

# Module 1: The Food Industry: Globally and in Australia



## Learning outcomes

On successful completion of this module you will be able to:

- Define food marketing
- Understand the importance of food marketing
- Describe what makes food marketing different to other marketing contexts
- Understand the key issues and forces facing the food industry globally and domestically

## Learning Resources



Readings

DAFF 2013b, National Food Plan White Paper, Department of Agriculture, Fisheries and Forestry, available from [here](#).

Summary of Food Marketing Resources – This reading is available as Appendix 1.

## 1.1 Introduction

*Food is a fundamental human need and an essential part of our daily lives. Food is more than sustenance vital for health and wellbeing—it has an important social, symbolic and economic role. Growing, preparing and sharing food is part of our family life, our culture and our society. It plays a part in our celebrations and is a source of entertainment and pleasure for many people. (National Food Plan White Paper, 2013 p. 6)*

The quote above, from the Australian Government National Food Plan, highlights the key role food plays in our lives. The purpose of this course is to introduce you to food marketing. On completion of this course you should be able to understand the key issues and forces facing the food industry globally and domestically, develop an understanding of how the food industry operates from production to consumption and develop basic marketing strategies for food products, from new product development through to point of sale.

The purpose of this first module is to lay the foundation for these outcomes by:

- Defining what we mean by food marketing;
- Outlining why food marketing is important;
- Differentiating food from other marketing contexts; and finally,
- Introducing some current key issues in the food industry both domestically and globally.

The development of this course has been funded by the Australian Seafood Collaborative Research Centre (ASCRC) who realise that for the Australian Seafood industry to remain competitive and grow, seafood industry marketers not only need to know how to market seafood; but will benefit from a broader understanding of how to market food and an understanding of where seafood 'sits' in food marketing. By addressing food marketing generally and covering a wide range of food sectors (including meat, dairy, horticulture etc.) seafood marketers will be able to identify strategies and tactics used by other food industries globally and in Australia that may be applied to seafood marketing.



### Activity

Before we start spend one or two minutes thinking about the role food plays in your life:

- How important is food to you socially and culturally?
- Is food a habit or do you look forward to finding new foods?
- Where do you buy your food and why?
- How much of your food behaviour is a reflection of your childhood?

We will be exploring all of this behaviour and more as we progress through this course.

## 1.2 What is food marketing?

### Revisiting marketing

Before considering **food marketing**, let's go back to marketing basics. Many of you may have studied marketing at some stage, but some of you may not have.



Video

For those of you who have not studied marketing before and for those of you who need a refresher – watch the following [video](#) (up to 4:30) of a presentation given by Dr. Philip Kotler on a brief history of marketing and the view of the 4 P's from a CEO perspective.

To recap from the reading above:

The American Marketing Association [defines](#) marketing as:

*.... the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (Approved July 2013)*

Some of the simpler definitions of marketing include:

- Finding out what people want and providing it when they want it, where they want it and at a price they are prepared to pay; and
- 'Selling goods that don't come back, to people who do' (Baker, Graham, Harker & Harker, 1998)

All of these definitions highlight the core marketing concepts of focussing on what consumers want, that is, providing value.

In marketing we often use the 4Ps as a framework for considering the building blocks of marketing:

- **Product** is the 'offering' from the definition above. A product can be a good or a service or a combination of both. Marketers often think about a product on three different levels: the core benefit a product offers; the actual product and the additional offerings that can accompany a product.

So think about the small tin of fish (or tuna and beans as shown in Figure 1.1) you may have in your pantry for a quick snack or meal. The core benefit of this product is the satisfaction of hunger (in a healthy way!), the actual product is the fish and flavourings in the actual tin, which may have a convenient ring pull, while the additional offerings (or augmented product) provided may include nutritional information on the label, additional recipe ideas, website details and so on.

**Figure 1.1:** Three levels of product



- **Price** reflects the 'exchange' part of the definition above – most commonly the price is in money terms.

So our small tin of fish may normally cost say \$1.89 for a branded product, but a generic brand may only cost \$1.20, or we could wait for the branded product to come on sale.

- **Place** involves decisions around where customers can purchase a product and how we get product to customers.

So we may expect to buy our tin of fish at supermarkets, corner stores and perhaps even from vending machines.

- **Promotion** involves communication - letting your customers know about your product and giving them reasons to buy your product.

So do you advertise your fish on TV, newspapers, in store with displays, use competitions or price discounts?

As marketers the key thing to keep in mind is the need to integrate all of the above elements into a consistent message to consumers, for example we may be prepared to

pay much more for the product if we are not buying from a supermarket but are stopping at a small corner store on the way to work. The convenience is worth the higher price!

On this basis let's turn specifically to food marketing.

## Defining Food Marketing



Activity

### Backward view

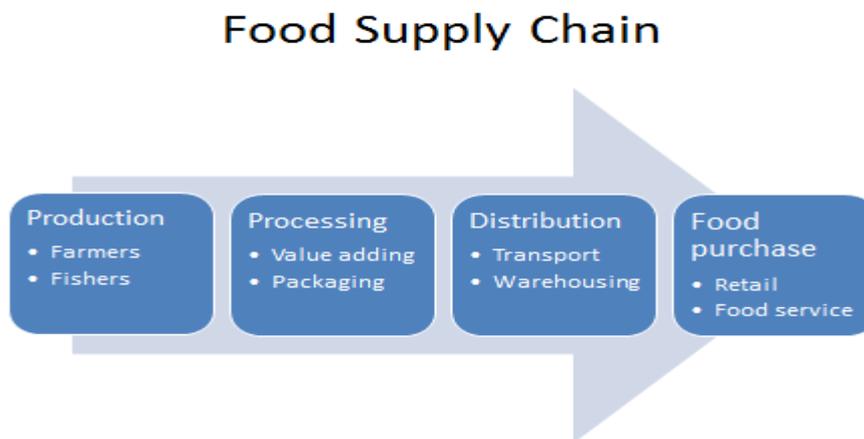
- Think of a favourite food or beverage – a Subway or a Coffee Club coffee
- Work backwards to map all the ingredients/people/processes involved in getting that food or beverage to you

### Forward view

- Think of a primary producer (a pineapple farmer/ beef producer)
- Work forward to map how this product might get to you

From paddock (or pond) to plate, food passes through a series of transformational and logistical stages to be available to consumers. Food marketing encompasses this entire process, from the farmer to the consumer as shown in Figure 1.2.

**Figure 1.2:** Food Supply Chain



Activity

Watch the “Frozen Foods: The Story from Farm to Fork” video using the following [link](#).

This video highlights the food supply chain stages of a frozen green bean - from the farm to the consumer's plate. (Yes it is basic – just giving you a break from the reading!) The supply chain of a frozen green bean is simple when compared to processed foods, such as frozen pizza.



