

what's **new** in
Food
technology & manufacturing



About *What's New in Food Technology & Manufacturing*



For over 30 years, WF Media's food industry media group has delivered quality business information to key decision-makers. The backbone of the brand is the bimonthly (print & digital) magazine. *What's New in Food Technology & Manufacturing* has MORE VERIFIED RECIPIENTS than any other magazine covering the food industry across Australia & New Zealand.

Three weekly eNewsletters keep subscribers up to date between magazine editions and feature the latest content added to the website, FoodProcessing.com.au. The website carries a greater depth of content than the magazine and features a handy industry directory and an internal search engine.

It's all about the audience

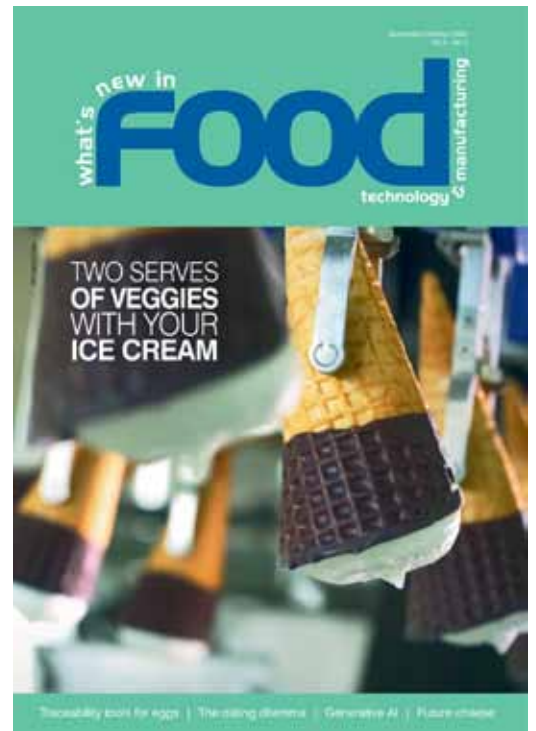
Reach our growing list of qualified industry professionals, across a range of media channels. We have established an engaged and committed audience that covers food manufacturing, packaging and design professionals across business, industry and government all around Australia and New Zealand.

INDUSTRIES

- Food processing
- Packaging
- Distribution
- Ingredients & testing
- Research, quality & assurance
- Consultancy

JOB TITLES

- General management
- Manufacturing management
- Engineers
- Lab & food technologists
- Operations & logistics
- Consultants



