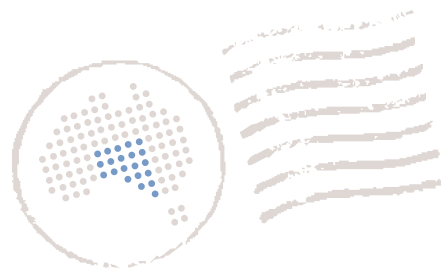


FUTURE Food



reviewing south australia's food industry and future opportunities

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PASSION AND DETERMINATION contribute to Young Leader's Success



The Chief Executive Officer of one of South Australia's most successful home-grown food franchises has been named the 2004 Young Leader of the Year at the prestigious Premier's Food Awards.

The Award, which is sponsored by the South Australian Farmers' Federation, was presented to Shane Radbone (pictured left with Premier Mike Rann), CEO of Wendy's Supa Sundaes, at a gala ceremony at the Hilton International in Adelaide on Friday, November 26.

Premier Mike Rann congratulated thirty-four year old Shane on his exceptional achievement.

"Shane is an outstanding winner who has demonstrated all the qualities of leadership and professionalism this award seeks to recognise," the Premier said.

"South Australia's food industry needs young people like Shane to be the next generation of leaders and the visionaries for its continued improvement."

Shane Radbone joined Wendy's Supa Sundaes as the company's Chief Executive Officer in 2000.

His first major role was acquisition of all the master franchises nationally after which the company experienced its best financial year in its quarter century of operations.

In February last year, Shane took up the role of group CEO of the Retail Brands Group, which includes a Wendy's manufacturing facility and a second brand just launched in Australia called Quiznos.

Quiznos is an American-based, 2000-store chain that specialises in oven-toasted sandwiches.

"My vision for the future is to offer profitable franchised food opportunities for people who want to be in business for themselves and are passionate and determined to make a difference," says Shane.

"You must enjoy what you do and believe in what you do and I think if you have those elements you can make a difference."

Prior to joining Wendy's Shane founded a company called Executive Fitness Management, which grew from a single operation to 25 outlets franchised in four states.

He has also helped raised more than \$260 000 for charity in the last decade.

The judges commended Shane not only for his passion for work and his ability to lead staff and drive a company to great success but also his commitment to his young family and community through his charity work.

Fourteen other awards for excellence were also presented at the 7th Premier's Food Awards.

The Premier said there was an exceptionally high standard of entries for this year's awards, which applaud individuals and companies for their leadership, innovative thinking, training initiatives and export achievements.

"The Awards not only recognise the hard work of our food producers and processors, they also give finalists and winners the Premier's endorsement and exposure to help them enter new interstate and overseas markets."

South Australia's food industry contributed \$9.1 billion to the State's economy this year.

The theme for this year's Awards was "Big Picture", recognising the many companies and individuals that contribute to the greatness of South Australia's food industry.

2004 Premier's Food Awards Sponsors



WINNERS – FOOD AWARDS 2004

South Australian Farmers' Federation Young Leader Of The Year Award

Shane Radbone is the Chief Executive Officer of Wendy's Supa Sundaes. In February 2003, 34 year old Shane also took up the role of group CEO of the Retail Brands Group, which includes a Wendy's manufacturing facility and a second brand just launched in Australia called Quiznos.



SAFF President, John Lush presents the award to Shane Radbone, CEO, Wendy's Supa Sundaes.

Food Training SA Leadership Through Innovative Services to the Food Industry Award

Blessed Cheese is working to form parallels between the South Australian cheese industry and the well-established wine industry. From its premises in McLaren Vale, the company provides a range of services to tourists visiting the wine region. In addition to its café and wine bar Blessed Cheese has developed a self guided cheese and wine trail giving visitors the opportunity to match and sample both products.



Food Training SA Chairperson, Ian Curry presents the award to Blessed Cheese Owner, Mark Potter.

