

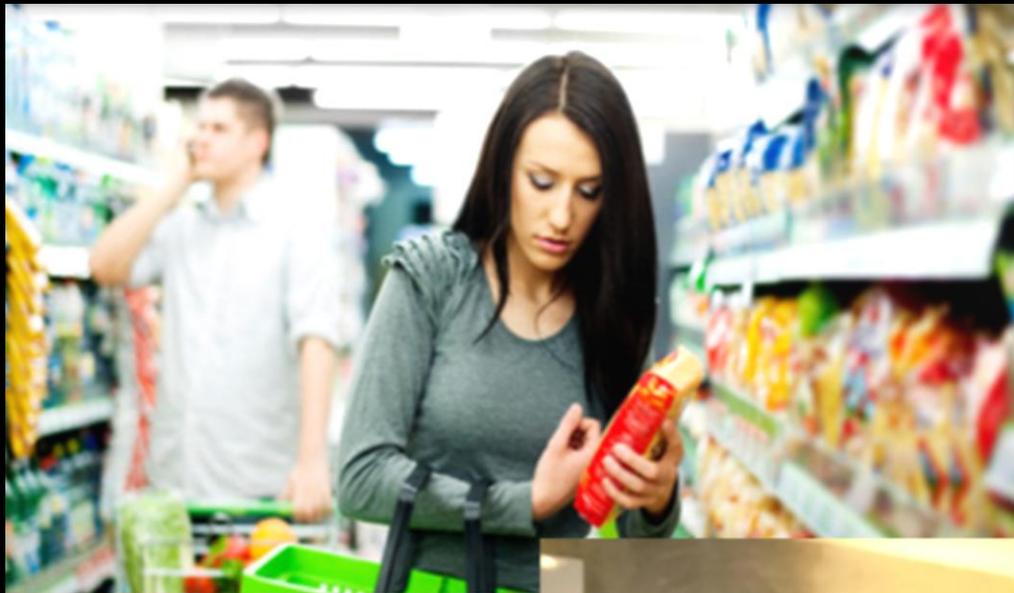


MONASH
University

GROWING
PRECIOUS
IDEAS
+

Australian Vegetables Export Seminar, Adelaide, 15 May 2017
Dr Angeline Achariya | CEO | Food Innovation Centre @ Monash

