

Bulletin



Issue 23 | December 2015



CHAIRMAN'S UPDATE

I can't believe that the year is nearly over and what a year it has been for us. The signing of the Food and Agribusiness Growth Centre contract was a major milestone for us this year. The transition of Food Innovation Australia Ltd to this new funding initiative has allowed many of our pilot programmes to continue to deliver tangible results for the sector. The SME Solution Centre, now called the Enterprise Solution Centre, has continued to support and assist companies connect with the scientific expertise at CSIRO, DAF Queensland and others to address their technical challenges. Having 'innovation' back on the agenda is further fuelling the industry's interest in innovation.

Speaking of which, I was encouraged to read the Federal Government's new **Innovation Statement** that will embrace new ideas in innovation and science, and harness new sources of growth to deliver the next age of economic prosperity in Australia. It's reassuring to see the Federal Government commit the resources necessary to drive innovation across Australia. See the full media release [here](#).

The **Collaborative Circles** programme continues to support businesses seeking to generate innovative ideas through collaboration. Alignment between the different Federal and State Government departments, and the support offered through them such as the Entrepreneurs Programme, Austrade and others, are also enabling companies to connect to resources and overcome business challenges. I encourage those of you who haven't yet looked at these programmes to do so and see how they will benefit your business.

Now that we have our team fully on deck, we are gearing towards an even more exciting and prosperous year ahead for the industry. We look forward to working with many of you in 2016 and wish you well for the festive season.



MESSAGE FROM THE MANAGING DIRECTOR

In this bulletin, we provide highlights from our workshops and insights into some of the regulatory challenges faced by the industry. We are also connecting more widely and sharing some CRC news with you. Please don't forget to register for the forthcoming workshops or the **Enterprise Solution Centre** funding round. Stay tuned for more programmes in the coming year.

I am also delighted to share the **Business Council of Australia Report: Building Australia's Comparative Advantages: A 21st Century Agrifood Sector**, which highlights the importance of value adding to meet the specific needs of consumers in different markets and market segments. The best way to do this is through innovation. I further resonate our Chairman's comment on innovation and believe that it is at the core of the future growth of our industry. Read the full report [here](#).



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ACROSS AUSTRALIA

LEGISLATIVE BARRIERS TO INNOVATION AND DEVELOPMENT IN THE FRESH FRUIT AND VEGETABLE SECTOR IN TASMANIA

“Red tape,” or overly burdensome compliance is estimated to cost up to 12 per cent of the profits of some mixed farmers across Australia (Holmes & Sackett, 2014) and causes considerable angst to most small and medium businesses. FIAL recently worked with Sprout Tasmania to develop a scoping study to identify which areas of legislation were causing the most angst to small and medium growers and processors of fresh fruit and vegetables in Tasmania.

To read the full report, click [here](#).



NOVEL INGREDIENT IN BAKERY AND EMULSIFIED MEAT PRODUCTS

AgriTechnology® has developed a process that transforms an abundant by-product of very low value and very short shelf-life into a high value and stable nutritional ingredient through the action of fermentation. Through research jointly funded by FIAL and working with Ultimo TAFE Food Science and a bakery supplier, AgriTechnology® successfully demonstrated that the ingredient could be used to partially replace the binder in the preparation of frankfurts and may have use in bakery applications. Further feasibility assessments are ongoing.



CRC FOR SHEEP INDUSTRY INNOVATION



A global approach to positioning beef and lamb as premium consumer products is a step closer, with world-leading Australian research attracting new international collaboration.

A number of leading Australian scientists, headed by Dave Pethick, Meat Quality Program Leader with the Cooperative Research Centre for Sheep Industry Innovation (Sheep CRC), recently addressed a two-day meeting in Paris bringing together 80 experts from 17 countries.

Prof. Pethick said the International Meat Quality Congress galvanised support for using the Meat Standards Australia (MSA) system as a common language for implementing new consumer research around the world.

“The aim of the congress was to encourage consumer-focused sensory research for beef and lamb with key international collaborating partners all using common protocols,” Prof. Pethick said.

