

# **AUSTRALIAN MEAT MARKETING PTY LTD**

A.C.N. 053 323 881

(also trading as agInfo Pty Ltd)

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**Website: <http://www.australianmeat.com.au/AMM/>**

# **CREDENTIALS AND CAPABILITY STATEMENT**

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Since being formed in September 1991 by Brian Todd to provide consulting services to the meat industry in Australia and overseas, Australian Meat Marketing has consulted to a range of clients in the following areas:

## **International Best Practice Studies and Benchmarking**

### **Market Research**

### **Business Planning and Strategy**

### **New Product Development**

### **Overseas Marketing**

### **Market Intelligence Models**

### **Analysis of Investment Opportunities in the Meat Industry by Overseas Customers**

### **Development of Internet services for the Australian meat industry**

### **Information Technology, e-Commerce and EDI**

### *Specialisation's have been in the following areas:*

Benchmarking and International Best Practice Comparisons of Meat Processing Plants.

Meat processing feasibility studies for greenfield sites

Innovative packaging systems for fresh meat

Industry grants, project funding and development

High Quality Grain Fed Beef for Japan.

Introduction and Development of New Co-Products, especially beef glands for Pharmaceutical use

Innovative Methods of Beef Carcase Cutting and Utilisation.

Market Pricing and Costing Models for High Quality Beef for Japan.

Market Intelligence Systems and the Internet

Development of Price Databases for Meat and Meat Coproducts

*List of Clients Include:*

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Australian Country Choice

Australian Meat Council Ltd

Australian Meat Industry Council

Australian Meat Processor Corporation Ltd

Australian Meat & Livestock Corporation

Australian Meat Research Corporation

Ares Serono S.A. Geneva, Switzerland

Austral-Asean Pty Ltd

Australian Taxation Office

Bankers Trust Australia Ltd (trading as Ravensworth)

Blake Dawson Waldron solicitors

Burns Philp Limited

Bonitz Industrial Projects Pty Ltd (Sydney and Hamburg)

Cargill Foods Australia

Crown Beef Australia Pty Ltd

Dick Stone Pty Ltd

Edmonds Meat Group

Elena International Pty Ltd

Haverick Meats Pty Ltd

Hokubee Australia

Hasting Meat Processors

ICM Farm Products Australia Pty Ltd

Intercorp Meat Holding Pty Ltd

Mandel Trading Pty Ltd

Mathias Meats Australia Pty Ltd

Meat & Livestock Australia Ltd

Melrina Pty Ltd

Meatpackers Australia Pty Ltd

National Meat Association (NSW Division)

North American Processing Co Chicago and Napro Australasia Pty Ltd

Peter Gelhard Naturdarme Import Export, Germany

ProAnd Associates (Aust) Pty Ltd

P&R Trading Pty Ltd

Phillips Fox solicitors

ReadyMeat Australia Pty Ltd

Sanger Australia Pty Ltd

SBA Foods Pty Ltd

Sealed Air Corporation

Tech Meat (Australia) Pty Ltd

Trigon Packaging Systems (Aust) Pty Ltd

Trigon-Viskase Pty Ltd

UNICOOPJAPAN (Australia) Pty Ltd

# CURRICULUM VITAE

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## BRIAN JOHN TODD

<b>Full name:</b>	Brian John Todd
<b>Address:</b>	21 Andove Street, Belrose NSW 2085
<b>Nationality:</b>	Australian
<b>Qualifications:</b>	Master of Arts (Economics Major) University of Sydney

### Career Summary:

#### **Managing Director, Australian Meat Marketing Pty Ltd**

Tel (0412) 675362 email: [brian@aginfo.com.au](mailto:brian@aginfo.com.au)

website: <http://www.australianmeat.com.au/AMM/>

Consultant to the Australian and overseas meat industry. Marketing and product research and development consultancy.

#### **General Manager and Director Lief International Pty Ltd (Meat Division) North Sydney, NSW**

Meat trading, management and international meat and by-product marketing. International trading house with offices in China, USA, Hong Kong, Sydney, Melbourne and Adelaide.

#### **Chief Executive Officer, Region of the Americas, Australian Meat & Livestock Corporation, New York**

Represented the Australian meat industry in North America, Australia's largest beef market. Australian Government Statutory Corporation charged with promotion and orderly marketing of Australian meat as well as negotiation with overseas governments and agencies.