SPREADING
INNOVATION



Fork to Farm approach = Point of Difference & winning in market

FORK



PLACE



PROCESSING



FARM



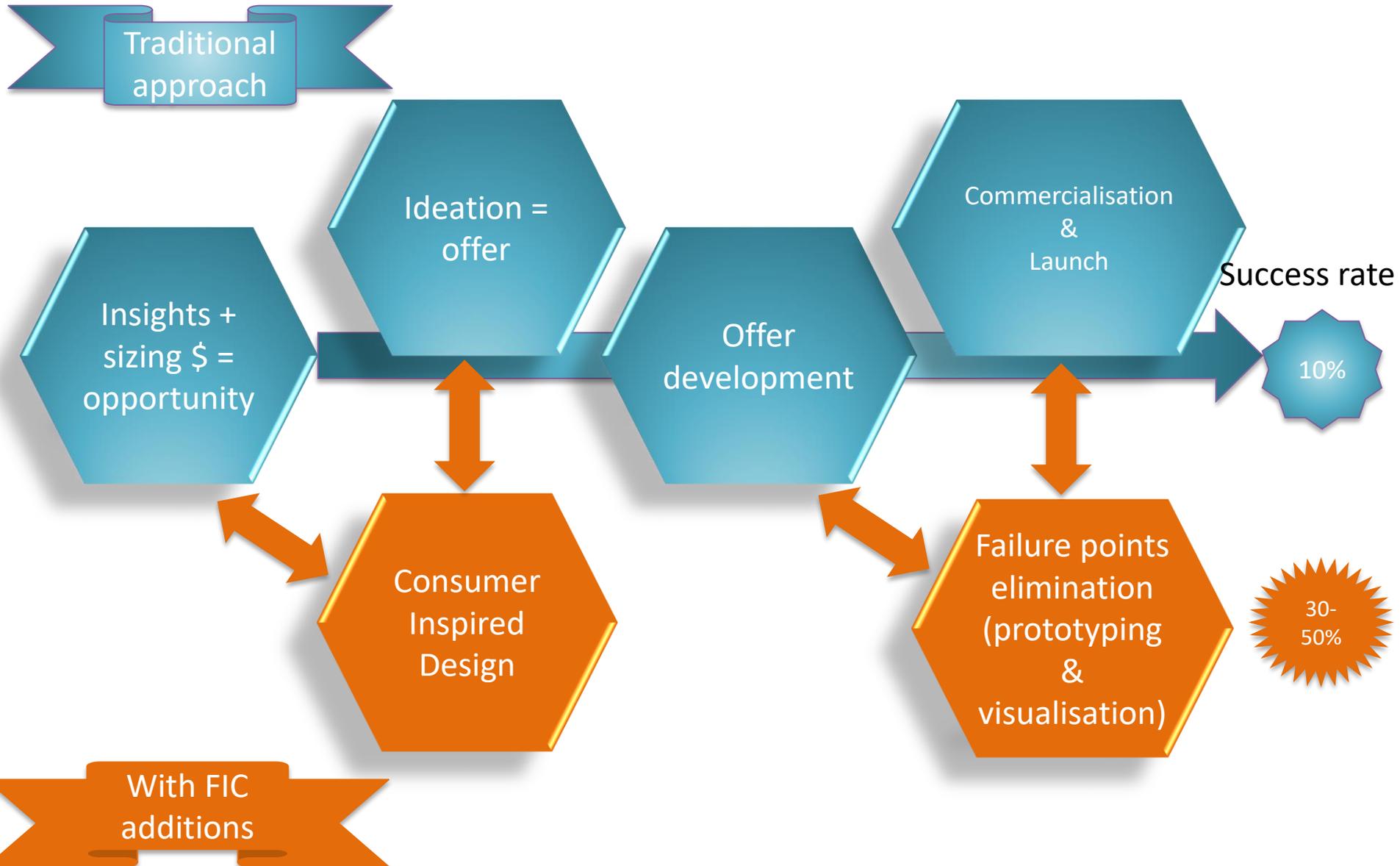
- Where is the market?
- Who is the consumer?
- What trends are in play?
- Understand consumer needs?
- Is there an opportunity for your product?
- Where is the value?

- Picking the right channel?
- Who is the shopper?
- How does the shopper shop the category?
- Best way to merchandise and range?
- Are you standing out from your competition?

- How quickly can you get product to the consumer?
- Fit for purpose packs
- Food safety, shelf life?
- Processing requirements, supply chain efficiencies?
- Waste minimisation?