Peats Soil & Garden Supplies Leadership Through Sustainable Industry Award

The Food Forest is a certified organic permaculture farm and learning centre on 15 hectares of the Gawler River flood flats. Annemarie and Graham Brookman established the property from a bare paddock 21 years ago to promote a model for sustainable land use in semi arid agricultural areas. The family-run business produces and processes food from more than 150 varieties of fruit, nuts, grains and native foods as well as poultry products, honey, carob, wine cider and wood.



Peats Soil Manager, Peter Wadewitz presents the award to Graham Brookman, owner of The Food Forest.

National Food Industry Strategy Ltd Leadership Through New Export Development Award

Elders Limited, which was established in South Australia in 1839, is now the market leader in dairy cattle exports from Australia to China to meet the increase in demand for dairy products. The company is focused on delivering high quality animals, feeds and vessels for transportation. As part of its commitment to doing business with China, Elders has established an office in Shanghai, which employs 30 staff.



Angelo Kotses, Trade Committee NFIS, presents the award to Elders General Manager of Meat and Livestock, Jack Gleeson.

SARDI Leadership Through Innovation Award

Through four years of research and development **Ferguson Australia** has developed a range of products using the entire lobster. Ferguson Australia's innovative products reduce up to 40 percent wastage, minimise preparation time and provide convenience and quality control to their customers.



Dr Rob Lewis, Executive Director, SARDI presents the award to Andrew Ferguson, Director, Ferguson Australia.

WINNERS – FOOD AWARDS 2004

Lindy Cook, Blue Lake Milling Sales and Marketing Manager presents Carmello Baldino, L'Abuzzese, with the less than 10 employees award.



Cooper's Brewery & Blue Lake Milling Grains Industry Achievement Award

Under 10 employees: L'Abuzzese

L'Abuzzese is an Adelaide-based manufacturer of quality dried gourmet pasta, egg noodles and organic pasta. The family-owned company has grown over the last 24 years to supply distributors, gourmet food retailers and the hospitality industry in South Australia, nationally and Hong Kong.

Angelo Demasi, General Manager of Adelaide Produce Markets presents the less than 10 employees award to Dino Musolino, Director of the Hi Tech Group.



Adelaide Produce Markets Limited And Virginia Horticulture Centre Horticulture Industry Achievement Award

Under 10 employees: Hi-Tec Group

The **Hi-Tec Group** grows and processes hydroponic lettuce at Virginia. Originally operating as a family-owned broad-acre property, the company responded to consumer demands by supplying a range of ready-to-eat packaged products using freshly harvested lettuce and vegetables. The company supplies a wide range of customers including Qantas, the hospitality sector and Independent Grocery stores.

Visy Board State General Manager Tony Kane presents Waters Meat Store owners Anne and Ian Waters with the less than 10 employees award.



Visy Board Meat Industry Achievement Award

Under 10 employees: Waters Meat Store

Waters Meat Store based at Moonta has recently expanded into a new purpose built butcher shop, which meets all Quality Assurance and accreditation standards. The butcher shop is value adding to its primary product of meat by providing customers with complete meal solutions.

Rabobank General Manager for Rural, Mark Thompson presents Geoff Turner, Turner Aquaculture with the less than 10 employees award.



Rabobank Seafood Industry Achievement Award

Under 10 employees: Turner Aquaculture

Turner Aquaculture is a Cowell-based oyster farming operation with an additional operation in Coffin Bay to offset seasonal variances. The company specialises in wholesaling of oysters to fish processors and retailing local seafood from its shop front in Cowell. It is also a member of the seafood and aquaculture tourist trail, which allows the public to see the industry first hand.

Stuart Silver, Group External and Government Affairs Manager, Dairy Farmers' presents Woodside Cheesewrights Owner, Kris Lloyd with the less than 10 employees award.



Dairy Farmers' Dairy Industry Achievement Award

Under 10 employees: Woodside Cheese Wrights

Woodside Cheese Wrights specialises in white mould cheeses made from goat and cows' milk. All cheeses are hand made at its Woodside factory in the Adelaide Hills using traditional methods and production techniques that showcase subtle seasonal changes in texture, flavour and smell.

