

# Bulletin



Issue 24 | January 2016



## CHAIRMAN'S & MD'S UPDATE

I do hope you all had a thoroughly relaxing, enjoyable and safe festive break and are recharged for the challenges of 2016. I know that everyone at FIAL is ready to implement our planned activities for this year.

In this bulletin, we provide information on the **Country of Origin Labelling Reforms** consultation process, a new **Australian Recycling Label & the Packaging Recyclability Evaluation Portal** and another recycling initiative instigated during 2015. Please don't forget to register for the forthcoming workshops or the **Enterprise Solution Centre** funding round which is now closing on 12<sup>th</sup> February 2016.

During late 2015, FIAL was busy working with a number of stakeholders across Australia on the Australian Food and Agribusiness Vision and Strategy. This is the first time a vision and strategy which explores the full value chain has been developed for this nation and we are looking forward to being able to consult more broadly shortly. The FIAL Board next meet on the 9th February where they will review and approve the release of the Draft Australian Food and Agribusiness Vision and Strategy for consultation to the broader community. We would love to hear from you so stay tuned for more information about how you can provide feedback.

And finally, I'd like to congratulate one of our team members, Barry Mc Gookin, General Manager for Innovation on the marriage of his son in December 2015. It was lovely to see Barry as the Father of the Groom and we wish his family all the best for the years ahead.

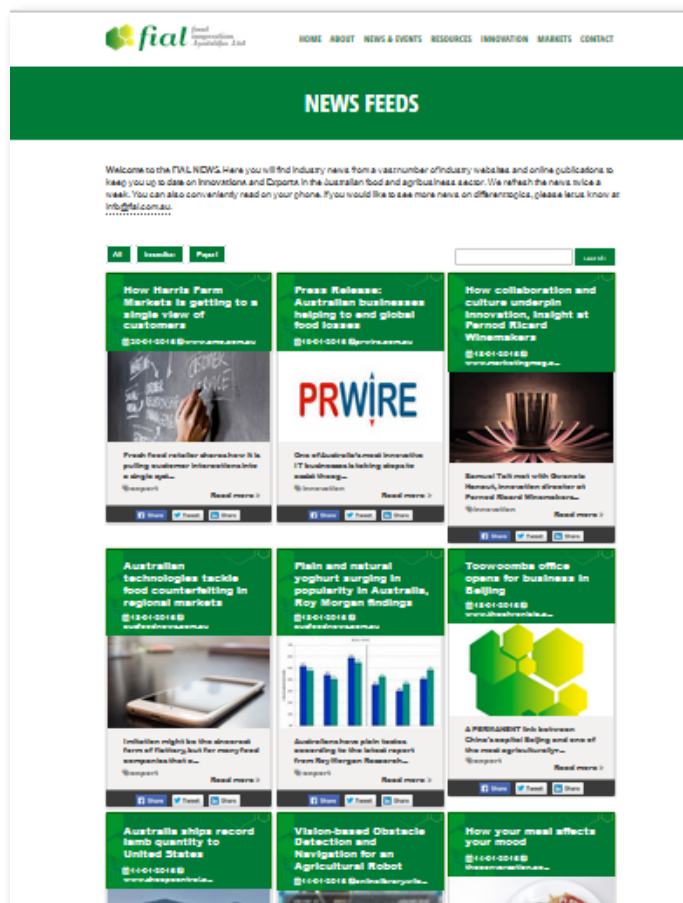
Thank you for your continuing support and we look forward to seeing you at one of our initiatives.



## ACROSS AUSTRALIA

### EXTRA EXTRA - READ ALL ABOUT IT!

Keep up with the food industry news. We've scanned the weekly media and industry websites to provide you with a list of the latest articles on Innovations and Exports across the Australian Food and Agribusiness sector. Keep yourself in the loop [here](#).



Australian Government  
Department of Industry,  
Innovation and Science

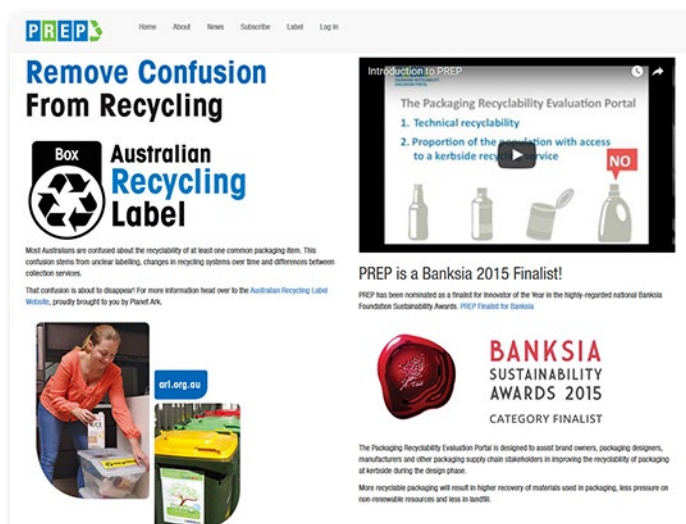
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## ACROSS AUSTRALIA