Print + Digital Snapshot



15,422 TOTAL UNIQUE AUDIENCE MEMBERS



MAGAZINE

6,309 PRINTED COPIES/EDITION
BIMONTHLY 7 X ISSUES PER YEAR



www.FOODPROCESSING.com.au

20,300 VISITORS
26,000 PAGE VIEWS
MONTHLY



eNEWSLETTER

14,413 OPT-IN SUBSCRIBERS
DISTRIBUTED 3 X WEEKLY



EMAG/DIGITAL ISSUE

3,855 SUBSCRIBERS/EDITION
BIMONTHLY 6 X ISSUES PER YEAR

A sample selection of our FOOD PROCESSING audience*



Sr Dir Tech Lead	Ardent Mills	Operations Manager	Kosher Australia
GM Food Safety	Aussie Milk Products	Project Engineer	Kraft Heinz
Quality Assurance Manager	Australian Country Choice	Quality & Technical Manager	Lindt & Sprungli (Australia)
New Product Development Manager	Australian Frozen Fruits	Product Developer and PRO	M2M Food and Beverages
Food Technologist	Baiada	Technical Manager	Mainland Poultry
Manager Health Services	Ballantyne	NPD Manager	Manassen Foods
QAM	Barossa Council	Packaging Development Engineer	Mars Petcare
QA Supervisor	Bryopin Meats	Operations Manager	Meat Mech
Group Operations Manager	Bryopin Meats	Quality & Compliance Manager	Nature's Dairy
Associate Technologist	Buderim Group	Maintenance Supervisor	NCMC
Manufacturing Manager	Campbell Arnotts	Maintenance Manager	Oakey Beef Exports
General Manager	Capilano Honey	Food Manufacturing Consultant	Osborne Richardson
Development Manager	Challenge Meats	QA Manager	Otway Pork
CEO	Challenge Meats	Chief Commercial Officer	Peerless Holdings
Food Tech	Coffee Masters of Australia	Supply & Ops Planning Manager	Pernod Ricard New Zealand
Research Officer	CSIRO Agriculture and Food	Developer Support	Primo Smallgoods
Director	DHK Foods	Managing Director	R Stahl Australia
Production Manager	Farm Pride Foods	Food Technologist	Raw Nation Wholefoods
Business Development Specialist	Freshline Tasmania	Technical Supervisor	RD Tuna Cannery
Director	Gluten Free Diet Finder	Product Development Chef	Retail Food Group
Quality Assurance	Goodman Fielder NZ	Category Insights and Analytics	Sanitarium
R&D Innovation Manager	Goodman Fielder Pampas	Project Engineer	Simplot
Client Manager	Green Fox Manufacturing Pty Ltd	Plant Manager	Simplot Australia
NPD & Commercialisation Manager	Greensill Farming	Maintenance Manager	TAS Foods
Meat Product R/D	Harim Group	QA Coordinator	Tasmanian Food Company
Quality Manager	Harvey Fresh	General Manager	Tetris Group
Sr Mgr Quality & Food Safety	Justin Vineyards and Winery	NPD Manager	Vesco Foods
Quality Tech	Kerry	Production Manager	Vetafarm
Food Technologist	Keystone Foods Australia	Quality Officer	Warrnambool Cheese & Butter Factory
		Business Partner Technology Metro	Woolworths Group

* Names protected by our Privacy Policy - all these subscribers have registered for the magazine (free subscription), eNewsletter or website.

Our *Food Technology & Manufacturing* media channels provide readers with thought-provoking and informative content that is actionable in their day-to-day business.

NEWS, PRODUCTS, ARTICLES, RESOURCES, CONTENT MARKETING

Sustainable production and packaging benefits both manufacturers and consumers

It's a fact: consumers prefer minimal packaging

A 17,000-person survey covering 17 nations, the 2010 Greenx research study from National Geographic and GlobeScan found 40% of consumers avoid excessively packaged goods "all" or "most of the time". Another survey, the Natural Marketing Institute's 2011 LQHAS Consumer Trends Study, found 75% of Americans believe many consumer products are overpackaged.

Along with minimal packaging consumers like recyclable packaging, environmentally friendly packaging materials and to support consumer packaged goods companies (CPG) that bring sustainability to the production floor with improvements to reduce energy usage at an end use level.

Following some of the initiatives at the upcoming PMCK EXPO International in Chicago share some of their environmentally-friendly materials and innovations which can improve productivity while reducing carbon footprints.

QualWater offers a sustainable deionized water system for heating, sanitation and process water for the food manufacturing industry. "Our patented closed-loop technology outperforms traditional boiler systems on virtually every level - from improving worker safety to being more energy efficient," says Timmy Collins, Sales Manager at QualWater.

"Whether you need as little as 20 L of hot water per minute or as much as 2000 L/min up to 95°C, there's a system that's right for your application."

The system is non-pressurized, so no boiler codes are required, and there is no need for special operators or AMSE stamps," adds Collins. "It is also up to 40% more fuel efficient than typical steam-to-hot water systems, which means less fuel and less energy are required. This lowers overall operating costs. And with a 20 to 40% reduction in carbon dioxide emissions, the system reduces a company's carbon footprint."

No health claims allowed on sugary, salty and fatty foods, forum decides

The Legislative and Governance Forum on Food Regulation met on Friday 20 July to discuss general level health claims in the draft Standard for Nutrition, Health and Related Claims.

The forum, composed of ministers responsible for food regulation in Australia and New Zealand, reached agreement on a preferred approach for a system regulating general level health claims. The approach includes pre-approved food health relationships and the option for food producers to self-substantiate new claims that comply with detailed criteria set out in the standard.