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PREMIER'S FOOD AWARDS 2004

Cooper's Brewery & Blue Lake Milling Grains Industry Achievement Award

More than 10 employees: Mitani Products

Mitani Products is an innovative food ingredients blender and manufacturer specialising in adding value to the poultry and meat industries by providing a tailored blend of quality herbs, spices and seasonings. The family-owned company is focused on providing exceptional service and quality products to the Australian and New Zealand markets and more recently Asia.



Dr Tim Cooper, Managing Director of Coopers' Brewery presents Mitani's Managing Director, Tas Mitani, with the more than 10 employees award.

Adelaide Produce Markets Limited And Virginia Horticulture Centre Horticulture Industry Achievement Award

More than 10 employees: Vitor Marketing

Vitor Marketing is Australia's largest grower, packer, processor, distributor and marketer of fresh citrus fruit. The company also markets persimmons, stone fruit, mangoes and grapes. The Riverland-based company was formed more than three decades ago by eight growers. Today there are 38 growers with more than two and a half thousand hectares of orchards under its control.



Victoria Andrew, Marketing & Communication Manager, Virginia Horticulture Centre, presents the more than 10 employees award to Vitor Marketing General Manager, Steve Burdette.

Visy Board Meat Industry Achievement Award

More than 10 employees: Holco Fine Meat Suppliers

Holco Fine Meat Suppliers is an integrated domestic meat wholesaler and retailer selling a range of meat and meat related products. The company also owns and operates Paringa Farm in the Adelaide Hills, which is a specialist lamb business supplying wholesale and retail markets.



Visy Board State General Manager Tony Kane presents Holco Fine Meat Suppliers Managing Director, Mike Rankin with the more than 10 employees award.

Rabobank Seafood Industry Achievement Award

More than 10 employees: Springs Smoked Seafoods

Springs Smoked Seafoods is an independent Australian company established in 1990 by Master of the Smokehouse, Richard Harris. The Mt Barker-based company draws on three generations of expertise in producing premium-quality seafood in the United Kingdom. Springs has taken the standard of freshness, quality, packaging, labelling and hygiene to new levels in the Australian seafood industry.



Rabobank General Manager for Rural, Mark Thompson presents Springs Smoked Seafoods Chief Executive Officer, Richard Harris with the more than 10 employees award.

Dairy Farmers' Dairy Industry Achievement Award

More than 10 employees: Wendy's Supa Sundaes

Wendy's Supa Sundaes is a franchise network of ice cream retail stores that was founded in Adelaide 25 years ago. There are now 300 stores across Australia and New Zealand serving more than one million customers each week. Originally, the company's target market was children. Now it has a range of largely fat free and antioxidant enriched products aimed at women.



Stuart Silver, Group External and Government Affairs Manager, Dairy Farmers presents Wendy's Group Chief Executive Officer, Shane Radbone with the more than 10 employees award.

REGIONAL FOOD OFFICERS a vital link in Industry and Government Partnership

Twelve Food Industry Development Officers are now on board to help with the growth and development of food businesses across South Australia.



(L-R) Michaela Bell, Limestone Coast Food Group Inc.; Justin Harman, Good Food Kangaroo Island Inc.; Tori Moreton, Fleurieu Peninsula Food Inc.



(L-R) Lillie Johnson, Tastes of the Southern Flinders Ranges Inc.; Angela Ruddenkla, Clare Valley Cuisine Inc.; Bridget Sara, Yorke Peninsula Regional Development Inc.; Stacey Fallon, Eyre Regional Development Board Inc.



(L-R) Kate Bourke, Adelaide Hills Food Inc.; Sam Fielke, Riverland Food Group; Chris Weir, Murraylands Regional Development Board Inc.; Alex Tietgen, Food Barossa Inc.

