We Are What We Eat, an Associated Event of Tasting Australia 2014, will examine the future eating habits and choices of Australians, and how the food industry can best be prepared to meet their demands.

Whether your thing is food and you are growing, manufacturing, servicing the food industry, or you simply want to stay abreast of the latest food innovation, products and strategies, then this it an event you won’t want to miss.

A special feature at the 2014 Food SA Summit is a focus on regional South Australia with lunch provided by the Adelaide Hills, Fleurieu Peninsula and Kangaroo Island producers. South Australian food producers and manufacturers can also benefit with a special ticket price for attending both the 2014 Food SA Summit on 30 April, and exhibitors at the Think Food Trade Show on 29 April 2014.

DETAILS

Time 9.00am to 6.00pm
Date Wednesday 30 April, 2014
Venue Banquet Room, Adelaide Festival Centre (Free parking at Torrens Parade Ground)
Price Food SA members $175, Non-members $275
Think Food exhibitors - Food SA members $125, Think Food exhibitors - non-members $225
Register www.foodasummit14.eventbrite.com.au

EVENT SPONSORS
# PROGRAM SCHEDULE

<table>
<thead>
<tr>
<th>TIME</th>
<th>PROGRAM</th>
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<tbody>
<tr>
<td>8.30am</td>
<td>Registration - arrival tea and coffee</td>
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<tr>
<td>9.00am</td>
<td>Welcome and introduction - Catherine Barnett, CEO Food SA  - Premier of South Australia</td>
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<tr>
<td>9.10am</td>
<td>Understanding today’s cosmopolitan customer in the land of opportunity - Bernard Salt - National Partner, KPMG</td>
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<tr>
<td>10.00am</td>
<td>New directions to feed our future - Joel Salatin - Alternative Farmer, Polyface</td>
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<tr>
<td>10.50am</td>
<td>Morning tea</td>
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| 11.10am| Banquet Room - panel discussion  
|        | Enterprise Connect What’s cooking  
|        | - Innovation in the kitchen  
|        | Facilitator - Bernard Salt - National Partner, KPMG  
|        | • Rodney Dunn - Director, Agrarian Kitchen  
|        | • Peter Morgan Jones - Executive Chef and Food Ambassador, Hammond Care  
|        | • Callum Elder - Executive General Manager, Quality & Innovation, Simplot Australia  
|        | • Michael Horrocks - Managing Director, Lifestyle Bakery  
|        | Lyrics Room - panel discussion  
|        | Regional Development Australia Growing pains  
|        | - Getting to the next level  
|        | Facilitator - Caroline Falkiner, Agribusiness Manager, NAB  
|        | • Phil Sims - CEO, Robern Menz  
|        | • Ray Khabbaz - Director, Australian Wholefoods  
|        | • Chris Illman - Group Marketing Manager, Bickford’s Australia  
|        | • Tim Hughes - Director, Hughes PR |
| 12.20pm| Lunch - Regional Development Australia Fleurieu Peninsula and Kangaroo Island Showcase |
| 1.20pm | Banquet Room - panel discussion  
|        | Export Finance and Insurance Corporation Getting to your market when the barriers go up  
|        | Facilitator - Sean Keenihan - Partner, Norman Waterhouse  
|        | • Leela Hanson - Director, Export Finance and Insurance Corporation  
|        | • Ray Borda - Managing Director & Founder, Macro Meats Gourmet Game  
|        | • Andrew Ferguson - Managing Director, Ferguson Australia  
|        | • Tim Jackson - Marketing Manager, AlmondCo Australia  
|        | Lyrics Room - panel discussion  
|        | Your best weapons - Digital marketing and social media showdown  
|        | Facilitator - Michelle Prak, Social Media Consultant, Prak Media Communications  
|        | • Mal Chia - Digital Account Director, communicatke et al  
|        | • Polly Love - PR and Communications Manager, Robern Menz  
|        | • Ben Teoh - Content & Community Co-ordinator, Connecting Up, SA  
|        | • Tom Williamson - Marketing Manager, The Palmer Group |
| 2.20pm | Afternoon tea |
| 2.40pm | What if the Silicon Valley of food manufacturing was in Australia?  
|        | Nicholas Georges - Director Premium Chocolate & Dairy, R&D, Asia Pacific Mondelez Australia |
| 3.20pm | How to turn your goal for success into reality  
|        | Brenton Leitch, Managing Director, Learning and Productivity |
| 4.00pm | How South Australia’s food industry can survive and thrive in the future  
|        | Göran Roos - Chair, Advanced Manufacturing Council |
| 4.40pm | Drinks and networking |
HEAR THE HOTTEST SPEAKERS

We are turning up the heat with a serving of premium speakers to share their wisdom about the hottest new trends, directions and issues for the food industry.

