

AUSTRALIAN GRAND DAIRY AWARDS

A SIGN OF GOOD TASTE

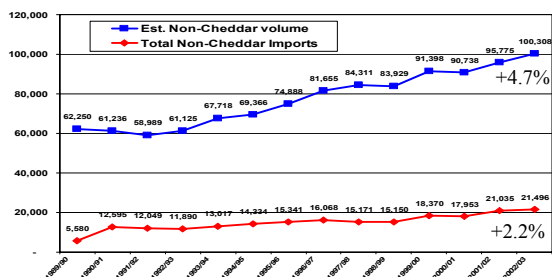


1. THE ENVIRONMENT



IMPORTS

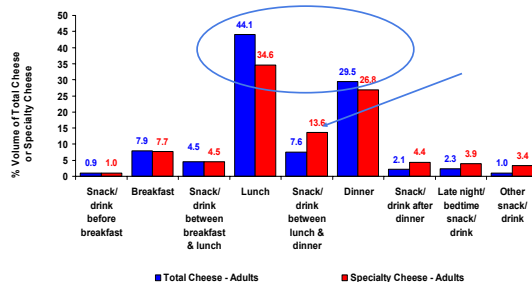
Specialty Cheese Imports



3

CHEESE USAGE PATTERNS

Specialty Cheese Consumption by Occasion – Adults



Base: Total Cheese – 1,269; Specialty Cheese – 370

4

INNOVATION OF DAIRY PRODUCTS

- Limited innovation
- Mostly line / flavour extensions
- Not breaking into new segments or usage occasions

5

2. THE MARKETING PROBLEM



2. THE MARKETING PROBLEM

- Consumer perceive cheese imports as superior
- No recognition that quality part of the purchase decision
- Growth Opportunity in new products and usage occasion but consumers reluctant to trial

7

3. OBJECTIVES AND STRATEGY



OBJECTIVES

1. Stimulate demand and interest in Australian dairy products
2. Be consumer relevant in purchase decision
3. Recognise innovation of value added products.
4. Foster quality & excellence in production

9

WHERE WE WANTED TO BE

- Australian products considered as good as the world's best by consumers and opinion leaders
- Increased consumption of dairy products via expanding the consumer's range of dairy products
- Encourage innovation & celebrate dairy achievements back to industry

10

WHAT WE NEEDED TO DO

- Convince opinion leaders that Australia produces world class dairy products
- Encourage innovation in the dairy category
- Make it easier for consumers to trial new product categories

11

TARGET AUDIENCE

Identify the groups that are most likely to need help with purchase decision



Establishers'
25-34 year olds (2.7 million)

'Empty Nesters'
55-79 year olds, (3.5 million)



12

Positioning the brand

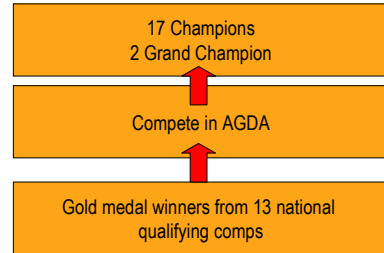
- Quality
- Excellence
- Innovation



13

Awards mechanism

Establish an umbrella Awards program that unites existing competitions creating a 'best of the best' Awards system.



14

4. IMPLEMENTATION

- Judging
- Event
- Promotional Activity



15

JUDGING

- Develop industry 'best' judging practice
- Over 440 products judged
- Invite food media to judge – become ambassadors for the program
- Judging held in November
- Winners held under embargo until February



16

EVENT

- The awards ceremony is positioned as the industry's night of nights
- Attracts key industry and food media contacts
- Represents the launch of media coverage and promotional activities



17

The video



18

champion cheeses

Dairy Australia has made choosing sensational cheese easy. Its panel of experts taste-tested its way through more than 450 cheeses and other dairy products to select the Australian Grand Dairy Awards (AGDA) champions for 2004. To have your own taste-test, look for the AGDA sticker on prize-winning products.

