

AIFST & Western Sydney University New Product Development Workshop

Date: Thursday, 26th October 2023

Time: 8.30am – 1.30pm

Venue: Room number PC-01.2.71 (LS), Peter Shergold Building, Parramatta City Campus, Western Sydney University, 169 Macquarie Street, Parramatta.

TIMING	TOPIC	SPEAKER
NEW PRODUCT DEVELOPMENT WORKSHOP		
8.30 – 9.00	Workshop Registration	
9.00 – 9.05	Chairperson Introduction	
9.05 – 9.10	Welcome by Acting Deputy Dean, School of Science	Associate Professor Kamali Kannangara
9.10 – 9.30	Ingredient Trends	Wendy Pasco, Ingredient
9.30 – 9.50	Consumer Trends	Dr Malik Hussain, Innovative Food Production - WSU
9.50 – 10.10	Nutrition Trends	Kathy La Macchia, Grains & Legumes Nutrition Council
10.10 – 10.30	Food Regulation in NPD	Fiona Fleming, AIFST CEO
10.30 – 11.00	MORNING TEA	
11.00 – 11.25	Sensory & NPD	Jodie Hill, Sensory Solutions
11.25 – 11.50	Breakfast on-the-go! - NPD Case Study	Ben Lougher, ADM
11.50 – 12.30	Panel Session	Moderated by Fiona Fleming
12.30 – 1.30	NETWORKING LUNCH	

Speaker Profiles

Kathy La Macchi, General Manager – Grains and legumes Nutrition Council

Nutrition and food trends

In a world where sustainability, health, and affordability are taking centre stage, our approaches to food and nutrition are shifting. Join Kathy La Macchia, the General Manager of the GLNC, as she explores the trends that are shaping the future of food and nutrition.

From sustainable eating practices that protect our planet and benefit our health to cutting-edge dietary technologies that optimise individual wellbeing, this presentation will unveil the next wave of nutritional evolution.

Kathy is an Australian Dietitian who has 20 years' experience in the food industry globally. Her passion is to support companies in making the best foods that deliver to sustainability and high quality nutrition for the better health of all people.

Kathy is the General Manager at the Grains and Legumes Nutrition Council who's focus is on evidence-based nutrition research to promote grains, legumes and plant-based foods as part of a healthy diet. Prior to this she has been working at the Kraft Heinz company where she lead the Food Sustainability, Nutrition & Health agenda to improve the product portfolio.

Kathy sits on many advisory groups and an active member of working groups in the space of Nutrition, Sustainability with focus on improving the food supply for all.



Dr Malik Hussain, Associate Professor – Western Sydney University

NPD and Consumer Trends

Dr Malik Hussain is an Associate Professor in Innovative Food Production at Western Sydney University. He is an experienced food scientist with a specialisation in food microbiology and biotechnology. He has received a PhD degree in food microbiology from the University of Melbourne. He has also received several academic awards and fellowships including the prestigious OECD fellowship in 2014 to work at the Guelph Food Research Centre, Canada. Over the last 25 years, he worked at world-renowned universities, research institutes, and food regulatory agencies including the New South Wales Food Authority and the Victorian Department of Health. His professional expertise covers multiple disciplines such as novel foods, probiotics, food safety, risk assessment, food standards and regulation. He has been actively involved in international scientific and technical activities including training courses, workshops, and symposiums on probiotics, microbiological risk assessments, food safety, and food security and sustainability in Australia, Canada, New Zealand, Singapore, Thailand, Malaysia, China, Iran, Pakistan, and Vietnam since 2014. He is the founder and initiator of the Asia-Pacific Probiotics Workshops series. He is affiliated with several professional associations including the Australian Institute of Food Science and Technology (AIFST).



Fiona Fleming, CEO - AIFST

Food Regulation in NPD

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 regulatory matters in global FMCG and NGO environments.

Fiona has more than 30 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 more than 30 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.



Jodie Hill, Research Director – Sensory Solutions

Sensory & Consumer Science in the NPD process

Jodie started her career as a Food Technologist and Research Scientist at the CSIRO studying off-odours and taints in food packaging. Moving into the commercial world, Jodie took a role as a leading member of a Sensory and Product Guidance Team in a global FMCG environment. Here, she gained sound experience and understanding of the requirements for guiding a cross-functional team from concept research to final consumer research, including the use of in-house sensory panels within the product development process.



With a keen interest in current and cutting edge research techniques and a passion for extending the boundaries of sensory research, Jodie has gone from working within an FMCG environment, to designing and managing consumer research for major FMCG companies from an external perspective. It is this thorough understanding and wealth of experience, combined with a real-world focus, which makes Jodie such a success in the development of quantitative and qualitative consumer research.

Jodie has been with Sensory Solutions since 2003 and is certified as a Qualified Professional Researcher (QPR) which is peer group recognition by the Market Research Industry's peak body. Jodie is also a long term member of AIFST and involved with both the NSW branch and the Sensory & Consumer committee and is a Fellow of the AIFST.

Ben Lougher, Technical Director - ADM

NPD Case Study - Breakfast on-the-go !

NPD Project Briefs often twist and turn and have layers under the layers. We'll take you through some of the highs and lows of bringing a new Formulated Dairy product to market.

Ben Lougher is a Sydneysider with 3 kids and likes to be cooking, eating or getting outdoors.

Usually he can be found at ADM's facility in North Ryde acting as Technical Director overseeing the ANZ Product development team as they develop all kinds of flavours, beverages, sweets and savoury foods.



Wendy Pasco - Marketing Manager, Ingredion ANZ

Ingredient trends with a focus on texture

Texture is part of an elevated eating experience. Find out more about texture, what consumers are seeking, we'll look at some case studies and research as well as trends in texture ingredients.

Wendy Pasco is Marketing Manager for Ingredion ANZ and has a background in food ingredients such as HJ Langdon as well as corporates such as BP Regional and Ericsson and run her own business. Wendy has a Masters in Marketing and Bachelor of Business and has learned about food ingredients through training and practical experience. Wendy is a passionate foodie who loves to discover different cuisines and find out what's next.

