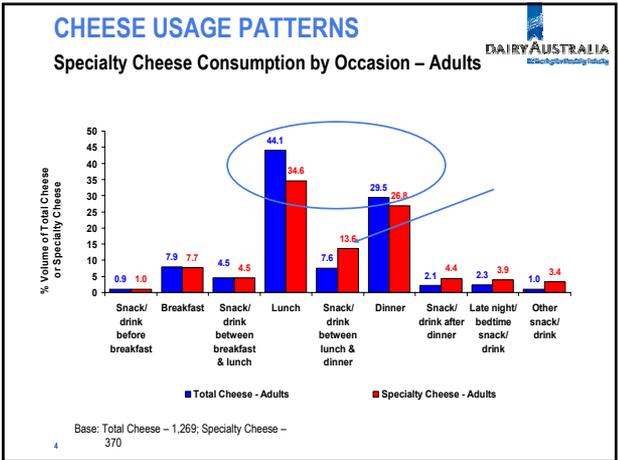
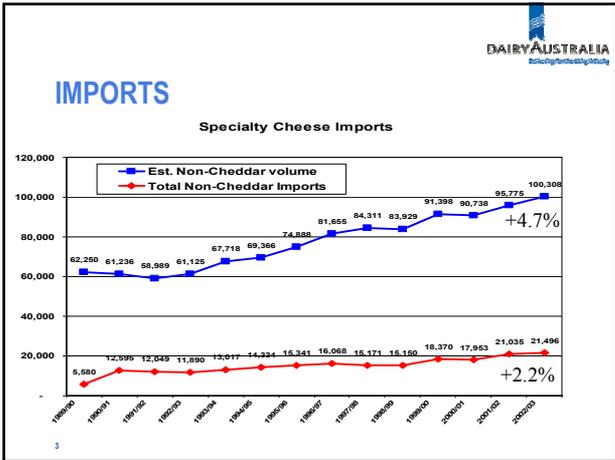


  
**DAIRY AUSTRALIA**  
 Delivering for the dairy industry  
**AUSTRALIAN GRAND DAIRY AWARDS**  
 A SIGN OF GOOD TASTE




  
**1. THE ENVIRONMENT**



  
**INNOVATION OF DAIRY PRODUCTS**

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

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**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

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## 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

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## 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

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## 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

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## 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)



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## Positioning the brand

- Quality
- Excellence
- Innovation



## Awards mechanism

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



## 4. IMPLEMENTATION

- Judging
- Event
- Promotional Activity



## 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



## 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



## The video



# 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 Endeavour Blue
- Grand Champion Dairy: Cape Byron Exquisite Vanilla Ice-cream
- Champion Fresh Unripened Cheese: B.-d-Farm Paris Creek Swiss Style Quark
- Champion Goat/Sheep: Strzelecki Goat Blue
- Champion Semi-hard/Eye: Heidi Farm Tilsit
- Champion Stretched Curd Cheese: Mamma Lucia Boccacini
- Champion Cheddar: Farmers Union Centenary Vintage
- Champion Hard Cheese: Mt Lei Superior Parmesan
- Champion Flavoured Yogurt: Brownes Pure Indulgence Custard Style Yoghurt
- Champion Washed Rind: Tasmanian Heritage Red Square
- Champion Ice Cream: Ricketts Point Lime 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: Jaina Premium Blend Greek Style Yoghurt

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

**Gabriel Galé, celebrity chef:** "I like to serve slices of my favourite Champion cheeses, such as King Island Endeavour Blue, Heidi Farm Tilsit 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 Cristante, 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."

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Belonging to the best of both worlds

# Cheesy grin for champ

**A**ustralian grand champion cheese is King Island Dairy's Endeavour Blue and the cheese-maker has dairy products in the bag to bring home another Aussie food triumph.

The award was announced last night at the Australian Grand Dairy Awards ceremony, a celebration of a remarkable feat for the local dairy industry. Endeavour Blue is the first Australian-made cheese to win the title of 'Grand Champion Cheese' – the highest accolade in the industry.