“The workshop unanimously supported the need for evidence-based systems to underpin eating quality for lamb and beef in order to keep consumers purchasing products that are higher in price than the white meat competitors.

“We are now working towards a global model, which it has been suggested be called 3G for Global Guaranteed Grading, for sharing sensory data using the MSA protocols that can be used for scientific and for commercial purposes.”

The congress was organised by Meat & Livestock Australia (MLA) and the French National Institute for Agricultural Research (INRA), Europe’s top agricultural research institute and the world’s number two centre for the agricultural sciences.

The 19 presentations at the International Congress all focused on meat eating quality prediction methods which will allow modern beef and lamb products to meet the expectations of consumers who purchase red meat “meal solutions”.

Prof. Pethick said that while many countries had meat quality assessment systems in place, MSA was the only real system available to grade eating quality at the consumer level.

“The MSA approach differs markedly from other systems currently employed. Firstly, it is based on consumer responses and secondly, for beef, it independently grades each cut rather than applying a common grade to the entire carcass,” he said.

“The system includes information about all the events that have occurred up until the point when the steak was cooked and eaten – genetics, back grounding and finishing, pre-slaughter handling of the animal and post-slaughter treatment and processing of the carcass system.”



Prof. Pethick said common protocols have now been developed in several collaborating countries and regions, including France, Korea, Poland, Republic of Ireland, New Zealand, Northern Ireland, South Africa, and United States of America.

The CRC for Sheep Industry Innovation is co-funded under the Commonwealth Government’s Cooperative Research Centres Program

“Across the countries, the data has clearly showed enormous commonality in how consumers respond to beef in particular. However, extra precision can be achieved if some adjustments are made for issues like alternate production systems that are not included in the MSA prediction model – for example, beef and dairy bulls or dairy cows, subtle consumer differences between countries and new cooking methods.”

Prof. Pethick is leading a Sheep CRC research program aimed at implementing a cuts-based MSA grading system for the Australian lamb industry, with consumer testing currently underway in China and the United States to assess consumer taste differences, perceptions of various cuts and ages of sheepmeats, and the impacts of different cooking styles such as Asian hot pot methods.

He said the Paris meeting was a major breakthrough for the Australian red meat sector as the benefits of a combined global database and cooperative development

of eating quality standards and prediction routines would far outweigh the sum of individual isolated databases.

“This is due to the largely complementary nature of existing data and the benefit of cross linkage at animal and consumer level, as well as the cost and efficiency gains for individual partners from collaboration, merging of data, access to multiple research facilities and a larger pool of scientific expertise.”

- More information on the Sheep CRC’s Meat Quality Research Program is available at www.sheepcrc.org.au.
- The full conference proceedings will be published in English in the journal **Viandes et Produits Carnés**, (French for “Meat and meat products”)

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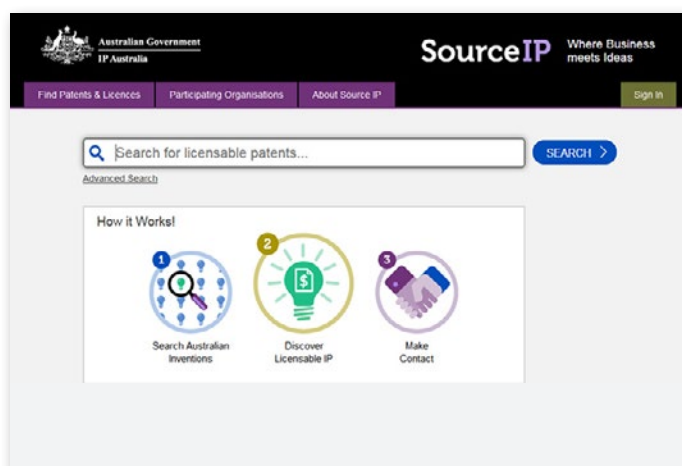
AUSTRALIAN GOVERNMENT HELPING FIND THE PERFECT IP MATCH

Access to intellectual property generated by the public research sector in Australia will be easier for Australian businesses said Assistant Minister Wyatt Roy MP at the launch of **Source IP**, the new digital intellectual property marketplace.

