

Bulletin



Issue 25 | February 2016



MESSAGE FROM THE MANAGING DIRECTOR

It's February already which means we are well underway on several projects across Australia.

Do you want to work at FIAL? We are currently seeking an **Office Manager** and **Project Manager** to help us deliver a range of FIAL projects.

On 9th February, our board approved the first draft of the Australian Food and Agribusiness Vision which will soon share with you. We would love to hear from you so stay tuned for more information about how you can provide feedback.

Our Chairman is currently in America on the **Australia United States Business Week** and is meeting with a number of food cluster networks, Government and agency officials. We look forward to sharing with you the insights from this visit in the next edition.

I am also delighted to share with you the different initiatives we have launched with our partners across Australia. The Safe Food Project is helping Victorian stakeholders access food science and nutrition expertise to help inform their business or organisation. The Rapid Innovation Acceleration Program will fast track South Australian companies in taking their ideas to market. Expressions of interest are also open for the FIAL – QLD Department of Agriculture & Fisheries Research Program, which is building onto the earlier successful SME Solution Centre pilot.

In 2016, I proudly accepted a position as the Agribusiness Champion of Western Sydney. This initiative will drive investment in priority employment growth areas, maximizing Western Sydney's comparative strengths whilst addressing the region's challenges. For further detail, [click here](#).

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



ACROSS AUSTRALIA

HARGRAVES INSTITUTE ARTICLE

Congratulations to our Managing Director, Dr Mirjana Prica who is will feature in the upcoming Hargraves Conversations, *Hargraves Muse*. Read the full article [here](#).

VICTORIAN GOVERNMENT SAFE FOOD PROJECT

Food Innovation Australia (FIAL), the AIFST and the Victorian Government are working together to develop a collaborative platform for food companies to access food science and nutrition expertise. The aim of the platform is to facilitate development of products with an improved nutritional profile and take advantage of new market opportunities.

To find out more, please contact: **Angus Crossan**, Innovation Manager, FIAL, ph: 0419 669 140.



Australian Government
Department of Industry,
Innovation and Science

Industry
Growth
Centres



Food Innovation Australia Ltd
671 Sneydes Road, Werribee VIC 3030
Private Bag 16, Werribee VIC 3030
+61 3 9731 3422
www.fial.com.au

ACROSS AUSTRALIA

RAPID INNOVATION ACCELERATION PROGRAM

FIAL is delighted to partner with Food South Australia the South Australian Government to bring you the **Rapid Innovation Acceleration Program**. Get ready to speed your business into the future with fresh, fast and successful innovation!

WORKSHOP: RAPID INNOVATION PROGRAM

Get ready to speed your business into the future with fresh, fast and successful innovation.



Discover the same innovation and marketing techniques used by Apple, Harley Davidson and Absolut Vodka to propel their growth, through Food South Australia's new Rapid Innovation Program.

The Rapid Innovation Program will make you think differently about innovation for your food business beyond the traditional innovation areas of product development. Seize this opportunity to identify how you can be more innovative and generate fresh and breakthrough ideas quickly.

Our first Rapid Innovation Program session provides practical and creative tools in 10 areas where innovation can change your business, including your profit model, network, structure, process, service, channels, branding, customer engagement, products performance and systems.

The second session provides theoretical and practical applications of marketing principles that will innovate your brand and positioning, engagement with customers, channels to market and how to create your business' value.

The final four Rapid Innovation Program sessions will bring together attendees to collaborate on innovative ideas, address

Discover the same innovation and marketing techniques used by Apple, Harley Davidson and Absolut Vodka to propel your growth through Food South Australia's new Rapid Innovation Program. This program will make you think differently about the innovation for your food business beyond traditional innovation areas of product development. Seize the opportunity to identify how you can be more innovative and generate fresh and breakthrough ideas quickly.

The first Rapid Innovation Program session provides practical and creative tools in 10 areas where innovation can change your business including your profit model, network, structure, process, service, channel branding, customer engagement, products performance and systems.