The officers will also be the first point of contact connecting regional food companies with the services and expertise of the recently launched South Australian Food Centre.

Food South Australia is funding the 12 officers who in most cases are working with Regional Development Boards.

Over the next few months the officers will conduct a survey of regionally based food companies to gain a greater understanding of the needs of small and medium sized companies.

The Food Centre and its partners will use this information in conjunction with the ScoreCard to plan projects that directly meet the needs of industry.

The survey will also be a chance for businesses to find out more about how the State Food Plan 2004–2007 can help their businesses and industries grow.

Where to find your Food Industry Development Officer

- Adelaide Hills Food Inc. & Adelaide Hills Regional Development Inc.
Kate Bourke (kbourke@adelaidehills.com.au)
- Food Barossa Inc. & Barossa Light Regional Development Inc.
Alex Tietgen (enquiries@foodbarossa.com)
- Clare Valley Cuisine Inc.
Angela Ruddenkla (food.mnrdb@bigpond.com)

- Eyre Regional Development Board Inc.
Stacey Fallon
- Flavour SA Inc.
Catherine Barnett (contact@flavoursa.com.au)
- Fleurieu Peninsula Food Inc. & City of Onkaparinga
Tori Moreton (tormor@onkaparinga.sa.gov.au)
- Good Food Kangaroo Island Inc. & Kangaroo Island Development Board Inc.
Justin Harman (newlandharman@bigpond.com.au)
- Limestone Coast Food Group Inc. & Limestone Coast Regional Development Board Inc.
Michaela Bell (michaela@lcrdb.com)
- Murraylands Regional Development Board Inc.
Chris Weir (eipmrdbi@lm.net.au)
- Tastes of the Southern Flinders Ranges Inc. & Port Pirie and Northern Regional Development Boards
Lillie Johnson (ljohnson@pprdb.com.au)
- Food Riverland & Riverland Development Corporation Inc.
Sam Fielke (rdcsam@riverland.net.au)
- Yorke Peninsula Regional Development Inc.
Bridget Sara

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HELPING HAND FOR chain program

Do you need help in solving existing chain problems in your business?

Are you a small business enterprise ready for a mentor to assist you in creating more value from your existing chain?

Then you may be interested in up to \$20,000 in consulting assistance from the National Food Industry Strategy (NFIS) Chains Program.

Food South Australia is working together with NFIS to maximise South Australian Food company participation in the new round of assistance to companies. Food companies are invited to discuss ideas and submit applications.

For more details contact:
Lisa Nguyen
Food South Australia
Telephone (08) 8226 0460

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Prince Charles at the closing ceremony of Terra Madre



Carlo Petrini, Slow Food President

THE WORLD'S FOOD PRODUCERS Embrace 'Mother Earth'

Representatives from five South Australian regional food groups attended a world meeting of food communities in the northern Italian city of Turin.

The *Terra Madre* event, which translates to 'Mother Earth', attracted 4800 participants from 129 countries to discuss issues of universal concern related to food production and distribution.

Terra Madre brought together for the first time the long chain of people involved from production to consumption, allowing them to exchange experiences and share knowledge.

Food South Australia assisted Jan Angas (Food Barossa), Deborah Cantrell (Adelaide Hills), Marion Chambers (Food Kangaroo Island), Zannie Flannigan (Fleurieu Peninsula Food) and Dennis Wheatley (Southern Flinders Food Group) to attend the conference.

Terra Madre is the brainchild of Slow Food President Carlo Petrini.

Food producer and Chair of Food Barossa, Jan Angas reflects on her attendance at Terra Madre.

To quote from Carlo Petrini's address to *Terra Madre* participants, "it is useless to force the rhythms of life. The art of living is about learning how to give time to each and every thing."

This was his basis for the overall philosophy of Slow Food: "Elevating the quality of our food and taking time to enjoy it in a simple way to infuse our daily lives with joy. With food so central to daily life, it naturally follows that what we eat has a profound effect on our surroundings as well as the rural landscape of the countryside, the duration of tradition and the biodiversity of the earth. For a true gastronome, it is impossible to ignore the strong connections between plate and planet."