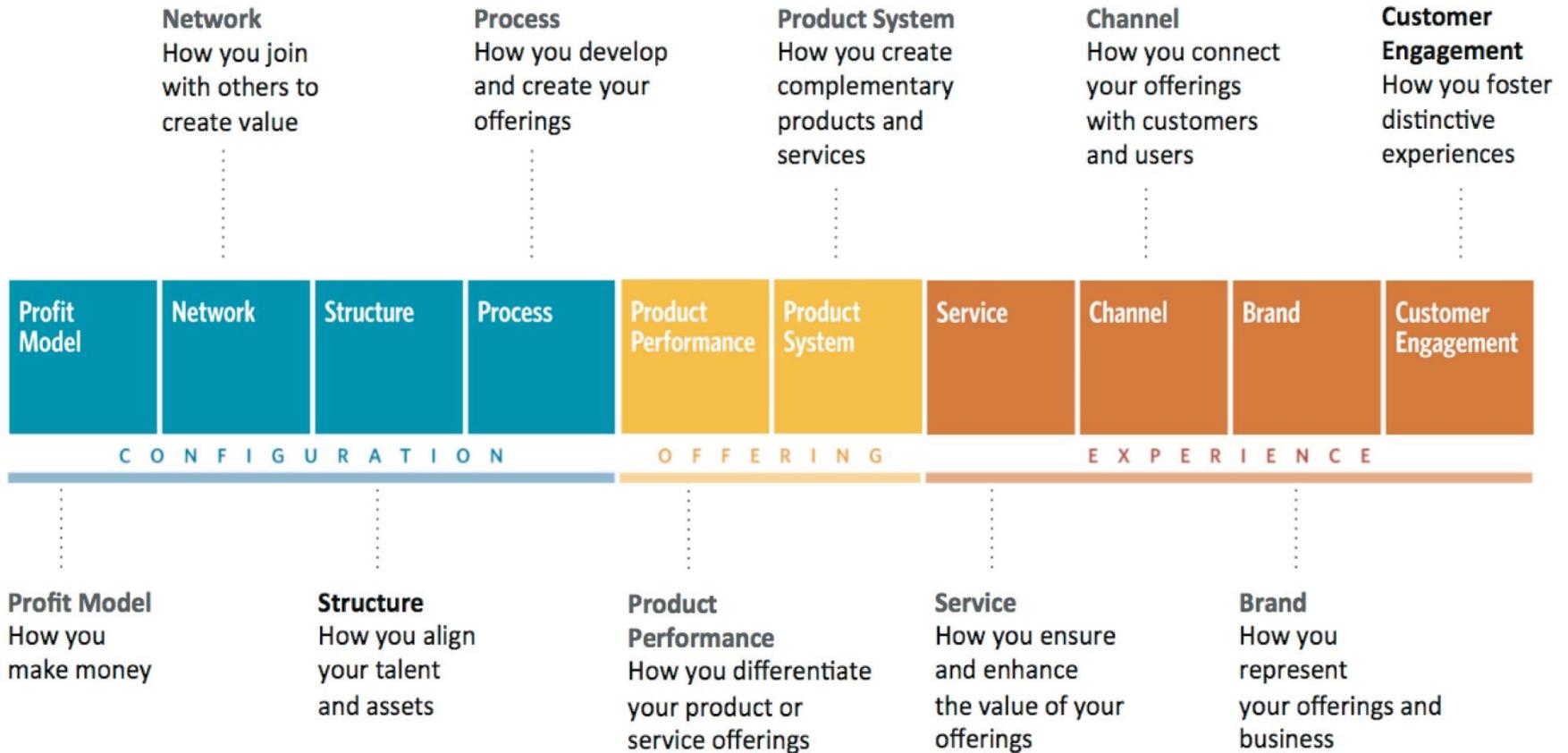
- Best way to maximise yield?
- Seasonality impacts in meeting consumer need?
- Entire crop utilisation
- Efficiencies, water usage
- Digital, genetics for point of difference

How to increase the odds of success



Innovation is more than product / package...

THE TEN TYPES OF INNOVATION



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Front End Innovation Process: *Consumer Inspired Design*

For when you are starting an innovation project.



Knowledge Mapping

- Identify what you don't know (and need to find out!)
- Holistic review
- Stakeholders to same knowledge level

Product Mapping

- Identify White Space
- Understand product paradigms – what attributes drive perceptions?

Product Labs

- See the world through consumers eyes & design correctly
- Consumer-centric design guidance
- Using stimulus to elicit responses

Design Guidelines

- Understand what your product **MUST BE**, **CAN BE** and **CAN'T BE**, and the different ways this can be expressed in a product

Internal / Scoping Exercise (Facilitated by FIC)

Consumer Research

Output

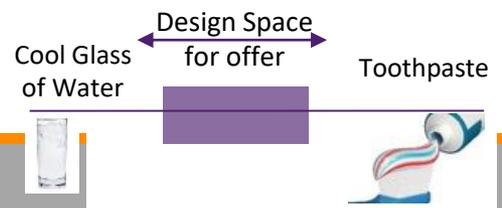


Design guidelines ...

MUST BE	CAN BE	CAN'T BE
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This can be expressed via...

E.g. Refreshing Spectrum



Knowledge Mapping - A holistic review of all knowledge to bring stakeholders to the same level of understanding and identify what you don't know (and need to find out!)