The second session provides theoretical and practical applications of marketing principles that will innovate your brand and positioning, engagement with customers, channels to market and how to create your value.

The final four Rapid Innovation Program sessions will bring together attendees to collaborate on innovative ideas, address common challenges, network and create relationships to support each other over the eight-month period into the future.

Registrations closed on 17th February but find out more by contacting [Food SA here](#).

ACROSS AUSTRALIA

FIAL IS RECRUITING

Do you have a passion for the food and agribusiness industry? Do you want to shape its direction? Come and join our team!

FIAL is seeking an experienced **Office Manager** and **Project Manager**. This is an exciting opportunity to play a role in shaping the direction of the Food and Agribusiness industry.

Find out more by clicking the links above to take you to our advertisements on SEEK.com.au. Applications close 14th March.

KEEP UP TO DATE WITH THE LATEST FOOD RECALL NOTIFICATIONS

FoodRecallAus™ is Australia's number 1 food recall app, and is the only app in Australia dedicated to disseminating food recall notifications. Get comprehensive food recalls, quick reference food recalls, food recall information, and Food Watch news

Find FoodRecallAus™ in the app store: search for *Food Recall Aus*.



FoodRecall Aus

FOODRECALL Health & Fitness

★★★★★ 2

This app is compatible with all of your devices.

Add to Wishlist \$1.29 Buy

Reasons For Food Recalls

Food Recalls fall into the following categories, according to Food Standards Australia and New Zealand

- Labelling
- Undeclared allergen
- Tampering
- Microbial contamination
- Chemical/biologic contaminants
- Spoilage
- Foreign matter
- Other

Food recalls are performed to action the removal of food that may pose a consumer safety risk to customers from retail sale, distribution and consumption.

There are two types of food recalls:

- Trade Level
- Consumer Level

A Trade Level recall is the recovery of food from distribution that has not yet been sold to customers. This may include distribution to facilities such as hospital and aged care facility kitchens for example. It may also include manufacturers, wholesalers, and distributors.

A Consumer Level recall is the recovery of food from consumer possession e.g. retail sales.

AGRIFOOD WORKFORCE INSIGHT REPORT – GIPPSLAND, VICTORIA

The **East Gippsland Food Cluster** has just released their feasibility study into Sustainable Workforce Solutions for the agrifood sector across Eastern Gippsland (Vic) region. This study examines the current workforce sector, identifying challenges and providing recommendations for the advancement of the industry in the region.

The insights from this report may assist with your region too. Download the report [here](#).

ACROSS AUSTRALIA

DIPLOMA IN PACKAGING TECHNOLOGY SCHOLARSHIP OPPORTUNITY

The Australian Packaging and Processing Machinery Association (APPMMA), in conjunction with the Australian Institute of Packaging (AIP), are pleased to announce that submissions are open for the eighth annual Scholarship program which will enable one lucky packaging engineer the opportunity to complete a **Diploma in Packaging Technology** to the value of \$9,000.

Find out more [here](#).



CALLING ALL QUEENSLAND FOOD AND AGRIBUSINESS COMPANIES!

Do you have a technical challenge that needs an answer? Let's sort it out.

Expressions of interest are now open for the Queensland Research Program.

The program is designed to help companies, especially SME's, get access to capabilities that can solve a technical challenge. This challenge may include (but is not limited to) research into packaging, supply chain quality improvements, recipe development, process development, scale up solutions, functionality applications etc. All projects should address a customer-driven need, allowing the business to take advantage of a new market opportunity.