Carlo Petrini's vision, which is shared by many, is that food can play a strategic role to positively influence our society, based on feelings of brotherhood and caring, defending and protecting our traditions, crops and knowledge. We must strive for balance

between nature and culture. Cuisine is a language and it makes nutrition pleasant. We need to heighten our ability to manage the extraordinary gift given to us by Mother Nature through strong cultural choice, consumers' understanding of food, and following safe production methods. Be faithful to your own identity and your point of difference.

I have been a primary producer with my husband John in the Barossa for the last 25 years, as well as value-adding product for the last 14 years so the opportunity to attend *Terra Madre* with over 4,000 farmers was incredibly exciting. Australian representation consisted of 15 enthusiastic food growers, five of those from South Australia, a direct result of encouragement from Food South Australia and working in the interest of the State's Food Plan. Like all these 'gatherings' what you learn from your immediate neighbour can be as inspiring as information from the other side of the world.

Indeed, Carlo Petrini's closing speech encapsulated the essence of

our attendance when he quoted Gandhi's words "you must be the change you want to see around the world."

What we found is that there are people all over the world who care about similar issues such as the true cost of food production. These costs relate to our culture, environment and biodiversity. *Terra Madre* proved that not only did we care we were prepared to give up our time to travel and raise our hand in a unified fashion for what we believe. While the Australians were looking for "show us the way" answers I now realize that is the work we have been sent home to do. The *Terra Madre* event was more about showing us we were not alone, the problem is genuine and sharing the stories of many people addressing their personal perception or opinions in a particular farming method be it organic, biodynamic or self sustainable.

How does this relate to our Regional Food Groups? Well, that is the challenge of Gandhi's words – we must be the change we want to see around the world.



GOURMET RETREAT Accommodates business and pleasure

What's believed to be Australia's first cooking school in a working winery has officially opened on the Fleurieu Peninsula.

The purpose built Chapel Hill Winery Gourmet Retreat combines accommodation and conference facilities with a state of the art kitchen for cooking classes.

Manager Pip Forrester, formerly of Salopian Inn, says Chapel Hill's world-class wines and the spectacular view over the vineyards through to the Fleurieu coast provide an unbeatable setting to present the region's wonderful food.

"The Chapel Hill Winery Gourmet Retreat means we can showcase the Fleurieu's regional produce, wine and tourist attractions," says Pip.

The Retreat is targeting top end, interstate and overseas guests who are interested in gastronomic tourism or want an alternative for corporate team building.

Instead of more physical pursuits such as abseiling, the kitchen will become the venue for executive development and team building says Pip.

"We're here to create a food-focused environment for executive management

development and to ensure their every need is met."

Executive Chef Peter Hogg, who worked with Pip for six years at Salopian Inn before moving on to produce regional food and lecture cookery at TAFE, is in charge of the Gourmet Retreat kitchen.

Together, Pip and Peter hope to provide an experience that lingers long in the minds and on the palates of their guests.

COLD CHAIN CENTRE OF EXCELLENCE to Increase Export Competitiveness

A national Cold Chain Centre has been officially opened in Adelaide, boosting the State's export competitiveness in targeted overseas markets.

Minister for Agriculture, Food and Fisheries Rory McEwen says the Cold Chain Centre, which is based at Port Adelaide, is a key element in South Australia's food exports logistics strategy.

"Improvement in South Australia's and Australia's perishable food export cold chain logistics supply chain performance is a

critical success factor if we are to meet competition from other countries' supply chains and achieve export growth targets," Minister McEwen said.

"Adelaide has been chosen as the home of the Cold Chain Centre to build on existing expertise providing virtual links to its customers and members around Australia and in targeted overseas markets, offering a globally connected service."

The Cold Chain Centre will be the focal point for cold chain logistics excellence in Australia. It will set the benchmark for cold chain management nationally.