- Grand Champion Cheese: King Island Dairy Endavour Blue
- Grand Champion Dairy: Cape Byron Exquisite Vanilla Ice-cream
- Champion Fresh Unripened Cheese: B.-d.Farm Parli Creek Swiss Style Quark
- Champion Goat/Sheep: Strzelecki Goat Blue
- Champion Semi-hard/Eye: Heidi Farm Tilst
- Champion Stretched Curd Cheese: Mamma Lucia Boccacini
- Champion Cheddar: Farmers Union Centenary Vintage
- Champion Hard Cheese: All Let Superior Parmesan
- Champion Flavoured Yogurt: Brownes Pure Indulgence Custard Style Yoghurt
- Champion Washed Rind: Tasmanian Heritage Red Square
- Champion Ice Cream: Ricketts Point Line Delicious
- Champion Cream: Pure Jersey Cream
- Champion White Mould: Jindi Supreme Triple Cream Cheese
- Champion Blue Cheese: Jindi Blue
- Champion Dairy Dessert: Exquisite Hazelnut Chocolate Mousse
- Champion Flavoured Milk: Pura Classic Coffee
- Champion Natural Yogurt: Jalsa Premium Blend Greek Style Yoghurt

We asked three of the Australian Grand Dairy Awards judges, including Naomi Criesante, Dairy Australia's food communications manager, to nominate some of their favourite products and how they like to serve them.

Gabriel Gete, celebrity chef: "I like to serve slices of my favourite champion cheeses, such as King Island Endavour Blue, Heidi Farm Tilst and Jindi Supreme Triple Cream Cheese, over a salad of mixed greens, celery and walnuts, topped with a drizzle of olive oil."

Jo Richardson, food consultant: "This year's Grand Champion Dairy Product, Cape Byron Exquisite Vanilla Ice-cream, is everything a true vanilla ice-cream should be. For an amazing affogato, place a scoop in a glass then pour over a shot of espresso and a little liqueur."

Naomi Criesante, Dairy Australia's food communications manager: "I serve Mamma Lucia Boccacini wrapped in prosciutto with roasted tomatoes, basil, olives and grissini. For dessert, it's Brownes Pure Indulgence Custard Style Yoghurt with roasted pears and almonds."

Cheesy grin for champ

A winning grand champion cheese is King Island Dairy's Endavour Blue and the winner of the 2004 Australian Grand Dairy Award. It's a cheese with a remarkable history, but the real reason it's a champion is its taste. It's a cheese that's been made for over 100 years and it's still going strong.

The dairy industry's awards scheme has only existed for five years and the highest honour, the Grand Champion Cheese – this time won by Endavour Blue – is a real achievement.

The cheese was developed by the judges' panel of experts. The judges selected the best cheese from 450 entries, along with a 100-point score. The cheese was then awarded the title of Grand Champion Cheese.

With this win it's clear that Endavour Blue is a true champion. It's a cheese that's been made for over 100 years and it's still going strong. It's a cheese that's been made for over 100 years and it's still going strong.

Endavour Blue was awarded the title of Grand Champion Cheese for its exceptional taste and quality. It's a cheese that's been made for over 100 years and it's still going strong.

Endavour Blue is a cheese that's been made for over 100 years and it's still going strong. It's a cheese that's been made for over 100 years and it's still going strong.

Endavour Blue is a cheese that's been made for over 100 years and it's still going strong. It's a cheese that's been made for over 100 years and it's still going strong.

PRINT

This medal helps you choose the best wine.

And these help you choose the best dairy.

Announcing our 2004 winners.

How to select the best dairy products.

How to select the best restaurants.

PRINT

Announcing our Australian Grand Dairy Award winners for 2004.

How to select the best dairy products.

How to select the best restaurants.

PRINT

How to recognise a champion swimmer.

How to recognise a champion dairy product.

Announcing our Australian Grand Dairy Award winners for 2004.

How to select the best dairy products.

How to select the best restaurants.

IN STORE ACTIVITY

The aim is to connect with the consumer at point of purchase decision and simplify the decision for them.

