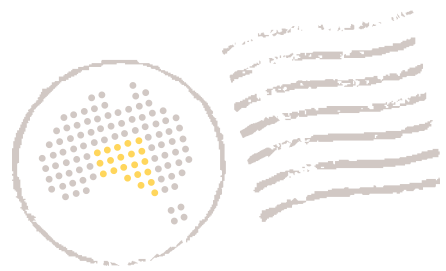


FUTURE Food



reviewing south australia's food industry and future opportunities

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Carmel Zollo, MLC and Premier Mike Rann launch the Food Awards at the Adelaide Central Market

GOING TO MARKET

The Focus of Premier's Food Awards

Premier Mike Rann highlighted the importance of both domestic and international markets for South Australia's multi billion dollar food industry during the launch of the 6th Premier's Food Awards.

The theme for this year's Awards is "To Market".

"Already we export food products to more than 120 countries, but to be successful, food producers must know and engage their market and that's what this year's Premier's Food Awards is all about," the Premier said.

"We're celebrating our successes in going "To Market" and while it's not an easy road, the journey is certainly worth it," Premier Rann said.

The 6th Premier's Food Awards will be presented at a gala dinner at the Adelaide Hilton on Friday, November 21, 2003.

Information about the Premier's Food Awards can be accessed at: www.safoodonline.com/premiersfoodawards/

For further information please contact:
Sharon Kennerley
Telephone 08 8226 0585

2003 Premier's Food Awards Sponsors



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FOOD INDUSTRY Weathers a tough year

South Australia's ScoreCard report indicates the state's food industry has performed well compared to the national average, despite being severely hit by drought, the SARS epidemic, global unrest and the impact of a strong Australian dollar.

Food production fell dramatically in most sectors as a result of the drought, however strong consumer demand and the sustained performance of processed exports have helped cushion the fall in gross food revenue from \$9.4 billion to

\$8.9 billion, a five percent decrease.

Agriculture, Food and Fisheries Minister Paul Holloway said the sustained performance of processed exports, which fell just 4 percent compared with the national average of 12 percent, substantiates the need for a continued focus on value adding rather than being dependent on the volatile commodities sectors.

"It would suggest that South Australia's growing competitiveness has helped compensate for the ongoing challenges of trading in a global market," Minister Holloway said.

"Measuring processed exports is a particularly important part of our analysis, as the State Food Plan has focussed industry effort toward higher value adding as a way of insuring against seasonal volatility, associated with commodity focussed production."

"I don't think you'd get a seasonally worse year than we've just had," the Minister said.

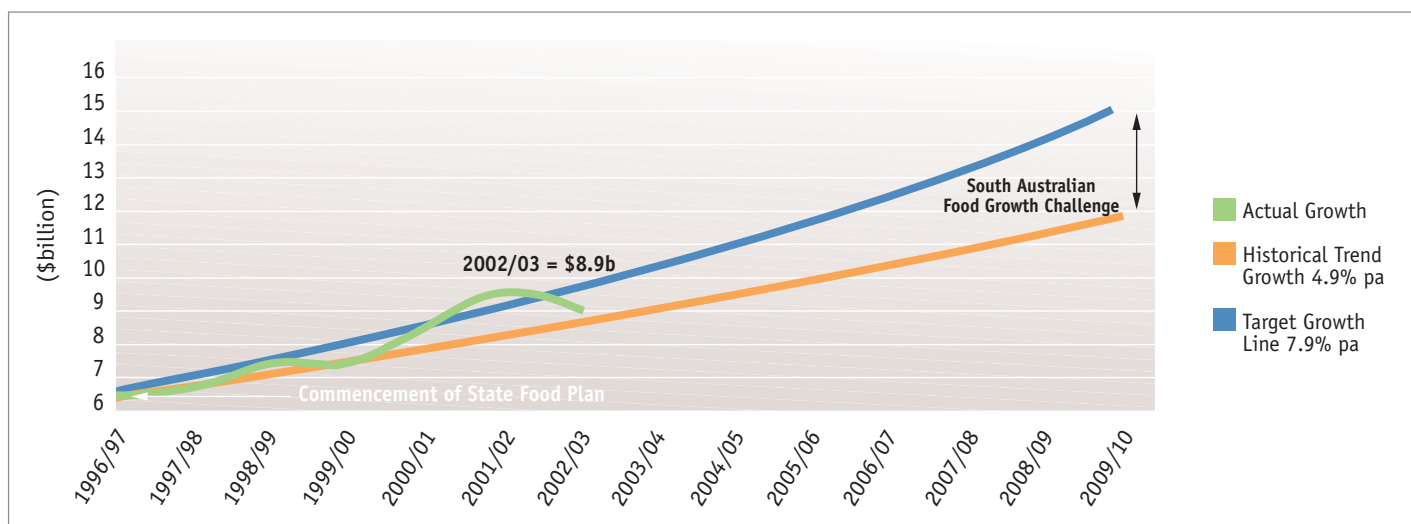
The gross food revenue 2002/2003 has dipped slightly below the \$9.4 billion mark required to achieve the target of \$15 billion by 2010.

