

Monday, 20 August 2007

FOOD FOR THOUGHT - NEXT THINKER IN RESIDENCE ANNOUNCED

One of the world's leading thinkers in the food industry will be Adelaide's next Thinker in Residence.

Dr Andrew Fearne is recognised internationally as a leader in consumer behaviour and value chain management – the coordination of supply chain from 'paddock to plate' in an international market.

Dr Fearne is Principal Research Fellow at Kent Business School, University of Kent, where he is Director of two research centres. He has worked in France, Ireland, Slovenia, Germany, North America, the Middle East and South-East Asia and recently in Australia.

In his work, Dr Fearne challenges conventional thinking and provokes people from different industry and organisational perspectives to think about their roles and responsibilities in different ways, recognising the importance of innovation.

Premier Mike Rann said Dr Fearne's residency will focus on the food and wine industries.

"South Australia's food and wine industry is the biggest employer in regional South Australia," Mr Rann said.

"Dr Fearne will work with our food and wine companies to help make them even more innovative, efficient and competitive in world markets.

"He'll help them improve their products, using packaging, promotion and pricing more effectively, and help them think more strategically about the changing needs of consumers and the characteristics of particular markets."

"The challenge for local food and wine is to hit the mark with customers in international supermarkets."

Mr Rann made the announcement as he marked the end of the residency of Dr Dennis Jaffe, who was also in South Australia advising small family businesses around the state.

Dr Fearne's residency will commence in 2008.

Partners in the residency include:

- Department of the Premier and Cabinet
- Department of Primary Industries and Resources
- University of South Australia
- Department of Trade and Economic Development
- University of Adelaide
- Yalumba Wines
- Hardy Wines
- Tarac Technologies
- AMCOR Fibre Packaging Australasia
- Department of Education and Children's Services
- Sustainability and Climate Change Division (DPC)
- Zero Waste (DPC)