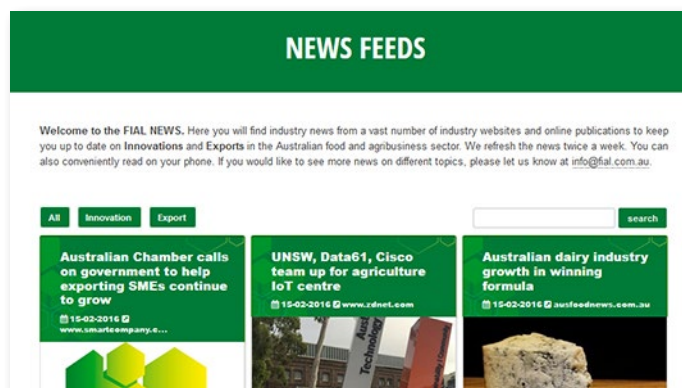
FIAL can provide 1:1 funding to a total of \$25,000 (total project value \$50,000). A 1:1 matched company cash funding is a requirement to participate.

Find out more [here](#).

ACROSS AUSTRALIA

EXTRA EXTRA – READ ALL ABOUT IT!

Keep up with the food industry news. We've scanned the weekly media and industry websites so you don't have to. For the latest articles on Innovations and Exports across the Australian Food and Agribusiness sector, keep yourself in the loop [here](#).



NANOTECHNOLOGY – FACT VERSUS FICTION

Have you ever wondered what the future consumer shopping experience might be like? Discover the application of nanotechnology and the role it could play in a future not too far away by reading [this article](#) from CSIRO.



CSIRO'S FOOD INNOVATION CENTRE

CSIRO's Food Innovation Centre makes it easy for food, ingredient and equipment manufacturing companies to access extensive expertise, technologies and support in innovation. From adopting innovative technologies and improving process efficiency to creating high value products for new markets, they partner with industry every day.

Find out how they can assist your business [here](#).

INNOVATION

INNOVATION – WHY YOU'RE THINKING ABOUT IT ALL WRONG!



Innovation can be a daunting prospect for any company but a simple shift in thought can reposition innovation as exciting and affordable according to a leading Australian food innovation expert.

Dr Barry McGookin, the General Manager of Innovation, Capabilities and Skills at Food Innovation Australia (FIAL), says Australian food companies are increasingly looking at innovation as a way to address the growing pressure of supplying Australian and Asian markets, but are reluctant to invest in new products.

Speaking at the upcoming **Asia Australia Food Innovations Conference** (AAFIC) in Perth this March, Dr. McGookin says innovating a product's marketing strategy and packaging, effectively utilising consumer insights, and streamlining backend processes such as financial systems can be more beneficial to a company's bottom line than investing time and money into developing a new product and companies should consider these types of innovation just as much as a new product.

Dr. McGookin says while new product development and new processes may spring to mind when thinking about how to innovate, companies can see increased profits simply by innovating elements of their existing products and processes.

"Australian food companies are often not great risk takers. We tend to look at imitations or line extensions of an existing product rather than launching something more novel. And this reflects consumer sentiment – Australians tend to not take risks in their supermarket choices," he said.

"I'll be presenting the potential benefits a company can gain from collaborating with external resources for a complete approach to innovation and opening themselves up to more market opportunities.

"Companies tend to be hesitant about collaborating with those similar who are often competitors, but in some sectors, there is a lot that can be gained."

INNOVATION

Dr McGookin will give advice on how to innovate and collaborate effectively at AAFIC alongside some of the best innovative thinkers in the Australian food industry.

"Innovation is the new business mantra. It's a driving force in many businesses but many don't know how to approach innovation in a way that is right for them. AAFIC is a good chance to learn from the best," said AAFIC Chair and General Manager of Risk at Compass Food Group, Dr Justin Whitely.

For the full list of speakers and to register for AAFIC held 17-18 March 2016, visit <http://www.aafc.net/>.



FIAL'S CHINA REPORTS

FIAL is very excited to introduce the first in our series of in market China reports.

Over the next few months, FIAL will deliver a series of China retail market reports focusing on the latest food orientations on the ground in mainland China.

Findings are based on analysis of various product categories, which were identified directly out of high end retailers by international supermarkets buyers, importers and Chinese consumers.

Read more [here](#).



