

# We are unique

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# Spices

- We have such a unique place in history
- We hold a unique position within the food industry
- Even if we did not work in this industry never a day would go by when spices did not touch our lives



# So much change

- When ASTA was formed the secret of sourcing spices was still somewhat a mystery.
- Today we find farmers using smart phones to check on commodity prices.
- Our products are often
  - Sustainable
  - Organic
  - Significant income generators
  - Have health benefits
  - Change our perception of 'good taste'



# The link

- We are the link between, what are often, subsistence farmers and some of the most professional food scientists in the world.
- This will always bring challenges.
- Our efforts of taking an agricultural crop, often produced in a third world country, and converting it into a safe food ingredient are often not understood or appreciated.



# Responsibility

- We need to make sure we protect our industry, our customers and the consumers to ensure this industry, and in particular this trade association, remains sustainable, strong, professional and safe for generations to come.



# Change

- The one thing that is constant – is change
- In the last 2 years legislator, food producers and consumer demands have changed significantly.
- We are at the start of process of implementation of the FSMA and ASTA has a key role to play in education



# Strategic Plan

**Influence Legislation and Regulations:**

**Quality through Education:**

**Food Safety:**

The ASTA Board of Directors will be holding a strategic planning session in January 2013. At that time we will examine the state of the industry, emerging issues that are likely impact the industry....and set ASTA's strategic focus for the next three years. I anticipate some of our focus...for example to influence regulations and the focus on food safety will not change.

Your input is always welcome and I encourage you to talk to any board member before this date so that your ideas can be incorporated.



# New location

- We are looking forward to working with Verto Solutions and we see some real benefit in the synergies we anticipate.
- I know the ASTA staff are looking forwards to working with other Food Industry professionals
- We thank Smith Bucklin for the support over the last 10 years.





# Commitment

- I look forward to serving as your President
- I look forward to working with old friends and I am sure in the next 12 months I will meet and make new friends.
- It is the uniqueness of this industry that is so fascinating and I am sure the years ahead will keep us all stimulated and vibrant.



# Questions?