The ministers confirmed their support for a stringent proofing testing criteria (NPSG) that would ensure only healthy foods carry health claims. Foods high in sugar, fat and salt would be precluded from claiming health benefits.

The review period for the standard has been extended until 31 October 2012.

Lactose-free dairy products: not an oxymoron, but a growth area

While 'lactose-free dairy products' might sound like an oxymoron, especially if it's a large growth area, InnoVest Market Insights has reported that global launch numbers for lactose-free dairy products remain high, rising in the five years leading to 2012.

In 2007, lactose-free dairy products accounted for less than 2.5% of total dairy introductions by 2012, they made up 8.5% of total dairy introductions. Interest in lactose-free dairy products has been highest in the USA and western Europe, with 10% and 6% respectively of total dairy launches in the past 12 months being marketed as lactose-free.

For Ann Williams, Research Manager for InnoVest Market Insights, puts the growth down to several factors: interest in dairy alternatives, improved labelling, growing awareness of the potential problems associated with lactose intolerance and technological development allowing the production of better-tasting products. Rather than just being focused on the specialist diabetic market, lactose-free products are now moving into the mainstream. Large companies have extended their brands with lactose-free alternatives. Danone's Activia now comes in a lactose-free option, Yoplait has four lactose-free variants and New Zealand's Anchor dairy brand has released two Zero Lacto lactose-free alternatives.

Already established dairy alternative sectors have the highest share of lactose-free ranges, particularly yogurts, with over 30% of products marketed as lactose-free. Creamers accounted for over 9% of introductions in the beverage subsector.

Williams says the increasing presence of lactose-free options in mainstream dairy markets will drive both the dairy sector and the food and drinks market forward.

Carotene retains RPO's marketing content, study finds

The researchers conducted a study to evaluate carotene and the antioxidant effects of micro-wave heated and conventionally heated RPOs. They found that heating RPO decreased the carotene levels, but micro-wave heated RPO retained higher carotene content than RPO that has been conventionally heated, researchers at Universiti Teknologi MARA in Malaysia have found.

The researchers conducted a study to evaluate carotene and the antioxidant effects of micro-wave heated and conventionally heated RPOs. They found that heating RPO decreased the carotene levels, but micro-wave heated RPO retained higher carotene content than RPO that has been conventionally heated, researchers at Universiti Teknologi MARA in Malaysia have found.

The researchers conducted a study to evaluate carotene and the antioxidant effects of micro-wave heated and conventionally heated RPOs. They found that heating RPO decreased the carotene levels, but micro-wave heated RPO retained higher carotene content than RPO that has been conventionally heated, researchers at Universiti Teknologi MARA in Malaysia have found.

GS1 announces global product recall standard

Following nearly three years of industry-driven work, GS1 announced the publication of a new global product recall standard, as well as an implementation guide for multinational recall notifications. GS1 Australia said the new standard "covers" all the recall points being developed across the globe, enabling the exchange of data between parties.

GS1 says the standard "will enable supply chain stakeholders to implement more effective product recall processes and notifications. The standard defines structures and harmonises the critical attributes to be captured and shared among trading parties and regulates during a product recall starting and managing process," GS1 said in a media release.

"Effective product recall is complex, multi-industrial and typically involves multiple stakeholders in extended supply chains," said a spokeswoman for Australia. "Having a standardised process globally will enable us to react more timely and targeted recalls. It's timely, consumer safety will benefit."

The standard identifies the key principles of traceability and accountability to apply them for effective product recall. Accompanying the standard is an implementation guide that is dedicated to multinational requirements as a product recall that is tested and reviewed.

"The GS1 Product Recall Standard will enable manufacturers, retailers and suppliers to work more closely together," said Peter & Gumbel's Marketing Logistics Leader David Trout.

"By becoming a system of global supply chain standards that are all known and use today, product recall will become a function that is embedded into all our global supply chain. Critical mass adoption and interoperability of the notification tools will accelerate the implementation of the standard."