EXPORT OPPORTUNITIES

NEED FINANCE FOR EXPORT?

Are you having difficulty securing the finance you need to take advantage of a new export opportunity?

As Australia's export credit agency, **Efic** delivers simple and creative solutions for Australian companies to enable them to win business, grow internationally and achieve export success.

Through its loans, guarantees, bonds and insurance products, Efic has helped many Australian exporters and subcontractors take advantage of new contract opportunities that may otherwise have been out of reach.

A SIGNIFICANT CONTRACT

Australian Organic Meats (AOM) is a Queensland-based exporter of premium quality, grass fed certified organic beef to wholesalers worldwide.

When AOM sources its beef from its suppliers, it needs to be processed and packaged prior to being shipped to AOM's overseas distributors.

Given the significant working capital required to meet increased demand from its distributors, AOM needed additional finance to manage this pre-shipment phase.

While AOM's bank supports the business through a trade facility, it wasn't able to approve the additional pre-shipment working capital AOM needed without a guarantee.

HOW EFIC HELPED

Efic provided a \$500,000 **export working capital guarantee** to AOM's bank, enabling it to lend the additional working capital AOM needed to purchase cattle and meet the upfront processing costs for its increased pipeline of orders.



"Efic's support will help us to manage our pre-shipment costs so that we can continue to expand our business internationally", said Simone Tully, Director, Australian Organic Meats.

To learn how Efic could help your business achieve export success, [visit its website](#) or phone 1800 093 724.

EXPORT OPPORTUNITIES

HELPING YOU TAKE ON THE WORLD'S BEST

You're invited to Efic's SME Briefing 2016, where you'll learn from the experiences of some of Australia's most innovative SME exporters. **Register now, as places are limited.**

Not only will you come away with lots of new ideas, you'll also learn how Efic could help your business receive the finance it needs to achieve export success.



Learn from the experiences of some of Australia's most innovative SME exporters, including:

- **Ross Brown**, Executive Director of Brown Brothers (Melbourne), who'll show you how the power of co-operation within the wine industry has helped Brown Brothers enjoy success here and overseas.
- **Garry Johnson**, CEO of Steel Blue (Perth), who'll share how constant innovation, some unique marketing strategies and an unwavering focus on your target market has helped Australia's largest safety footwear supplier expand into Europe and North America.
- **Philip Sims**, CEO of Robern Menz (Adelaide), who'll share how this iconic brand overcame the challenges faced when exporting its range of quality products.
- **Stuart Anderson**, co-Founder of Flow Hive (Brisbane), a revolutionary new beehive design that's been described as 'the greatest advancement in beekeeping in more than 150 years'.
- **Emma Isaacs**, Founder & Global CEO of Business Chicks (Sydney), who will share her passion for ideas and creativity, and what she's learnt from creating Australia's largest business community for women.

You'll also hear from other innovative SME exporters in a panel discussion with respected finance journalist Michael Pascoe.

For more information on the national program, click [here](#). We look forward to seeing you there.

EXPORT OPPORTUNITIES

SIGN UP FOR E-CATALOGUE TRANSLATION



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

INTRODUCTION
Welcome to the Food Innovation Australia Limited (FIAL) e-Catalogue, your online guide to export ready Australian food and beverage products. FIAL, with the support of the Australian Government, is a catalyst for collaboration for the Australian food and beverage industry. In particular, FIAL's aim is to encourage the Australian food & beverage industry to innovate their processes and products to ultimately meet export markets' needs.