"We're really proud of this award because it's not just about the cheese, it's about the people who make it," says King Island Dairy's managing director, Peter Brown. "It's a testament to the hard work and dedication of our staff and the support of our customers."

"We'll also win it this year," says Brown. "We've been awarded the title of 'Grand Champion Dairy Product' for our Pure Jersey Cream. It's a real honour and we're proud to be recognized for our quality and consistency."

Other winners include Mamma Lucia Boccacini for Best Stretched Curd Cheese, Brownes Pure Indulgence Custard Style Yogurt for Best Flavoured Yogurt, and Heidi Farm Tilsit for Best Semi-hard/Eye Cheese.

The awards ceremony was held at the Sydney Convention Centre and was attended by more than 100 guests. The winners will receive a trophy and a cash prize of \$10,000.

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# PRINT

This medal helps you choose the best wine.

And these help you choose the best dairy.

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# PRINT

How to select the best restaurants.

How to select the best dairy products.

DAIRY AUSTRALIA  
Belonging to the best of both worlds

# PRINT

How to recognise a champion swimmer.

How to recognise a champion dairy product.

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# IN STORE ACTIVITY

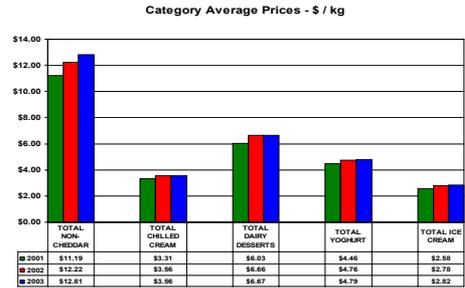
- The aim is to connect with the consumer at point of purchase decision and simplify the decision for them.
- Research conducted by MLA shows that 69% of shoppers do not know what food products they are going to buy for the evening meal when they walk in to a store. This is even higher for special occasion food products.

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## 5. RESULTS

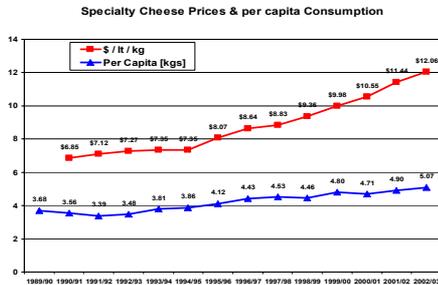


## INCREASE IN VALUE OF CATEGORY



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## INCREASE IN VALUE AND CONSUMPTION



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## 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

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## 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

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## MANUFACTURER USE OF LOGO

Bulla Cream. Recommended by the cream of Australian chefs.

Bulla Country State Thick Cream. Winner Australian Chefs Cream Australian General Dairy Awards 2001 & 2002

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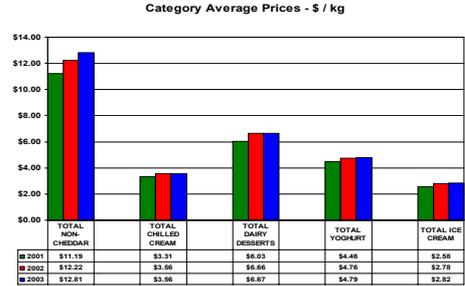
## Consumers use the logo



- 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

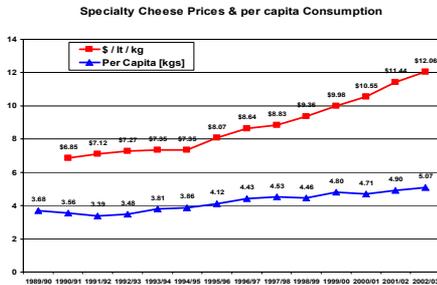
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## INCREASE IN VALUE OF CATEGORY



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## INCREASE IN VALUE AND CONSUMPTION



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## 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

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## 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

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## 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.

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Thank you

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