The standard is incorporated into the GS1 Business Platform in Australia. GS1 Australia's CEO Mark Patten says this is just the start of GS1 Australia's long-term plan to make the GS1 Business Platform a more global solution for brand owners and consumers.

CSIRO forms new division

CSIRO has announced a new research division, the Division of Animal, Food and Health Sciences. The new division is an amalgamation of the former divisions of Livestock Industries and Food and Nutritional Sciences.

In the months leading up to the official 1 July formation of the new division, staff from the two former divisions have been working together to ensure a smooth transition. CSIRO says all projects and agreements will continue and staff contracts for partners and clients will remain the same.

Leading the new division is Dr Maria Cole, Chief of Food and Nutritional Sciences and an internationally recognised microbiologist. Cole was the 10th staff from the former divisions to form one of the most comprehensive cross-disciplinary life science capabilities in the world and maintain CSIRO's unique position in the whole of food-value-chain research.

"Just as the last century has seen a revolution in computing, this century is experiencing a major wave of technical innovation,"

flowing from the significant advances made in the life and computational sciences. Our capacity to understand complex processes in a highly targeted manner is vital to our capitalising on opportunities in the food, health and life science industries," Dr Cole said.

"This new understanding will have profound impacts on animal production and health, human nutrition, and prevention of infectious and lifestyle diseases. The new division will allow us to capture these opportunities. It will connect primary production to food processing and manufacturing and consumer needs.

"This is something more than a merger. This is about creating a division that offers new science approaches that more effectively provide our clients and research partners with the greatest benefits," Dr Cole said.

For further information on supplying editorial: [CLICK HERE](#)

ISSUES, DEADLINES AND FEATURES

SECTIONS FEATURING EACH ISSUE:

Processing | Testing | Packaging & labelling | Bulk handling | Product development & ingredients

		AD + EDITORIAL DEADLINE	ISSUE TO READERS
JAN/FEB	Dairy Plant & personal safety	30/11/23	22/01/24
FEB/ SPECIAL ISSUE	APPEX, Melbourne	17/01/24	26/02/24
MAR/APR	Beverages Supply chain & logistics APPEX, Melbourne	25/01/24	7/03/24
MAY/JUN	Meat, poultry & seafood Cleaning, sanitation & hygienic design ARBS, Sydney	28/03/24	09/05/24
JUL/AUG	Bakery & snack food Plant construction & retrofits	14/06/24	23/07/24
SEP/OCT	Fruits, vegetables & salads Traceability & authentication	06/08/24	12/09/24
NOV/DEC	Meat, poultry & seafood + Alt meat Cold chain & refrigeration	08/10/24	14/11/24

Advertising material | copy@wfmedia.com.au

Print Rates + Specifications

SIZE	CASUAL	3 EDITIONS	6 EDITIONS
DOUBLE-PAGE SPREAD	\$6,400	\$5,400	\$4,800
FULL PAGE	\$4,300	\$3,500	\$3,100
HALF PAGE	\$2,900	\$2,350	\$2,050
QUARTER PAGE	\$2,000	\$1,600	\$1,450

Prices are excluding GST and priced per edition – speak to us today for full conditions and guidelines.

PREMIUM POSITIONS

+25% rate loading for inside front cover, outside back cover + early right-hand pages.

INSERTS + ONSETS

Cost to insert varies depending on weight and other factors. Due to complex postal regulations, each insert can only be costed after accurate weight and coverage requirements are supplied. State runs are accepted.

ARTWORK FILE REQUIREMENTS

Artwork can be supplied as high-resolution press-optimised PDF files, Illustrator, Photoshop (TIFF, EPS, JPEG) and InDesign files supplied with all supporting images and fonts where applicable. All files to be supplied as composite CMYK and embedded images at 100% scaling, 300 dpi. All fonts must be converted to outlines or embedded into the PDF file. True Type fonts are not accepted. **Final artwork and advertising material can be sent via email to copy@wfmedia.com.au.**

ARTWORK CREATION

If you require artwork creation, our in-house prepress department offers a range of design services that will ensure your company stands out from the rest.