A variety of different definitions of food marketing are apparent both in the literature and in practice. These definitions vary based on the focus of the proposing body, for example, the Food and Agriculture Organization (FAO, n.d.), states that food marketing *'improves marketing linkages for both farm produce and inputs'* (FAO, n.d). This definition focusses upon the production sector and ignores the manufacturing or retailing sectors.

The Food Marketing Institute (FMI), the leading American industry body for food marketing, do not define food marketing explicitly, however their membership categories include 'retailers', 'wholesalers' and 'associate members', plus other forms of retailing categories (FMI, 2014). It appears the FMI does not consider the production or the manufacturing sectors to be part of the food marketing process!

In this course we want a broader definition of food marketing to encompass all sectors of the food supply chain. Smith (2005) who states that

***'Food marketing brings together the producer and the consumer. It is the chain of activities that brings food from "farm gate to plate"' (Smith, 2005).***

This definition considers that each of the sectors contributes to the food marketing process, and that they exist holistically to provide for the consumer.

A second comprehensive definition comes from Lang and Stanton (2013) who state that food marketing is

***'The people, processes, and resources that manage and support the production, distribution, and promotion of food & beverage products to the consumer marketplace worldwide.'* (Lang and Stanton, 2013)**

[David Thomason](#), a prominent Australian food marketer, expands on this definition and adds a focus to be considered by industry marketing bodies such as the Fisheries Research and Development Corporation.

**David Thomason FAICD**  
 Board member at Fisheries Research & Development Corporation  
 Sydney Area, Australia | Marketing and Advertising

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David Thomason FAICD's Overview

Current	Board member at Fisheries Research & Development Corporation Board member at Australian Seafood Co-Operative Research Centre Deputy Chairman at Certified Australian Angus Beef P/L <a href="#">see all</a>
Past	Board member at Primary Industries Education Foundation Member Advisory Board at Ehrenberg Bass Institute General Manager Marketing at Meat & Livestock Australia Ltd <a href="#">see all</a>
Education	Australian Institute of Company Directors Australian Graduate School of Management Mt Eliza Business School <a href="#">see all</a>

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*The fundamental task of marketing is to maximise the wealth in our industry, and to optimise the flow of that wealth through the chain to the people who fund it.*

*The only source of wealth is consumer spending, either directly or through end-users (retailers, restaurants etc.).*

*Therefore, marketing must always focus on the consumer – to influence and promote the five drivers of consumer (food) demand (enjoyment, nutrition, convenience, integrity, value-for-money) that will lead consumers to increase the volume they consume, the prices they pay, or both.*

*Marketing is not simply a fancy word for 'selling' or 'advertising'. It is about influencing the product offering to maximise its appeal to consumers and end-users, about influencing consumer and end-user perceptions to recognise and appreciate that appeal, and about creating 'buy-now' stimuli that convert that appeal into hard sales. (Thomason 2014, pers. comm., 17 March)*

Note that while this definition is very consumer focussed, it also highlights the need for all 'wealth' to be shared through the industry/supply chain right back to the farmers/fishers who produce the food.



Activity

Spend a minute or two thinking about David's five drivers of consumers demand in relation to food - enjoyment, nutrition, convenience, integrity, value-for-money. Think of your own drivers when purchasing food – is one more important than others? Or do different drivers impact in different ways?

## 1.3 Why study food marketing?

Food is an essential part of everyone's lives. The study of food marketing can be justified on three main grounds; the significance of the food industry both domestically and globally, the contribution to the practice of food marketing and current gaps in theory.

### Industry significance

The food industry is significant economically, socially and culturally. In addition, food security is of increasing global concern.

'Food creates employment and contributes to Australia's wealth.' (National Food Plan, 2013 p. 6)

- The Australian food industry is currently worth over \$110 billion annually (DAFF, 2013a). The food industry is a core pillar of the Australian economy with \$371 million spent on food and beverages daily in Australia (DAFF, 2013a).
- Australians spend 17% of their average income on food (ABS, 2012, cited in DAFF, 2013b).
- Over 15% of Australians are employed throughout the food value chain (DAFF, 2013a). One in every six working Australians (i.e. over 800,000) is employed in the food sector (including production, manufacturing and retail) (DAFF, 2013a; IBISWorld, 2013b).



Reading

Take 10 minutes to read through the Executive Summary and Chapter 1 of the National Food Plan White Paper 2013, which outlines the importance of food to Australia and also outlines the policy principles underlying the plan – which include (among others):

- Access to enough safe and nutritious food for all Australians
- Sustainable production
- Vibrant industries and communities and
- Good global citizenship.

DAFF 2013b, National Food Plan White Paper, Department of Agriculture, Fisheries and Forestry, available from [here](#).

Food security is 'when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life' (FAO, 2014). Food security is increasingly important on the global agenda. Currently Australia produces enough food to feed around 60 million people (DAFF, 2013a).

### Contribution to practice

Food marketing plays a critical role in promoting health and nutrition and influencing the food behaviour of consumers. In an era of increasing health issues including obesity and diabetes, knowledge of how and why consumers purchase food can only assist those wishing to promote healthy food choices.

In an era where small primary producers are often struggling to survive, an understanding of food marketing can assist farmers and fishers survive, and indeed,

thrive. While many primary producers are price takers and focus simply on growing/producing better quality and higher volumes of product, knowledge of food marketing could assist in changing their approach from simply production of a commodity to becoming price makers of a differentiated product valued by consumers.

Improved food marketing will assist consumers by providing more information and knowledge to allow better choices, for example, improved traceability will allow increased food safety and security as well as providing consumers more informed choice.

## Contribution to theory

Food marketing is of increasing importance to academics. Between 1990 and 2014 1,215 articles were published in refereed journals with 'food marketing' somewhere in the abstract. A surge in interest occurred in around 2003 with the annual number of articles increasing from around 37 per year to 61. Despite this increase, no top tier journals are dedicated to food marketing.

## 1.4 What makes food marketing different?

The key differences in food marketing compared to other contexts lie in the two themes addressed in this course – supply chain issues and consumer behaviour.

### Supply chain issues

All food production begins with agriculture/aquaculture, i.e. primary production. Primary production has some key characteristics that add to the complexity of marketing food products in relation to supply chains.