The Centre will provide a 'one-stop shop' for:

- Cold chain logistics training and education to improve skills and knowledge;
- Cold chain logistics accreditation;
- Innovation solutions to cold chain issues through applied Research and Development; and
- Information on freight and logistics services.

The proposal to establish a nationally and internationally-linked Cold Chain Centre in Adelaide was endorsed by the Premier's Food Council in December 2003.



Food South Australia, the South Australian Freight Council Inc. (SAFC), the South Australian Research and Development Institute (SARDI) and the Department of Transport and Urban Planning (DTUP) are the principal partners in this Centre of expertise.

For more information contact:
Robbie Davis
Principal Consultant
The Cold Chain Centre
Mobile 0412 887 910
Website www.coldchaincentre.com.au

A SOUTH AUSTRALIAN PRODUCT about to 'Gel' in the USA...

Medlow Gels – manufactured by South Australian confectioner Robern Menz – are bound for the USA, in what will be the first structured export plan of the product.

The first export container of Medlow Gels left for the USA in November. The unique, pectin-based confectionery gels will be sold in New York, Los Angeles, Boston, Chicago, and Denver, Colorado.

Although Medlow Gels have been exported spasmodically in the past, this will be the first official and structured export of the product, said Robern Menz Chairman Grantley Sims.

“At Robern Menz we have a successful export distribution structure in place that’s been built up over 50 years,” Mr Sims said. “We’re very confident in our well-established exporting operations. And we believe wholeheartedly that the process will work equally as well for Medlow Gels as it has for our

other Menz confectionery and Robern dried fruit and glace fruit products,” he said.

Mr Sims said that as well as the “clean & green” appeal of a South Australian-made product, Medlow Gels had a unique selling point because they were made of natural, fruit-based pectin (the natural gelling agent of fruit), as opposed to gelatin, an animal product. Because of this, Medlow has always been popular with vegetarians, vegans and those adhering to Kosher and Halaal diets.

COOPERATIVE SPIRIT helps small scale producers sell interstate

South Australian producers of hand crafted food products are being given the opportunity to sell interstate as part of the Regional Food South Australia Cooperative.

The Cooperative, which has received funding from the South Australian Food Centre, will act as an agent for small-scale producers promoting quality and regionality to food retailers in Sydney and Melbourne.

“The Coop helps to build the closest possible connection between the producer and with the retailer,” said Coop Manager, Allison Bockman.

“The Coop is about filling the gap in the middle and building the capacity of producers to enter new markets.”

Food Barossa has trialled the Coop for the last 18 months targeting gourmet shops, delis, independent grocery shops, butcher shops and food service in Sydney, Melbourne and Adelaide.

The Cooperative operates using a ‘just in time’ consolidated order fulfilment system providing convenience for both producers and retailers.

“We’re also hoping to be able to supply retailers with small quantities of seasonal products,” said Ms Bockman.

“We’ve lost that connection with retailers and our philosophy is to offer them something exclusive that their customers won’t find next door or across the road.”

The Coop has recently begun working with Clare Valley producers and ultimately plans to be an agent for small-scale producers from across South Australia.

ISLAND GUIDE to good food & wine

A guide dedicated to Kangaroo Island’s produce and emerging wine industry is now available through South Australian Tourism Commission offices and the Island’s visitor information centres.

Featured are wineries and food producers open to the public, as well as cafes and restaurants across the Island who have committed to feature a Kangaroo Island product on their menu. It also highlights where Kangaroo Island wines are available for retail sale or can be enjoyed with a meal.

Good Food Kangaroo Island, an industry group representing producers, retailers, cellar doors, cafes and restaurants has

developed the Food & Wine brochure to help locals and visitors make the most of the Island’s incredible produce. In recognising that it has been difficult to source local produce and enjoy a regional dining experience, the group has supported the Kangaroo Island Development Board, Tourism Kangaroo Island and the South Australian Tourism Commission’s creative team in developing the guide.

