



WA Branch

New Product Development Workshop

Thursday, 29th June 2023

Speaker Profiles

Fiona Fleming, AIFST – CEO

The NPD Process and Food Regulation

Fiona is CEO of the Australian Institute of Food Science and Technology (AIFST). She is an experienced Corporate and Regulatory Affairs professional who has been involved in leading and facilitating change and developing management strategies across a portfolio of food policy and regulation matters in global FMCG and NGO environments.

Fiona has more than 35 years' experience in the food industry in the areas of dairy, seafood, cereal based foods, smallgoods, tea, simmer sauces and pastes, ingredients and infant formula. Fiona has previously worked for a large FMCG company in the role of Group Quality and Corporate Affairs Manager. In this role she was responsible for providing leadership across Australia and New Zealand in the areas of food policy and regulation; consumer affairs and communication; issues and crisis management and food quality and safety.



Fiona is a Fellow of the Australian Institute of Food Science and Technology. Fiona is currently serving as a Non-Executive Director and Deputy Chair of Healthy Kids. Fiona is a member of Allergy and Anaphylaxis Australia, an Associate Member of the Allergen Bureau and a member of the Australian Institute of Company Directors.

Dr. Liezhou Zhong, Edith Cowan University - Chief Scientific Officer

Nutrition Trends – Eat, Drink, and Be Happy

Dr Liezhou Zhong is a postdoctoral research fellow at Nutrition & Health Innovation Research Institute (NHIRI) Edith Cowan University. His research focuses on how new food processing technologies, such as 3D food printing, can improve human nutrition and health. Before this, he has a PhD in Food Science from Curtin University (2020).



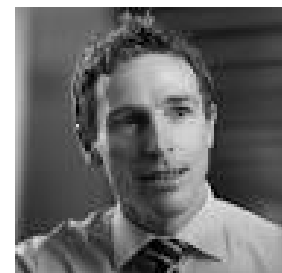
At ECU, he established the Future Foods & Digital Gastronomy lab, and is the lead researcher of the lab where he developed novel 3D printed food products and built collaborations inside and outside ECU. Dr Zhong is the deputy lead of the Technology and Innovation Stream within the Nutrition & Health Innovation Research Institute. He also developed world-leading comprehensive nitrate/nitrite food databases, and involved in multiple observational studies and randomised controlled trials. As the lead investigator, he successfully sourced over \$450,000 for his lab. He was awarded Emerging Leaders Fellowship 2022 by the Department of Health WA, a WA Near-miss Awards: Ideas 2021, ECU Research Incubator Awards and Collaboration Grant. He has published more than 20 papers, many of which concentrate on food science applications to add value to underutilised plant-based food.

Dr John Landells, FB Rice - Partner

Patenting for food technologies

Intellectual property in food technologies typically covers branding of food ingredients and products. Patents are used more strategically in the food technology area. An overview and discussion of the strategic use of patents in the food technology area will be provided in this presentation.

John has a PhD (chemistry), an LLB, and is a registered patent attorney and legal practitioner in Australia and New Zealand. John is a Partner of FB Rice with over 20 years experience in the patent attorney profession including in the food technologies area.



Nehal Patel, Brownes Dairy – Senior Food Technologist

Case Study - Hunt and Brew

Hunt and Brew is a new brand company launched by Brownes Dairy in 2017. The presentation will use the launch of Hunt and Brew products as a case study example to see the product development process come to life. The presentation will depict the journey that Hunt and Brew products had from just launching into the Western Australian market and how it has become an international brand.

I am Nehal, originally from Malaysia. Came to Australia in 2010 as a student at Curtin University to study Masters of Food Technology. Proud mom of a 4 year old daughter. Have been working at Brownes Dairy as Senior Food Technologist for 9 years. Over 13 years of experience specialising in Product Development and project management mainly in dairy, sauces & condiments and bakery & pastry. I am also Dairy Product Judge at the WA Dairy industry Association of Australia (DIAA) and Perth Royal Show.



Associate Professor Ranil Coorey, Curtin University

Sensory Evaluation in NPD



Stuart Johnson, Murdoch University

Navigating Information

Gloria Olk, Go Food Technology

Ingredients Trends

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