



SANFA

NEWSLETTER No 44

AUGUST 2011

Main items:

- * Next members' meeting 6.15 - 8.30pm, Wed 31st August (**NOTE** earlier time!)
Urrbrae High School Skill Centre
"Food safety research at SARDI plus Australian Native Plants Society conference"
- * Knowing, Growing and Eating Edible Native Plants: series of SANFA Workshops to be held at Warriparinga in September
- * Growers wanted!
- * Food SA – Food Connection Summit: report by Jodie Bambridge
- * Diary date: SANFA AGM at Sarah's Restaurant in Semaphore on Sat 29th October
- * Your business on the SANFA website; Thanks to Steve Talbot; Give away lemon aspen

Next SANFA members' meeting

6.15 - 8.30 pm, Wed 31st August (NOTE earlier time)
Urrbrae High School Skill Centre

Members, visitors and future members are most welcome!

Where is the venue? The Skill Centre, Urrbrae Agricultural High School (cnr Cross Rd and Fullarton Rd). Enter the school via Gate A along Fullarton Road, and the centre is on your left immediately after entering; there is a car park on the right.

What's on?

1. Feature: a talk by and discussion with one of our newest members, Jan Lee, on her work in the food safety group at SARDI. Jan will also introduce some information about the Australian Native Plants Society's biennial national conference, which will be in Adelaide in October – Jan will take over as national convenor for the native foods section of the Aust Native Plants Society in October (<http://anpsa.org.au/>).
2. Discussion session for the "Muntries group"
3. **Trading time:** this time we are again encouraging growers and processors to **bring along product** for sale or exchange. Products could include plants (seedlings or cuttings), freshly harvested produce, value-added produce.

** Tea and coffee will be provided: a time to chat & socialise

Knowing, Growing and Eating Edible Native Plants: SANFA Workshops

The South Australian Native Food Association invites you to a three part series of workshops where you will be able to learn about South Australian native foods. Learn from Industry professionals why these plants are important. Meet growers and producers. See live demonstrations on how to propagate these native plants. Understand the traditional uses and cultural significance. Taste the amazing produce from these native plants. Learn how to use them in your cooking. Meet other interested people in your area. Plants, products and other resources will be available for sale at each workshop.

When: Friday 9th September (Knowing)
Friday 16th September (Growing)
Friday 23rd September (Eating)
Morning session for **general** public 9.00am – 12.00pm
Afternoon session for Organizations or Businesses 1.00pm – 4.00pm

Where: Living Kurna Cultural Centre Warriparinga Way
corner of Marion and Sturt Roads

Cost: Includes ALL sessions, some resources, plant discounts, free food tasting and an experience you will remember! **\$30 Public; \$60 Organisation or Business**

Tickets go on sale from the 17th of August.

Places are limited, so be sure to book early. To confirm your place you must get a reservation number. Call Craig or Suscha on 8357 5900 to register and get a reservation number.

(Congratulations and thanks to Jodie Bambridge who was successful in getting a grant from the Marion Council to enable us to run this series of workshops).

Growers wanted

Andrew Fielke is looking for growers of the following: *Acacia retinodes*, *Acacia sophorae*, Sea Parsley, Rivermint, Saltbush, Bush cucumbers, Wild thyme

Andrew would like to have local suppliers of these species – if you are interested, please contact him on 0412 109003 or info@andrewfielke.com

Food SA – Food Connection Summit held on 12/7/11

Notes taken by Jodie Bambridge

These notes were taken to share with SANFA members interested in developing their products. I have endeavored to do my best to share with you the key themes of the day. As I am sure you can appreciate a great deal of information was exchanged and this just skims the surface. I hope you find this information useful. For speakers notes you can go to <http://www.foodsa.com.au/events/summit/>

1. **Hon Michael O'Brien - Minister for Agriculture, Fisheries, Forests and Energy**

- Australian food industry is worth 12.4 Billion dollars to our economy
- Australian Government is working on a "National Food Plan"
- When you look to export there is generally a channel you follow; you go from New Zealand to Indonesia to Japan then further internationally
- Food SA has been given 2.2 million dollars in seed money over 4 years
- Grain is South Australia's largest export

2. **John Susman - The Marketer - Making the most of your produce**

- The need to be involved in marketing - even if you don't want to leave the farm
- What is marketing? The right product, in the right place, at the right time, at the right price
- Food marketing is different! Premium food marketing must include the inspirational as well as operational considerations; "Premium Producers"
- The role of marketing in food? More than selling; Plate to paddock
Maximum yield for production
- Case studies in marketing Coca-Cola has gone from 14.5% for marketing to 19%
King Island Dairy is a great example of marketing
- What is your aspirational and inspirational viewpoint for marketing your product
- Must Do's!