- **Seasonality and volatility of production.** Seasonality of fresh produce and the product gluts and shortages and poor continuity associated with seasonal production cycles of primary industry are a challenge for major retail stores to deal with (Clements et al., 2008), indeed fresh produce chains are characterised by over-supply, seasonal gluts and a commodity orientation (Fearne et al., 2009).
- **Perishability of product.** Fresh produce supply chains not only face all of the challenges of agri-business supply chains, but also have to accommodate the perishable nature of the product; which adds an extra dimension to the logistics management involved within the chain.
- **Geographic.** The food industry faces challenges associated with the fresh (perishable) nature of the raw materials, which are often sourced from regional/remote areas. As such, the form/storage capability/shelf life of the product as well as effective transportation/distribution channels must be a key consideration.
- **Industry structure.** The majority of businesses in food production are small businesses, with the industry characterised by an opportunistic and adversarial trading environment displaying a lack of transparency and trust, poor communication and limited flow of information (Batt, 2004; Bonney et al., 2007; Soosay et al., 2012; Taylor, 2006). The industry is characterised by an ageing workforce. The median age of a Farmer/Fisher is 53 years (compared to 40 years in other occupations) (ABS 2012).
- **Lack of information flow and consumer knowledge.** Often in agribusiness supply chains, no attempt is made at linking production decisions to consumer

demand at the time when the product would be harvested (Taylor & Fearne, 2006). Agricultural industries often lack information linking product qualities with what the customer required (Mowat et al., 2000).

- **Commodity market.** The fresh produce supply chain has been slow to adapt its marketing and merchandising strategies, accepting the fate of commodity supply chain (Fearne et al., 1999), supplying high volume, unbranded commodity products with little differentiation of products from differing suppliers with the main focus on price (Clements et al., 2008; Hingley, 2001). Commodity sector relationships are generally aimed at lowest cost production typified by “traditionally high levels of adversarial/transactional exchange” (Hingley, 2001 p.59).

## Consumer issues



Spend a minute or two thinking about the meals that you regularly prepare or eat.

How often do you prepare/eat them?

Activity

When was the last time something new came into this repertoire and what caused it to come in?

What do you think are the top ten meals prepared in Australian homes?

To check your answers read the report below

[www.mla.com.au/files/03568389-bbee-42c7.../Last-nights-dinner.pdf](http://www.mla.com.au/files/03568389-bbee-42c7.../Last-nights-dinner.pdf)



What may have become clear from the activity above are two things that make food different to many other contexts.

- **Highly habituated.** Food consumption (and consequent purchase) is highly habituated. We tend to buy the same foods from the same places whenever we shop. We often have a repertoire of between five to eight meals that we cook on

a regular basis. This makes it very difficult for food marketers to break into the consumption cycle.

- **Low involvement.** Linked to eating being highly habituated, food is often low involvement, that is, we spend little time thinking about a specific purchase and we spend little time looking for or evaluating information.

## 1.5 Current issues globally and domestically

The trends and issues affecting the food industry globally will be addressed throughout this course. To get you thinking a few of these are briefly outlined next. Also remember that with every trend and change, an opportunity usually arises.



Reading

Take 10 minutes to read through Chapter 2 in the National Food Plan White Paper 2013, which highlights many of the issues facing the Australian food industry and trends in the food industry globally. For example; the prediction that global food demand will shift in coming years to higher value and more protein rich foods like meat.

DAFF 2013b, National Food Plan White Paper, Department of Agriculture, Fisheries and Forestry, available from [here](#).

Some trends and issues include:

- With a growing world population and rising incomes, the value of world food consumption is expected to be 75% higher in 2050 than in 2007, with increased demand expected to be strongest in Asia (Linehan et al., 2013).
- Consumer food purchasing patterns are predicted to change with an increased influence of factors such as nutritional characteristics, production methods (e.g. organics) and sustainability issues. An aging population will also impact food choices.
- Australia has one of the highest rates of obesity in the world. Nearly two-thirds of adults and one-quarter of children are either overweight or obese (ABS 2012). Poor diet is associated with obesity, heart disease, diabetes and other diet-related chronic diseases. Genetics and an increasingly urban and sedentary lifestyle also contribute to poor health.
- The Australian food industry structure is changing with numbers employed in production falling and very little value adding after production – unless the Australian food industry can become more innovative in food manufacturing and value adding we run the danger of becoming 'Asia's farm'.
- The Australian retail sector is becoming more competitive with new entrants like Aldi and Costco challenging the duopoly of Woolworths and Coles.
- The supermarket rather than the specialist retailer is becoming the outlet of choice for more consumers, for example, in relation to seafood; in 2009 65% of seafood was bought in supermarkets, with 18% bought in speciality retailers (Danenburg & Remaud, 2010). In less than two years this had changed to 68% of seafood in supermarkets with a corresponding decrease in speciality fish shops to 15% (Danenburg & Mueller, 2011).

- Supply chain partnerships are becoming more important as producers need to collaborate to form trading partnerships. This has represented a challenge to primary industries such as fishing or farming, which are deeply suspicious of major retailers and are wary of retail domination (Hingley, 2001; Hughes et al., 1996).
- Traceability is of increasing importance, often driven by the need of regulation and food safety, but also by consumer interest in knowing where their food has come from.

The following Industry Overview of the Australian Seafood Industry highlights many of the issues facing the food industry, and hence food marketers, today.



## Overview of the Australian Seafood Industry

Seafood is the sixth most valuable food-based primary industry in Australia, with an annual gross value of production of over A\$2 billion (ASCRC). However, approximately 70% of seafood consumed in Australia is currently imported (IBISWorld, 2009), with reliance on imports predicted to increase due to growing demand for seafood, combined with falling domestic production. Exports of Australian seafood have decreased over recent years; driven largely by the strengthening of the Australian dollar. The sustainability of the seafood industry is further challenged by “under-investment, rising costs, inconsistent approaches to product quality, ill-defined value chains, and consumers' resistance to rising prices” (Dundas-Smith and Huggan, 2006). The increasing production costs, decreasing selling prices, increasing power of chain retailers and increasing competition currently facing the Australian seafood industry are common characteristics of many agribusiness industries in developed countries (Hingley, 2005; Taylor, 2006). In addition, the seafood industry continues to encounter the threat posed by the relatively low share of animal protein consumption that Australian consumers direct to seafood as compared to meat and poultry (Pare et al., 2008).

Unlike other primary industries, the Australian seafood industry has limited co-ordination on a national level. The industry is fragmented with several hundred seafood industry organisations. A national marketing and promotion body, national peak council or a national service body for seafood do not currently exist. The Australian seafood industry is characterised by a predominance of small businesses (Australian Bureau of Statistics, 2011) that tend to focus strongly on production with little interest or expertise in marketing their catch after harvest (Mowat and Collins, 2000). These factors combine to limit the industry's ability to capitalise on market development opportunities. At a federal government level, the Fisheries Research and Development Corporation (FRDC) plays a pivotal role in fisheries research, development and extension. At a state government level, approaches and support for the seafood industry vary considerably. In brief, while Australia's research capacity in aquaculture, fisheries management and productivity is equal to other developed countries, Australia's capacity in post-harvest seafood research in fields such as consumer research and product development has been very limited (Lawley, 2010).

