

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.

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.



VegetablesWA President, David Anderson, WA Minister for Agriculture and Food, Kim Chance and Perth Market Authority board member, Ermie Robinson enjoying the launch of Market City Canning Vale's new Fresh Ideas Centre.



VegetablesWA Industry Development Officer, David Ellement and Kim Short of Project Directors Australia at the launch of Fresh Ideas Centre, Market City Canning Vale.



The official launch of Fresh Ideas Centre at Market City, Canning Vale, was attended by 100 food industry leaders



TAFEWA lecturer and chef, Yan Hai Lee and Swan TAFE student and winner of the fruit carving competition at Market City's new Fresh Ideas Centre, Apisit Rattanawai, with chef and competition judge, Lee Martin of By Word of Mouth Catering.



The Perth Market Authority board with WA Minister for Agriculture and Food Kim Chance at the launch of Fresh Ideas Centre, Canning Vale.



Chairman of the Perth Market Authority, David Taylor, addresses the launch and opening of Market City Canning Vale's newest addition, Fresh Ideas Centre.



The Fresh Ideas Centre from the outside.