PRINT DESIGN:

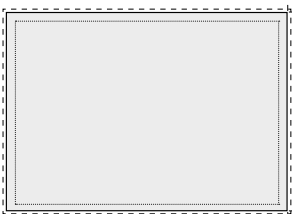
DPS \$450 | Full Page \$300 | Half Page \$200 | Quarter Page \$100

WEB DESIGN:

Static \$150 | Rich Media \$250



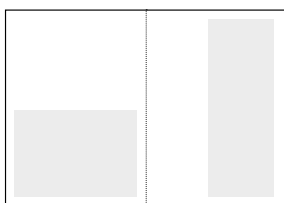
PRINT SPECIFICATIONS



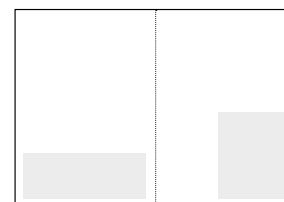
DOUBLE-PAGE SPREAD
TRIM / 420mm (W) x 297mm (H)
BLEED / 430mm (W) x 430mm (H)



FULL PAGE
TRIM / 210mm (W) x 297mm (H)
BLEED / 220mm (W) x 307mm (H)
LIVE TYPE / 180mm (W) x 270mm (H)



HALF PAGE
HORIZONTAL
SIZE / 180mm (W) x 135mm (H)
VERTICAL
SIZE / 88mm (W) x 270mm (H)



QUARTER PAGE
HORIZONTAL
SIZE / 180mm (W) x 67mm (H)
BLOCK
SIZE / 88mm (W) x 135mm (H)

All rates are quoted exclusive of GST.

CONTENT marketing

All content marketing programs include the item being posted on the website.

SPONSORED CONTENT magazine + website

This option allows your company to promote and distribute content to our targeted opt-in audience of business professionals, without being subject to WF Media’s editorial guidelines and requirements.

The items are clearly marked as ‘sponsored’, both in the magazine and on the website.

NATIVE CONTENT magazine + website

Native Content aligns your brand with our independent content, and is edited and formatted to meet our stringent editorial guidelines. Ideal for case studies and technical articles.

Subject to WFM editorial guidelines and approval – the items cannot have a marketing/company/product focus. They need to be ‘how-to’, application and/or technically focused.

Investment: One page \$1,500 | Two pages \$2,100. Includes Google Remarketing Boost to ensure extra traffic is pushed to the article page on the website (value – \$250).

Specifications: 600 words (one page) or 1,200 words (two pages), company logo and high-resolution image file.