Source IP, developed by IP Australia, serves as a free single portal for information sharing, licencing preferences and facilitating contact for intellectual property generated by the public research sector in Australia and directly supports the aim of putting innovation at the heart of our economic agenda.”

Source IP presents us with opportunities to bridge the gap between research and innovation by strengthening collaboration between publicly funded researchers and industry to drive innovation,” Mr Roy said.

To read the full media release, click [here](#).



APPMA SPONSORS PMMI GLOBAL PACKAGING TRENDS REPORT 2015

The Australian Packaging & Processing Machinery Association (APPMA) is pleased to announce that it has sponsored the newly released **Global Packaging Trends Report** for 2015.



The report was developed by the Association for Packaging and Processing Technologies, and is a market research study highlighting future packaging demand, product categories and opportunities for growth in packaging among fast-growing and maturing world economies.

The Global Packaging Trends Report shows three influencers making a mark in every region: growing consumer awareness of health and wellness, stronger influence of recycling and environmental issues, and increasing disposable income and purchasing power.

Other important regional trends include urbanisation, convenience, smaller pack sizes, branding strategies, internet retailing, and premiumisation. Globally, flexible plastic remains the dominant pack type with PET Bottles in second place. Pack types such as brick liquid cartons and PET bottles will register the highest growth rates.

“These trends are affecting packaging because they’re driving consumers’ purchasing choices,” says Mark Dingley, Chairman, APPMA.

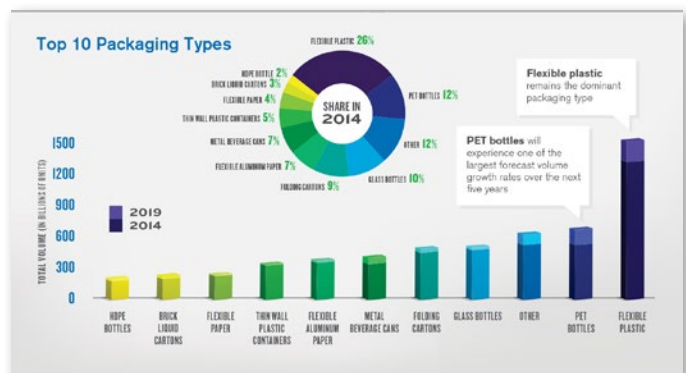
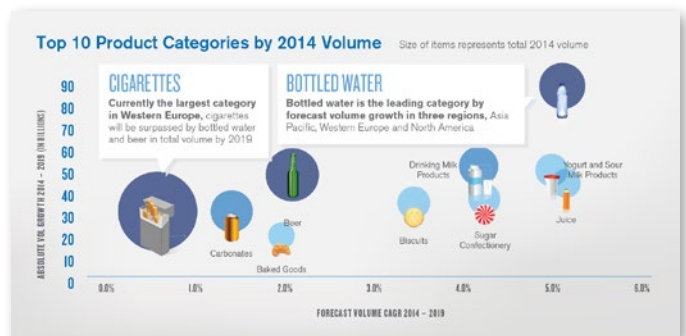
“Recyclability and reusability of packaging are dominant trends and the report is predicting that this will continue as PET and glass bottle usage increases.”

The Global Packaging Trends Report was developed in collaboration with the PMMI, the Association for

Packaging and Processing Technologies, and three other associations from across the world. This included AMEC-ENVASGRAF, ASOCIACIÓN MULTISECTORIAL DE EMPRESAS, SYMOP, French Association for Manufacturing Technologies and UCIMA, Italian Packaging Machinery Manufacturers Association.

To access a copy of the Executive Summary please email the APPMA on appma@appma.com.au.

Log on to www.appma.com.au and see more information about Australia’s only association for packaging and processing machinery and allied components.



SUPPORT OPPORTUNITIES

ENTERPRISE SOLUTION CENTRE – FUNDING ROUND OPEN

The FIAL Enterprise Solution Centre Program (ESCP) is again open for companies to submit expressions of interest.

