



**Ag & Food  
Innovation  
Forum 2018**

**PROGRAM**

**NOVEMBER 21**

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**#400mAg**

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# WELCOME



**Bruce McConnel,**  
**General Manager, Food**  
**Leaders Australia**

Welcome to the 400M Ag & Food Innovation Forum.

Australia is on the cusp of an ideas boom, and Toowoomba and Surat Basin Enterprise, led through its initiative Food Leaders Australia, is committed to bringing these ideas to fruition. With a booming 400 million middle-income wage earners on our doorstep, and just 400 million hectares of arable land in Australia to feed them, we will need to drive innovation in our ag & food industries to capture new market opportunities and remain competitive within our existing markets.

The 400M Ag and Food Innovation forum is an exceptional conference for business leaders and investors to learn of new innovation and for new innovators to promote and attract investment in their new project.

The forum will set the scene for innovation in our region, challenge the current status quo and explore where we need to get to in order to capture the opportunities that will present themselves in the future. The event will also allow a select group of innovators to pitch their world changing projects to a panel of experts. This will range from early stage development ideas right through to products and solutions ready to be commercialised. This will allow attendees, producers, investors, industry representatives and the supporting industry to benefit from the knowledge and ideas shared at this leading forum.

The 400M Ag and Food Innovation Forum brings together our brightest innovators to connect with industry, our region's most influential investors and the broader food and ag sectors looking for new developments that are relevant to them.

This year's event will enable participants to sample new food technologies, connect through innovative communication solutions and experience other new technologies that will be live during the day, as well as hear about them on stage.

## 2018 400M FOOD AND AG INNOVATION FORUM - EMPIRE THEATRE, TOOWOOMBA

8:30 am	Registration	
9:00 am	Welcoming Address	Bruce McConnel, General Manager Food Leaders Australia
	Mayoral Address	Cr Paul Antonio, Mayor Toowoomba Regional Council
9:30 am	Master of Ceremonies	Lee Faulkner
9:35 am	Keynote Address - The rise of the foodpreneur: Innovation, start-ups and economic development	Ian Mason, Co-Creator of Virgin Startup
10:15 am	Introduction of Trade Stalls	Lee Faulkner
10:20 am	PANEL: Digital Supply Chains and the Future of Agriculture	
	<b>FKG Group</b>	Grant Statton, CEO - Digital Innovation and Energy
	<b>Telstra</b>	Ian Hurley, Senior Account Executive
	<b>KPMG</b>	Robert Poole, National Lead Partner, Agribusiness
11:05 am	<b>Morning Tea</b>	
11:35 am	PANEL: Supporting Innovation: How do we drive speed to market and innovation success	
	<b>AusIndustry (a division of the Department of Industry, Innovation and Science)</b>	Dr Stuart Hazell, Commercialisation Adviser, Accelerating Commercialisation (Entrepreneurs' Programme)
	<b>Equitise/ Direct Injection Technologies</b>	Erez Rachamim, Head of Fundraising Quentin Kennedy, Managing Director, Kialla Pure Foods
	<b>TAFE Queensland South West</b>	Garth O'Mara, Director of Regional IT
12:20 pm	<b>Lunch</b>	
1:20 pm	Pitches	
	<b>AtmosBlue</b>	Air to water technology
	<b>Moovement</b>	A track and trace system for cattle
	<b>escaVox</b>	Provides unprecedented visibility and data sharing capabilities to participants in food supply chains to optimise processes, verify and market their quality attributes
	<b>DataFarming</b>	Taking precision agriculture from boutique to mainstream
	<b>Freeze Dry Industries</b>	Transforming agri-waste into high value consumer products through world class innovation and technology
	<b>3:00 pm</b>	<b>Afternoon Tea</b>
3:30 pm	Pitches	
	<b>Vidversity</b>	A unique combination of software platforms, applications and services designed to transform online training and learning programmes
	<b>Fountx</b>	Remote mentoring in real time using CSIRO designed mixed reality technology
	<b>Nontox</b>	a biodegradable, non toxic, easy to apply, water based herbicide proven to kill weeds
	<b>GreenAg</b>	Free range organic turkeys and chickens reared on the very best of Darling Downs organic grains
	<b>Fresh Supply Co</b>	Established in 2017 Fresh Supply Co is a software company that has built a block chain-based provenance, traceability and cross-border payments offer focused on global food value chains
5:10 pm	Closing Address	Bruce McConnel, General Manager, Food Leaders Australia
5:20 pm	<b>Networking Dinner Function, Empire Theatre, Toowoomba</b>	
8:30 pm	Event Close	

