

Food Protection Perfection: Towards more efficient food processing

SPEAKER PROFILES



Francesca Goodman-Smith

Fight Food Waste CRC

Francesca is TRANSFORM Program Leader at the Fight Food Waste Cooperative Research Centre. She brings research, policy, and industry experience to the role. Prior to joining the CRC, she worked as Waste Minimisation Manager for Foodstuffs NZ, New Zealand's largest grocery retailer. In this role she solidified research and industry partnerships to understand the emerging sector of upcycled foods, where surplus and by-products are transformed into new food products. Francesca

works globally across the sector as the International Representative for the University of Otago Food Waste Research Theme in New Zealand on the Standards Committee for the Upcycled Food Association in the USA.



Dr Hazel MacTavish-West

CEO and Co-Founder Seedlab Australia,
Founder Seedlab Tasmania

Hazel is a strong believer in “together we are more” and has built a connected community of hundreds of agri-food and FMCG founders who are striving for growth, sustainability and achievement, locally, state-wide in Tasmania, and nationally.

Hazel has a strong background in science and technology, innovation and entrepreneurship, food and beverages. Hazel founded the Seedlab Tasmania Incubator/Accelerator program which supports Tasmanian agri-food start-ups to start, scale and grow. Seedlab Australia builds on this work, taking it national. Her [Churchill Fellowship](#) in 2018 looked at nimble factories and value-added foods containing fruits and vegetables.



Tracy Harvey, NPD Operational Change Manager,
Tassal Group.

Tracy Harvey is a Canadian, living and thriving in Tasmania. With a Diploma in Project Management, she has been with Tassal for 9 years, and is currently the Operations Manager for New Product Development. She is passionate about our environment and is proud of Tassal's commitment to sustainability. She has been an integral part in the development and implementation of reducing waste, across many types of packaging, as well as changes in processing, keeping more fish on the menu.



Jean Rogers, Operations and Supply Chain Manager,
Redshoots, NZ

Jean Rogers has over 30 years' experience in manufacturing and the growing of FMCG products, spanning across various areas of FMCG – including business planning, supply chain management, procurement on a global level, logistics and NPD.

Jean has led large logistic and global procurement projects all with a heavy emphasis of going good throughout the supply chain for iconic beverage brands such as Lion and CCA, as well as poultry powerhouse Van den Brink Poultry in New Zealand.

Now at Red Shoots, Jean is leading the Supply Chain and Procurement to reduce waste in more ways than one, working internationally and supporting communities within the supply chain.



David Haberfield, National Food Institute.

David Haberfield has over 40 years of experience in the Food industry having worked in all areas of production, quality control, logistics, plant design and layout and continuous improvement projects. As a qualified food safety and business auditor David also has experience in plant due diligence audits. Having been involved in the operation of factories and design, and implementation and commissioning of production systems he has experience in troubleshooting, root cause analysis and implementing improvements. David has also worked on a number of Cleaner production and sustainability projects. He has also completed over 100 HACCP projects from development to

implementation and training. David has more than 20 years of experience in developing and delivering training programs initially in house and subsequently to HACCP clients, Melbourne University students and now NFI clients. He has a passion for continuous improvement, visual systems, technology innovations and sailing.

More details:

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