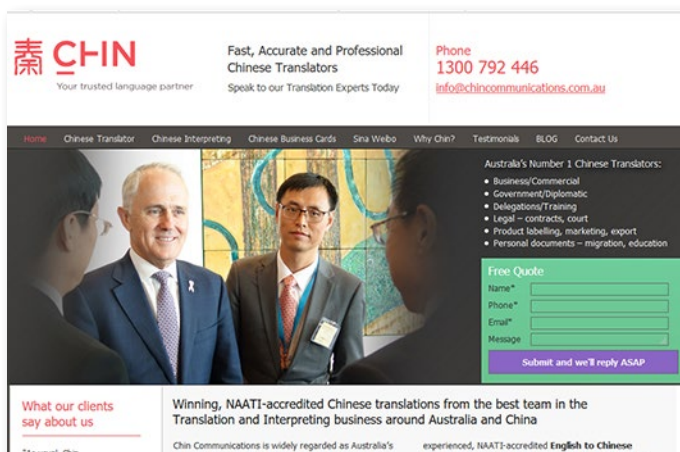
INTERNATIONAL BUYERS
The purpose of this eCatalogue is to start the innovation process by informing international buyers on Australian supply capability and connecting buyers with export capable food & beverage suppliers.
To access this eCatalogue, kindly register your details to secure your login password.
Register Now

LOGIN
Already a member of Fial? Login now to browse the catalogue.
Username:
Password:
LOGIN
[I forgot my password.](#)

In late 2014, FIAL launched the eCatalogue which has since been used by Austrade and State Government agencies as a key reference for Australia's food and beverage capability offering. The response has been extremely positive with close to 1,150 registered users, including over 400 International buyers, 520 Australian suppliers and 230 (predominately in market representatives) Austrade, State Government Agencies and industry users.

The next phase of development is to provide a Chinese, Korean and Japanese version to attract non English speaking international buyers.

FIAL will continue to provide you the eCatalogue platform free of charge and have negotiated a discounted price of \$300 (or \$100 per language) to have your individual profile translated into Chinese, Korean and Japanese increasing your exposure to International buyers. **Chin Communication** is the nominated translation company to provide this service to ensure consistency in supplier profiles.



CHIN
Your trusted language partner

Fast, Accurate and Professional Chinese Translators
Speak to our Translation Experts Today

Phone 1300 792 446
info@chincommunications.com.au

Home Chinese Translator Chinese Interpreting Chinese Business Cards Sina Weibo Why Chin? Testimonials BLOG Contact Us

Australia's Number 1 Chinese Translators:

- Business/Commercial
- Government/Diplomatic
- Delegations/Training
- Legal - contracts, court
- Product labelling, marketing, export
- Personal documents - migration, education

Free Quote
Name*
Phone*
Email*
Message
Submit and we'll reply ASAP

What our clients say about us
Winning, NAATI-accredited Chinese translations from the best team in the Translation and Interpreting business around Australia and China
Chin Communications is widely regarded as Australia's experienced, NAATI-accredited English to Chinese

EXPORT OPPORTUNITIES

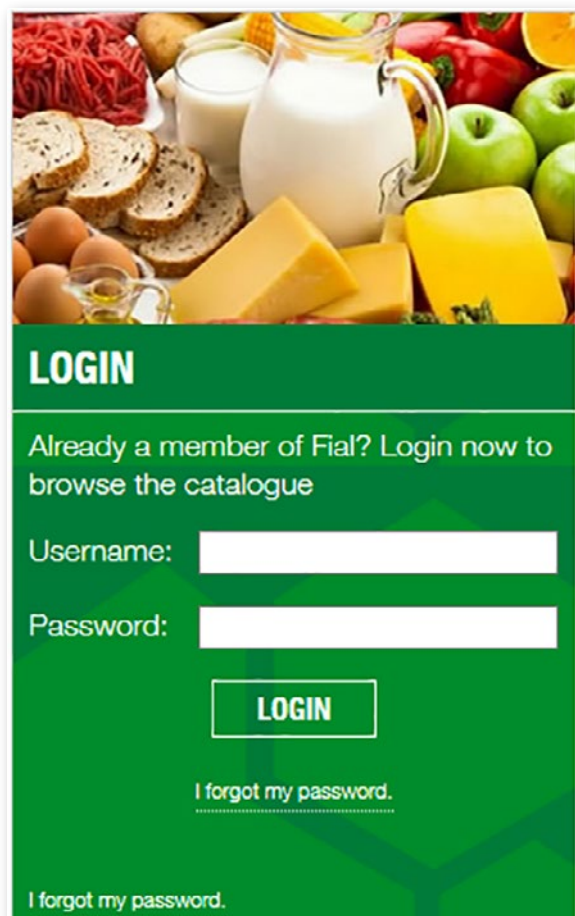
With upcoming trade shows and inbound missions, it is important that you action this as soon as possible to take advantage of the buyer interest that will be generated.