KEYNOTE SPEAKER

UNDERSTANDING TODAY’S COSMOPOLITAN CUSTOMER IN THE LAND OF OPPORTUNITY

THE TRENDSETTER - BERNARD SALT
National Partner
KPMG

Bernard is the National Partner responsible for KPMG’s Demographics group and has over 20 years’ experience in demographic analysis and commentary. He is a recognised expert in local, national and global demographic trends, and best known to Australian business for his commentary in the media.

He has published five national best-selling books including The Big Shift which reviews demographic trends in Australia; The Big Picture which looks at various aspects of work, life and relationships; Man Drought canvasses the rise of Generation Y, changes in the workplace and the dynamics of modern relationships; The Big Tilt made the case for a bigger and a better managed Australia, and Obsessions which offers a whimsical, almost Seinfeld-esque, perspective on the minutiae of everyday life in modern Australia.

Bernard is also a twice-weekly columnist with The Australian writing on demographic and generational trends, an experienced media commentator and is a regular guest on various radio and television programs.

He will provide an insight into the implications of demographic and social change for our food industry.

THE EXPERTS

NEW DIRECTIONS TO FEED OUR FUTURE

THE FARMER - JOEL SALATIN
Alternative Farmer
Polyface
(Guest of Tasting Australia)

Joel is a third generation, full-time farmer in Virginia’s Shenandoah Valley, which services more than 5,000 families, 10 retail outlets, and 50 restaurants in the area.

He holds a BA in English and writes extensively in magazines such as Stockman Grass Farmer, Acres USA and Foodshed.

His farm, Polyface Inc. (“The Farm of Many Faces”) has been featured in Smithsonian Magazine, National Geographic, Gourmet and countless other radio, television and print media. Profiled on the Lives of the 21st Century series with Peter Jennings on ABC World News, his after-broadcast chat room fielded more hits than any other segment to date. It achieved iconic status as the grass farm featured in the New York Times’ bestseller Omnivore’s Dilemma by food writer guru Michael Pollan and the award-winning film documentary, Food Inc.

Joel will share his knowledge about on-farm sales and metropolitan buying clubs with salad bar beef, pastured poultry, eggmobile eggs, pigaerator pork, forage-based rabbits, pastured turkey and forestry products using relationship marketing.
WHAT IF THE SILICON VALLEY OF FOOD MANUFACTURING WAS IN AUSTRALIA?

THE INNOVATOR - NICOLAS GEORGES
Director Premium Chocolate & Dairy, Research & Development, Asia Pacific
Mondelez Australia

Since 2011, Nicolas has helped spearhead Mondelez International (formerly Kraft Foods) to become one of the most innovative food manufacturers in Australia, and he heads up large and successful food R&D teams with over 100 food innovators.

Nicolas has also been integral to the foundation of Mondelez International's Asia Pacific Chocolate and Confectionery Centre of Excellence at Ringwood. This model connects people, industry, higher education, technology and collaborative programs to deliver world-class innovations in a purpose built facility that forms the basis of the Federal Government's recently announced Food Innovation Precinct.

Over his career Nicolas has led many breakthrough innovations, launching more than 500 new products in four countries.

He will talk about the high tech recipe for sustainable growth, and how the alignment of talent, opportunity and innovation can make something special happen for the Australian food industry.

HOW TO TURN YOUR GOAL FOR SUCCESS INTO REALITY

THE COACH - BRENTON LEITCH
Managing Director
Learning and Productivity

With an excellent understanding of small and medium sized enterprises, their productivity drivers and overall success factor, Brenton has proven success in the delivery of best practice management, Enterprise Improvement programs, leadership and team coaching, based on a workshop simulation and workplace application approach. He is also the current judging chair for the SA Food Industry Awards Program.

Brenton will discuss his fresh approach to engaging people within the business to harness their creativity and innovative ideas, and he has recently introduced the Harada Method to Australia, which is seen as the world’s best process for developing people to their fullest capability and achieving personal and business goals, and forms the basis of Brenton’s coaching practices.

