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## 2008 Market City Charity Cherry Auction

### Mark Sun Makes it Three in a Row!



2006 and 2007 Cherry King, Mark Sun of Sunlong Fresh Foods and Yuan Chang Fresh, Market City, will reign for another year after his generous bid of \$15,500 for a one kilo box of WA Cherries at December's Charity Cherry Auction, which raised a total of almost \$50,000.

Other generous winning bidders at the Auction included John Alessandrini on behalf of Tony Ale & Co (\$9,600), Ric Conti of Key Produce (\$3,600), Serge Paparone of Peaches Fresh Food Market (\$2,200), Michael Quinsee of Select Fresh (\$3,000), Basil Gotsis of Fresh Provisions (\$3,000), Shane Patching of S.J. Fresh (\$4,400), and Rodney Dullard of Chantec (\$1,500).

After brisk competition for sporting memorabilia, winning bidders were Tran of TR & TR, Subiaco Markets, Richard Bloomfield of Key Produce, and Bruce Bergmans of Fresh Express.

Plaques were awarded to Cherry Auction bidders who in 2007 reached a \$10,000 milestone: John Alessandrini representing Tony Ale & Co, Arthur Saltis of Swansea Street Growers' Market and Mark Sun, all of whom have been major contributors to the Auction over the years.

The Charity Cherry Auction is made possible with the continued support of the Chamber of Fruit & Vegetable Industries in WA, the Perth Market

Authority, Toyota Material Handling whose sizzling breakfast spread raised \$1000, and the Cherry Growers' Association of WA.

Thanks to this generosity, over \$380,000 has been raised since 1992, to purchase vital equipment and services for Princess Margaret Hospital.

Proceeds from the 2008 Auction will help purchase insulin pumps for children with diabetes.

## Perth Market Authority

Welcome to this compact edition of Market News, which brings you a report on the Cherry Auction and other important events at Market City.

Whilst 2009 promises to bring many challenges, health experts continue to proclaim the advantages of increasing our consumption of fruits and vegetables. Consumers are turning to more home-prepared meals and becoming wiser to the benefits of fruit and vegetables, for their nutritional value as well as their speed of preparation. Along with the outstanding quality and variety of summer fruits and vegetables currently in the Market, there are many reasons for optimism.

Finally, congratulations to everyone involved in the Charity Cherry Auction in December. To the bidders, and to Toyota Material Handling, thank you for your continued support of this event.

■ Mike Donnelly, CEO, Perth Market Authority  
Information Tel 9456 9200



■ Cherry King Mark Sun of Sunlong Fresh and Yuan Chang Fresh wins his third consecutive crown

# New Board Members for Perth Market Authority



■ New PMA Chairman, David Thomas.

At its meeting in November last year, the Board of Perth Market Authority welcomed new members, David Anderson, Basil Gotsis and Michael O'Neill.

New Chairman, **Mr David Thomas** was first appointed to the PMA Board in 1993 and served until 1998. During this time he negotiated the refinancing of the Authority's debt, placing it in its current good position. Mr Thomas was reappointed to the Board in 2001. He is a member of the Board's Finance Committee.

Mr Thomas is a career banker with over 17 years of banking experience in the WA market in all sectors including agribusiness, property, resources, manufacturing and services. He is State Manager, Agribusiness WA in Premium Business Services with Commonwealth Bank of Australia.

**Mr David Anderson** was appointed for his knowledge of the growing of produce. He is a member of Market Operations Committee.

Mr Anderson has vast experience in the horticulture industry and is currently involved in a retail value-added vegetable operation. Whilst owner and operator of a potato and vegetable growing business, he was President of AUSVEG and Vegetables WA.

**Mrs Diane Fry** has been reappointed as a Government appointee and has been a

member of the PMA Board since 2002. She is a member of the Market Operations Committee.

Mrs Fry is an industry stalwart, as a strong advocate for the fruit growing sector and the current President of the WA Fruit Growers' Association. Mrs Fry is a member of a well-known fruit growing family in the Manjimup region.

**Mr Basil Gotsis** has been appointed because of his knowledge of the retail sector. He is also member of Market Operations Committee.