## SPEAKERS



### **BRUCE MCCONNEL, GENERAL MANAGER, FOOD LEADERS AUSTRALIA**

Bruce McConnel is the General Manager of Food Leaders Australia, bringing with him a wealth of experience in agribusiness management. Bruce holds a Bachelor of Agribusiness and Diploma of Export Management, and has spent the last 17 years in a range of roles across the Australian finance industry.

Before joining FLA, Bruce was Regional Manager (South West Queensland, Regional and Agribusiness Banking) for the Commonwealth Bank of Australia, and a driver of business growth across the Toowoomba and Surat Basin region.



### **IAN MASON, CO-CREATOR OF VIRGIN START UP**

Ian was instrumental in the creation and growth of Virgin StartUp, Sir Richard Branson's not-for-profit company for entrepreneurs, which has now supported over 11,000 entrepreneurs with over £35million.

Ian is CEO of Rainbow Bridge Education, a global company that creates accessible resources for parents to use in the home learning environment.

He has also taken up numerous similar roles across the world, including Global Entrepreneur in Residence at Creative Enterprise Australia's Collider Accelerator Programme and Visiting Entrepreneur at The Office of the Queensland Chief Entrepreneur.

Prior to Virgin StartUp, Ian was Head of Policy and Public Affairs at London Chamber of Commerce, a role which saw him advising the UK Government on business policy in the aftermath of the Global Financial Crisis and gain credibility as an economic commentator. Ian is also the Chairman of Future Leaders Network, an organisation he founded.



### **GRANT STATTON CEO - DIGITAL INNOVATION AND ENERGY, FKG GROUP**

Grant is the CEO for Digital Innovation and Energy for the FKG Group and is currently leading the development of a Global Agrifood Innovation Precinct. The development will be a multi-faceted world-class technology, innovation and fresh food district which will incorporate an integrated agriculture community; transportation and freight access; low cost energy solutions; and collaborative and technology focuses.

With over 20 years' experience working in commercial accounting and business consulting roles, Grant has been an integral part of the FKG Group since 2006, including 12 years as the company CFO - a role which he held until transitioning into a newly created role of CEO for Digital Innovation and Energy.

## SPEAKERS



### **ROBERT POOLE, NATIONAL LEAD FOOD & AGRIBUSINESS, KPMG**

Robert works across the agri-business and food supply chain to help businesses build profit and growth; solve complex problems and harness new ideas.

Robert is a passionate and experienced leader in the agribusiness, food and fibre sector, growing up on the family farm and studying agricultural science and business leadership. He has worked for many outstanding agri-businesses across finance, genetics, policy and operations. His goal is to ensure KPMG's clients current and/or future investments in agri-business and food are profitable and sustainable.



### **IAN HURLEY, SENIOR ACCOUNT EXECUTIVE, TELSTRA**

Following a 15 year career in the ICT industry, Ian joined the Telstra team as a Senior Specialist, joining what is now Australia's largest ICT business. Bringing his skills, experience along with the capabilities of Telstra, his passion is to help build and grow local Qld businesses to become the industry leaders of their fields.

Living and working on the Darling Downs, the first regional location globally to launch 5G, he has a focus on the Agri Tech sector, Regional Connectivity, IoT, Drones and Supply Chain Management.



