



**MEDIA RELEASE – 28/8/08**

## **FRESH IDEAS CENTRE OPEN FOR BUSINESS**

Market City's newest addition, Fresh Ideas Centre, is now officially open for business.

The Perth Market Authority (PMA) launched the new centre, located at Market City, Canning Vale, on Friday, August 22 at an event attended by 100 food industry leaders.

The innovative Fresh Ideas Centre is a world-class facility for the food industry, with flexible uses as a research and meeting facility, demonstration kitchen and fresh food product launch and promotion venue.

At the launch, the PMA announced an alliance with a major tenant of the new Centre, Australian College of Training, which will provide accredited training for the food industry.

An agreement between PMA and Cancer Council has also been developed to use the Centre to promote the health and nutritional benefits of fruit and vegetables and the vital role they play in a balanced diet.

The launch, hosted by ABC radio personality Eoin Cameron, included fruit and vegetable carvings by Swan TAFE students, innovative use of fruit for cocktails, a chocolate fountain using new season WA strawberries and cooking demonstrations by celebrity chef Dale Sniffen.

Officially opening the Centre, WA Minister for Agriculture and Food, Kim Chance said it would help WA enhance its reputation as a leading provider of high quality fresh fruit and vegetables.

“There are many challenges facing our fresh produce industries, however Fresh Ideas Centre has the potential to better equip them to meet those challenges by providing leadership in training, marketing and skills development.

“I'm confident this facility will quickly develop a well deserved reputation as the preferred learning and promotional centre for all involved in WA's fresh fruit and vegetable industries,” Mr Chance said.

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PMA Chief Executive Officer, Mike Donnelly said the PMA and its strategic partners were committed to communicating the benefits of WA fresh produce, from producer to consumer and he believed the latest initiative would help deliver exactly that.

“Fresh Ideas Centre is another link we’re establishing with the growing food service and hospitality sector.

“Today, for example, we announced that Fresh Ideas Centre is the naming rights sponsor for the Chef of the Year award, run by the Catering Institute of Australia.”

Mr Donnelly noted the PMA was investing more than \$20 million to build and enhance Market City’s facilities and services to consolidate its position as WA’s centre for fresh food excellence.

Market City played a key role in the marketing and distribution of fresh produce in WA, with more than 100 tenants occupying 100,000 square metres of lettable floorspace, including more than 50 primary and secondary wholesalers, plus providers, distributors and food processing facilities.

Market City handled more than \$370 million worth of fresh produce in 2007/2008.

All enquiries regarding Fresh Ideas Centre should be directed to Peter Cooper at PMA, Tel 08 9456 9200.

**[www.perthmarket.com.au](http://www.perthmarket.com.au)**

**Authorised by PMA and issued on its behalf by Brendon Cant & Associates, Tel 08 9384 1122**

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