Click [here](#) to view both the ESCP guidelines and information and the Expression of Interest form.

Applications close 23rd January 2016, any applications received after this date will not be considered for this round.

As with previous calls for expressions of interest in FIAL supported research, this round has a limited amount of funding available and as a result not all applicants will receive funding due to the competitive nature of the application process. In addition the number of projects approved will depend on the quality of applications received.

Importantly, all research and training and their costs must be completed by June 30th 2016.

Details on eligibility and project submissions, all expressions of interest and any questions on the program should be sent to info@fial.com.au, however, specific advice by FIAL on preparation of individual submissions is not able to be provided.

ADVANCE QUEENSLAND INNOVATION PARTNERSHIPS

ADVANCE QUEENSLAND
Jobs now, jobs for the future

Grants of up to \$1.5 million are available to Queensland research organisations to undertake collaborative research projects with industry or small to medium size enterprises.

Applications close 5.00 pm, Friday 26th February 2016. More detail can be found by clicking [here](#).

Eligible projects must:

- address one or more of the [Queensland Science and Research Priorities](#) (PDF, 671KB).
- be led by a Queensland-based research organisation (GST-registered, with an ABN)
- involve collaboration between the Queensland-based lead applicant and at least one other research organisation; and at least one (preferably more) private or not-for-profit industry/end-user organisation (that will progress the translation and practical application of the research)
- involve partnering organisations that are separate entities (i.e. not parent or subsidiaries of the research organisations involved, and any spin-out companies must have been established for a minimum of one year)

- have a total cash contribution (from the applicant and partner organisations) that is equal to, or greater than, the Innovation Partnerships funding sought
- have a minimum of 25 per cent of the required matching cash funding committed by the private and/or not-for-profit industry and/or end-user project partner(s).

eCATALOGUE NEWS

The industry-led, government funded initiative to accelerate commercially-driven collaboration and innovation in the Australian food industry.



In late 2014, FIAL launched the **eCatalogue** which has been used by Austrade and State Government agencies as a key reference for Australia's food and beverage capability offering. There are now over 1,150 registered users including 400 buyers, 520 Australian suppliers and 230 Austrade, State Government agency and industry users.

The next phase of development is to provide a Chinese, Korean and Japanese version.

We are pleased to continue to provide the eCatalogue free of charge and have negotiated a discounted price of \$300 (or \$100 per language) to have your individual profile translated into the above languages, increasing your exposure to international buyers.

Please contact Najib Lawand at najib.lawand@fial.com.au to take us up on this opportunity.

We are working with recognized translation company, Chin Communications to ensure consistency in your profiles. With upcoming trade shows and inbound missions, please ensure your profile is up to date!

Visit: <http://www.australianfoodcatalogue.com.au>

Once logged in:

- Click on the Supplier Profile tab.
- You will now see your profile, on the right hand side there is an edit button that you need to click.
- Once in edit mode, you can make changes to your profile – ensure it is complete before requesting a translation.
- Click Save.
- Hit the request a translation button on the top right hand corner of your supplier profile.
- Please fill in the form which will be sent to Chin Communication, they will then be in touch to start the process.

For help logging in, please email nicole@bdcmi.com.au.



UPCOMING EVENTS IN 2016

There's lots of opportunities in 2016, be sure to book your spot!

Click on the links for further information on each of these events, or refer to the detail below the table.