eNEWS FEATURED — eNewsletter + website

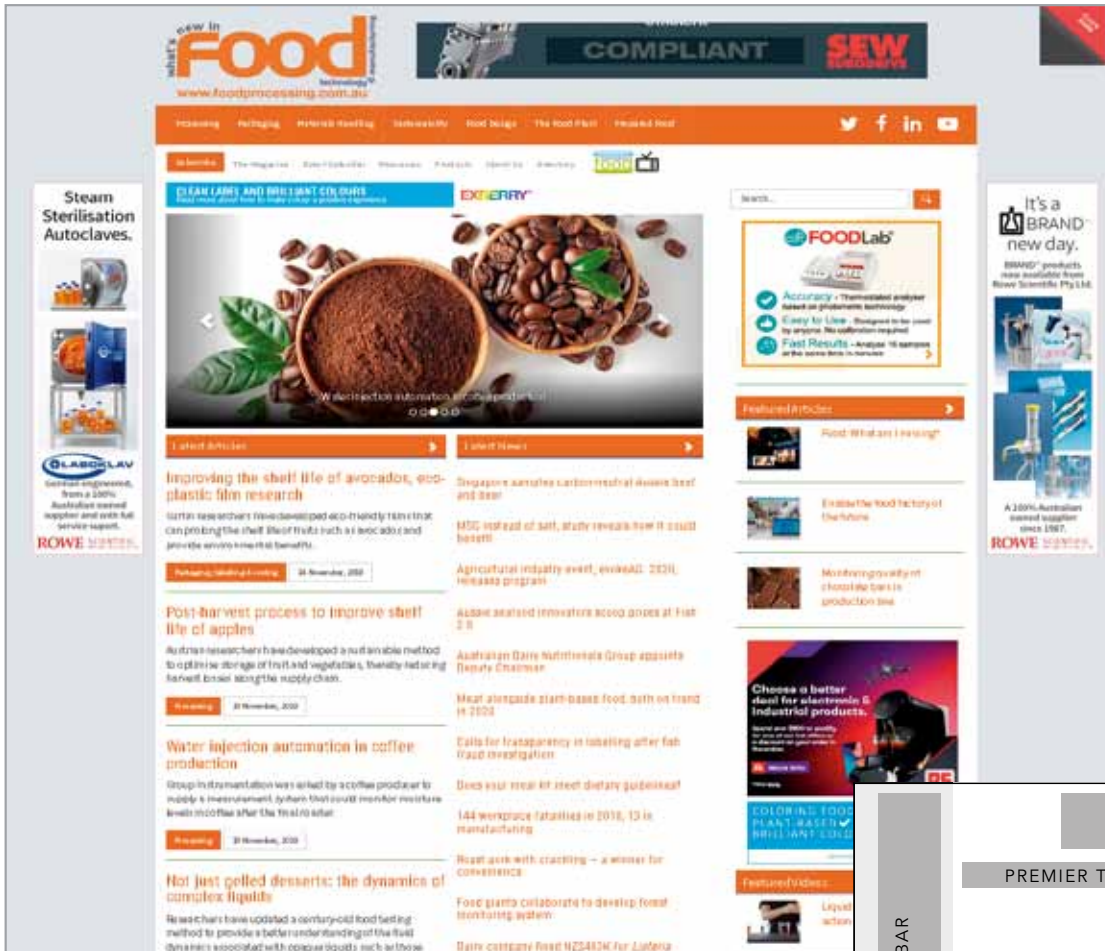
Your eNEWS Featured content item appears for one full month (minimum 4 broadcasts) in the eNewsletter FEATURED panel, plus in the FEATURED panel on the website. 12 FEATURED items per site per month are available – includes website posting but excludes magazine exposure.

Investment: \$900 per item

Specifications: Maximum 1,200 (optimum 800) words, URL and image file.



All rates are quoted exclusive of GST.



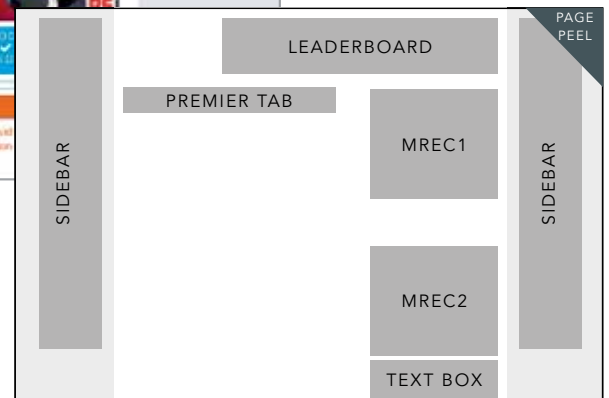
20,300 VISITORS

26,000 PAGE VIEWS

MONTHLY

The below units are exclusive to one advertiser guaranteed **100% of site traffic**.

- Premier Tab** **\$1,350 per month**
 [528 pixels wide x 41 pixels high
 destination URL | 40kb^{max} | .JPG or .PNG]
- Text Box** **\$750 per month**
 [300 pixels wide x 100 pixels high
 destination URL | 40kb^{max} | .JPG or .PNG]
- SideBars⁺** **\$1,950 per month**
 [160 pixels wide x 600 pixels high
 one destination URL | 2 x 30kb^{max} | .JPG or .GIF]
- PagePeel** **\$1,200 per month**
 [Full-size image: 500 x 500 pixels
 Closed image: 100 x 100 pixels
 destination URL | 2 x 30kb^{max} | .JPG or .GIF]



The following banners deliver a **minimum of 16.6%** of monthly page views. Maximum of 6 rotating ads per month.