“The group is working with local chefs to make the Island’s food accessible and presented in a way that highlights the quality of our produce,” said Kangaroo Island’s Food Industry Development Officer, Justin Harman.

“Wonderful dining experiences are available across the Island and this will make it easier for locals



and visitors to find them.”

The guide is timely with new producers emerging and established businesses diversifying. “Producers opening their doors for the first time include Andermel marron, Ferguson lobster and Petwood Farm, an organic produce outlet.”

For more information:
Justin Harman
Telephone (08) 8553 1394
Mobile 0412 522 515

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VISIT OUR NEW HOME @ www.safoodcentre.com

The South Australian Food Centre has a new website, so come and pay us a visit at www.safoodcentre.com

Our new home is fresh and clean, easy to navigate and full of updated relevant content.

You can source a vast range of information or communicate with other people from across the South Australian food industry.

Find everything you need to know about the South Australian Food Centre, the State Food Plan 2004–2007, Food South Australia, Premier's Food Council and the Scorecard reports.

Get active by posting a message in the foodtalk food forum. The forum allows you to exchange ideas, share opinions and participate in discussions with your peers about the food industry, or you can contribute news stories about your company, region or upcoming events.

As always the buyers' hub is full of South Australian companies listing their products, packaging options, export destinations and company contacts.



Coming soon to the South Australian Food Centre website will be vital information to assist the food industry in growing their business as well as recipes and a vibrant and interactive homepage.

NEW EXECUTIVE DIRECTOR for Food South Australia

Grahame Tonkin has been appointed as the new Executive Director of Food South Australia.

Grahame comes from the private sector where he has held a number of senior positions in South Australia, interstate and overseas, including his most recent position as Managing Director of Tarac Australia Pty Ltd.

Grahame replaces Dr Susan Nelle, who held the position for five years and has returned to her consultancy business.



REGIONAL TRADE SHOW FOR Food Adelaide Companies

Food Adelaide's Director of Japan, Craig Deemer reports.

Following an invitation from the Ehime Prefectural Government in Japan, a group of Food Adelaide companies showcased their products at the Pan Pacific Business Fair 2004 regional trade show in November.

With an emphasis on dry goods that could appeal directly to retailers the Food Adelaide booth was the focus of the show located directly opposite the entrance to the exhibition hall. The quality of

the Food Adelaide display attracted considerable local media interest and was featured on local television on the opening day of the exhibition.

This was the first time Food Adelaide companies participated in a regional event on Shikoku, the smallest of the four main Japanese islands. The regional economy is dominated by small retailers and has a strong tradition in processed seafood products. With retail products on display and information on hand about South Australian

seafood we were able to commence discussions with a number of local companies on sourcing from South Australia.

In addition to flying the flag for South Australia, the companies on display showcased to local consumers a selection of the quality and style of retail products that are available from South Australia. Participating companies included Bickford's Australia, Robern Menz, Australian Food Innovators, The Barossa Olive Oil Company, Winestyle Australia, Cooper's Brewery & Beerenberg.

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UPCOMING EVENTS 2005

A snapshot of what's happening
in South Australia and abroad.

LOXTON LIGHTS WINE AND FOOD FESTIVAL 2004

12 December 2004

Loxton, SA

The annual Loxton Lights Wine and Food Festival offers a wide selection of quality wines and gourmet food promoting the tastes of the Riverland.

TUNARAMA FESTIVAL 2005

22 – 26 January 2005

Port Lincoln, SA

The 2005 Tunarama Festival celebrates five days of activities and events for the whole family.

INTERNATIONAL FOOD SAFETY CONFERENCE

3 – 4 February 2005

Rome, Italy

Join specialists from around the world for a unique annual event covering latest trends and developments in food safety.

TASTE THE LIMESTONE COAST FESTIVAL 2005

11 – 13 February 2005

Naracoorte, SA

If you're looking for a weekend packed full of superb food, premium award winning wines, five star entertainment and fascinating art then be sure to get to the Taste the Limestone Coast Festival 2005.

