Economists are saying that the Australian mining boom may be over, so our State Government has rightly turned its attention towards advanced manufacturing and food. There is no doubt that our industry is facing major challenges going into 2013 so it is vital that we position ourselves to be beneficiaries of this change of focus. I hope to see Food SA as the major conduit for Government to help with food manufacturing and the industry as a whole in 2013. All Food SA members are ideally positioned to benefit.

Recent interest rate cuts have failed to lower the Australian dollar, so exporters will have to find another way to make money. In 2013, it is hard to see what could cause the $AUD to get back to 75 US cents where it historically belongs. Non-food manufacturers such as the Tasmanian company, Blundstone have developed a successful model of Asian partnerships and it is one to follow in this era of high $AUD. To be profitable in export, we will all need to make similar far sighted decisions. It is time to ask yourself what is your technology? With tough markets out there, what are you really selling?

All Food SA does fits well into the Government strategy of ‘Premium Food and Wine from our Clean Environment’. I am pleased we are delivering a number of projects in partnership with PIRSA as part of this strategy. A series of DVD’s are available highlighting the value of the SA food industry and are being used at events as well as in Romeo Retail Group Foodland stores. Likewise the Regional and Seasonal program is highlighting local produce through cooking demonstrations to consumers at the Adelaide Central Market until June 2013. While the SA Food User Guide will be finalised mid next year and distributed to the food service sector to encourage greater use of local produce on menus.

It’s been an exciting year for Food SA delivering the SA Food Industry Awards for the first time, and I congratulate all the finalists and winners announced at last month’s Gala Dinner. Food SA received a very high level of support by industry through sponsorship, applicants, and attendees to all events, and we thank everyone for their involvement, in particular PIRSA.

I’m pleased to be nominated as Chair of Food SA, with Ian Young of Mexican Express as Deputy Chair. I also eagerly welcome four new board members joining us; Dimitrios Kyriazis, Director of Golden North, Tom Pledge, Senior Associate of Norman Waterhouse Lawyers, Phil Sims, CEO of Robern Menz and Chris Hummel, Managing Director of Wintulichs.

I look forward to seeing you in 2013 and wish all Food SA members and industry best wishes for Christmas and the New Year.

ANTHONY PAECH, CHAIR

SPONSORS
The Carbon Price Mechanism (CPM) was introduced on 1st July 2012. The CPM applies to around 300 businesses and local governments whose facilities emit in excess of 25,000 tonnes of CO2 per year.

In July 2012 the Australian Competition and Consumer Commission (ACCC) sent a clear message that unreasonable price hikes will be investigated.

A business must guarantee that accusations about the effect of the carbon price mechanism on the prices for goods and services being supplied by that business are honest and accurate. A business may breach the Competition and Consumer Act 2010 (Cth) if it:

- States that a rise in prices is due to the carbon price, when no part is actually caused by the carbon price.
- Exaggerates the effect that the carbon price has on its price increases (e.g. by representing that the whole of a price increase is due to the carbon price when only a part of it is).
- Fails to compensate its price increases by any reimbursement payments received from the Federal Government to offset the effect of the carbon price.

In the case of Brumby’s, their case to increase prices and blame the carbon price resulted in the loss of a senior executive position. Where Brumby’s Managing Director went wrong was that he could not justify and provide real numbers attributable to the carbon tax. They also failed to look at the percentage cost of electricity as a proportion of operational expenditure for a typical bakery.

As we are heading into 2013 I suggest you consider the following if you are looking for carbon cost savings:

- Review your current expenses and those incurred over the past year, identifying energy intensive costs that will be affected by energy price rises. Costs to consider are fuel, electricity and gas, travel, freight and waste removal.
- Ask your suppliers about the effect on their business and when they will be able to tell you their price impacts.
- Consider locking in contracts with key suppliers now.
- Review your critical business processes and systems to identify areas to operate more efficiently through upgrading equipment, re-training staff or changing processes.
- Analyse your current pricing and assess how the additional costs will impact on your gross margins.