Develop products that can be sold

Develop reason why you exist

Systems that maximize the crop or production - in quality and value

Packaging to surpass expectations of the consumer

Food service pyramid and influencing agents

- In the last 2 years there has been radical transformation in customer retail trends
i.e. Master Chef, through consumer education and knowledge about food
- Positioning of premium foods requires 3 main considerations
Chef (menu directions) -> **Influences** (word of mouth)-> **Media** (food and lifestyle) **Perception of value. What is the buyer really buying?**
- **Critical success factors: Product → Distribution → Communication**
- Distribution options
Distribution chain or channel- Bidvest is a food distributor that represents 250 thousand enterprises
Direct distribution - do it yourself

3. **The Media Specialist - Antony Huckstep - Food Media/ Developing a media strategy**

- Know yourself and your product
- Product, place and market
- What does the journo want from you?

It's all about what you say and how you say it

- Take it slow
- Be calm and prepare yourself
- Be prepared for probing questions
- Media is servicing their audience

Understand the publication

- Understand the publication you are pitching to
- Have an angle to hook the journo
- Journos don't like duplication
- Have different angles to suit different publications

Selectively target your media outlet

- Never state exclusive unless it is
- Invite media to events, launches etc

The interview

- Be friendly, confident and concise: no waffle
- If you don't understand the question ask for them to rephrase it
- Don't assume the journo or public understand your product/sector
- What do you want to achieve?
- Always follow up your emails with a phone call

4. The Thinker – Goran Roos – Future of Food - Megatrends

- Population Growth, Climate, Environment
- Demographic, Wealth
- Food Safety, Health Costs, Technology

Consumer trends

- Health and convenience
- Personalized food and nutrition
- Green, clean and safe
- Food experience
- High functionality
- Luxury and premium product
- Ethical → Premium → Healthy → Convenience
- Consumers are heading toward high end premium luxury product
- High price, unique
- They want to know about ancestral heritage and personal history

- **Food is the most important industry for this state**

- **Resource footprint and sustainability are key drivers**

5. The Retailer – Joseph Romeo – Foodland the Mighty South Aussies

- SA Family Fresh Magazine with chef Dorinda Hafner
- Gourmet Section is the biggest growing area
- Price does not matter; it's all about quality
- New demographic is all about educating the retailer / consumer
- Engage with local retailers go direct with your product
- Premium quality

6. The Chef – Jared Ingersoll – Make your product appeal to chefs

- Seasonal food, Slow Food
- Point of origin
- New trends “The pop up restaurant”

There is a ground swell from Customers wanting from the chef the food story...

Its story time and the customer wants to be romanced by your story about your produce

- Be daring/use the sixth sense/romance all the way
- Where it comes from and how its made, Environmental perspective
- Price, Local produce
- Grower → Chef → Customer
- New social media Face book and Twitter are the biggest growing media for getting your product out there, use them

Sustainability is important what are your inputs and outputs (waste)

- Food miles & Life cycle analysis
- Food and water supply are the key to our future

Every country has its own unique flavors and cuisine style. Australia doesn't, the logical next step for us is Indigenous Foods!!

Tasting Australia, May 2012

This event will again be held in Adelaide in 2012, with the Feast for the Senses being held in Elder Park. Andrew Fielke and Linda Hoffmann are seeking expressions of interest from SANFA members wanting to participate with him in a Marquee. Andrew would have a catering presence and this offers native food businesses an opportunity to sell and promote their products.

Last year this stall was very well received. The free tastings drew many interested passers by, and gave a lot of people an opportunity to experience native food flavours.

If you are interested or would like more information please contact

Linda Hoffmann at footeside@bigpond.com or 08 85811373.

Display Your Business on the SANFA Website

www.sanativefoods.org.au

This opportunity is now available to members of SANFA. The first year is free and there is a charge of \$10 per year after this, to help cover website hosting fees. Every year you wish to continue to display your Contact and Business Details, please indicate this on your membership form and pay the higher fee.

What you can include?

- Link to your website
- Product list and descriptions
- Logo
- Where your products can be purchased
- Contact details

If you would like to take up this opportunity you can send the above information to Linda Hoffmann at linda@footesidefarm.com who will try to help you with any questions you may have.

Diary date: SANFA AGM

The AGM is to be held at Sarah's Restaurant in Semaphore on Sat 29th October

It's likely to be a late afternoon meeting followed by an evening meal (to be confirmed)

Thanks to Steve Talbot

Steve has recently resigned from the SANFA committee and on behalf of SANFA I'd like to thank him for his enthusiastic contributions, especially on muntries crop development and for spending many hours producing website information on several native food crops. We hope this information will soon be available to us all on the SANFA website, thanks to Steve's generosity.

It will be quandong season

very soon.....

Look out for that fresh fruit –

quandong pies & jam!



Give away:

Frozen lemon aspen (white aspen) fruit – contact Maarten Ryder Tel 0409 696 360 or RyderResearch@chariot.net.au

Your SANFA Committee:

Ben Lethbridge, Greg Noel, Maarten Ryder, Lesley Wells, Jodie Bambridge, Linda Hoffman, Neville Bonney, Barbara Carroll, Glen Dennis

For membership application forms, please email or phone
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