Date	Event	Location	To book
8 February	Are You Ready For Export Workshops	Hobart	Bookings open soon – save the date!
10 February	Are You Ready For Export Workshops	Launceston	Bookings open soon – save the date!
12 February	Are You Ready For Export Workshops	Albury	Bookings open soon – save the date!
15 February	Are You Ready For Export Workshops	Adelaide	Bookings open soon – save the date!
17 February	Are You Ready For Export Workshops	Perth	Bookings open soon – save the date!
21–25 February	Gulfood Trade Show	Dubai	Contact FIAL at najib.lawand@fial.com.au
22 February	Are You Ready For Export Workshops	Brisbane	Bookings open soon – save the date!
24 February	Are You Ready For Export Workshops	Noosa	Bookings open soon – save the date!
24 February	Market Diversification Workshop	Sydney at Level 47, MLC Centre, Martin Place	Book here
26 February	Are You Ready For Export Workshops	Melbourne Metropolitan	Bookings open soon – save the date!
14 March	Are You Ready For Export Workshops	Sydney Metropolitan	Bookings open soon – save the date!
16 March	Are You Ready For Export Workshops	Ballina	Bookings open soon – save the date!
23 March	Retail and Food Service Readiness Workshop	Sydney at Level 47, MLC Centre, Martin Place	Book here
12–15 April	Food and Hotel Asia Trade Show	Singapore	Contact FIAL at najib.lawand@fial.com.au
5–7 May	SIAL Trade Show	China	To book, contact Food South Australia at contact@foodsouthaustralia.com.au or call +61 8 8303 9435

'ARE YOU READY FOR EXPORT?' WORKSHOPS

Following the success of the 'Are you ready for export?' workshops delivered over the past 12 months, we are excited to announce that the Entrepreneurs' Programme, will be delivering these workshops nationally to interested food & agribusiness companies.

The good news is that these workshops will remain free of charge to help companies strategically approach their export journey. Content delivered includes detailed Asian market and buyer insights, market entry strategies, brand positioning, export pricing and operational factors including logistics, legal and finance.

Locations and dates can be found in the table above – be sure to save these dates for now. Registration details to follow.

MARKET DIVERSIFICATION WORKSHOP

The **Market Diversification Program** is a half day program to assist SMEs discover domestic opportunities that delivers growth and reduces risk. The program focuses on how to maximise business with current customers and expand your current customer base.

Case studies and exercises which focus on participants' current business issues are used to enable individuals to develop tangible, business specific strategies and initiatives.

RETAIL & FOOD SERVICE READINESS WORKSHOP

Building upon the Market Diversification Workshops, the **Retail & Food Service Readiness Workshop** gives companies the skills and confidence to compete more effectively in retail and food service channels.

You will be provided with information and tools to:

- Identify where you currently sit on the retail and food service readiness matrix
- Understand retail and food service buyer KPIs
- Understand how to price for profit
- Understand the market audit process
- Identify and communicate your Unique Selling Proposition
- Prepare for buyer meetings.

It is advisable that you attend both the Market Diversification and Retail & Food Service Readiness workshops for optimum learning but you can also attend each workshop separately.

UPCOMING TRADE FAIRS

GULFOOD – DUBAI 21–25 February 2016



In collaboration with Austrade and State Government agencies, FIAL will showcase Australian brands at Gulfood in Dubai and Food and Hotel Asia, Singapore.

With almost 5,000 exhibitors, Gulfood is one of the largest annual food and hospitality shows for the Middle East.

We will also run a market insights program alongside Gulfood that allows companies to study the market first hand. This includes:

- Tour of the Gulfood Trade Show to view competing products and identify new innovations and trends
- Organised market visit to Choithrams, Spinneys & Lulu Supermarket outlets included guided tour by merchandisers from these stores
- Potential business matching opportunities with buyers registered on the eCatalogue (the buyer will select who they wish to meet)

To register your interest, please email [Najib Lawand](mailto:Najib.Lawand@fial.com.au) by 11th December 2015. Successful applicants will be notified by 15th December and payment will be required by 18th December 2015 to confirm your participation.

FOOD AND HOTEL ASIA – SINGAPORE

12–15 April 2016



Held every two years in Singapore, Food and Hotel Asia is the largest international food tradeshow in Asia.

Please email [Najib Lawand](mailto:Najib.Lawand@fial.com.au) to register your interest.

SIAL – CHINA

5–7 May 2016



The Australian Pavilion is being coordinated by Food South Australia and stand space is filling quickly. To book your stand at SIAL, please email [Food SA](mailto:Food.SA@fial.com.au) or call +61 8 8303 9435.

