

Incubators and other tools



- ⌘ What Regional Food Initiatives are underway?
- ⌘ Can we set up a Kitchen Incubator?
- ⌘ What are the growth needs of food-sector businesses?
- ⌘ How can I encourage growth?

Regional Food Sector Developments



Cradle Coast Food Value-Adding Initiative

⌘ Wide ranging review of sectoral strengths and gaps leading to:

- ☑ Private-sector led food processing concept
- ☑ University-linked food innovation centre concept

Regional Food Incubator Initiatives



- ⌘ Food Incubator Feasibility Study has been completed for the Adelaide/Barossa Region
- ⌘ Feasibility Studies underway in Orange district, Port Macquarie district and in NSW Northern Rivers
- ⌘ Others?

Kitchen Incubator Basics



- ⌘ How many food businesses in region?
- ⌘ How many at right stage (eg growers, location, travel time)?
- ⌘ Frequency of use?
- ⌘ Ability to pay? (see no. 2!)
- ⌘ Leads to core value add of the incubator

Food Business Development Needs



- ⌘ Access to facilities for processing, warehousing, distribution etc
- ⌘ Market knowledge & access
- ⌘ Food technology expertise
- ⌘ Business management skills
- ⌘ Drive to grow

Needs (II)



⌘ Finance comes low on the list

☑ after contacts and

☑ well after advice on technical aspects like food handling, preparation and certification

Needs (III) - Synthesis

- ⌘ Passion for food in general
 - ☑ Or for a commodity in particular
- ⌘ Top quality product
 - ☑ Technical skills in growing and processing
- ⌘ Market nous, knowledge and access
- ⌘ Desire to grow
 - ☑ Willingness to “systematise” as growth happens

Needs (IV) - Kitchen Incubator



- ⌘ Consider pre-incubation programs - to build demand, interest and understanding of growth
- ⌘ Single or multiple sites - what of a hierarchy that meets most needs of most users most of the time?
- ⌘ Incubator just one link in the value chain - incl upstream & downstream processing

Tricks of the Trade



- ⌘ Quality products are essential - don't bother otherwise
- ⌘ Demand exists but it is fickle - know your market inside out, including your competitors and collaborators
- ⌘ Rapid expansion can overstretch & overcapitalise
- ⌘ Love your food technologist
- ⌘ Quality is essential

Food Business Development



⌘ Getting it right

- ☑ As advisors, mentors, facilitators and service providers
- ☑ Find and exploit a network of specialists - food technology, marketing, packaging, product testing, certification