#### **General Manager, ICM Farm Products Pty Ltd**

General management of an integrated meat production, processing and marketing company specialising in high quality beef. Large Australian agribusiness group.

## **Career History:**

### **Managing Director, Australian Meat Marketing Pty Ltd (September 1991 to present)**

I formed Australian Meat Marketing Pty. Limited in September 1991 to provide consulting services to the meat and allied industries in Australia and overseas. Australian Meat Marketing is a Sydney based company and recent projects completed include:

#### ***Consultant to ReadyMeat Australia Pty Ltd 2002-2007***

Case and retail ready meat project development, processing, export trials and marketing, sales and export market development grant preparation. Practical processing at Northern Coop Meat Co Ltd.

#### ***Consultant to World Bank Washington via Nathan Associates 2005***

#### ***Consultancies to a range of clients in Australia and internationally 2000-2001***

Investment project for a merchant banking firm in Argentina. Research on the meat industry for an Australian government department. Benchmarking of meat processing plants. Export market development grant applications. Consulting to a range of meat industry organisations.

#### ***Co-Product Biologicals 1998-2000***

Studies and research & development into biological extracts from meat industry co-products.

#### ***Development of Australian Meat Trading Floor on the Internet. Large scale trading floor including online trading of Australian meat. 1996-2007 (<http://www.aginfo.com.au/>)***

Used by all major Australian meat exporters and most major overseas importers. Presented at Australian Meat Council CEO's conference August 1997 and Meat Importers Council of America annual general meeting, Chicago, USA October 1997. Most prominent online commerce site in the Australian meat industry with worldwide coverage. Recent development of World Meat Exchange and Australian Meat Market.

#### ***Refrigeration Control in International Transport and Distribution 1996-1997, MRC***

One year long study of international transport of meat including cold chain integrity carried out under MRC Food Safety Key Program.

#### ***Sunstate Meat Group Study of International Marketing of Coproducts for four South East Queensland Abattoirs, 1997. MRC funded with industry strategic alliance.***

A project focusing on marketing, development and recovery of coproducts for four plants under the AQIS Australian domestic standard in a range of markets, including China.

#### ***Audit of Australian Beef and Competitor Products in Major Markets, MRC 1996***

Compilation of most recent market research conducted by MRC for Australian beef and preparation of an audit to rank Australian beefs performance in major markets including Japan, Korea and other Asian markets (included China).

#### ***Cost and Competitive Cost Benchmarking Study for Meat Research Corporation 1995-1996***

A major study looking at cost benchmarks from on farm, feedlotting, meat processing, wholesaling and export. The study has been used at a key input to the Meat Industry Council strategic plan.

### ***Australia China Agricultural Cooperation Agreement China Study October 1994***

Three week study of meat industry developments in China under auspices of Australian Department of Primary Industry and Energy and Chinese Department of Agriculture.

### ***CMA Meat Processing Benchmarking Studies 1993-1995***

Benchmarking of cost and revenue structure of NSW members of the Country Meatworks Association. Comparison of each participant against “best in class” and “average” as well as with earlier Booz-Allen & Hamilton international comparisons.

### ***Pricing Studies: Trading System Key Program MRC 1993***

Development of a database covering all levels of the marketing chain from livestock sales to export meat transactions and including domestic wholesale and retail price series.

### ***Functionality of Australian Beef. Conducted for the Meat Research Corporation in association with Meat Industry Research Institute of New Zealand ( Mirinz ) 1992***

Travel to the USA for meetings with the largest meat processing companies using Australian beef. Assessment of their requirements and recommendations on methods of adding value to current beef exports.

### ***Value Monitor For Meat Industry Co-Products. Conducted for the Meat Research Corporation 1992-2000***

Development of a database on meat industry by-product/co-product prices and models of expected returns for beef and sheepmeat carcass types.

### ***Review of the Japan Korea Markets Key Program for the Meat Research Corporation 1992***

This required a detailed review of the 22 major industry research projects under the program and encompassed market research, technical studies and beef production research. In addition, we made recommendations for new projects to be initiated to fill any gaps identified in the review.

