



By Matthew Jones

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## Markets of Melbourne's new member



### Dandenong Market joins collective aimed at educating consumers about the benefits of market shopping

**T**he Markets of Melbourne now has a presence in the city's South East, with Dandenong Market joining the collective.

For over two-years the Markets of Melbourne has existed as a collaboration between the Prahran, Queen Victoria and South Melbourne markets, with a focus on educating consumers about the benefits of market shopping.

Markets of Melbourne representative and Queen Victoria Market CEO, Jennifer Hibbs, welcomed Dandenong Market's inclusion, saying it helped the group represent market culture across the city more broadly.

"The market shares our values in terms of great produce and value for money, expert traders, an unbeatable atmosphere and a very strong community focus," Hibbs said.

"Melbournians living in the outer east are really lucky to have such a great market to call their own."

All four of the markets are owned and run by their local councils.

Dandenong Market chairman Julie Busch said joining the group ensured community would remain at the core of the market's mandate.

"Joining the Markets of Melbourne was very important to us," Busch explained.

"It's our belief that market shopping should sustain as a great community service forever.

"Banding together with Melbourne's other major markets puts us in good stead toward doing this."