- Leaderboard** **\$550 per month**
 [desktop: 728 pixels wide x 90 pixels high
 mobile: 320 pixels wide x 50 pixels high
 destination URL | 35kb^{max} | .JPG, .GIF, .PNG, .HTML5]
- MRec 1** **\$550 per month**
 [300 pixels wide x 250 pixels high
 destination URL | 35kb^{max} | .JPG or .PNG]
- MRec 2** **\$450 per month**
 [300 pixels wide x 250 pixels high
 destination URL | 35kb^{max} | .JPG or .PNG]

All rates are quoted exclusive of GST.

*Creative is hosted by WF Media and cannot be third-party ad served via redirect. The left- and right-hand side images are served and tracked as a single unit.



A monthly commitment secures your participation in a minimum of 4 eNewsletter blasts. Three weekly newsletters are available.

14,413 SUBSCRIBERS



- Leader Banner** **\$1,200 per month**
 [600 pixels wide x 74 pixels high
 destination URL | 35kb^{Max} | .JPG or .PNG]
- MRec 1** **\$1,200 per month**
 [300 pixels wide x 250 pixels high
 destination URL | 35kb^{Max} | .JPG or .PNG]
- Text Panel 1** **\$1,200 per month**
 [30 words text, max 180 characters including
 bold header, destination URL]
- MRec 2** **\$800 per month**
 [300 pixels wide x 250 pixels high
 destination URL | 35kb^{Max} | .JPG or .PNG]
- Text Panel 2** **\$800 per month**
 [30 words text, max 180 characters including
 bold header, destination URL]
- Featured Content** **\$900 per month**
 [Maximum 1,200 (optimum 800) words,
 destination URL plus image file]
- Featured Product (hot product)** **\$800 per month**
 [Featured for 2 weeks of month in eNewsletter +
 on home page for entire month.
 150-250 words, destination URL plus image file.]

All rates are quoted exclusive of GST.



Solus eDM



- An exclusive email direct marketing (eDM) opportunity
- Reaching opt-in digital media subscriber base
- Five available per month per digital media channel
- Your message is sent within our digital media brand template

Investment: \$5,000* | 10,708 opt-in subscribers

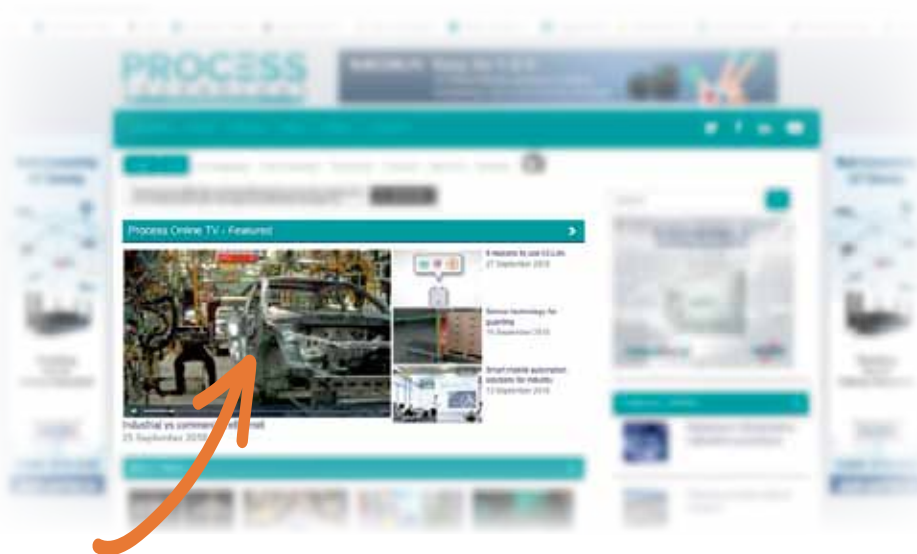
- 150-250 words max
- Images (max 4) and logo
- Call to action
- Landing page link(s)

NOTE: HTML file to be supplied

* Pricing based on \$500 set-up plus \$450 per thousand subscribers.

