

Continuation of the access to Asian foods newsletter project

Barry Lee
Rural Industries R&D Corporation (RIRDC)

Project Number: VG09101

VG09101

This report is published by Horticulture Australia Ltd to pass on information concerning horticultural research and development undertaken for the vegetables industry.

The research contained in this report was funded by Horticulture Australia Ltd with the financial support of the vegetables industry.

All expressions of opinion are not to be regarded as expressing the opinion of Horticulture Australia Ltd or any authority of the Australian Government.

The Company and the Australian Government accept no responsibility for any of the opinions or the accuracy of the information contained in this report and readers should rely upon their own enquiries in making decisions concerning their own interests.

ISBN 0 7341 2641 7

Published and distributed by:
Horticulture Australia Ltd
Level 7
179 Elizabeth Street
Sydney NSW 2000
Telephone: (02) 8295 2300
Fax: (02) 8295 2399

© Copyright 2011



Horticulture Australia

Front Cover

Final Report to HAL for an Industry Development Project

Access to Asian Foods Newsletter
(Co-funded by HAL and RIRDC)

HAL Project Number: VG-09101

Research Provider: Barry Lee

Author: Alan Davey, Senior Research Manager, RIRDC

17 June 2011

Inside front cover

HAL Project Number: VG-09101

Project Leader:

Barry Lee

Connectica International

PO Box 294

GYMEA NSW 2227

Purpose of the project:

This project involved the research, writing, translation and distribution of 12 issues of the 'Access to Asian Foods' newsletter over two years.

The newsletter plays a key part in maintaining communication and collaboration with Asian Foods industry participants. It circulates to over 1200 subscribers and keeps growers, food processing businesses, wholesalers, retailers, exporters, researchers etc. informed of industry developments. The newsletter plays a vital role in facilitating the communication of pertinent research findings (from HAL, RIRDC and state government projects) to the people and companies that can drive change in the industry. RIRDC sees the newsletter as an important mechanism for adoption of R&D outcomes from the latest market and scientific research.

- This project was jointly funded by Horticulture Australia Limited (HAL) and the Rural Industries Research and Development Corporation (RIRDC).
- This Final Report (and 12th issue of newsletter out of 12), published June 2011

Any recommendations contained in this publication do not necessarily represent current HAL policy. No person should act on the basis of the contents of this publication, whether as to matters of fact or opinion or other content, without first obtaining specific, independent professional advice in respect of the matters set out in this publication.

Summary

- This project was jointly funded by Horticulture Australia Limited (HAL) and the Rural Industries Research and Development Corporation (RIRDC).
- The project involved the research, writing, translation and distribution of 12 issues of the 'Access to Asian Foods' newsletter over two years.
- The newsletter plays a key part in maintaining communication and collaboration with Asian Foods industry participants.
- It circulates to over 1200 subscribers and keeps growers, food processing businesses, wholesalers, retailers, exporters, researchers etc informed of industry developments.
- The newsletter plays a vital role in facilitating the communication of pertinent research findings (from HAL, RIRDC and state government projects) to the people and companies that can drive change in the industry. The newsletter is an important mechanism for adoption of R&D outcomes from the latest market and scientific research.

Method and activities

The following are the cover-pages of the twelve newsletters produced under this collaborative project:

Evaluation

The following is a copy of the RIRDC revaluation of this project:

The screenshot shows a web application interface for RIRDC project revaluation. The browser address bar indicates the URL: research.rirdc.gov.au/nku/app/action=projmgr.taskPropertiesodf_view=task_final_assessodf_pk=50436678id=50436678projectid=5001844&returnAction=projmgr.key/TaskListReturn. The interface is divided into a left sidebar and a main content area.

Left Sidebar:

- Organiser
- Knowledge Store
- Reports and Jobs
- Account Settings
- Portfolio Management
 - Portfolios
 - Portfolio Reporting
 - Projects
- Reporting
 - Milestone Reports
 - Milestone Financials
 - Commitments
 - Contract Variations
 - Invoice Tracking
 - Assessment Summary
 - Assessment Decisions
 - FRP Budget Summary
 - Research Agreement
 - Outyear Budgets
 - NRP & RRP
 - Alignment
 - Publication Reports
 - Test Reports
- RIRDC Funding Applications
 - Application Forms
- Record Management System
 - Record Management System
- Resource Management
 - Resources
 - Committee Members
 - Resource By Role
 - Weeds Applicants
 - Resource Finder
 - Resource Requisitions
- External Billing
 - Companies

Main Content Area:

Project Information

Project ID: PRJ-003648	Project Name: Continuation of the Access to Asian Foods Newsletter Project PRJ-003093
Principal Investigator: Lee, Barry	Research Organisation: Connectica International

Final Report Assessment

Date assessed: 8/06/2011	Assessed by: Davey, Alan
Final Report Accepted or Rejected?: Accept	

Research Manager's Assessment

Does this project have significant economic benefits for Australian agriculture? Yes	Does this project have significant environmental benefits for Australian agriculture? Yes
Does this project have significant social benefits for Australian agriculture? Yes	Was there new valuable commercialisable intellectual property created during this project? N/A
Should this report be published? Yes	If yes, please describe
Should this report be kept confidential? No	What steps have been taken / are planned to protect and commercialise the IP
Should this report be externally reviewed? No	Comments due from reviewer by
If yes, circulate to	
Date sent for review	

Performance Assessment

Project objectives met	High
Project outcomes achieved	High
Quality of report	High
Timeliness of delivery	High
Performance of researcher	High
Overall rating of final report	High

Comments

Comments to be provided to the Principal Investigator: Barry, Thank you for another brilliantly executed series of newsletters. It is very sad that this working relationship must come to a close. Thanks for all of your hard work and support over the years.
Regards
Alan
(These comments will be included in the letter back to the Principal Investigator)

Research Manager's additional comments: (Include next steps, where to from here, how well did the project meet its objectives, significance of economic, environmental and social benefits, the researcher's capability, has the audience changed, have other opportunities risen etc)

Implications

Industry feedback is that the Asian Foods Newsletter is very useful to Asian Foods industry participants, particularly those that come from a background where their main language was not English. We are told that the Chinese, Vietnamese and Cambodian translations are appreciated in the industry.

A special issue that involved the publication of a table of registered and permitted chemical uses applicable to the Asian Vegetables industry was particularly well received and has been observed pinned up as a reference in the sheds of many industry participants.

Recommendations

As a result of the project outcomes and implications detailed above, it is recommended that the current publication of the newsletter continue. RIRDC would appreciate the

continuing involvement and co-investment of HAL in this pursuit. A future newsletter is likely to be expanded to include African Foods.

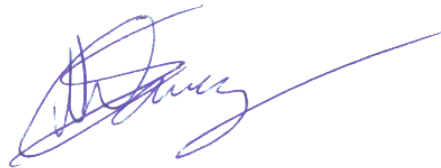
Acknowledgements

Barry Lee is acknowledged as the Author/editor for all of the 12 issues of the Access to Asian Foods Newsletter covered by this report.

HAL is acknowledged as a co-funder of these newsletters.

Statement of expenses

I, Alan Davey, RIRDC Senior Research Manager for New Plant Industries, declare that RIRDC has dispatched \$57,900 in payments to Barry Lee for the production of these 12 issues of the Access to Asian Foods newsletter. I further declare that RIRDC incurred additional expenses (above and beyond its \$28,950 contribution to the funding of Mr Lee's work), for the typesetting, printing and distribution of the newsletter.



Signed

**Alan Davey, Senior Research Manager, New Plant Products
17 June 2011**