Knowledge Mapping

- Identify what you don't know (and need to find out!)
- Holistic review
- Stakeholders to same knowledge level

Indulgent



Home Made Pickle

Everyday



Premium



Healthy

Product Mapping

- Identify White Space
- Understand product paradigms – what attributes drive perceptions?

Area	Ways in which a convenience salad product could differ....			
Appearance of product	All ingredients visible	Ingredients shown through pack illustration	Ingredients not yet mixed vs. already mixed	Packaging becomes functional eating tool
Method of flavour delivery	Dressing already mixed	Dressing separate	Separate dressing and other ingredients (herbs)	Options to add your own elements (e.g. nuts)
Flavour Style	Exotic	Classic	Foodie / Trendie	Healthy
Packaging Feel	Textured / Rough	Shiny, Silky	Rippled, Wavy	Velvety
Packaging Sound	Crinkly, Loud	Audible click	Muted, soft	

Example design guidelines

Salad Packaging for Convenience...

MUST BE	CAN BE	CAN'T BE
Authentic	Comfort & Familiar	Old School or Retro
Have nothing to hide	Daring & Wild	Artificial / gimmicky
Cue on the go	High end Gourmet	Too Industrial

This can be expressed via...

Using materials other than plastic – e.g. paper, twine.	Including recipes on the packaging.	Old fashioned doesn't cue fresh, modern touches help to cue fresh.
Completely absent or transparent packaging.	Through provenance / method of extraction	Not Too much packaging



Product Labs

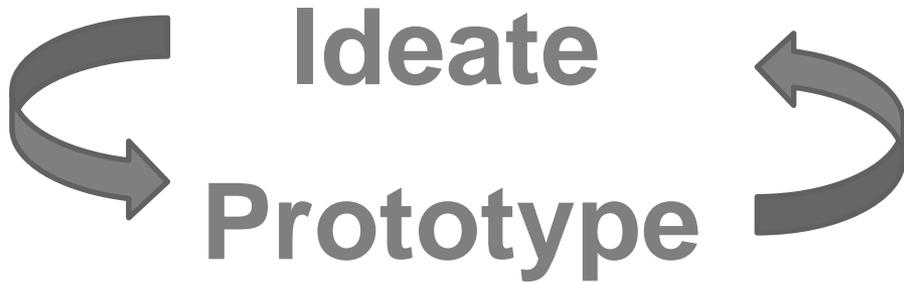
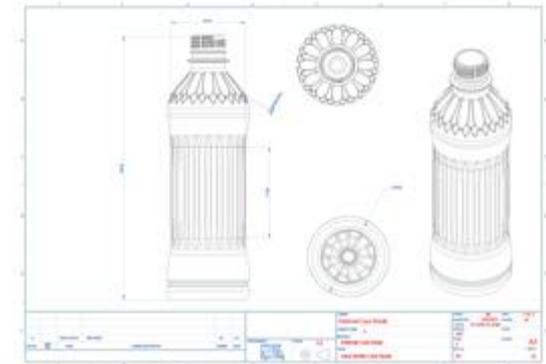
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Failure points elimination

De-risking our ideas by failing fast & pivot



Marketing Mock-ups

Machinability

Value proposition

Fast track mould development

Concept screening



FOOD INNOVATION

Fork to Farm approach = Point of Difference & winning in market

FORK



PLACE



PROCESSING



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Place of reality = retail environment, how does your product cut through to the shopper

Shopper Research

For when you want to validate the impact of your product on shelf, in-store.