Visit: 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.

If you have any questions along the way or if there are any issues with your password please email kate.cini@fial.com.au.



LOGIN

Already a member of Fial? Login now to browse the catalogue

Username:

Password:

LOGIN

[I forgot my password.](#)

[I forgot my password.](#)

UPCOMING EVENTS IN 2016

To view a full list of food and agribusiness industry events across Australia, visit the industry's calendar at www.fial.com.au/calendar

Want to have your event listed? Contact us at info@fial.com.au

| Date | Event | Location | To book |
|-------------|---|--|---|
| 1 March | Fresh Produce Supply Chain Event | Sydney | For more information, email: i...@freshproducesafety-anz.com |
| 1 March | Cultivating an Open Data Ecosystem for Agriculture | Mildura | Further detail here |
| 1-2 March | ABARES Outlook 2016 Conference | Canberra | Further detail here |
| 2-3 March | Food Drying Technology Short Course | Werribee | Book here |
| 3 March | EDA Northern Queensland Food Innovation Forum | Townsville | Further detail here |
| 7 March | Food Safety & Food Quality Standards for Food Manufacturers | Melbourne | Book here |
| 8 March | Australian Packaging & Processing Machinery Association Ltd VIC Member Dinner | Melbourne | Further detail here To book, email: appma@appma.com.au |
| 14 March | Are You Ready For Export Workshops | Sydney Metropolitan | Contact Department of Innovation, Industry & Science at el@industry.gov.au |
| 16 March | Food Safety: Prevention is better than cure | Melbourne | Further detail here |
| 16 March | Are You Ready For Export Workshops | Ballina | Contact Department of Innovation, Industry & Science at el@industry.gov.au |
| 17 March | Are You Ready For Export Workshops | Canberra | Contact Department of Innovation, Industry & Science at el@industry.gov.au |
| 17 March | Introduction to Product Identification | Melbourne | Further detail here |
| 17-18 March | Asia Australia Food Innovations 2016 | Perth | Further detail here |
| 18 March | Are You Ready For Export Workshops | Hunter/Central Coast | Contact Department of Innovation, Industry & Science at el@industry.gov.au |
| 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 |

TRADE FAIRS & EVENTS

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

GULFOOD: DUBAI 21-25 FEBRUARY

Titled 'Food from the heart of Australia', the FIAL stand will showcase 76 Australian companies in Dubai this month. 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. We look forward to updating you on the outcomes and insights about this market in our March bulletin.



TRADE FAIRS & EVENTS

FOOD AND HOTEL ASIA: SINGAPORE 12-15 APRIL

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 kate.cini@fial.com.au



SIAL: CHINA 5-7 MAY

The Australian Pavilion is being coordinated by Food South Australia. For further information about how you can be involved with this trade show, please contact Food SA at contact@foodsouthaustralia.com.au or call +61 8 8303 9435.



TCI OCEANIA CLUSTER EVENT: 1-3 JUNE

This year's TCI Oceania cluster event, the **Innovation and Competitiveness Summit**, will be held in Adelaide from 1 to 3 June. We'll be exploring the role clusters play in fostering the collaboration required for increased innovation and competitiveness in regions and cities, drawing on local and international examples and evidence.

This is great value economic development training with world experts and a prime networking opportunity – don't miss it!

Put it in your diary now and stay tuned for further details. In the meantime, for further information contact **Tracy-Scott Rimington** or phone 0433 346 344.