



## Commercialise Your Food Product Workshop Topics

### SESSION TIMING

Topics	Speakers	Time	Start	End
<b>DAY ONE</b>				
<b>Monday 22nd March 2010</b>				
Registration & Arrival Teas			8:45	9:00
Introduction - workshop and delegates	Nola Craig	0:30	9:00	9:30
The Product Development Process	<b>Janette McDonald - Foodstream</b>	0:45	9:30	10:15
Case Study - Rainforest Bounty	Geraldine McGuire	0:30	10:15	10:45
<b>MORNING TEA</b>		<b>0:15</b>	<b>10:45</b>	<b>11:00</b>
Food Additives and Preservation Explained	<b>Janette McDonald - Foodstream</b>	0:30	11:00	11:30
Packaging - Shelf life. Best before & use by date	<b>Janette McDonald - Foodstream</b>	0:30	11:30	12:00
Branding, Positioning & Marketing your product	<b>Renee Weaver - Evolve</b>	0:45	12:00	12:45
<i>Travel to The Edge</i>		0:15	12:45	13:00
<b>LUNCH</b>	<b>The Edge</b>	<b>0:30</b>	<b>13:00</b>	<b>13:30</b>
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	<b>Janette McDonald - Foodstream</b>	0:30	14:15	14:45
Safe food	Wayne Bredden	0:30	14:45	15:15
<b>AFTERNOON TEA</b>		<b>0:15</b>	<b>15:15</b>	<b>15:30</b>
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
<b>Morning Tea</b>		<b>0:15</b>	<b>11:00</b>	<b>11:15</b>
Food Plant Design Considerations	<b>David Lewis - Foodstream</b>	0:45	11:15	12:00
Case Study - Advance Tools for Engineering Design	<b>David Lewis - Foodstream</b>	0:45	12:00	12:45
Workplace Health & Safety	Anitra Murphy	0:15	12:45	13:00
<b>Lunch</b>		<b>0:30</b>	<b>13:00</b>	<b>13:30</b>
Distribution & Value Chain Management	<b>Paul Westbury - Sunstate Consulting</b>	0:30	13:30	14:00
Business Management Systems	<b>Paul Westbury - Sunstate Consulting</b>	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

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## **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