The Australian seafood industry currently faces a rapidly changing macro environment, which when combined with the strong production orientation by many of the small businesses that make up the industry, presents significant challenges at an industry level. In order to remain competitive and respond to these challenges, it is imperative that the Australian seafood industry focus on increasing the value (both real and perceived) that consumers obtain from the consumption of seafood (Danenberg and Mueller, 2011). Understanding the Australian seafood consumer is fundamental to the success and survival of the Australian Seafood industry.

Against this background, the Australian Seafood Cooperative Research Centre (ASCRC) was established. Co-operative Research Centres (CRC) are an initiative of the Australian federal government designed to support industry driven research collaborations to address major issues facing Australian industry. Since 1991, over 100 Cooperative Research Centres have been funded, covering a diverse range of industries including manufacturing, medical research, tourism, mining and agriculture. Funding to establish a CRC is competitive, with CRCs having a seven-year life (Lawley, 2012). The Australian Seafood CRC was approved in 2007 with funding of A\$140 million over 7 years (2007 – 2013). The Seafood CRC is comprised of 26 seafood industry groups and 12 research providers. The mission of the Seafood CRC is to assist end-users of its research to profitably deliver safe, high quality, nutritious seafood products to premium markets, domestically and internationally (Lawley, 2012). The Australian Seafood Cooperative Research Centre has completed the largest and most comprehensive seafood consumer research ever undertaken in Australia, with a variety of projects gathering data from over 12,000 consumers. This work has provided the Australian seafood industry with up-to-date information on consumers' attitudes and behaviours, which have been essential in understanding seafood consumer behaviour.

### Discussion Questions

1. Considering the issues and trends impacting the food industry discussed in this section, which ones are most relevant to the Australian seafood industry?
2. What are some implications for marketers of Australian seafood both domestically and internationally?

(Source: Lawley & Birch, 2013)

## 1.6 Course and overview

The focus of the course is on strategy development and decision making, with the ultimate aim of you being able to develop a strategy and an implementation plan for a food product. Two key themes underlie the development of course content:

- First, the importance of supply chain development; and
- Secondly, given much of food consumption is highly habituated, a focus on driving behavioural change of consumers.

The key tasks involved in driving change include developing an appealing offer, developing an effective brand strategy, and interrupting routine behaviour and thought patterns at point of sale and through aggressive sales promotion (Lawley & Birch, 2013). These themes underpin the structure of this course.

As shown in the overview diagram below, following this module, Module 2 addresses the challenges and opportunities involved in developing food strategies by focussing on the current trends in the macro environment. Module 3 then addresses supply chain development and management by considering the unique issues faced in supply chain design for food, how quality and logistics need to be managed, and finally the structure and trends in retailing. Module 4 turns to the theme of driving behavioural change by understanding how consumers behave in relation to food purchasing and consumption before covering branding and the development of new products. Module 5 looks at strategies to interrupt routine behaviour both through integrated marketing communication and specifically at point of sale. The course finishes by considering emerging trends in food marketing and revisiting strategy development.

## 1.7 Resources

This section will overview some resources that may be useful throughout this course. The list is not comprehensive but will give you a starting point for considering areas of interest. Also have a look at the Summary of Food Marketing Resources document provided as a reading. This will give you a little more information about each resource and a link to the site.



Summary of Food Marketing Resources  
This reading is available as Appendix 1.

Reading

### Government Departments

- Department of Agriculture, Fisheries and Forestry (DAFF)
- Australian Bureau of Statistics
- Australian Bureau of Agricultural and Resource Economics (ABARE)
- Industry Research and development Corporations (e.g. FRDC)

### **Industry Associations**

- Australian Food and Grocery Council
- Meat and Livestock Australia
- Australian Farmers Markets Association
- Dairy Australia

### **Practitioner and Industry Publications**

- Retail World
- Mumbrella
- Food Week
- IBIS World

### **International groups**

- Food and Agriculture Organisation (FAO)
- Food marketing Institute (USA)
- Just Food (UK)

## **1.8 Conclusions**

This module has laid the foundation for the remainder of the course, with the next module focussing on the macro environment. To complete this module the following is a list of resources that may be of interest and use throughout the course. You do not have to read or subscribe to any or all of these – but perhaps have a quick look through to identify those that may be of particular interest.

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## Appendix 1

### Summary of food marketing resources: domestic and international

#### 1: Government (Australian)

Association	About/Description	Resources	Website	Web links
DAFF: Department of Agriculture, Fisheries and Forestry	<p>The Australian Department of Agriculture's role is to develop and implement policies and programs that ensure Australia's agricultural, fisheries, food and forestry industries remain competitive, profitable and sustainable.</p> <p>Key areas of focus include the development of a national food plan, food value chain policy and food regulation reform. The department is active throughout the entire supply chain, from producer to consumer.</p>	<ul style="list-style-type: none"> <li>* Media Centre</li> <li>* Publications</li> <li>* Marketing names for fish and seafood in Australia</li> <li>* Australian Food Statistics Series</li> <li>* FOODmap: An analysis of the Australian food supply chain</li> </ul>	<a href="http://www.daff.gov.au/">http://www.daff.gov.au/</a>	<p><a href="http://www.daff.gov.au/about/media-centre">http://www.daff.gov.au/about/media-centre</a></p> <p><a href="http://www.daff.gov.au/publications">http://www.daff.gov.au/publications</a></p> <p><a href="http://www.daff.gov.au/agriculture-food/food/publications/afs/australian-food-statistics">http://www.daff.gov.au/agriculture-food/food/publications/afs/australian-food-statistics</a></p> <p><a href="http://www.daff.gov.au/agriculture-food/food/publications/foodmap-a-comparative-analysis">http://www.daff.gov.au/agriculture-food/food/publications/foodmap-a-comparative-analysis</a></p>
Australian Trade Commission (Austrade)	<p>The Australian Government's trade, investment and education promotion agency. Our role is to advance Australia's international trade, investment and education interests by providing information, advice and services.</p> <p><b>Food and Beverage Industry (Food capability statements)</b></p> <p>These documents provide an overview of Australian food safety governance, compliance frameworks and the enabling role they play in supporting Australian capability in the food and beverage</p>	<ul style="list-style-type: none"> <li>* Food Safety capability statements               <ul style="list-style-type: none"> <li>- Intro</li> <li>- Grains</li> <li>- Meat</li> <li>- Wine</li> <li>- Dairy</li> <li>- Horticulture</li> <li>- Seafood</li> </ul> </li> <li>* Education (i.e. statistics)</li> <li>* Useful links</li> </ul>	<a href="http://www.austrade.gov.au/Buy/Australian-Industry-Capability/Food-and-Beverage/default.aspx">http://www.austrade.gov.au/Buy/Australian-Industry-Capability/Food-and-Beverage/default.aspx</a>	<a href="http://www.austrade.gov.au/Education/Home">http://www.austrade.gov.au/Education/Home</a>