## **Previous positions:**

### **Director and General Manager of Lief International Meat Division and Australian Beef Producers Pty Ltd (Feb 1990- Aug 1991)**

I joined Lief upon his return from New York, after the completion of my contract with the Australian Meat & Livestock Corporation. Lief is a Chinese owned company and is affiliated with the China National Chemicals Import and Export Corporation with head office in Beijing. I visited Shanghai in May 1991 on international meat trading business.

### **Chief Executive Officer, Region of the Americas, Australian Meat & Livestock Corporation, New York (Jan 1987- Jan 1990)**

I was recruited to take up a three year contract with the AMLC in New York. I was responsible for initiating and supervising market research and then development of marketing programs for Australian beef and lamb in North America.

I dealt with all sectors of the trade including meat importers, distributors, meat processors and end users, specifically, the national restaurant chains that are the largest end users of Australian beef. I initiated the contact and subsequent market development with the Australian beef industries single largest end user, Burger King Corporation, who use around 70, 000 tonnes of Australian manufacturing beef each year. Negotiations covered critical areas such as quality assurance, temperature and handling, processing defects, carton integrity and labelling and US import inspection.

I was also responsible for the market development of Australian chilled lamb in the retail sector of North America and conducted negotiations with major supermarket chains in the USA and Canada.

My main responsibility in North America was the representation of the Australian meat industry and therefore I was totally involved in the successful resolution of the pesticide crisis in 1987 and 1988. I worked closely with all sectors of the industry including meat importers, cold storage and distribution companies and, in conjunction with the Australian Embassy officials in Washington, conducted negotiations with the Food Safety and Inspection Service of the US Department of Agriculture. I was responsible for all commercial aspects of the successful resolution of the crisis and gained an in depth knowledge of the workings of inspection and food safety services overseas as well as a sound appreciation of the Australian Quarantine & Inspection Services' operation and response to an international crisis affecting Australia's largest export product to North America.

## **General Manager, ICM Farm Products Pty Ltd (1984-1986)**

Senior management of a high quality beef processor and exporter. Success in developing a long term domestic marketing program for highest quality grain fed beef and negotiation and handled industrial relations, financial management and marketing. I also had responsibility for the company's large feedlot at Wangaratta, Victoria.

## **Meat Trading Manager, Charlick Australia Pty Ltd (1981-1984)**

Under my management Charlick developed export meat sales of \$26 million within a two year period and this assisted Charlick to win its second export award in 1982. I travelled extensively in South East Asia, China, the Middle East, Taiwan and Korea. I gained a first hand experience of the role of inspection services in safeguarding Australian product integrity in a range of overseas markets.

*Over an eight year period from 1974 until 1981, I held the following positions in the Amatil Ltd. Meat Industry Division and its subsidiary, T.A. Field Pty. Ltd.*

## **Assistant Queensland Manager, T.A. Field Pty Ltd (1980-1981)**

## **Assistant Export Marketing Manager, T.A. Field Pty Ltd (1978-1980)**

I gained experience in all facets of marketing and management of a large meat processor and exporter and had responsibility for export marketing from five export abattoirs in Queensland, NSW and Victoria. I was also involved in budgeting, corporate planning, feasibility studies and acquisition studies as well as production co-ordination.

## **Assistant Sales Manager, Amatil Meat Industry Division (1976-1978)**

I was involved in meat export sales, trading with other meat companies and successfully sourced product for a joint venture company in the USA with one of the largest US meat processors, Monfort of Colorado.

## **Research Officer, Amatil Meat Industry Division (1974-1976)**

I was responsible for company strategic planning and research. I was also part of a team of company staff including a veterinary officer, an agronomist and a farm management supervisor investigating company pastoral properties to improve returns and evaluate alternative enterprises. Amatil at the time operated 14 pastoral properties in NSW, Queensland and Tasmania and I visited most of these properties. I gained an appreciation of agricultural production as well corporate farming practices.

## **Senior Research Officer, Australian Meat Board (1971-1974)**

I was responsible for preparation of reports to the Board as well as reports for several government enquiries into the meat industry at that time. I also liaised with producer organisations at state and federal level and assisted with administration of export control schemes for Australian meat.

### **Qualifications:**

Bachelor of Arts ( Economics Major) University of Sydney. 1972

Master of Arts ( Economics Major) University of Sydney. 1976

Thesis entitled: Futures Markets, Information and the Meat Industry.

### **Personal Details:**

Marital Status: Married with two adult children.