For further information or a confidential discussion about your situation, please contact:

TIM SARGENT
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CARBON PRICE - WHAT DOES IT MEAN FOR THE FOOD INDUSTRY?
Barossa Valley Cheese Company is a leading artisan producer of hand made regional produce. We source 100% Barossa cows milk from our local dairies and use traditional cheesemaking techniques to make product that is imbued with the characteristics of the region.

WHY WE’RE A MEMBER
As a member of the South Australian produce community, we value the opportunity to engage with a wide variety of food businesses. Food SA offers a diverse range of networking opportunities that have added value to our business including skills development workshops, accurate policy information, current consumer trends and ways of thinking. Food SA has been valuable to open up lines of communication between food manufacturers, food retailers, policy makers and food marketers for our business.

BENEFITS FROM MEMBERSHIP
- Exhibited at Think Food
- Attended What’s Special About my Products workshop
- Attended Dealing with a Product Recall workshop
- Attended The Power of Blogging workshop
- Participation in Romeos Retail Group promotion (catalogue/DVD/in-store demonstration)
- Participation in Adelaide’s Finest Supermarkets catalogue
- Access to Food Technologist assistance
- Completed Food SA Directory profile

www.barossacheese.com.au

A family owned and run chocolate-manufacturing workshop in Adelaide, chocoMe was established in 2011 with the audacious idea to create perfectly flavoured chocolates.

Since ‘perfect’ means a different taste combination for everyone, we are able to produce more than 60 million chocolate-topping combinations with the finest selection Belgian chocolate.

WHY WE’RE A MEMBER
To be very honest, coming from a country where one cannot expect much from government or industry we thought that as a new enterprise we’d better make this ‘tick’ and become a member of Food SA without counting on any serious help or assistance. But soon we realised that things work very differently in Australia - in a very positive sense. We’ve been not only receiving actual trade opportunities, advice and access to Food SA’s huge knowledge base through its expert team but also a lot of encouragement and empathy. As a new company it is also great and reassuring to be part of a real community.

BENEFITS FROM MEMBERSHIP
- Exhibited at Fine Food Melbourne
- Participation in Cruise Ships showcase
- Connection with sourcing interstate distribution
- Connection with sourcing retail buyers
- Connection with sourcing product ingredients
- Connection for relocation of premises
- Assistance with HACCP planning
- Product displayed for Royal Visit
- Completed Food SA Directory profile

www.chocome.com.au
EAT LOCAL
Consumers can now travel South Australia and better identify locations to either eat or buy local, thanks to a new initiative of the Regional Food Industry Association, Food SA and PIRSA. Eat Local will help to better position our regions and regional produce on the culinary tourism map. If your business is a restaurant, pub, deli, café, bakery, butcher, cellar door, farm-gate or store then you can sign up today. Businesses who sign up will receive Eat Local signage or stickers, a profile on the Eat Local website, inclusion in a social media campaign and ongoing media promotion. www.eatlocalsa.com.au

REGIONAL & SEASONAL
Regional and Seasonal is showcasing local producers and products to consumers through demonstrations, recipes and classes at the Adelaide Central Market through to June 2013. An initiative of Food SA, supported by PIRSA and the Adelaide Central Market, Regional & Seasonal is showcasing the seasonal varieties and spectacular sectors to consumers while encouraging stallholders to increase supply of local products.

COMMERCIAL RETAIL GROUP
Food SA is pleased to have begun a new partnership with Commercial Retail Group, home to Adelaide’s Finest Supermarkets at Pasadena and Frewville. The partnership will help facilitate new suppliers to the Group while enabling opportunity for Food SA members to be involved in in-store tastings and trials, catalogue features and marketing campaigns and projects. Already the partnership has seen a number of Food SA members supplying the Group for the first time. A cheese promotion in October, featured Barossa Valley Cheese Company, Limestone Coast Cheese, and La Casa Del Formaggio, while an upcoming Christmas catalogue in mid December will feature Golden North, Moo Premium Foods and Robern Menz.

SA FOOD INDUSTRY AWARDS
Congratulations to all the winners of the SA Food Industry Awards, and thank you to the sponsors for their incredible support in 2012.