### **DR STUART HAZELL, MANAGING DIRECTOR AND PRINCIPAL CONSULTANT OF FUSIDIUM PTY LTD.**

Stuart is contracted as a Commercialisation Adviser to the Federal Government's Accelerating Commercialisation scheme, which is part of the Entrepreneurs' Programme.

Stuart has more than 35 years' experience in the life sciences and industry, including veterinary and biomedical research, consulting and senior management roles in the public and private sectors. Fusidium Pty Ltd trades as Fusidium and Track R&D and provides consulting services, including technology assessment, business development and quality regulatory services within the medical device and life sciences sector. Stuart is a registered Tax Agent with respect to the R&D Tax Incentive.

## SPEAKERS



### **QUENTIN KENNEDY, MANAGING DIRECTOR, KIALLA PURE FOODS**

Quentin and his family are currently the majority owners of Kialla Pure Foods, an organic cereal grain processing operation based on the Darling Downs. This business supplies organic product to retail, manufacturing and wholesaling operations throughout Australia, as well as exporting product into Asia and New Zealand.

The sister company to Kialla, Ausorganic Feeds, supplies certified organic stockfeed into both commercial and retail operations. In a recent private equity deal the group also owns shares in an irrigated farm undergoing conversion to organic production.



### **EREZ RACHAMIM, HEAD OF FUNDRAISING, EQUITISE**

Erez is the Head of Fundraising. He manages all the due diligence and onboarding processes for the capital raises. This includes business development and client management as well as technical due diligence functions and project management.

His background is prominently in Venture Capital and Private Equity where he has invested in several SME enterprises and maintained hands-on involvement to help them grow.

What Erez loves about Equitise is our role as enablers, helping fuel the growth of a host of enterprises and giving entrepreneurs the chance to pursue their passions.

# PITCHES



## ATMOSBLUE

ATMOS BLUE is an Australian company based in Brisbane. ATMOS BLUE distributes different ranges of Swiss Produced Air-to-Water machines and technology specifically developed for extracting water from the humidity in the air. The Air to Water machines come in different sizes and can produce per day 250, 500, 1000, 1500, 2500, 5000, 7500 and 10000 litres of fresh water.

The Air to Water machine is an integrated system capable of producing high quality drinking water, demineralised water for industrial use and water for agriculture and related applications. A by-product of the integrated system is thermal energy that can be utilised for heating, ventilation, cooling, conditioning and dehumidification purposes.

The machines can be operated from several power sources, from conventional grid power and diesel or gas generators, to renewable energy sources such as solar or wind power. ATMOS BLUE can offer customised solutions based on a customer's specific needs and requirements.



## MOOVEMENT

Began in the fall of 2016 as the brainchild of four Rabobank colleagues: Ciska van den Berg, Marlies de Kock, Pieter Vogels, and Roel van de Ven. They devised a way to make livestock farms in Kenya financially viable: by tagging cows with a GPS tracking chip.

This would make it possible for Rabobank to offer microloans to small but promising livestock farmers. Roel van de Ven recounts: "We submitted our idea to the Partnership Election — a joint initiative by networking organization the Punchy Pack, the Dutch ministry of foreign affairs, and the FMO development bank — in May 2017. The Partnership Election is where young professionals within companies — in our case, Rabobank — establish new partnerships to develop sustainable business cases in developing countries." The team won the Best New Partnership Award with its idea.



escaVox

## ESCAVOX

We automatically collect the most essential data about the product, starting on-farm right through to the end consumer. We create a unique, detailed 'track' for every pallet — now the product has a story. This unprecedented visibility of allows waste and inefficiency to be automatically identified so we can understand the key issues to target. All data in the platform belongs to the originator — we are independent custodians who create a voice for your product.



## PITCHES CONTINUED



### **DATA FARMING**

DataFarming's innovative software platform is backed by over 20 years of hands on experience solving agricultural problems in the real world.

Through cloud-based systems, farm data, and satellite technology, DataFarming deliver simple data solutions to drive farm productivity across all production factors, gaining valuable insights into the agricultural industry.