Virtual Store Visualisation
with Qualitative Interview

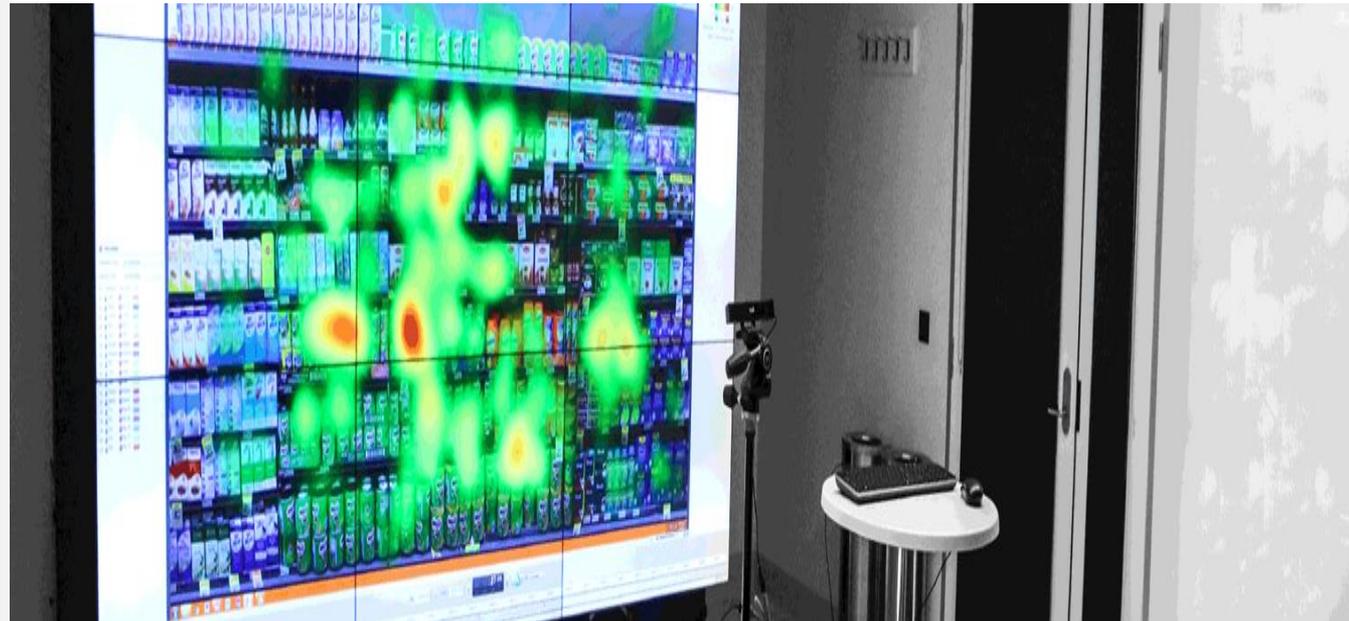
OR

Eye Tracking Validation

OR

In-Store Shopper
Research

Outputs: Detailed outputs with key metrics & observations to be used as evidence in retailer negotiations.





