

## Young Food Innovators program Producer-focused cohort



### **The Food Value Chain Innovators program is a 12-month intensive, accelerated development program for young people working in the red meat producer sector.**

This program is designed for young producers looking to develop new high value opportunities in domestic or export markets, implement innovative new business models or accelerate the adoption of new disruptive technologies within their production business.

The Young Food Innovators program will equip you with advanced design-led innovation and value chain design approaches to enable you to become an effective innovation catalyst. It will provide you with the insights and best practice innovation tools needed to participate effectively in the value chains of the future.

#### **Program design**

The Young Food Innovators program is a 12-month intensive development program that will help you develop a 'whole-of-chain' (paddock to plate) approach.

Drawing on market and consumer insights and using real-life industry case studies, you will learn how to use the latest innovation tools in a practical way.

You'll undertake a major project as well as develop a new business opportunity that is not standard 'business-as-usual'.

#### **The program includes:**

- an introductory, one-week residential sprint in July 2017
- three residential workshops of 3-5 days duration where you will apply your learnings across topics including: global market trends and insights; design-led innovation; value chain design; food innovation; business start-up skills and new venture creation; and business model design
- participation in food value chain innovation, market and insights projects
- support to design and manage targeted value chain insights and innovation projects within your business
- in-market study tours
- access to senior industry mentors
- exposure to relevant industry events
- participation in the Young Food Innovators network, which includes members from the first (post farm-gate) cohort and from a similar New Zealand program.

## Eligibility

This program is aimed at future-focused, open-minded young producers looking to develop new high value opportunities or introduce new, disruptive technologies.

You should be currently working within the production sector including farming enterprises or feedlots (or a business closely related to the production sector) with a minimum of five years' experience, and preferably hold a university degree or relevant qualification.

You will have excellent communication skills, a desire to work collaboratively and to make a genuine contribution to the red meat industry.

If you are not currently employed in a farming enterprise, you will need to demonstrate how this program will help you return to the production sector.

## Employer commitment

You may be self-employed or the employee of an existing farming business focused on the production sector.

Employers are expected to actively support their Young Food Innovator by providing them with:

- time to attend residential workshops (minimum four weeks over 12 months)
- support from a nominated senior business leader
- the ability to work on projects aligned to the business and future growth strategies (anticipated ½ - 1 day per week).

## Cost

Program participants in the red meat sector will be provided with a scholarship to cover tuition and program fees plus 50% of travel and accommodation costs to attend the four residential workshops. In addition, there will be an optional international study tour in late-2017 or early 2018. Additional support may be available if required.

## Apply now

**Applications close 19 May 2017**

To apply or for more information contact:

Insights2Innovation Co-ordinator

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### Who is MDC?

MLA Donor Company Limited (MDC) is a fully-owned subsidiary of Meat & Livestock Australia. MDC accelerates innovation across the value chain so the Australian red meat and livestock industry can remain competitive on the world stage. It does this by attracting commercial investment from individual enterprises and others that share a mutual interest to co-invest in innovation that will benefit the industry. [www.mla.com.au/mdc](http://www.mla.com.au/mdc)