The DataFarming application allows you to access technology targeting the 5 key pillars of farm productivity - crop/pasture growth, yield, waterlogging, soil variation, and weather impacts.



### **Freeze Dry Industries**

SUPERIOR QUALITY FREEZE DRIED SUPER FOODS

### **FREEZE DRY INDUSTRIES**

Freeze Dry Industries (FDI) is a modern manufacturing facility that uses the latest technology freeze dryers built in Australia. Freeze drying of fresh fruits, vegetables and other raw materials adds enormous value in terms of long shelf life, light weight and preserved nutrition. Our process is 100% natural. No additives, preservatives or chemicals!

The state of the art factory is right in the heart of the Sunshine Coast in Yandina. It is the first of its kind acting not only as a manufacturer but also a showroom for products, equipment and innovation. Our retail arm, SunLife Superfoods, stocks a range of fabulous freeze dried fruit snacks with absolutely no added anything.



### **VIDVERSIITY**

Vidversity is a unique combination of software platforms, applications and services designed to transform online training and learning programmes.

Vidversity has been specifically developed to enable regional, remote and overseas business training and educational entities to engage with course participants for online learning and an assessment programme to ensure course participants comply with course completion requirements.

## PITCHES CONTINUED



### FOUNTX

Is wearable assisted reality technology that can significantly boost the productivity and capability of your technical teams. When you equip your teams with fountx, you reduce maintenance downtime while improving accuracy, quality, and safety performance. The technology behind fountx was developed by SCIRO, the Australia research organisation that brought WiFi to the world.

The very nature of working on the land tests even the most rugged of machinery and when something does go wrong Fountx\_AsR offers the ability to save down time and get the much needed expertise and knowledge to the operator almost immediately.



### NONTOX

NONTOX® is a non-toxic, non-selective herbicide for the protection of crops, and native and non-target plants. Nontox® has a variety of uses in the marketplace not limited to use as a herbicide.

Other applications include as defoliant on cotton crops to stimulate the opening of buds to accelerate harvest, control of 'blue green algal blooms' in dams, rivers and recreational waterholes.

Testing has proved that Nontox will kill all of the weeds currently proving tolerant or resistant to glyphosate, as well as wild blackberry and lantana. It is capable of gaining organic certification. We did have it on previous recipes so only need to reapply for the updated recipe. Nontox product has all the potential to revolutionise food farming techniques, costs and sustainable healthy outcomes



### GREENAG

At GreenAg, we have a passion for producing sustainable organic produce specialising in turkey to support the health of future generations. After being in the agricultural industry for more than 30 years and experiencing health issues, Ewart (aka the Turkey Man) discovered the positive impact turkey meat could have on his health and that of his family and friends.

He set out to explore the possibility of producing free range organic turkey and the rest, as they say, is history. From early beginnings producing small amounts to feed friends and family, the cry for turkey products has flown through the roof (excuse the pun), as people recognise the versatility and health benefits of adding turkey to the weekly menu.

This high protein product, traditionally eaten at Christmas and Thanksgiving as a whole roast turkey, can now be eaten all year round. GreenAg offers you the choice of both white and red meat and a delicious range of turkey small goods that the whole family will enjoy. At no time during the growing or processing are there any added chemicals, preservatives, artificial colours or fillers. Our products are totally organic from paddock to plate.



## **FRESH SUPPLY CO**

Established in 2017 Fresh Supply Co is a software company that has built a block chain-based provenance, traceability and cross-border payments offer focused on global food value chains.

We integrate into existing producers operations and capture information about their product - which is then pushed to the blockchain. We also label the products with physical, digital identifiers.

When scanned by the consumer, what they see is market specific and user appropriate content around the provenance information via a micro site, no app required. The micro site has landscape for retail advertising, and deal/coupon offers based on market-specific consumer data captured by the retailer. Once the micro site detail is presented at point of sale by the consumer, the retailer is able to leverage cross-selling.



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