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**10 From the "Media Desk" of the Australian Society of Baking**

In this edition of Leading Edge the Australian Society of Baking has the pleasure of announcing full details of our 72nd meeting in Sydney at the Novotel Brighton Le Sands.

**16 TIPS ON VISITING FINE FOOD 2008**

Melbourne 17th July 2008: This year Fine Food will fill the entire Melbourne Exhibition Centre and with over 1,000 exhibitors covering 30,000 sq metres of floor space, planning ahead will make visiting the show more rewarding.

**52 Mentors and Participants are being sought for third Appetite for Success Program**

The third Appetite for Success program commences on 8th September with a two day city-based residential, and mentors and participants from the baking industry are strongly encouraged to apply.

**60 "William Angliss Institute is delighted to announce that Greg Williams of the Baking Department has been awarded a prestigious Churchill Fellowship"**

A Fellowship allows the recipient to travel overseas and undertake an analysis, study or investigation that cannot be readily undertaken in Australia.

**62 Safe Food High Compliance**

For many years the Grains Industry in Australia has been able to demonstrate exceptional compliance (99.9%) with Australian Food Standards for chemical residue standards.

**66 Moon Cakes**

The 15th day of the 8th month of the Chinese Lunar Calendar heralds what is arguably the largest single food festival in the world.

**68 Happenings at Holmesglen Good Food Show**

The first meeting was a nervous one - seeing Ramsay come around the corner with his entourage was fascinating.

**70 GOING for GOLD**

For me an interesting aspect of the Beijing Olympics is who may emerge as the 'challenged-athlete' of the games. At Sydney 2000 it was "Eric the Eel", the swimmer from Equatorial Guinea who had never seen a 50 metre pool before.

**72 LA Judge 2008 Young WA baker voted the Nations Leading Apprentice**

Local WA baker Donna Pocklington has been voted the most outstanding baking apprentice across Australia and New Zealand, taking out the prestigious 2008 LA Judge Baking Award hosted by BRI Research.

**75 ..and the winner is...Australia & Team Bakery Australia**

Over the past 5 years, baking professionals within Australia have had to adapt, modify and change many of the ways they have traditionally gone about their business

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**Paul Norris**  
 National Sales &  
 Marketing Manager

Welcome to the 66th edition of Leading Edge Bakery & Foodservice Journal. Now proudly in its 13th year of publication, our high quality magazine continues to grow and prosper. We once again wish to thank all our advertisers and supporters for their wonderful loyalty and enthusiasm for Leading Edge. We thank all of you for your business and we are working harder than ever to continue to keep Leading Edge the industry leader.

As you can see from our front cover, this edition is the official bakery and foodservice media magazine for the Fine Food Australia Melbourne Expo to be held at the Melbourne Convention & Exhibition Centre, September 22-25, 2008.

A ticket to Fine Food Australia 2008 is included as an insert in this issue of Leading Edge. Each one has a unique number and if you register it online at [www.finefood.com.au](http://www.finefood.com.au) you can save \$30 and gain free entry to Fine Food Australia 2008 Melbourne.

Now in its 27th year Fine Food Australia, incorporating Hotel Australia and Wine & Spirits Australia, is the definitive exhibition for the food, beverage and hospitality industry. It is the largest food and hospitality expo staged in Australia, with a huge number of exhibitors expected to be showcasing the latest innovations in food, drink and equipment.

Event organisers Diversified Exhibitions Australia are again bringing together buyers and sellers from around the world to Melbourne, with feature areas focusing on bakery, confectionery, dairy, drinks, meat and seafood, natural products and equipment for retail, catering and hospitality.

Bakery World at Fine Food Australia is now a substantial part of the expo featuring companies focussed on bakery. Along with this are major bakery events. The Great Aussie Meat Pie Competition and Bake Skills Australia. The latter features teams of apprentice bakers from each state who will compete in a live bakery on the show floor and winners will be announced at the Awards for Excellence luncheon on Day Four of the expo.

Be sure to come and visit our Leading Edge stand # HQ 44 at the show where we'll be giving out our Deluxe Leading Edge Fine Food Australia Melbourne 2008 Show Bags.

We are also very pleased to announce another milestone for Leading Edge, the launch of **LE TV** on the Leading Edge website [www.leadedgejournal.com.au](http://www.leadedgejournal.com.au).

**LE TV** is our new web page displaying bakery and foodservice industry video clips online and we look forward to adding more content to this page.

We see **LE TV** as a valuable online industry information source and also a highly relevant marketing vehicle to accompany our Latest News web page, making our web site an increasingly important adjunct to our successful high quality magazine.

If your organisation has any short video clips, DVDs or PowerPoint slideshows and you would like to know how they can appear on **LE TV**, please call me on 03 9773 4266.

*Paul Norris*

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