HOW SOUTH AUSTRALIA’S FOOD INDUSTRY CAN SURVIVE AND THRIVE IN THE FUTURE

THE THINKER - PROF GÖRAN ROOS
Chair, Advanced Manufacturing Council

Göran is one of the founders of modern intellectual capital science and was named one of the 13 most influential thinkers for the 21st Century by the Spanish business journal “Direccion y Progreso”.

He has founded and managed several companies and worked as a consultant in more than 50 countries, is an honorary Professor at many universities around the world and chair of State and National advisory boards, and was appointed South Australian Thinker in Residence on manufacturing in 2011.

He is author and co-author of over 100 books, book chapters, papers and articles on Intellectual Capital, Innovation Management, Strategy and Industrial Policy many of which have been recognised with awards.

Recognised as a world expert and major contributor to thinking, Göran will share his thoughts and practical advice about strategy, innovation management and industrial and innovation policy.
HEAR THE HOTTEST SPEAKERS CONT

MORNING BREAKOUT SESSIONS

Select one of two panel sessions to attend

WHAT’S COOKING - INNOVATION IN THE KITCHEN SPONSORED BY ENTERPRISE CONNECT

FACILITATOR - BERNARD SALT
National Partner, KPMG

• Rodney Dunn - Director, Agrarian Kitchen
• Peter Morgan Jones - Executive Chef and Food Ambassador, Hammond Care
• Callum Elder - Executive General Manager, Quality & Innovation, Simplot Australia
• Michael Horrocks - Lifestyle Bakery

With our ever changing world, what do we want to eat? More fortified, clarified food with active ingredients? Or novel foods from nature, such as the native muntries, or edible insects like grasshoppers. Or are we going back to basics with heirloom vegetables?

Discover the culinary trends that will shape our food experiences from this panel of food movers and shakers as they share their insights and food predictions.

GROWING PAINS - GETTING TO THE NEXT LEVEL SPONSORED BY REGIONAL DEVELOPMENT AUSTRALIA

FACILITATOR - CAROLINE FALKINER
Agribusiness Manager, NAB

• Phil Sims - Chief Executive Officer, Robern Menz
• Ray Khabbaz - Director, Australian Wholefoods
• Chris Illman - Group Marketing Manager, Bickford’s Australia
• Tim Hughes - Director, Hughes PR

How can you grow your business when you are trying to juggle cash flow, new technology, increasing productivity, marketing activities, staff levels and everything else every day.

If you’re stressed about the future of your business success don’t miss discovering the secrets and activities successful business owners and managers who have placed their focus on the future and keep moving forward. Hear how they learned to delegate, how they measure every marketing activity, and how they have set aggressive growth goals to achieve.

AFTERNOON BREAKOUT SESSIONS

Select one of two panel sessions to attend

GETTING TO YOUR MARKET WHEN THE BARRIERS GO UP SPONSORED BY EXPORT FINANCE AND INSURANCE CORPORATION

FACILITATOR - SEAN KEENIHAN
Partner, Norman Waterhouse

• Leela Hanson - Director, Export Finance and Insurance Corporation
• Ray Borda - Managing Director & Founder, Macro Meats Gourmet Game
• Andrew Ferguson - Managing Director, Ferguson Australia
• Tim Jackson - Marketing Manager, AlmondCo Australia

Cracking overseas markets is tough, so where are the opportunities and where do you start. Hear from a panel that have been there so they can share some insights about what you need to know about different world markets, key trends, cultural barriers and opportunities, and how to deal with trademarks and logistical issues.

YOUR BEST WEAPONS - DIGITAL MARKETING AND SOCIAL MEDIA SHOWDOWN

FACILITATOR - MICHELLE PRAK
Social Media Consultant
Prak Media Communications

• Mal Chia - Digital Account Director, communikate et al
• Polly Love - PR and Communications Manager, Robern Menz
• Ben Teoh - Content & Community Co-ordinator, Connecting Up, SA
• Tom Williamson - Marketing Manager, The Palmer Group

Today we are living on the cutting-edge of critical digital marketing tools and trends. So do you need a digital strategy or is a social media enough to create and maintain relationships with customers as an effective electronic word of mouth?

Our panel of communications top guns go head to head as they discuss digital roadmaps, Twitter, Facebook, content marketing, platforms, analytics reports, and campaign tracking.
Ray founded Macro Meats in 1987, which has since grown to become the world’s largest retail distributor of wild game kangaroo meat, major exporter to 45 countries and the exclusive supplier of more than 160,000 kilograms of premium quality kangaroo meat to Australia’s supermarket chains. For more than 20 years, he has pioneered the global kangaroo meat industry, and spearheaded kangaroo meat’s position as a premium product for health conscious and flavour-loving consumers. He works with governments and has developed best practice quality control procedures, supporting chefs and educating consumers, and is president of the Kangaroo Industry Association for Australia.