### UNDERSTANDING THE AUSTRALIAN RECYCLING LABEL & THE PACKAGING RECYCLABILITY EVALUATION PORTAL (PREP)

You are invited to attend a technical dinner on Wednesday the 10<sup>th</sup> of February at Box Hill Golf Club that will discuss **Understanding the Australian Recycling Label & the Packaging Recyclability Evaluation Portal (PREP)**.



Speakers include: Anthony Peyton MAIP, Director, GreenChip who will present on 'The Introduction to the Packaging Recyclability Portal (PREP)', Shaun Scallan, Manager Business Development, Planet Ark Environmental Solutions who will discuss 'The Introduction to the Australian Recycling Label' and Lok Man-Shu, National Sustainability Manager, Officeworks who will be providing a case study from the first company to adopt the ARL.

To book your spot click [here](#).

In August 2015, Planet Ark launched the Australian Recycling Label (ARL), with Officeworks being the first business to adopt the label on its products to help its consumers to do the right thing. Importantly the ARL is underpinned by evidence, which is obtained from the Packaging Recyclability Evaluation Portal, or PREP, that was developed by GreenChip and Planet Ark with the support of the APC.

The dinner will include presentations from the three organisations who have lead this initiative so that packaging designers are better equipped to contribute actively to this recycling revolution. The presentations will then be followed by a panel discussion.

## SUPPORT OPPORTUNITIES

### ENTERPRISE SOLUTION CENTRE (ESC) - APPLICATION DATE EXTENDED

With the festive season and the New Year break just completed, there have been understandable limits on time for companies who may wish to make a submission to the FIAL Enterprise Solution Centre Program (ESCP).

With this in mind the application date for all expressions of interest has been extended until February 12<sup>th</sup> 2016 and successful applicants notified by February 19<sup>th</sup> 2016.

The ESC program connects companies to expertise, technical and/or research advice to provide a solution to a technical challenge in order to take advantage of a market opportunity.

Funding is matched 1:1 to help you find your solution. Find out more by clicking [here](#).

#### Outcomes from 2015

The Enterprise Solutions Centre Program (ESC) continues to be well received by industry with 22 applications received in the last call for submissions in September 2015.

We are delighted to report on four of the projects that received funding support in the last round. These innovations cover a range of products including dairy, cereal, seafood, fats and oils, horticulture crops and decadent desserts. These include:

1. Reprocessing of horticulture crop processing waste allowing water reduction during manufacture and increase ingredient availability for continued support of in-market growth
2. Cereal protein functionality assessment to support in-market customer needs based on protein application and functionality
3. Micro-encapsulation of micronutrients to improve delivery of the compounds to the body and improve nutritional benefits
4. Scale up of new micro-encapsulation technology to support rapid market growth of products using the technology

Do you need a solution? Make sure you get your application in by 12<sup>th</sup> February to make this funding round.

### ENTERPRISE SOLUTIONS CENTRE 2016

“  
Collaboration between  
research and business  
can accelerate solutions  
to technical challenges  
”

Previously referred to as the SME Solution Centre, 'The Enterprise Solution Centre' is now funded by both CSIRO and FIAL.

The program connects companies to expertise, technical and/or research advice to provide a solution to a technical challenge which businesses are unable to solve themselves in order to take advantage of a market opportunity. The new solution, when supported with training that builds business capability, is designed to increase the competitiveness of the company in their desired markets.

A 1:1 matched company funding is a requirement to participate.



# WHAT'S ON THE MENU IN 2016?

Australia's growth driver will rest increasingly on food exports as International buyers diversify their product sourcing options.

Supported by a Government now focused on innovation, the opportunity is here for those willing to improve their processes, connect to the market opportunity to take advantage of the recent free trade agreements as the Market Development Manager at FIAL, Rod Arenas explains.

Australia's reputation for supplying natural high quality products, supported by strict safety standards and regulation across the supply chain, gives Australian products a superior level of prominence among other nations. Australian made food and beverage products are internationally perceived as clean and premium.