"Despite the disappointing year, we are still \$600 million in front of where we would have been without the direction set by Industry and Government in the State Food Plan."

The horticulture industry was the best-performed sector, due mainly to strong demand domestically.

The Minister said despite this year's negative trends, the results also show positive signs of "structural" changes taking place in the food industry.

A 30 percent increase in new capital expenditure in food processing and retail is an example of this.



*Gross State Food Revenue – Target and Performance (2002/03)

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REGIONAL FOOD GROUPS Blazing a Trail

The inaugural Regional Food Trail has been hailed as a success, providing an opportunity for many regional food producers to sell their products in Adelaide for the first time.

As part of the three day tasting trail at the Adelaide Central Market in July, Food South Australia also sponsored a "meet the maker" event bringing together producers, food buyers and consumers.

Barossa chef Maggie Beer and Coonawarra based chef Simon Bowen, from Bowen Estate, used

their culinary talents to showcase a wide variety of regional produce, while guests drank a selection of Peter Lehmann wines.

Convenor of the Premier's Food Council, Carmel Zollo highlighted the importance of Regional Food Groups.

"They are the building blocks, if you like, which lay the foundation for a strong and competitive food industry here in this State and abroad," Ms Zollo said.

"The past year has been one of real progress for the food industry not only for our export focussed companies but also the many innovative producers based in regional South Australia."

Many new regional products are now available for sale at the following Adelaide Central Market stalls:

- Adelaide Hills Lucia's Fine Foods
- Barossa Valley Gourmet to Go
- Fleurieu Peninsula Providore
- Kangaroo Island Say Cheese
- Limestone Coast Stall 55
- Southern Flinders Ranges Jagger Fine Foods
- Yorke Peninsula Lucia's Fine Foods



WARNERTOWN Water Buffalo

Water buffalo are not what one would normally expect to see grazing in the Southern Flinders Ranges but, at Warnertown, they are making themselves very much at home.

Bob and Christine Cook have been breeding water buffalo there for eight years, after learning a lot about the animal while living in the Northern Territory.

Christine describes them as intelligent and good-tempered animals and an excellent source of light, lean meat.

"We were selling to restaurants and then people literally started knocking on our door and asking for it," Christine said.

While, up until now, the Cook's have been selling all of their meat fresh, their first batch of buffalo metwurst was ready

just in time for the Regional Food Trail at the Central Market.

"People have been saying they really like the taste of it, but it has also got the added advantage of being a low fat and low cholesterol meat, which a lot of consumers are looking for," Christine said.

The couple is also working with Regency TAFE to develop other small goods products, but the biggest challenge the Cook's face is getting others into the industry to supply demand for quality products.

COUNTRY KILLED MEATS In High Demand

Personalised service, quality cuts of meat and some specialised advice on how to cook a chosen cut are all still an everyday part of a visit to Yorketown Quality Meat.

It may have been this combination of friendly service and top grade meat that drew attention to owner Brenton Gutsche's products during the regional food trail at Adelaide Central Market.



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THE Spice Girlz

After striking up a friendship as neighbours, the concept for the Spice Girlz' business developed almost literally over the back fence.

Except it was on a front veranda, overlooking McLaren Vale, that Samantha Organ and Mickaela Willford dreamed of a lifestyle, which would indulge their passion for cooking and gardening.

They began two and a half years ago growing organic herbs and selling direct to local restaurants. From fresh herbs they diversified into ready to go products such as pesto and harissa.

'Demand for our products just grew and grew to the point where we were cooking all the time and had to give up growing,' Samantha said.

The Willunga Farmers' Market is now a regular outlet for the Spice Girlz' products and even the early morning set ups haven't dampen their enthusiasm.

"We love to sell at the farmers' market because we're passionate about food and the region and we like

to be able to share that with other people," Samantha said.