Mal is one of Australia’s most experienced digital marketers. He has worked in senior marketing roles at Adelaide Fringe and University of Adelaide and has a proven ability to deliver innovative, results-driven digital programs. His knowledge and experience spans the entire digital channel from developing enterprise-level digital strategies to large website developments, driving social media initiatives, executing direct response advertising campaigns and analytics. Mal holds a Master of Commerce in Marketing from University of Adelaide, is a Google-certified digital marketer, CEO and co-founder of music technology startup, Musio and blogs and podcasts regularly on technology.

Callum has held numerous board and committee roles with many Australian universities, research centres and food industry associations. He was the 2012 recipient of the Australian Institute of Food Science and Technology’s Keith Farrer Award of Merit for outstanding contribution to the Australian food industry. He was general manager of technology and innovation with National Foods Limited before joining Simplot Australia, home of Australia’s favourite food brands including Leggos, John West, Bird’s Eye, Edgell, Lean Cuisine and Top Cut. Here he leads a team of 60 food scientists and technologists with responsibility for research and development, innovation and corporate quality.

As an experienced agribusiness manager and analysis, Caroline works with primary producers and farming businesses. She has the local knowledge and industry experience to provide important financial insight and support for this specialised business area.
HEAR THE HOTTEST SPEAKERS CONT

SPECIALIST FACILITATORS AND PANELISTS CONT

ANDREW FERGUSON
Managing Director
Ferguson Australia

Founder and managing director of the Ferguson Australia Group, Andrew is an accomplished business professional, demonstrating broad marketing and trade experience, encompassing strategic planning, operations management through to qualitative and quantitative research and interactive marketing. He has owned and operated his business with his family for over 30 years, so he possesses strong business acumen, and deep understanding of consumer and buyer behaviour gained through intense market research and working across different markets. With the ability and skill set to develop trade channels, strategic plans, marketing plans and business reviews Andrew provides innovative and forward thinking leadership within the Australia seafood industry.

LEELA HANSON
Director
Export Finance and Insurance Corporation

Leela is Director of Business Development SA, WA and NT with the Export Finance and Insurance Corporation (EFIC), Australia's export credit agency. She is responsible for supporting eligible small and medium sized (SME) exporters with finance support to allow these companies, in partnership with their banks, to finance export contracts, expand offshore and grow their business. She holds a Bachelor of Law (Honours) from University of Singapore, a Masters of Economics from UNSW and a Graduate Diploma in Finance from Charles Sturt University.

MICHAEL HORROCKS
Managing Director
Lifestyle Bakery

Michael has over 35 years’ experience in the food industry and 20 years in business. He commenced a bakery apprenticeship at the age of 15 with Glover Gibbs, graduated from the University of Adelaide in 1991 with a Bachelor of Economics, and established Lifestyle Bakery in 1998. Fourteen years later, he employs 60 people in a strategically positioned business focussed on the manufacture and national distribution of health and dietary breads and bread products.

TIM HUGHES
Director
Hughes PR

Tim established Hughes Public Relations more than 20 years ago and guides a team of talented and experienced public relations professionals. Hughes PR work alongside national and international clients and not only provides them with the power to influence action and opinion but also create growth, value and reputation through effective communication. A graduate of Flinders University, Tim has worked with the ABC and The Advertiser. He is a Fellow of the Public Relations Institute of Australia, a regular PR lecturer for the University of South Australia’s MBA course, and sits on the Communications and Media Advisory Panel.
SPECIALIST FACILITATORS
AND PANELISTS CONT

CHRIS ILLMAN
Group Marketing Manager
Bickford’s Australia

South Australian born and bred, holding a Bachelor of Economics from the Flinders University and a Master of Marketing from the Melbourne business school, Chris has spent 20 years in the FMCG industry working in senior Sales and Marketing roles at blue chip global companies - Kraft Foods International, Fosters Group, Southcorp and most recently the Group Marketing Manager at Bickford’s Group of companies. Chris possesses a thorough knowledge of the key drivers for success both from a domestic and global perspective in the Food and Beverage sector.

TIM JACKSON
Marketing Manager
AlmondCo Australia

Tim has been with AlmondCo for the past six years. During this time the company has almost trebled its footprint on the domestic market, while also exporting to more than 40 countries around the world. Almondco is a grower owned and operated co-operative that was established in 1944. The company has experienced a five-fold increase in volume processed since 2008 and this season will turn over more than $160 million.