Demand for Australian food and beverage products are at an all-time high. Interest from Asia is soaring and there is significant opportunity for local manufacturers to leverage the demand for premium Western-style products that are healthy and safe. Australia also has excellent research and development facilities both public and private – with the Government now focused on assisting in the **innovation** process by facilitating development of new and differentiated products as well as continual improvements to packaging and production processes.

Key advantages for the Australian market are our renowned notability for quality, safety and traceability, as well as our proximity to Asia, which means longer in-market shelf life. Combining these advantages with the push in Asian markets to provide imported ranges beyond European and USA products, the opportunity for Australian exporters has never been better.

Demand for Australian food and agribusiness products is bolstered by the industry's multifaceted strengths, including:

- High food quality standards and traceability
- Clean, green and safe
- Premium food and high end beverages
- Speed to market
- Proximity to market (Asian Countries)
- Functional foods with nutritional benefits
- Food products that meet cultural or religious requirements
- Innovative food products and technologies
- Australian supplier shifts from trading to marketing approach

International buyers are diversifying their product sourcing options from Europe and the USA to now include NZ, Korean, Japanese and especially Australian products. Also, the explosion of E-commerce in China and emerging middle class wanting to purchase Australian premium brands & fresh produce creates new export revenue opportunities for the industry.



International buyers are not open to all new suppliers. They are seeking businesses that can show they: are reliable suppliers of consistently high quality products; take a strategic and long term view to their markets; are prepared to support buyers with promotional activity; and don't have minimum quantities for initial orders, to enable new buyers to test the product before committing to larger volumes.

Buyers of supermarket food and beverages are looking for products that have both a strong marketable story behind their product and unique attributes that makes their product novel compared to others. While price is not the main factor for high-end supermarkets, it still plays a part in the decision-making process as the product must still demonstrate value for money as it is being compared with brands globally.

Recent free trade agreements<sup>1</sup> have also bolstered export opportunities for Australian food and beverage suppliers.

#### Trade agreements **now in place:**

- China
- New Zealand
- USA
- Singapore
- Thailand
- Chile
- ASEAN
- Malaysia
- Korea
- South Korea
- Japan.

#### Trade agreements **in discussions:**

- India
- Indonesia
- TPP
- GCC
- Pacer Plus
- RCEP.

Trade agreements have opened unprecedented export opportunities for Australian exporters. For example, the Malaysian Australia Free Trade Agreement (MAFTA) has seen a major increase in demand for Australian food and agribusiness products, along with long term benefits as population growth estimates to a nation of 35 million people of "high income" by 2020.

Food Innovation Australia Limited (FIAL) offers opportunities for food and agribusinesses to take part

in workshops, training programs, dialogues with other businesses, connections with overseas buyers, matched grant funding to eligible businesses and information to build firm-level export capabilities and networks to innovate and grow.

The goal is to strengthen small and medium businesses global connections to enable them to find new markets for their products or alternate suppliers of key product or services.



In collaboration with expert partners, FIAL develops programs of relevance to industry and delivers these initiatives through a wide range of workshops and seminars across the country. These initiatives provide food and agribusiness with the right information to innovate their process and products, and to give companies the skills and confidence to compete more effectively in local and export markets.

Food Innovation Australia Limited offer a variety of different workshops, to name a few:

- Are You Ready for Export? workshop
- Market Diversification workshop
- Retail & Foodservice Readiness workshop
- Market Entry Strategy workshop
- E-commerce workshop (NEW)

In addition, Food Innovation Australia Limited hosts an eCatalogue – a searchable directory of Australian food and agribusinesses that is developed for both domestic & international buyers to source Australian growers and manufacturers of food and agribusinesses. The eCatalogue is open to all supermarket categories across food and beverages, and is free for businesses to join.

**Written by Rod Arenas**  
FIAL Market Development Manager

<sup>1</sup> Australian Trade Commission – [www.austrade.gov.au/export/free-trade-agreements](http://www.austrade.gov.au/export/free-trade-agreements)

# UPCOMING EVENTS IN 2016

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

To view a full list of industry workshops and events across Australia, visit the Food and Agribusiness [calendar of events](#)

Want to have your event listed? Contact us at [info@fial.com.au](mailto:info@fial.com.au)