Place of Reality - Virtual Store walk





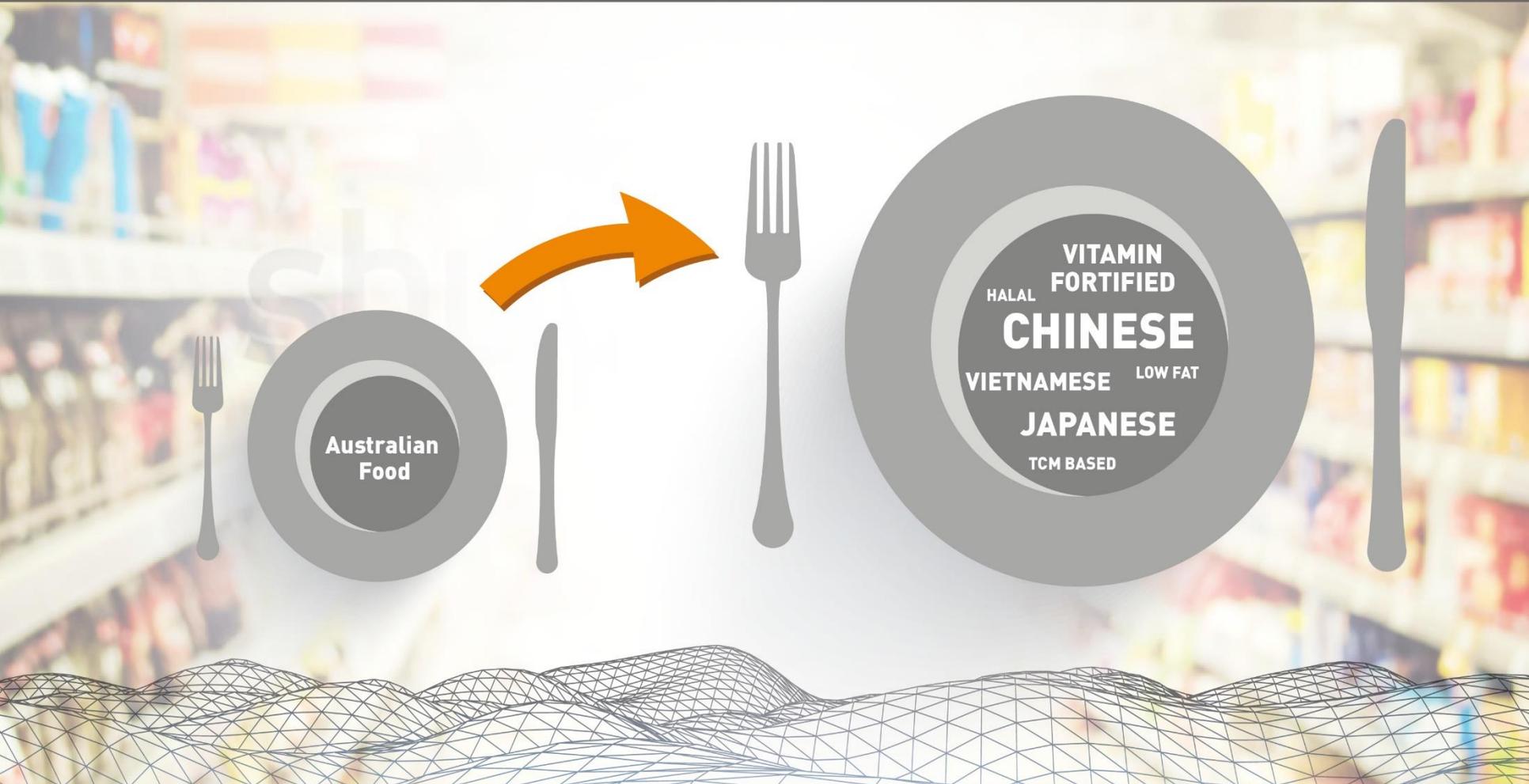
Photos: Courtesy Gilad Salad, NAVI Co

There are more people
living **inside** this circle
than outside of it.



Mining Boom to Dining Boom...

OR **The Delicatessen to Asia!**





中糧
COFCO

自然之源 重塑你我



ADAPTING YOUR PRODUCT FOR THE CHINA MARKET – *COFCO PARTNERSHIP*



The Benefits of Our Exclusive COFCO Partnership

Introducing an exclusive partnership between COFCO NHRI and the FIC @ MONASH for Australian Food & Agricultural companies looking at accessing the Chinese market!

China Oil and Food Corporation (COFCO) is an agri-food commodity business. COFCO Group appears on the Forbes Fortune 500 list of companies and is the largest food manufacturer, processor and trader in China.

- COFCO's Nutrition & Health Research Institute (NHRI) will perform **consumer, sensory and safety research** in collaboration with the FIC to ensure your product offer has the best chance of success in China.
- Our network encompasses **regulatory and food safety compliance** to import food into China.
- If your product tests well, COFCO's NHRI **may endorse** the results to their **e-commerce platform womai.com**, giving you the unique opportunity to trial your product's potential in the Chinese market.
- This **unique partnership** will offer a **less hazardous path** to market for Australian companies wanting to test the Chinese market with adapted product offers.