Association	About/Description	Resources	Website	Web links
	industry.			
Food Standards Australia New Zealand (FSANZ)	Food Standards Australia New Zealand (FSANZ) is part of the Australian Government's Health portfolio. FSANZ develops standards that regulate the use of ingredients, processing aids, colourings, additives, vitamins and minerals. The Code also covers the composition of some foods, e.g. dairy, meat and beverages as well as standards developed by new technologies such as genetically modified foods. We are also responsible for some labelling requirements for packaged and unpackaged food, e.g. specific mandatory warnings or advisory labels.	<ul style="list-style-type: none"> <li>* Food Standards Code</li> <li>* Industry information <ul style="list-style-type: none"> <li>- Food recalls</li> <li>- Food labelling</li> <li>- Imported foods</li> </ul> </li> <li>* Consumer information <ul style="list-style-type: none"> <li>- Food safety</li> <li>- Recalls</li> <li>- Food issues</li> </ul> </li> </ul>	<a href="http://www.foodstandards.gov.au/Pages/default.aspx">http://www.foodstandards.gov.au/Pages/default.aspx</a>	<a href="http://www.foodstandards.gov.au/code/Pages/default.aspx">http://www.foodstandards.gov.au/code/Pages/default.aspx</a>
Australian Bureau of Statistics (ABS)	Australia's national statistical agency. The ABS provides key statistics on a wide range of economic, environmental and social issues, to assist and encourage informed decision making, research and discussion within governments and the community.	<ul style="list-style-type: none"> <li>* Industry &gt; Agriculture Forestry and Fisheries</li> <li>* Food retailing</li> </ul>	<a href="http://www.abs.gov.au/">http://www.abs.gov.au/</a>	<a href="http://www.abs.gov.au/AUSSTATS/abs@.nsf/ViewContent?readform&amp;view=ProductsbyTopic&amp;Action=Expand&amp;Num=3.1">http://www.abs.gov.au/AUSSTATS/abs@.nsf/ViewContent?readform&amp;view=ProductsbyTopic&amp;Action=Expand&amp;Num=3.1</a>  <a href="http://www.abs.gov.au/AUSSTATS/abs@.nsf/ViewContent?readform&amp;view=ProductsbyTopic&amp;Action=Expand&amp;Num=3.14.1">http://www.abs.gov.au/AUSSTATS/abs@.nsf/ViewContent?readform&amp;view=ProductsbyTopic&amp;Action=Expand&amp;Num=3.14.1</a>
Australian Bureau of Agricultural and Resource Economics (ABARE)	<p>ABARE is a research organisation within the Australian Government Department of Agriculture, Fisheries and Forestry. ABARES was formed following the merger of the Australian Bureau of Agricultural and Resource Economics (ABARE) and the Bureau of Rural Sciences (BRS) in 2010.</p> <p>ABARES provides independent economic and scientific analysis. It also provides a third capability of integrated socio-</p>	<ul style="list-style-type: none"> <li>* Publications</li> <li>* Data</li> <li>* Conferences and events</li> <li>* Report: Food demand to 2050: Opportunities for Australian agriculture 30 May 2012</li> </ul>	<a href="http://www.daff.gov.au/abares">http://www.daff.gov.au/abares</a>	<a href="http://www.daff.gov.au/abares/publications_remote_content/publication_topics/food">http://www.daff.gov.au/abares/publications_remote_content/publication_topics/food</a>  <a href="http://www.daff.gov.au/abares/publications_remote_content/publication_topics/food?sq_content_src=%2BdXJsPWh0dHAIMOEIMkYIMkYxNDMuMTq4LJE3LjIwJTJGYW5yZGwIMkZEQUZGU2VydmljZSUyRmRpc3BsYXkucGhwJTNGZmlkJTNEcGVfZmRpNTBkOWFiYXQwMDEyMDEyMDNfMjFhLnhtbCZhbG">http://www.daff.gov.au/abares/publications_remote_content/publication_topics/food?sq_content_src=%2BdXJsPWh0dHAIMOEIMkYIMkYxNDMuMTq4LJE3LjIwJTJGYW5yZGwIMkZEQUZGU2VydmljZSUyRmRpc3BsYXkucGhwJTNGZmlkJTNEcGVfZmRpNTBkOWFiYXQwMDEyMDEyMDNfMjFhLnhtbCZhbG</a>

Association	About/Description	Resources	Website	Web links
	economic and biophysical analysis necessary to address the policy issues facing Australia's primary industries today and into the future.			<a href="#">w9MQ%3D%3D</a>
Australian Government: National Food Plan Whitepaper	<p>The Australian Government has developed Australia's first ever <b>National Food Plan</b> to help ensure that the government's food policy settings are right for Australia over the short, medium and long term.</p> <p>The Australian Government's National Food Plan is a roadmap that sets the direction for government policy on food into the future. It is one of the key pillars for achieving the goals of the <b>Australia in the Asian Century</b> white paper.</p>	<ul style="list-style-type: none"> <li>* The National Food Plan Whitepaper</li> <li>* Fact sheets <ul style="list-style-type: none"> <li>- A safe and secure food supply</li> <li>- Building our children's knowledge about food</li> <li>- Sustainable food and reducing food waste</li> <li>- Australian food in the Asian Century</li> <li>- Competitiveness of the food retail sector</li> </ul> </li> </ul>	<a href="http://www.daff.gov.au/nationalfoodplan/white-paper">http://www.daff.gov.au/nationalfoodplan/white-paper</a>	<a href="http://www.daff.gov.au/nationalfoodplan/white-paper/factsheets">http://www.daff.gov.au/nationalfoodplan/white-paper/factsheets</a>

## 2: Industry Associations

Association	About/Description	Resources	Website	Web links
Institute of Food & Grocery Management	The Institute of Food & Grocery Management is a collaboration of industry leaders and faculty from a number of educational institutions and business schools with expertise in the fresh food, grocery and FMCG industries. They provide executive education programs to help managers develop new skills, build their networks and explore leading edge developments from around the world.	* Articles and links	<a href="http://www.ifgm.com.au/home">http://www.ifgm.com.au/home</a>	<a href="http://www.ifgm.com.au/learning/resources_articles">http://www.ifgm.com.au/learning/resources_articles</a>
Australian Food and Grocery	We are the leading national organisation representing Australia's packaged food,	* Media Centre (extensive: offers breaking news, media	<a href="http://www.afgc.org.au">http://www.afgc.org.au</a>	<a href="http://www.afgc.org.au/media-centre.html">http://www.afgc.org.au/media-centre.html</a>