Featured Video

This platform runs embedded MPEG video files inside our website frame, increasing audience engagement and time spent on site. Each site's TV pages includes Featured Videos (premium) + Latest Videos + Videos from related sites.



Featured Video

- Appears in the FEATURED carousel on the main TV page
- Appears in the FEATURED VIDEO panel on right-hand side of ALL website pages
- Pushed out in one eNewsletter during the month

Investment: \$500 per month per video (only 4 available per site, per month)

All rates are quoted exclusive of GST.

ROADBLOCKS

Welcome Roadblocks serve a valuable purpose in their ability to capture users' attention when they first arrive at a site. Roadblocks will appear on first visit of every visitor per 7-day period.

- 550 pixels wide x 480 pixels high
- Centre of page — exclusive placement
- File type: GIF, JPG, PNG

\$2,350 per month



LEAD GENERATION

The driving element behind each **Lead Guarantee program** is a dedicated and targeted eDM broadcast that pushes your content out to the qualified opt-in members of our industry-specific communities, drawn from eNewsletter subscribers and Magazine subscribers (print + digital).

For more details:

www.wfmedia.com.au/lead-generation

White paper 30-lead guarantee program \$3,600

- 30 lead guarantee programs are based on providing standard business card contact details
- Filters will increase the cost per lead — P.O.A.
- Bonus leads maximum of 5 bonus leads included.
- 20 lead option — \$2400



FEATURED PRODUCT (HOT PRODUCT)

Your product editorial is pushed out to our targeted online audience, generating traffic to your website.

Each Hot Product will be:

1. Displayed on the Featured Products carousel on our homepage for one month.
 2. Promoted in the New Products panel of two eNewsletter broadcasts.
- 150–250 words describing your product or service.
 - A high-res image is required.
 - A link to your chosen web address will be included.
 - Hot Products are edited to meet our guidelines. Please visit <http://www.wfmedia.com.au/resources/material-specs/> to find out more.

Investment — \$800 per product *Max of 8 hot products available per site per month.*

Custom publishing services



We produce specialist print and digital publications for a range of associations, industry bodies and organisations.

Whether it be a custom magazine, customer newsletter, emag or catalogue/brochure, we have the writing, design and production expertise you need.

Contact us to discuss your next publishing project — we would love to work with you on it. Full service offering includes content/design/print/distribution.

Send us an email to projects@wfmedia.com.au with a brief outline of your project and your contact details and we will be in touch.

Content creation services

The experienced editorial team at Westwick-Farrow Media (WFM) can help you create compelling technical content for your next marketing campaign.

From a simple new product editorial release to a detailed white paper, we can produce material that you can use in your current campaign, and well beyond.



RATES*

New product release (150-250 words)	\$200	Case study (550-650 words)	\$800
Technical article (900-1000 words)	\$1200	White paper/Tech paper (1600-1700 words)	\$2200

SUBEDITING YOUR CONTENT: If you have an article/tech paper that you would like us to review and edit to meet our 'best practice' guidelines (for optimum results), we can quote on the subediting service on a case-by-case basis.

CUSTOM CONTENT: If you have a special project or requirement for additional content, the WFM team would be more than happy to assist — contact us with your brief. We have created custom magazines and eNewsletters for clients in the industrial, technology and food+science sectors.

**All rates quoted exclude GST. Above rates are only available to current WFM clients for content that is run with WFM first.*

The experts in **tech, health care, science & industrial** B2B media

For over 40 years, Westwick-Farrow Media has been delivering must-have business information to industrial and technology professionals across a range of vertical industry sectors. A mix of magazines (print + digital), eNewsletters, websites and targeted events provides decision-makers with up-to-the-minute product information, technology applications, solutions and how-to tips, along with breaking technology news and industry commentary.

Westwick-Farrow Media's media channels include 11 industry-specific magazines and 13 related websites, dozens of informative eNewsletters, along with a growing list of niche, targeted events — all aimed at building community and delivering information where, how and when our members want to receive it.