Date	Event	Location	To book
10 February	<a href="#">Are You Ready For Export Workshops</a>	Launceston	Contact Department of Innovation, Industry & Science at <a href="mailto:el@industry.gov.au">el@industry.gov.au</a>
12 February	<a href="#">Are You Ready For Export Workshops</a>	Albury	Contact Department of Innovation, Industry & Science at <a href="mailto:el@industry.gov.au">el@industry.gov.au</a>
15 February	<a href="#">Are You Ready For Export Workshops</a>	Adelaide	Contact Department of Innovation, Industry & Science at <a href="mailto:el@industry.gov.au">el@industry.gov.au</a>
16 February	<a href="#">Profitable and Sustainable Dairy Factories Workshop</a>	Sydney	Book <a href="#">here</a>
17 February	Construct a Compliant Food Label	Melbourne	Book <a href="#">here</a>
17 February	<a href="#">Are You Ready For Export Workshops</a>	Perth	Contact Department of Innovation, Industry & Science at <a href="mailto:el@industry.gov.au">el@industry.gov.au</a>
21–25 February	<a href="#">Gulfood Trade Show</a>	Dubai	Contact Najib from FIAL at: <a href="mailto:najib.lawand@fial.com.au">najib.lawand@fial.com.au</a>
22 February	<a href="#">Are You Ready For Export Workshops</a>	Brisbane	Contact Department of Innovation, Industry & Science at <a href="mailto:el@industry.gov.au">el@industry.gov.au</a>
24 February	<a href="#">Market Diversification Workshop</a>	Sydney at Level 47, MLC Centre, Martin Place	Book <a href="#">here</a>
26 February	<a href="#">Are You Ready For Export Workshops</a>	Melbourne Metropolitan	Contact Department of Innovation, Industry & Science at <a href="mailto:el@industry.gov.au">el@industry.gov.au</a>
7 March	Food Safety & Food Quality Standards for Food Manufacturers	Melbourne	Book <a href="#">here</a>
14 March	<a href="#">Are You Ready For Export Workshops</a>	Sydney Metropolitan	Contact Department of Innovation, Industry & Science at <a href="mailto:el@industry.gov.au">el@industry.gov.au</a>
16 March	<a href="#">Are You Ready For Export Workshops</a>	Ballina	Contact Department of Innovation, Industry & Science at <a href="mailto:el@industry.gov.au">el@industry.gov.au</a>
17 March	<a href="#">Are You Ready For Export Workshops</a>	Canberra	Contact Department of Innovation, Industry & Science at <a href="mailto:el@industry.gov.au">el@industry.gov.au</a>
18 March	<a href="#">Are You Ready For Export Workshops</a>	Hunter/Central Coast	Contact Department of Innovation, Industry & Science at <a href="mailto:el@industry.gov.au">el@industry.gov.au</a>
23 March	<a href="#">Retail and Food Service Readiness Workshop</a>	Sydney at Level 47, MLC Centre, Martin Place	Book <a href="#">here</a>
12–15 April	<a href="#">Food and Hotel Asia Trade Show</a>	Singapore	Contact FIAL at <a href="mailto:najib.lawand@fial.com.au">najib.lawand@fial.com.au</a>
5–7 May	<a href="#">SIAL Trade Show</a>	China	To book, contact Food South Australia at <a href="mailto:contact@foodsouthaustralia.com.au">contact@foodsouthaustralia.com.au</a> or call +61 8 8303 9435



## MARKET DIVERSIFICATION WORKSHOP

The **Market Diversification Program**, is a half day program to assist SMEs on how to discover domestic opportunities that will deliver growth and reduce risk.

The program focuses on how to maximise business with current customers and expand your current customer base. Case studies and exercises focusing on participants' current business issues are used to enable individuals to develop tangible, business specific strategies and initiatives.

To find out more, contact Rod Arenas at FIAL on [rod.arenas@fial.com.au](mailto:rod.arenas@fial.com.au)

## RETAIL & FOOD SERVICE READINESS WORKSHOP

To build on the learning from the Market Diversification Workshops, the **Retail & Food Service Readiness Workshop** will give 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.

For more information, contact Rod Arenas at FIAL on [rod.arenas@fial.com.au](mailto:rod.arenas@fial.com.au)

## 'ARE YOU READY FOR EXPORT?' WORKSHOPS

The **"Are You Ready for Export?"** 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.

For more information, contact Rod Arenas at FIAL on [rod.arenas@fial.com.au](mailto:rod.arenas@fial.com.au)

## UPCOMING TRADE FAIRS

### GULFOOD - DUBAI 21-25 February 2016



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

In collaboration with Austrade and State Government Agencies, FIAL will showcase 76 Australian companies across 20 different categories in Dubai. Companies from every Australian state will be featured. As part of the visit program, more than 20 companies are joining the market insights tour that will take them to see different retail models in Dubai including a petro-convenience, organic, boutique and hyper market and traditional retail stores.