SEAN KEENIHAN
Chairman of Partners
Norman Waterhouse Lawyers

Sean specialises in commercial, infrastructure, and property law, and is recognised as one of the State’s leading practitioners in local government. He is South Australian Government’s Strategic Adviser for China, Chair of the South Australia China Council, President of the South Australian branch of the Australia China Business Council and a director of the Australia China Business Council, which represents over 700 Australian companies doing business with China. As a highly competent Mandarin speaker, Sean works closely with Government and industry to facilitate closer bilateral links between South Australia and China, and has also worked on major international corporate transactions.

RAY Khabbaz
Director
Australian Wholefoods

Ray is a co-owner and director of Australian Wholefoods. His strengths are sales, administration, finance, marketing and high level business development. The highly successful entrepreneur joined as part owner of the Copperpot business with a range of dips and foods in 2001 before selling the brand in 2007 to Goodman Fielder. In 2010, Ray and his partners acquired Australian Wholefoods and Alaska Foods, another food business in Adelaide that owned brands of lasagnes, quiche and other portfolios. Since then, Australian Wholefoods has shifted premises, built a world-class factory at Salisbury South, South Australia and developed a five-year strategic plan for success.

POLLY LOVE
PR and Communications Manager
Robern Menz

With a passion for Marketing, Social Media and all things chocolate, it really was only a matter of time before Polly carved out a dream role for herself at the home of SA’s iconic FruChocs. When she’s not busy, ahem, ‘taste testing’, she’s thinking of ways to unite and shine a light on SA’s food industry from her iPhone.
SPECIALIST FACILITATORS AND PANELISTS CONT

PETER MORGAN JONES
Executive Chef and Food Ambassador
Hammond Care
(Guest of Tasting Australia)

Peter started with Hammond Care in 2012, after five years as Head Chef at the Art Gallery of NSW. His career highlights include catering for 8,000 guest garden parties at Buckingham Palace, managing 120 chefs on-site for Wimbledon Tennis Championships, and cooking in top restaurants in Bermuda, Germany and London. He has also cooked in some of Sydney’s most iconic restaurants also including Gay Bilson’s Bennelong, the three-hat MG Garage and his own one-hat Clock Hotel Restaurant. Now he brings to the aged care sector his vast restaurant experience along with his passion for fresh, seasonal and sustainable produce and innovation in modified meals.

MICHELLE PRAK
Social Media Consultant
Prak Media Communications

...aka ‘Prakky’, is one of South Australia’s leading social media consultants. Prakky works with businesses and government departments to deliver social media programs. Prakky can be heard every Friday on ABC radio 891 Adelaide and is regularly used as a social media expert by the news media. She has worked with clients in government, health, emergency services, the arts, events, education and more. She is a member of the Public Relations Institute of Australia and caretaker of the Adelaide social media network, ‘SocAdl’.

PHIL SIMS
Chief Executive Officer
Robern Menz

Robern Menz was inducted into the Hall of Fame and won the Consumer Award whilst Phil won the Leader Award at the 2013 South Australian Industry Food Awards. After completing his degree and three years’ experience with multinational firm Schwarzkopf, Phil joined the family business in 1992, when Robern acquired the Menz Confectionery business from Arnott’s Biscuits. He commenced as Sales and Marketing Director and was promoted to the role of Chief Executive Officer in 2001. He is also Chair of the South Australian Government’s Business Development Council, Executive Member of the SA Chapter of Family Business Australia and Board Member of Food SA.

BEN TEOH
Content and Community Coordinator
Connecting Up

Community minded and socially focused, Ben Teoh works at Not-For-Profit (NFP) organisation, Connecting Up as the Content and Community Coordinator. He spends his time creating content, sharing articles and building Connecting Up’s online community through social media. He also uses his experience to teach other NFPs how to use online technology to make a difference.

TOM WILLIAMSON
Marketing Manager
The Palmer Group

After winning two consecutive marketing awards, Tom started Twillyon, his own social media agency in Adelaide. Upon moving to Sydney, he managed the social media strategy for Panasonic Australia and a selection of Nestle’s sub-brands. After which, he led the national integrated approach to social media for Professional Public Relations. In his current Marketing Management role, Tom has combined his deep knowledge of social media with his hospitality experience to provide The Palmer Hospitality Group with a fresh, strategic approach to its marketing strategy.