中粮
COFCO

我买网
womai.com



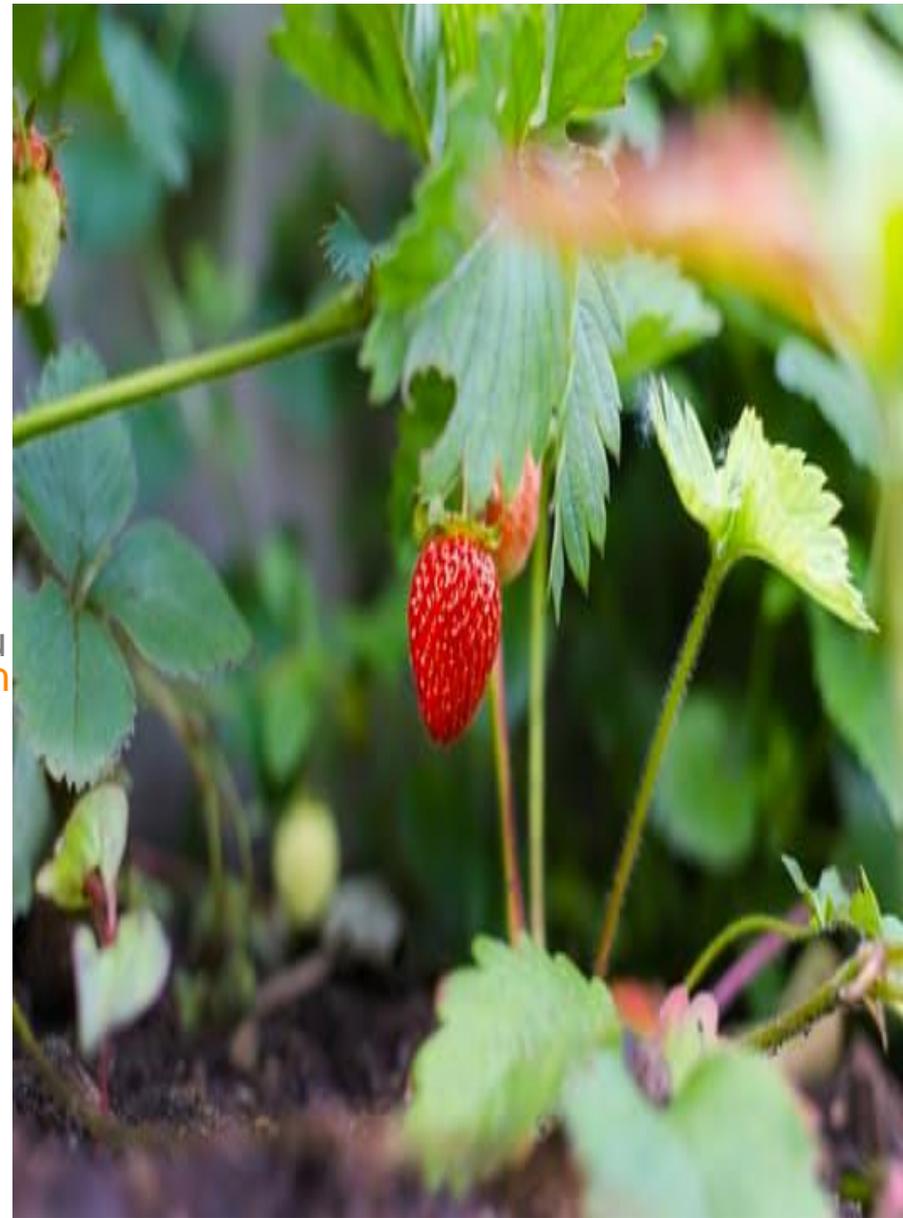


Photos China visit – Chinese NY 2016

Now What....Tangible Take away's

FORK to FARM Approach

- Consider for your next product launches and before you grow....ask where is the need and who will buy this product = **questions on the “fork”**
- How do you look at value across the chain rather than just another new product = applying the **10types of innovation plus whole crop utilisation**
- Consider the retail environment, what can you do to **stand-out from the crowd** = **questions on the “place”**
- Export – how to **win with high value premium options, gifting is an occasion** that attracts higher \$\$. Target occasions in Asian markets for your products
- Whilst “taking with pride” ideas is great, also **ask the questions on the “plate” and “place” before you invest?**
- Remember to **increase odds of success**, you have access to these tools through the FIC to leverage the best return on your invest.





FOODINNOVATION CENTRE



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GROWING
PRECIOUS
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+

We look forward to collaborating and co-creating with you

SPREADING
INNOVATION