We look forward to updating you on the outcomes and insights about this market in our April bulletin.

### 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.

Expressions of Interest to exhibit on the FIAL stand or participate in the market insights tour are now open. To find out more information or to register your interest please email [najib.lawand@fial.com.au](mailto:najib.lawand@fial.com.au).

## SIAL – CHINA

5–7 May 2016



SIAL CHINA EXHIBITOR VISITOR EVENTS PRESS TIPS EXHIBITOR ONLINE AREA

LOOK DEEPER

**Asia's Largest Food Innovation Exhibition**

NEWSLETTER CALENDAR EXHIBITOR LIST

**66,000** visitors expected

**2,900+** exhibitors

**126,000** sqm

**11 Halls** W1-W5, E1-E6

The Australian Pavilion is being coordinated by Food South Australia and stand space is filling quickly. To book your stand at SIAL, please contact **Food SA** or call +61 8 8303 9435.

## EXPORT OPPORTUNITIES IN SOUTH KOREA: FOOD AND BEVERAGE

Austrade invite you to meet with E-Mart, Korea's largest discount store and Youngnam Corporation, a leading distributor in Korea to gain an understanding of the current retail environment in South Korea.

Following seminar and showcase events in different Australian cities, companies who wish to travel to Korea can participate in a more broad business matching/showcase event with key customers and undertake a retail tour later in the year.

Due to limited positions, application is via an Expression of Interest Process. Expressions of interest will be reviewed with E-Mart and the Distributor to determine final list of participants. This opportunity is most suitable for companies who are new to market, however existing companies looking for market expansion or who have new products are welcome to apply.

Please see this [link](#) for more information and contacts.



## HOW TO GO GREEN WITHOUT GOING IN THE RED!

16 February 2016



**NSW Small Dairy Processor Network**

**Building profitable and sustainable dairy factories**

**How to go green without going into the red**

**Tuesday, 16 February 2016 - Sydney Showgrounds**

PROGRAM	
10:00	ARRIVAL and REGISTRATION
10:30	Welcome and program overview <i>Dr Barbara Meurer / Dr Mike Weeks, DIAL</i>
10:35	<b>The DIY dairy factory</b> – Have you thought about expanding your business or building a new dairy factory from scratch? Modelling tools for new market entrants and existing dairy manufacturers to evaluate the financial feasibility and profitability. <i>Dr Jon Houser, Xcheque</i>
12:00	<b>Zetel</b> – End-to-end logistics platform for mobile devices: A dairy business case study <i>Aiden Quig, Zinc Media</i>
12:30	NETWORKING LUNCH
13:00	<b>The basics of sustainable dairy processing:</b> Balancing energy, water, heat and waste – case studies <i>Neil van Buuren, Sustainable Food Processing</i>
13:30	An interactive session and opportunity to share experiences on energy, water, product recovery and waste minimisation. <i>Penny Prosser, The Eco-efficiency Group</i>
15:00	AFTERNOON TEA
15:15	How to identify opportunities for energy efficiency measures? <i>Kevin Joyce, Energy and Thermal Services</i>
15:45	Renewable energy sources for industrial processes and Federal funding opportunities <i>Gabriele Sartori, ARENA</i>
16:05	How DIAL can help with implementation of eco-efficiency options Dairy industry funding opportunities <i>Dr Mike Weeks, DIAL</i>
16:30	DEPARTURE AND VENUE CLOSE

**Workshop Registration**  
ONLINE REGISTRATION [HERE](#)

**Where?**  
Sydney Showgrounds, Sydney Olympic Park, SEE Room, Level 3, Spottiswood Stadium, Grand Parade

**Directions**  
See the site map attached.

**Parking**  
Public Parking is available in the P1 area of the Sydney Showgrounds

**Network Membership**  
Sign up [HERE](#) to become a member of the NSW Small Dairy Processor Network. The workshop is FREE for NSW Small Dairy Processor Network members.

**Non-member cost:** \$195 plus GST.  
Contact [Karen](#) for additional inquiries

**Sponsors**

**dairyinnovation AUSTRALIA**

**NSW Dairy Industry Fund**

**NSW Department of Primary Industries**

**Royal Agricultural Society of NSW**

## Profitable and Sustainable Dairy Factories Workshop: Tuesday, 16 February 2016, 10 am to 4:30 pm

Join NSW Small Dairy Network members, our industry experts and the Dairy Innovation Australia Limited team at the Sydney Showgrounds for a full day of learning about profitable and sustainable dairy factories.

Knowledge and applications that can transform your business!

The full program can be seen [here](#).

Don't forget to register [here](#)!