"You must be confident in your product. We never make anything we don't like to eat ourselves so that we can sell it from the heart."

The introduction of new labelling laws in December last year brought about a packaging revamp which, Samantha said, has opened up new markets for them interstate.



"We pride ourselves on our beef and smoked ham and bacon, which we traditionally double smoke using red gum," Brenton said.

Taking part in the Regional Food Trail was a big task for the Yorketown regional food group, which has only recently formed.

But as Brenton pointed out, going to the Adelaide Market was a great learning experience, not only for the group, but also for his business.

"We've been able to look at other butcher shops and look at the different lines they supply, some of which we might even try for our country customers."

"They're always looking for something new," he said.



PETTICOAT LANE Herbs

If the calming aromas of camomile or peppermint are your cup of tea then get your hands on some Petticoat Lane Herbs grown at Penola in the Limestone Coast.

From her love of working with herbs, Jenny Hinze has developed a business growing, preparing and selling teas, condiments and dressings.

"People didn't just want recipes on how to use my herbs, they wanted the product," said Jenny.

As a result, she now sells a range of products such as French Tarragon,

Mustard and Honey Dressing, Parsley and Cashew Pesto and nasturtium flower and tomato pesto.

After taking part in the Regional Food Trail, Jenny opened a retail outlet in Penola.

"It's opening a door to get going and expand. I do it all myself but I would like to be able to hire staff in the future."

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“AMAZING AUSTRALIA” on sale in premium Singapore Supermarket



Maggie Beer products are just one of more than 120 Southern Australian food and beverage products to be introduced to the Singapore market as part of the “Amazing Australia” promotion, which was launched in Singapore in September.

The “Amazing Australia” campaign is taking place at Cold Storage, the most upmarket chain in southern Asia, which operates a portfolio of 40 supermarkets in Singapore alone.

Food Adelaide has signed an agreement on behalf of the South Australian food and beverage industry, securing prime floor space at Cold Storage’s MarketPlace store in Singapore’s Tanglin Mall, to promote fine food and wine products along with tourism experiences from Southern Australia under the “Amazing Australia” banner.

“South Australia, Victoria and Tasmania are collaborating on this important promotion to ensure that we can supply demand,” said Food Adelaide International Account Manager Justin Ross.

“The concept is to promote an uniquely Australian experience to encourage customers into the store and educate them about what Australia has to offer, not only in food and wine, but also tourism experiences,” Mr Ross said.

Significant tourism events such as the Adelaide Arts Festival and the Tour Down Under will also be incorporated into the promotion.

“The promotion is a two pronged approach,” Mr Ross said.

“We are developing systems to make it easier for our food companies to supply and sell in an environment that matches the

quality of our products as well as educating the Singapore market about Australia.”

Among the South Australian food companies taking part in the promotion are Maggie Beer Products, Copper Pot, Springs Smoked Salmon, Angas Park, Bellis Fruit Bars, B-D Farms and La Zatt.

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CHEF TAKES ON ROLE of Food Ambassador

South Australian born chef Robert Blackborough is taking on an “ambassador’s” role for Australian products in his new home – Singapore.

The former Executive Chef of Adelaide’s Lion Hotel helped promote the food of Southern Australia during the launch of the “Amazing Australia” showcase at Cold Storage’s Tanglin Mall supermarket.

As part of the Food Adelaide promotion Blackborough

ran a series of cooking demonstrations for Singapore shoppers showing them how to use Australian produce.

“Getting some of the fantastic food produced in Australia to Singapore is high on my priority list,” Mr Blackborough said.

“The first thing I tried to do when I got to Singapore was to start pushing Australian products.”

As Executive Sous Chef at Singapore’s Shangra-La Hotel, which was recently voted, for the second year running, the world’s best hotel, Blackborough is in a good position to do so.

He is in charge of organising the hotel’s kitchens as well as writing menus to cater for an international clientele including Kings and Queens, business people and holidaymakers.

Among the products that regularly make it onto the hotel’s menus are South Australian seafood, beef and cheeses such as Woodside goats’ curd.

“My colleagues are impressed with the flavour and quality of Australian products and our hotel guests are prepared to pay for it,” Mr Blackborough said.

“For instance, a main course serve of Kobi beef can sell for up to \$200,” he said.

Blackborough is one of the new breed of Australian chefs making waves abroad for their innovative approach to food.





GETTING A TASTE OF SA at the Royal Show

Taste South Australia returned to the Royal Adelaide Show, bigger and brighter, and by popular demand from both exhibitors and the public.

