



Graham Centre for Agricultural Innovation August 2014  
“Beyond the Farm Gate”

# Woods Group



Woods Group is based in the town of Goondiwindi in regional Queensland. We are an Australian, family owned agribusiness that's been operating for over 60 years.



Pastoral



Grain



Seeds



Stockfeeds



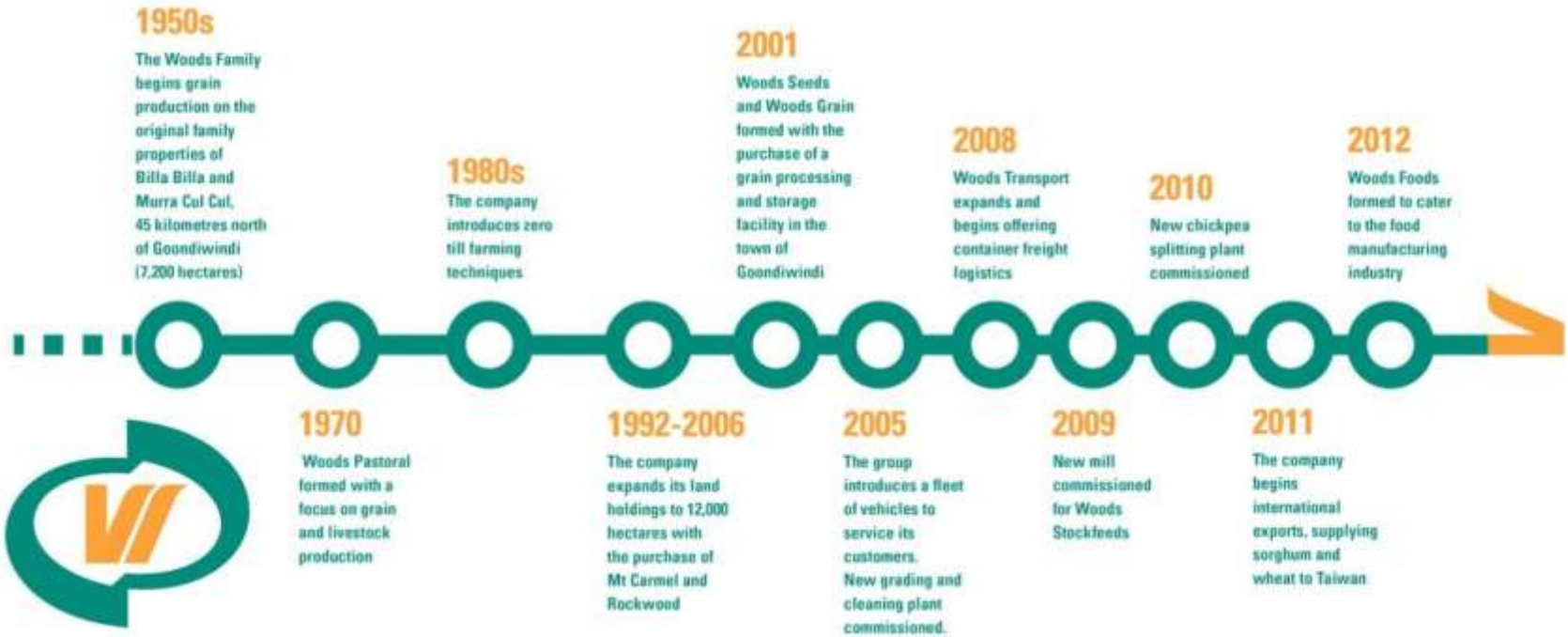
Transport



Food



# Background





# What were the opportunities?



# What became the challenges?



- Volume / Margins
- Growth pains
  - Financial management and reporting
  - Staff
  - Customers
  - Compliance
    - QA
    - OH&S
    - Red and Green tape
- Competition
- Weather – wet and dry

# 2012 – Woods Foods A new opportunity



# Woods Foods



Woods Foods is committed to delivering high quality food ingredients for the food manufacturing sector. We provide a range of natural products that offer a healthy alternative or supplement existing products. With the increasing sophistication of consumer demands and increased health awareness, Woods Foods is committed to satisfying this demand by releasing a range of allergen-free pulses (chickpea, faba bean) and grain (sorghum) based food products for use by food manufacturers.

**ULTRA-PULSE**  
delivering healthy alternatives

**SORGRAIN**  
premium sorghum range

AUSTRALIAN



OWNED  
& PRODUCED



NON GMO





# Woods Foods Products

## □ Flours

- Chickpea
- Red Sorghum
- White Sorghum

## □ Chickpea Fibre

## □ Puffs

- Whole Chickpeas
- Split Chickpeas
- Split Faba Beans
- Sorghum



# What are the opportunities for Woods Foods?



## 1. Mining Boom to Dining Boom

“There is the rapid expansion of Asian economies, populations, socio-economic classes and incomes, coupled with consumer demand for healthy, bio-functional, safe food as well as assurance of provenance and more dietary protein.” (Food Australia – Ingrid Appelqvist and Kelly Parsons)

## 2. Changing consumer tastes and industry trends

Protein / fibre

“After years of peddling sugar, salt and fat, companies in the \$1 trillion food industry are on a protein binge to capture the health-conscious consumers whose distaste for conventional packaged foods has resulted in anemic growth for household staples like Kellogg’s cereals and Campbell’s soups.”

(Matthew Boyle – Bloomberg April 2014)

“Americans are gobbling up protein like it’s their last days,” said Kantha Shelke, principal at Food Science researcher Corvus Blue in Chicago. “Protein is the new black.”

“Allergen free” and “Free From”

## 3. Looming Food Crisis for the world – Protein and Agronomics



# What are the challenges for Woods Foods?



- Who are we
  - Where are we from
  - What is our message
  - Why are we different
- Costs
  - QA & Compliance
  - Global Food Safety Initiative (GFSI Certification)
    - More systems
    - Infrastructure
    - Education
    - Cultural change for business and staff

# What are the opportunities for agriculture?



# What are the key challenges to be addressed?



- Costs
- Red and green tape
- Weather extremes
- Farm profitability
- Ageing farming population
- The image of Agriculture

# Vision for mixed farming systems over the next 30 years.



- Increased awareness and positive news for agriculture
- Increase in corporate farming
- Increase in “paddock to plate” concept to create premium products
- Technologically advanced
  - Efficient
  - Clean and Green

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