



Commercialise Your Food Product Workshop Topics

SESSION TIMING

Topics	Speakers	Time	Start	End
DAY ONE				
Monday 22nd March 2010				
Registration & Arrival Teas			8:45	9:00
Introduction - workshop and delegates	Nola Craig	0:30	9:00	9:30
The Product Development Process	Janette McDonald - Foodstream	0:45	9:30	10:15
Case Study - Rainforest Bounty	Geraldine McGuire	0:30	10:15	10:45
MORNING TEA		0:15	10:45	11:00
Food Additives and Preservation Explained	Janette McDonald - Foodstream	0:30	11:00	11:30
Packaging - Shelf life. Best before & use by date	Janette McDonald - Foodstream	0:30	11:30	12:00
Branding, Positioning & Marketing your product	Renee Weaver - Evolve	0:45	12:00	12:45
<i>Travel to The Edge</i>		0:15	12:45	13:00
LUNCH	The Edge	0:30	13:00	13:30
Case Study - Edgie Food Retailing	Loren Gilleson - The Edge	0:15	13:30	13:45
Workshop exercise - packaging and labelling	Nola Craig	0:15	13:45	14:00
<i>Return travel to Workshop</i>		0:15	14:00	14:15
Labelling and the Latest on Food Regulations	Janette McDonald - Foodstream	0:30	14:15	14:45
Safe food	Wayne Bredden	0:30	14:45	15:15
AFTERNOON TEA		0:15	15:15	15:30
Commercialisation Advice & Funding	Robert Burhke AIC	0:15	15:30	15:45
Discussion & Questions	Nola Craig	0:30	15:45	16:15

DAY TWO

Tuesday 23rd March 2010

Arrival Teas		0:15	8:45	9:00
Introduction & Information Resources	Belinda Down - DEEDI	0:15	9:00	9:15
Current Trends in the Food Industry	Craig Squire	0:30	9:15	9:45
Case Study - Broken Nose Vanilla	Fiona George	0:45	9:45	10:30
Positioning your product for pricing	Judy Noller/Brett Wedding	0:30	10:30	11:00
Morning Tea		0:15	11:00	11:15
Food Plant Design Considerations	David Lewis - Foodstream	0:45	11:15	12:00
Case Study - Advance Tools for Engineering Design	David Lewis - Foodstream	0:45	12:00	12:45
Workplace Health & Safety	Anitra Murphy	0:15	12:45	13:00
Lunch		0:30	13:00	13:30
Distribution & Value Chain Management	Paul Westbury - Sunstate Consulting	0:30	13:30	14:00
Business Management Systems	Paul Westbury - Sunstate Consulting	0:30	14:00	14:30
Manufacturing Best Practices	Mario Martini - QMI	0:15	14:30	14:45
Getting the right connections	Leslie Ring	0:15	14:30	14:45
Questions & Closure	Nola Craig	0:15	14:45	15:00



DETAIL OF TOPICS

The Product Development Process

Increasing your chances of success .
What makes a winning product?

Food Preservation Principles

How do I design my product so that it is safe?

Food Safety

All about Safe Food Queensland.
Why all the regulations?
What is HACCP and why do I need it.

Shelf life. Best before and use by dates

How do I determine the shelf life of my product?

Food Additives Explained

Do I need them? What can they do for my product?

Food Labelling

What details do I need to put on my label?
Nutrition panels, Ingredient lists

The Latest on Food Regulations

How will they affect me? Who enforces them?

Packaging Overview

Cardboard, Plastic, Latest Trends

Branding, Positioning & Marketing your Food Product

A Brand that works in the marketplace.
What does your packaging say about your product?
Do you have a clear plan to market your product?
Giving your product the best chance of success?

Pricing for Profit

Pricing your product - cost, farmgate, wholesale, retail
Break even analysis
Retail Margins
What price will the market bear

Food Plant Design Considerations.

What do I need to know to set up a processing facility?
Should I use a co-packer or do it myself?

Food Engineering Advanced Design Tools and Applications

Case Study based on the tea dryer design using FEA, CFD and CAD/CAM to achieve outcomes in systems design.

Distribution & Value Supply Chain

What is a value supply chain?
What distribution method suits my product?
Innovative distribution methods
Vertical Integration -What is the cost of doing it yourself

Business Management Systems

Necessary systems for the management of people, finances, sales and marketing, supply chain and business operations.
A quick business audit.

Current trends in the food industry

What's hot and what's not.
Food Services - what chefs want and how they want it

Information Resources

Where to go for help