Association	About/Description	Resources	Website	Web links
Council	drink and grocery products manufacturers. We are a membership-based organisation totally funded by industry to work on behalf of industry. We work in the following areas: policy, member services, programs, representation and advocacy, communication.	<p>releases, speeches, photographs, reports, publications, industry fact-sheets)</p> <p>* State of the Industry Report (annual); industry facts and figures</p> <p>* 2020: Industry at a Crossroads report - AFGC and AT Kearney produced this industry-first, fact-based report (investigates the intense challenges facing industry, future economic trends and key reforms needed to improve industry's sustainability, profitability and competitiveness)</p> <p>* Crisis Management Guide</p>	<a href="http://www.afgc.org.au/home.html">u/home.html</a>	<p><a href="http://www.afgc.org.au/state-of-the-industry-2013.html">http://www.afgc.org.au/state-of-the-industry-2013.html</a></p> <p><a href="http://www.afgc.org.au/2020-industry-at-a-crossroads-report.html">http://www.afgc.org.au/2020-industry-at-a-crossroads-report.html</a></p> <p><a href="http://www.afgc.org.au/tools-guides-.html">http://www.afgc.org.au/tools-guides-.html</a></p>
Meat and Livestock Australia	Meat & Livestock Australia Limited (MLA) delivers marketing and research and development services for Australia's cattle, sheep and goat producers. MLA creates opportunities for livestock supply chains from their combined investments to build demand and productivity. MLA provides services, tools and information that create tangible benefits for livestock producers that flow back to the farm gate.	<p>* Research and development</p> <p>* News and resources</p> <p>* Marketing beef and lamb</p> <ul style="list-style-type: none"> <li>- Domestic marketing</li> <li>- International marketing</li> </ul> <p>* Prices and markets</p> <ul style="list-style-type: none"> <li>- Market reports and prices (interactive price indicators)</li> <li>- Trends and analysis</li> </ul>	<a href="http://www.mla.com.au/Home">http://www.mla.com.au/Home</a>	<a href="http://www.mla.com.au/Marketing-beef-and-lamb">http://www.mla.com.au/Marketing-beef-and-lamb</a>
Australian Farmers' Markets	The Australian Farmers' Markets Association (AFMA) is a voluntary	* Resources: listing of related organisations	<a href="http://www.farmersmarkets.org.au">http://www.farmersma</a>	<a href="http://www.farmersmarkets.org.au/resources">http://www.farmersmarkets.org.au/resources</a>

Association	About/Description	Resources	Website	Web links
Association	organisation convened in 2003 to create a networking entity committed to supporting the development and growth of best-practice and sustainable farmers' markets across Australia. AFMA assists market operators to exchange information, coordinate policy, and promote grower-centric farmers' markets across Australia.	* Community food events and networks	<a href="http://rkets.org.au/">rkets.org.au/</a>	
Dairy Australia	Dairy Australia is the national services body for dairy farmers and the industry. Our role is to help farmers adapt to a changing operating environment, and achieve a profitable, sustainable dairy industry.	* Statistics and markets * Industry overview * Health and nutrition * Media and campaigns	<a href="http://www.dairyaustralia.com.au/">http://www.dairyaustralia.com.au/</a>	<a href="http://www.dairyaustralia.com.au/Health-and-nutrition/Media-and-campaigns.aspx">http://www.dairyaustralia.com.au/Health-and-nutrition/Media-and-campaigns.aspx</a>
Foodservice Industry Australia	The national organisation representing the broadest range of businesses involved with the Foodservice Industry.		<a href="http://www.foodserviceindustry.com.au/">http://www.foodserviceindustry.com.au/</a>	
CSIRO: the Commonwealth Scientific and Industrial Research Organisation	CSIRO, the Commonwealth Scientific and Industrial Research Organisation, is Australia's national science agency and one of the largest and most diverse research agencies in the world.	* Resources * Specific/related links - Food, Health, Life Science Industries - CSIRO and food production: securing our food future - Plant Industry - Animal, Food and Health Sciences - Food Futures - Sustainable Agriculture	<a href="http://www.csiro.au/">http://www.csiro.au/</a>	<a href="http://www.csiro.au/en/Outcomes/Food-and-Agriculture.aspx">http://www.csiro.au/en/Outcomes/Food-and-Agriculture.aspx</a>
Food Technology Association of Australia (FTAA)	The Food Technology Association of Australia is a major food industry body for Companies involved with the food industry. Although FTAA is based in	* Food industry insights	<a href="http://www.ftaus.com.au/?page_id=70">http://www.ftaus.com.au/?page_id=70</a>	<a href="http://www.ftaus.com.au/?page_id=84">http://www.ftaus.com.au/?page_id=84</a>

Association	About/Description	Resources	Website	Web links
	Victoria it has members throughout Australia. The membership ranges from small individual Companies to some of the biggest manufacturers.			
Australian Institute of Packaging (AIP)	The Australian Institute of Packaging is the only professional body that caters for individual membership for all people involved in the packaging industry in Australasia. The primary function of the Institute is to provide ongoing education and technical training for members and guests.	N/A	<a href="http://www.aipack.com.au/">http://www.aipack.com.au/</a>	
Australian Egg Corporation Limited (AECL)	The Australian Egg Corporation Limited (AECL) is an Industry Services Body (ISB) or provider of marketing and Research & Development (R&D) services for the benefit of all stakeholders, principally egg producers. AECL is mainly funded through statutory levies, collected under the Egg Industry Service Provision Act 2002, and Australian government funds for the purposes of 'approved' R&D.	* Media Centre * Marketing (aimed at consumers) - Consumer site: <a href="http://www.eggs.org.au">www.eggs.org.au</a>	<a href="http://www.aecl.org/">http://www.aecl.org/</a>	<a href="http://www.aecl.org/media-centre/">http://www.aecl.org/media-centre/</a>
Horticulture Australia Limited (HAL)	Horticulture Australia Limited (HAL) is a not-for-profit, industry-owned company. It works in partnership with Australia's horticulture industries to invest in research, development and marketing programs that provide benefit to industry and the wider community.	* Industries * Reports - Industry Annual Reports * Across Industry Annual Reports - Across Industry Annual Report 2011-12 * News and Events (updated monthly)	<a href="http://www.horticulture.com.au/">http://www.horticulture.com.au/</a>	<a href="http://cms2live.horticulture.com.au/admin/assets/library/annual_reports/pdfs/PDF_File_225.pdf">http://cms2live.horticulture.com.au/admin/assets/library/annual_reports/pdfs/PDF_File_225.pdf</a>
Food Innovation Australia Ltd (FIAL)	Food Innovation Australia Ltd (Fial) is an industry-led, government-funded initiative to accelerate commercially-driven collaboration and innovation in the	N/A	<a href="http://www.fial.com.au/">http://www.fial.com.au/</a>	