Research conducted by MLA shows that 69% of shoppers do not know what food products they are going to buy for the evening meal when they walk in to a store. This is even higher for special occasion food products.

WIN \$10,000 CASH

Choose a Champion

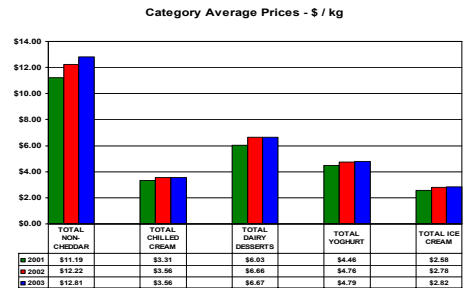
How to enter

WIN \$10,000 CASH

5. RESULTS

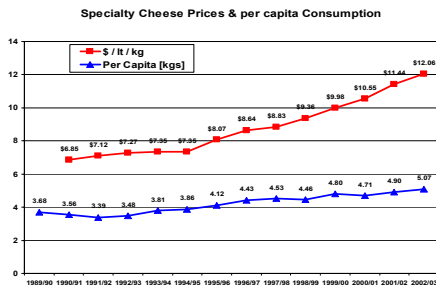


INCREASE IN VALUE OF CATEGORY



25

INCREASE IN VALUE AND CONSUMPTION



27

Advocacy network delivering

- Over \$1.85 million worth of coverage with key messages reaching over 50% of the Australian population
- The creation of a strong network of media advocates
- Introduction of the Food Media Club Award, food media attended judge training
- Introduction of the Innovation Award

28

Processor support

- The logo has appeared on over 20,510,000 individual products sold through the grocery channel, worth a combined value of \$42,034.8K
- Manufacturers have embraced the program with 90% of winners using the logo on pack
- Manufacturers invested 6+ million in supporting the program

29

MANUFACTURER USE OF LOGO



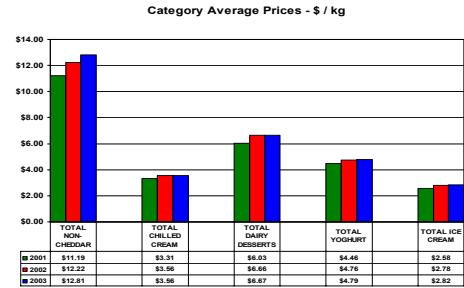
30

Consumers use the logo

- Success of the logo as a buying cue - 65% of consumers have indicated that they would use the logo as a part of the purchase decision when buying something a 'bit better or to serve to friends
- 68% aided recall of promotional activity
- Increase in the value of the category

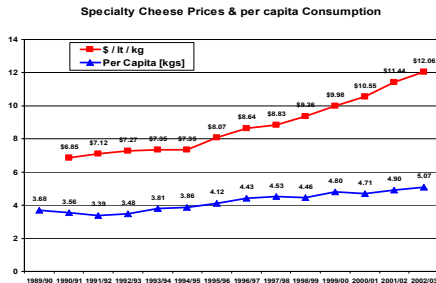
31

INCREASE IN VALUE OF CATEGORY



32

INCREASE IN VALUE AND CONSUMPTION



33

SUMMARY



THE MARKETING PROBLEM

- Consumer perceive cheese imports as superior
- No recognition that quality part of the purchase decision
- Growth Opportunity in new products and usage occasion but consumers reluctant to trial

35

WHAT WE DID

- Established a 'best of the best' awards program
- Developed an on pack logo / device
- Positioned Australian products as the world's best
- Created a network of relationships with the food media and opinion leaders
- Encouraged product innovation

36

THE FUTURE



THE FUTURE

Building the brand in the future will focus on three key areas:

- **Industry Image** – promote an Australian dairy industry renowned for producing world class products.
- **Consumers** – encourage them to seek out and feel good about consuming Australian dairy products. Encourage consumers to spend more money in the dairy case by expanding the repertoire of products consumed and up-selling on the ones consumed already.
- **Adding Value** – reward manufacturers that strive to add value to the category via NPD.

38



Thank you

39