Food South Australia Executive Director Dr Susan Nelle highlighted the increased number of regional food groups who took part in this year's event.

"Some of these food groups are only newly formed, yet they've travelled long distances to be at the Show to share the bounty of their regions with the city," Dr Nelle said.

"Throughout the last twelve months Food South Australia has been working closely with the State's many regions to bring together and build their food cultures, not only for the benefit of the local community, but also visitors to the region and the State as a whole."

Dr Nelle said the significant growth in the number of exhibitors at this year's Taste South Australia event also reflected the growing confidence and capability of South Australia's food industry.

"Collaboration is a key component for the success of South Australia's food industry."

"By working together it will strengthen the food industry and its capacity to supply markets here in this state and new markets interstate and internationally."

Regional food groups from the Fleurieu, Southern Flinders, Murraylands, Riverland, Limestone Coast and Barossa Valley as well as individual producers of everything including buffalo sausage to biscuits, chocolates and cheese, honey and horseradish were among the foods available for tastings and sales.

This is the second year that Food South Australia, the Royal Adelaide Show and Primary Industries and Resources SA have sponsored Taste South Australia.

THE GREAT Australian Bite

There was a distinctive Australian flavour at Hong Kong's dominant gourmet food retailer, during August.

More than 20 South Australian companies took part in the 'Great Australian Bite' promotion at the 'Great' Food Hall which is part of the ParknShop supermarket group. The promotion also involved participation by Victoria and Tasmania.

Retail Food Facilitator Rachel Gemmill said a total of 600 new Australian products were promoted, half of which came from South Australia. The promotion has led to very significant orders being placed by 'Great' and about 80 per cent of these new lines are to be listed by 'Great'.

"This is an outstanding result," Ms Gemmill said.

"The success of the promotion is due to in-store tastings of products."

The entire store was themed 'Australian' for the month long promotion, which targeted the affluent Chinese and ex-pat communities.

The project is a joint initiative of Food Adelaide, Food South Australia and Department of Business, Manufacturing and Trade to build South Australia's food presence in Hong Kong.



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Food handling skills and knowledge

On 1 December 2003 the food handling – skills and knowledge component of the National Food Safety Standards will come into effect (these safety standards are part of the Australia New Zealand Food Standards Code). The incoming standard requires food handlers, including supervisors, to have skills and knowledge in food safety and hygiene. Such skills and knowledge should be proportionate to the work activities of the person. For example, supervisors and management would be expected to have a wide knowledge base about food safety and hygiene. On the other hand, food handlers will be required to have suitable

skills in food safety and hygiene relating specifically to their food handling duties. Both are important in order to comply.

What do you need to do to comply?

The in-coming law does not provide any guidance about what steps you can take to comply. However under the SA Food Act, it is a defence if all reasonable precautions were taken and all due diligence was exercised, to prevent the offence from taking place. Under the Food Act this means that a business must show it complied with a recognised and documented system (for example a quality assurance

program or an industry code of practice) designed to manage food hazards. Implementing a written food safety plan prepared under HACCP guidelines is a good example (but this may not always be sufficient).

What are the legal consequences if you do not comply?

In SA, the maximum penalty for a company not complying with the Australia and New Zealand Food Standards Code is \$250,000. Company directors and individuals concerned with the management of the business can also be personally liable. Importantly, by not

complying with the in-coming skills and knowledge law, a business increases its risk of carrying out a serious offence (for example handling food for sale in a manner that leaves the food unsafe). The maximum fine for a serious offence under the Food Act is \$500,000 for a company. Company directors and managers can also receive fines and prison sentences.

For more information

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GASTRONOMIC Travel

Special interest tourism is on the increase worldwide and an Adelaide-based company is tapping into the new market.

Diverse Travel Australia, a specialist tourism wholesaler, has developed a range of food and wine tourism packages to appeal, initially, to Tasting Australia visitors.

Managing Director, Kristi O'Brien said the packages have been designed to target mid to upmarket, discerning and well-educated clients who are not attracted by mainstream tourism.

"Up to 90 percent of our packages are tailor-made to satisfy the specific needs of our clients," Ms O'Brien said.

"In order to make it the best possible experience for visitors

we work closely with tourism operators and of course it is important to have expert guides to interpret the experience."

The Tasting Australia packages will allow visitors to experience regional food and wine cultures in the Adelaide Hills, Barossa Valley, Clare Valley and McLaren Vale as well as meet the makers and take part in celebrity chef events.

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