Association	About/Description	Resources	Website	Web links
	<p>Australian food industry. Fial is an Industry Innovation Precinct and is part of the Australian Government's \$1 billion Industry and Innovation Statement: A Plan for Australian Jobs.</p>			
<p>Point of Purchase Advertising International (POPAI) Australia and New Zealand</p>	<p>POPAI is the only global, not-for-profit, association exclusively dedicated to the retail marketing industry. We deliver outstanding service and value to our members in the areas of facilitation, education, information, best practice and networking for those in the Shopper Marketing arena.</p>	<p>Predominantly paid services:</p> <ul style="list-style-type: none"> <li>* Market Intelligence Library</li> <li>* Shopper Marketing</li> <li>* Education</li> </ul> <p>e-Courses</p> <ul style="list-style-type: none"> <li>* Shopper Fundamentals e-Course: \$295 (An introductory online course which will provide an understanding of the fundamentals of shopper marketing across 5 self-paced modules. Course topics include definitions, retail objectives, POP drivers, the path to purchase and shopper behaviour.)</li> </ul>	<p><a href="http://www.popai.com.au/">http://www.popai.com.au/</a></p>	<p><a href="http://www.popai.com.au/Education-and-Training/default.aspx">http://www.popai.com.au/Education-and-Training/default.aspx</a></p>
<p>Australian Retailers Association</p>	<p>Since 1903 the Australian Retailers Association (ARA) has been the peak industry body representing Australia's \$265 billion retail sector which employs over 1.2 million people. The ARA ensures retail success by informing, protecting, advocating, educating and saving money for its 5,000 independent and national retail members throughout Australia.</p>	<p>Links to current industry news. Links to publications. Free resources. State specific information.</p>	<p><a href="http://www.retail.org.au/">http://www.retail.org.au/</a></p>	<p><a href="http://www.retail.org.au/free-resources.aspx">http://www.retail.org.au/free-resources.aspx</a></p>

### 3: Other

Association/ Institute/ Other	About/Description	Resources	Website	Web links
Retail Media (Trade Magazine Publishing)	Retail Media delivers news, information, statistics, market trends and editorial insight with a focus on the Grocery, Pharmaceutical, and Petrol & Convenience markets. Relevant publications include: Retail World, Retail World Annual Report, Grocery Guide	* E-newsletter (free subscription); weekly * Retail World Magazine; fortnightly magazine * Retail World Annual Report; published December	<a href="http://www.retailmedia.com.au/">http://www.retailmedia.com.au/</a>	<a href="http://www.retailmedia.com.au/subscriptions/enewsletters/">http://www.retailmedia.com.au/subscriptions/enewsletters/</a>  <a href="http://www.retailmedia.com.au/our-magazines/">http://www.retailmedia.com.au/our-magazines/</a>
Australian Food News	Australia's only daily online news site for the food industry & real "thought for food" is for sale. National news, international news, "what's new", and events calendar for upcoming domestic events	* E-newsletter (free subscription); daily * News articles published daily	<a href="http://www.ausfoodnews.com.au/">http://www.ausfoodnews.com.au/</a>	<a href="http://www.ausfoodnews.com.au/">http://www.ausfoodnews.com.au/</a>
foodService magazine (B2B)	foodService delivers the news and trends that shape the Australian foodservice industry. foodService is targeted at workers and managers from restaurant, cafe, club, hotel, fine dining, industry training college and commercial catering companies.	* E-newsletter (free subscription); weekly * News articles published daily * Magazine subscription: \$64.35 annually for 11 issues	<a href="http://www.yaffa.com.au/index.php/b2b-publications/food-service-news">http://www.yaffa.com.au/index.php/b2b-publications/food-service-news</a>	<a href="http://www.foodservicenews.com.au/">http://www.foodservicenews.com.au/</a>  <a href="http://www.greatmagazines.com.au/specialoffers.php?PubCode=FSN&amp;Special=WEB/35">http://www.greatmagazines.com.au/specialoffers.php?PubCode=FSN&amp;Special=WEB/35</a>
Hospitality magazine	Hospitalitymagazine.com.au is an online venture of Hospitality magazine. Hospitality magazine regularly features in depth feature stories and subjects that	* E-newsletter (free subscription); three times per	<a href="http://www.hospitalitymagazine.com.au/home">http://www.hospitalitymagazine.com.au/home</a>	<a href="http://www.hospitalitymagazine.com.au/resources/whitepapers">http://www.hospitalitymagazine.com.au/resources/whitepapers</a>  <a href="http://www.hospitalitymagazine.com.au/">http://www.hospitalitymagazine.com.au/</a>

Association/ Institute/ Other	About/Description	Resources	Website	Web links
	range from chef profiles, wine reviews, equipment and commercial kitchen design to food safety and POS technology. Four key areas: foodservice, accommodation, beverage, management.	week * Resources (whitepapers) * Magazine subscription: \$99.00 annually for 12 issues		<a href="http://om.au/membership/newsletters">om.au/membership/newsletters</a>
Inside Retail	InsideRetail.com.au is the online arm of Australia's leading authority on retail industry news and trends. Inside Retail has been a trusted source of retail industry news for more than 35 years. We publish retail news, intelligence and analysis online, facilitating and informing the retail industry in Australia, Asia and beyond.	* News * eCommerce * Store Profiles	<a href="http://www.insideretailing.com.au/">http://www.insideretailing.com.au/</a>	
IBISWorld	Australia's most comprehensive collection of Industry Market Research, Industry Risk Ratings and Company Research.  Market research reports are priced per report. The University of the Sunshine Coast's staff and students have free access to this database.	<b>Industry Reports</b> * Fruit and Vegetable Processing in Australia - C1140 * Fish and Seafood Wholesaling in Australia - F3604 * Agribusiness in Australia - X0005 <b>Business Environment Profiles</b> * Domestic price of fish and other seafood	<a href="http://clients1.ibisworld.com.au/">http://clients1.ibisworld.com.au/</a>	<a href="http://clients1.ibisworld.com.au/search/default.aspx?st=food+marketing">http://clients1.ibisworld.com.au/search/default.aspx?st=food+marketing</a>

