMENTS



BRIAN BIGELOW
GTA TEAM LEADER



GUY WELLS
GTA ASSISTANT
TEAM LEADER



SHAWN FREEBURN
RETAIL MARKETS
MANAGER



ABDUL AZIZ
NIGHT SHIFT
SUPERVISOR

NEW EMPLOYEES



KAYLA RODGERS
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