GULFOOD

20 – 23 February 2005

Dubai, Middle East

The 10th Gulf Food, Hotel & Equipment Exhibition and Salon Culinare.

KID FOOD 2005

22 – 23 February 2005

Sydney, NSW

Updated Information on Regulations – Healthy Product Innovations – Targeted, Socially Responsible Marketing Strategies.

OUTLOOK 2005

1 – 2 March 2005

Canberra, ACT

ABARE's annual national OUTLOOK conference is the premier market assessment forum for Australia's agricultural and natural resource industries.

PREMIER'S FOOD COUNCIL

4 March 2005

Adelaide, SA

March meeting of the Premier's Food Council.

TARLEE COUNTRY MARKETS 2005

16 March 2005

Tarlee, SA

The Tarlee Country Markets are a twice-yearly event.

BAROSSA VINTAGE FESTIVAL

28 March – 3 April 2005

Barossa Townships, SA

The Barossa's world-renowned wine and fresh, regional food combine with the traditions and culture of the region.

CLARE GOURMET WEEKEND 2005

14 – 15 May 2005

Clare Valley, SA

The Clare Valley Gourmet Weekend, held annually in May, sees the region at its most extravagant.



Photos courtesy of SATC

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“STOCK IN TRADE” and the last of the labelling exemptions

Emanouel Gaganis, Minter Ellison Lawyers

What exemptions?

When the new Australia New Zealand Food Standard Code was introduced a few years ago, various exemptions and grace periods were given for stock that was manufactured and packaged before 20 December 2002. Under the Food Standards Code, these goods are known as “Stock in Trade”. Generally, these exemptions have provided a limited opportunity for Stock in Trade to continue being sold in the market without having to comply with the new Food Standards Code.

Stock in Trade exemptions continue to apply to products **manufactured** and **packaged** prior to 20 December 2002 with a shelf life of **more than 12 months** and which complied with the relevant law at the time the product was manufactured or packaged.

When does it end?

This exemption ends on 20 December 2004. From this date, any products that are still being sold in the market must begin

complying with the new Food Standards Code. There are two options for businesses in this situation. Stock can be withdrawn from the market all together or, if the products continue to be safe and suitable for human consumption and comply with any other laws relating to their sale, they can be checked for compliance with the new Food Standards Code and re-labelled accordingly. The Food Standards Code permits products to be over-labelled provided the new label is not able to be removed to expose the incorrect information.

What are your rights up to 20 December 2004?

Businesses with products that are of the type of Stock in Trade described above are entitled to sell their products until 20 December 2004. This entitlement however, is subject to full compliance with other laws relating to the sale of food. For example, under the South Australian Food Act, food must not be sold if it is

unsafe or unsuitable for human consumption. Accordingly, there is a positive obligation on food businesses to ensure that any products sold as part of Stock in Trade, continues to be safe and in a condition that will not cause harm.

It appears that the Stock in Trade exemptions are not very well understood by many including those that assist with regulating the law, such as Councils and their health inspectors. One Council for example, recently directed a retailer to remove products from their shelf as a result of an audit. In fact, the Council should have known that the products subject of the removal order, were fully complying with the law since the products were consistent with the Stock in Trade criteria. After the business made the Council aware of the relevant law, a revised order was given and the business was at liberty to re-shelve the products. This is an important lesson in food regulation and Councils need to ensure they “get it right”

when conducting their audits and applying the law.

Check your labels

With the above Stock in Trade exemptions ending on 20 December 2004, all products in the market will need to be complying in some form with the new Food Standards Code. It may be timely to check your labels to ensure that all stock, including the longer life products, are compliant. Councils and food auditors may also want to re-fresh themselves with the provisions of the Food Standards Code and other relevant laws to ensure that audits of businesses and any action taken as a result, is in accordance with the law.

Please contact Emanouel Gaganis, Senior Associate at Minter Ellison Lawyers if you would like further information about this topic.

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