San Remo Hall of Fame
Inductee: Haigh’s Chocolates

Bickford’s Australia Leader Award
Winner: Franz Knoll

Royal Agricultural & Horticultural Society
Best Practice Award
≤ 10 FTE winner: Barossa Valley Cheese Company
> 10 FTE winner: Bickford’s Australia

SARDI Innovation Award
≤ 10 FTE winner: The Australian Carob Company
> 10 FTE winner: Mexican Express

Foodland SA Product Award
≤ 10 FTE winner: Pangkarra Foods
> 10 FTE winner: Sunfresh Salads

PIRSA Regional Award
Winner: Savannah Lamb

Peats Soil and Garden Supplies Sustainability Award
≤ 10 FTE winner: Savannah Lamb
> 10 FTE winner: Bickford’s Australia

Food and Beverage Development Fund
Workforce Development Award
> 10 FTE winner: Beerenberg

www.safoodawards.com.au
### Tours

- **TOURS**
  - Tours to benchmark your company and provide you with ideas.
  - **TOLL GROUP**
    - Thursday 21 February
    - Regency Park
  - **ORANA**
    - Thursday 2 May
    - Netley
  - **THE FOOD FOREST**
    - July
    - Gawler
  - **PEAT’S SOIL AND GARDEN SUPPLIES**
    - August
    - Willunga

### Awards

- **AWARDS**
  - Get involved as a sponsor or applicant, and celebrate the SA food industry.
  - **SA FOOD INDUSTRY AWARDS LAUNCH**
    - Tuesday 21 May
    - Adelaide
  - **SA FOOD INDUSTRY AWARDS FINALIST ANNOUNCEMENT**
    - Wednesday 16 October
    - Adelaide
  - **SA FOOD INDUSTRY AWARDS PRESENTATION GALA DINNER**
    - Friday 29 November
    - Adelaide Convention Centre

### Trade Shows

- **TRADESHOWS**
  - Increase your sales and find new export markets at trade shows.
  - **REGIONAL & SEASONAL**
    - Various January to June
    - Adelaide Central Market
  - **SYDNEY ROYAL EASTER SHOW**
    - Thursday 21 March to Wednesday 3 April
    - Sydney
  - **THINK FOOD**
    - Monday 8 April
    - Adelaide Festival Centre
  - **FINE FOOD**
    - Sunday 14 to 16 April
    - Perth
  - **HOFEX**
    - Tuesday 7 to Friday 10 May
    - Hong Kong
  - **SIAL**
    - Tuesday 7 to Thursday 9 May
    - Shanghai
  - **FINE FOOD SYDNEY**
    - Monday 9 to Thursday 12 September
    - Sydney

### Networking

- **NETWORKING**
  - Connect with other companies, learn and develop new skills and knowledge.
  - **HALL OF FAME BREAKFAST**
    - Friday 1 March
    - Adelaide Convention Centre
  - **SUMMIT**
    - Tuesday 21 May
    - Adelaide Festival Centre
  - **ANNUAL GENERAL MEETING**
    - Thursday 31 October
    - Adelaide
  - **CHRISTMAS BBQ**
    - Monday 9 December
    - Adelaide

### Supporting

- **SUPPORTING**
  - Food SA ‘feeding connections’ through supporting and sponsoring industry events.
  - **CELLAR DOOR FESTIVAL**
    - Friday 22 to Sunday 24 February
    - Adelaide Convention Centre
  - **KANGAROO ISLAND FEASTIVAL**
    - Thursday 25 to Tuesday 30 April
    - Various KI locations
  - **CELLAR DOOR EXPERIENCE**
    - Friday 6 to Saturday 14 September
    - Adelaide Showground
  - **CHEESEFEST**
    - Saturday 26 to Sunday 27 October
    - Adelaide
SA FOOD INDUSTRY AWARDS
The Awards Presentation Gala Dinner was held 16 November with over 520 guests.

REGIONAL & SEASONAL
Consumers, producers and stallholders, working together at the Adelaide Central Market.

BACKYARD CHRISTMAS BBQ
Celebrating a great 2012, with the Food SA board, members, team and supporters.

FOODLAND PARTNERSHIPS
Demonstrations by Food SA members at Romeos Retail Group and Commercial Retail Group stores.