Association/ Institute/ Other	About/Description	Resources	Website	Web links
		* Realised farm income		
<b>Mumbrella</b>	'everything under Australia's media, marketing and entertainment umbrella' This online site gives update information and articles covering a wide range of general marketing and media issues. While not food specific it does include many food related issues, campaigns and research.	* <b>E-newsletter (free subscription); weekly</b>	<a href="http://mumbrella.com.au">http://mumbrella.com.au</a>	

## International Resources

### 1: Industry Associations

Association	Location	About/Description	Resources	Website	Web links
Food and Agriculture Organization of the United Nations (FAO)	Global	Achieving food security for all is at the heart of FAO's efforts – to make sure people have regular access to enough high-quality food to lead active, healthy lives. Our mandate is to improve nutrition, increase agricultural productivity, raise the standard of living in rural populations and contribute to global economic growth.	* Countries (Profiles) - Food, nutrition, and food security statistics i.e. top ten food commodities (graphs, charts, tables) * Media * Publications * Statistics * Agricultural marketing - Marketing extension	<a href="http://www.fao.org/home/en/">http://www.fao.org/home/en/</a>	<a href="http://faostat.fao.org/site/666/default.aspx">http://faostat.fao.org/site/666/default.aspx</a>  <a href="http://www.fao.org/statistics/en/">http://www.fao.org/statistics/en/</a>  <a href="http://www.fao.org/ag/ags/agricultural-marketing-linkages/en/">http://www.fao.org/ag/ags/agricultural-marketing-linkages/en/</a>

Association	Location	About/Description	Resources	Website	Web links
			<ul style="list-style-type: none"> <li>- Marketing training</li> <li>- Input marketing (value chain, efficient produce)</li> </ul>		
Agricultural and Food Marketing Association for Asia and the Pacific (AFMA)	Asia Pacific	<p>AFMA operates under membership contributions, its own activities and financial support from the international agencies.</p> <p>The membership fee comprises of annual fee and admission fee. The admission fee is for first time applicant only and pay at one time. Term of membership is 12 months starting in the beginning of the month soon after application has been accepted.</p>	<ul style="list-style-type: none"> <li>* Events and activities</li> <li>* Publications <ul style="list-style-type: none"> <li>- Conference proceedings</li> <li>- Commodity Association Directory (Includes all groups and associations involved in production and linkages between chain actors such as farmers, processors, distributors)</li> </ul> </li> <li>* Issues monitoring (e.g. country of origin labelling, sustainability)</li> </ul>	<a href="http://www.afmaasia.org/">http://www.afmaasia.org/</a>	<a href="http://www.afmaasia.org/activities.php">http://www.afmaasia.org/activities.php</a>  <a href="http://www.afmaasia.org/publications.html">http://www.afmaasia.org/publications.html</a>
Produce Marketing Association (PMA)	United States and Global (including Australia and New Zealand)	The produce industry is an increasingly global marketplace and PMA can keep you connected with the research, resources and revenue-boosting networking opportunities you need to grow globally. We believe that by	<p><b>Fantastic free resources</b></p> <ul style="list-style-type: none"> <li>* Resources</li> <li>* Research Centre <ul style="list-style-type: none"> <li>- Industry trends</li> <li>- Consumer trends</li> <li>- Supply chain</li> </ul> </li> </ul>	<a href="http://www.pma.com/">http://www.pma.com/</a>	<a href="http://www.pma-anz.com/">http://www.pma-anz.com/</a>  <a href="http://www.pma.com/resources/increasing-consumption-resource-center/consumer-trends/consumer-perceptions">http://www.pma.com/resources/increasing-consumption-resource-center/consumer-trends/consumer-perceptions</a>

Association	Location	About/Description	Resources	Website	Web links
		sharing best practices and ideas—be it people connecting with people or people connecting with ideas—our industry will only grow stronger and more innovative.	<p>efficiencies</p> <ul style="list-style-type: none"> <li>* Field to Fork blog (updated daily; with topic subcategories) <a href="http://fieldtofork.pma.com/">http://fieldtofork.pma.com/</a></li> <li>* Free stock photography (food marketing images) <a href="http://www.flickr.com/photos/producemarketing/sets/">http://www.flickr.com/photos/producemarketing/sets/</a></li> </ul>		<a href="http://www.pma.com/resources/research-center/industry-trends">http://www.pma.com/resources/research-center/industry-trends</a>
Agricultural Marketing Resource Centre (United States Department of Agriculture)	United States	The Agricultural Marketing Resource Center is an electronic, national resource for producers interested in value-added agriculture.	<ul style="list-style-type: none"> <li>* Markets and industries <ul style="list-style-type: none"> <li>- Food industry</li> <li>- Ethnic food market</li> <li>- Kosher industry</li> <li>- Grocery industry (US)</li> <li>- International markets (trade, WTO, exchange)</li> </ul> </li> <li>* Curriculum <ul style="list-style-type: none"> <li>- Case studies; e.g. Alligator marketing, marketing pork, marketing apples</li> </ul> </li> </ul>	<a href="http://www.agmrc.org/">http://www.agmrc.org/</a>	<a href="http://www.agmrc.org/curriculum/">http://www.agmrc.org/curriculum/</a>  <a href="http://www.agmrc.org/media/cms/Lesson_3_Marketing_Approaches_for_A_12FC07900BEC6.pdf">http://www.agmrc.org/media/cms/Lesson_3_Marketing_Approaches_for_A_12FC07900BEC6.pdf</a>

## 2: Other

Association/ Institute/ Other	About/Description	Course(s)	Resources	Website	Web links
Euromonitor International	<p>Euromonitor International is the world leader in strategy research for consumer markets. Comprehensive international coverage and leading edge innovation make our products an essential resource for companies locally and worldwide.</p> <p>Market research reports are priced per report. The University of the Sunshine Coast's staff and students have free access to this database.</p>	N/A	<ul style="list-style-type: none"> <li>* Food marketing research</li> <li>* Food marketing trends</li> <li>* Food marketing industry</li> <li>* Related company profiles</li> </ul> <p><b>Report examples</b></p> <ul style="list-style-type: none"> <li>* Fresh food industry; country reports and the world</li> <li>* Industry; Packaged food, frozen, organic, baby food, dried and canned food industries globally</li> </ul>	<a href="http://www.euromonitor.com/">http://www.euromonitor.com/</a>	<a href="http://www.euromonitor.com/search?txtSearch=food+marketing">http://www.euromonitor.com/search?txtSearch=food+marketing</a>
Coca Cola Retailing Research Council	<p>The Coca-Cola Retailing Research Council was created to bring together the most relevant and insightful research available to help develop successful retail programs.</p>	N/A	<p>News articles Links to region specific councils</p>	<a href="http://ccrrc.org/">http://ccrrc.org/</a>	