## 2008 Market City Charity Cherry Auction



Cheryl King, Mark Sun.  
 Sending Fresh Foods and Yuan Chang Fresh.



John Alessandrini, Tony Ale & Co.



Serge Papanone, Peaches Fresh Food Market



Ric Conti, Key Produce.

Mr Gotsis is a well-known identity around Market City, and operates warehouse facilities on site. He is second-generation fruit and vegetable retailer and has been instrumental in building the highly-regarded Fresh Provisions brand, with stores in Bicton, Claremont and Mount Lawley.

**Mr Graham Morgan** has been reappointed to the PMA board having been a member since 2002, He has been Chairman of Market Operations Committee since 2003. He is appointed because of his knowledge of the affairs and interests of agents. Mr Morgan is Managing Director of Morgan Corporation Pty Ltd, trading as Bullfrog International, with a long-time presence in the fruit and vegetable industry and in Market City's Central Trading Area.

Chairman of Finance Committee, **Mr Michael O'Neill** is a new Government appointee to the PMA Board.

Mr O'Neill had a 37 year career in banking, retiring from the position of General Manager ANZ Western Australia. He also held senior positions for the ANZ Bank in Victoria and New Zealand. He currently manages an investment company, Cornhill Group P/L, and is on the Boards of Gindalbie Metals Ltd, WA Institute of Sport and Treasurer of Royal Perth Golf Club.

**Mrs Ernie Robinson** was reappointed to the PMA Board having been a Member since 2002. She is appointed because of her knowledge of the affairs and interests of consumers of fresh produce. She is a member of the PMA's Finance Committee and brings to the position her experience in agriculture as a pastoralist, her current involvement in the property development industry and her knowledge of fresh produce and its importance to health and wellbeing.

Tribute was paid to outgoing Chairman **David Taylor** who, since joining the Board in 2003, has seen huge changes to Market City infrastructure, including the redevelopment of the Market Square Commercial Centre, the opening of the Fresh Ideas centre and considerable expansion of warehouse facilities on the Market City site.

The contributions of retiring Board members, **Dennis Cerinich** (a member since 1996), **Bruce Munro** (1999), were also acknowledged.



■ *Outgoing PMA Chairman, David Taylor.*

## Fresh Produce Retailer of the Year Awards

A reminder that the WA Fresh Produce Retailer of the Year Awards are on again this year.

Retailers that have registered with the FPAA Credit Service or have previously registered their interest in taking part in the Awards should have received nomination forms in the mail.

If you are interested in entering this year's Awards, and have not received a nomination form, please contact the Chamber office.

Don't delay as round 1 judging will soon be commencing. Further details of the Award categories and judging criteria are available from the Chamber office.

■ **Information**  
The Chamber of Fruit & Vegetable Industries in WA.  
Tel 9456 9200



*From Left: Alan Hooper, Ryan Seiler & Michael Quincee from Select Fresh*

*Rodney Dillard, Chantec.*

*Shane Patching, S.J. Fresh*

*Richard Bloomfield & Jim Regan, Key Produce.*

*Basil Gotsis, Fresh Provisions*

# Kick Start to Crunch&Sip®

The Crunch&Sip® break was introduced to promote the benefits of eating fruit and vegetables and drinking water to the school community.

In two years the Crunch&Sip® program has grown to 240 certified schools, including 100 regional and 8 remote Aboriginal schools. This represents 25% of WA primary schools with many more trialling the program.

This year schools will allocate any week in Term 1 to trial a Crunch&Sip® break or join an expanding list of certified Crunch&Sip® schools.

**Fresh produce retailers may wish to work with schools in their area to support a program that is of mutual benefit to the community and the industry.**

■ **Information:**  
**Cancer Council WA**  
**and Diabetes WA**  
**Tel: 9212 4340**  
**www.crunchandsip.com.au**



## Notice Board

**Friday 24 July 2009:**

Market City Ball and WA Fresh Produce Awards night  
 Burswood Entertainment Complex **Contact: 9455 2742**

**1 November 2009:**

Market City celebrates 20 years since its Official Opening

### Editorial and Advertising Details

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