



**International
Food Ionizing Processing
Symposium**

Ben Reilly, Steritech Fresh Produce Business Manager

Australia's Story

Delivering fresher, more sustainable produce to the world.



STERITECH

Protecting what matters

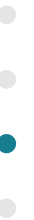
50 years of experience

4 irradiation facilities

Cobalt-60, X-Ray, Ebeam + EO

Privately owned, Australian

Low dose phytosanitary



Agriculture



Fresh Produce



Healthcare



Quarantine



Packaging



Pet Products



Australian Farming Background

Agribusiness Degree

6 years in Nth America

- Fresh produce sales and distribution

- Import / export

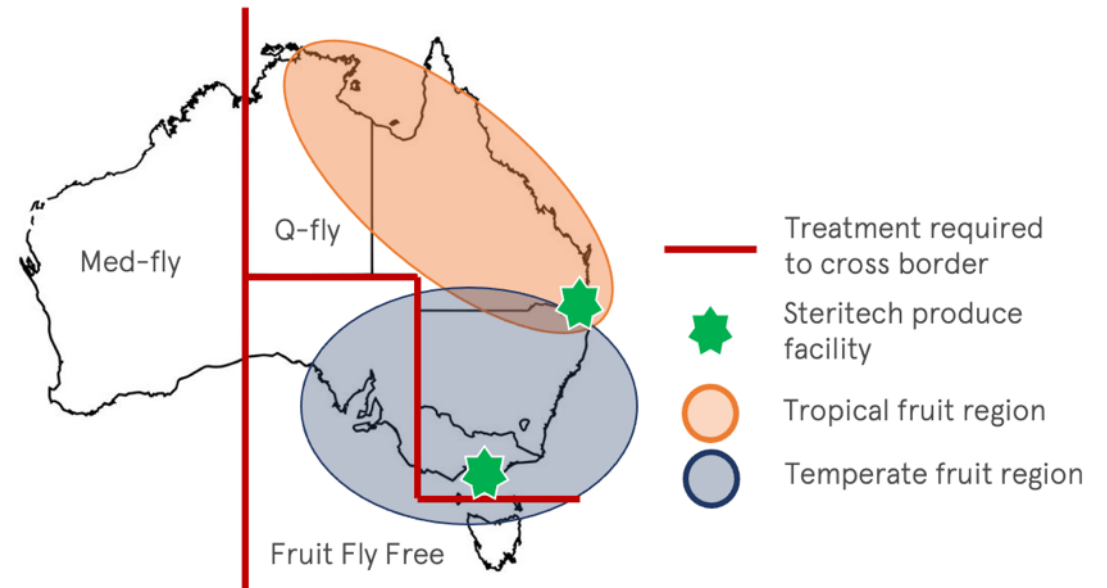
- First Australian Mangoes to USA

8 years Steritech

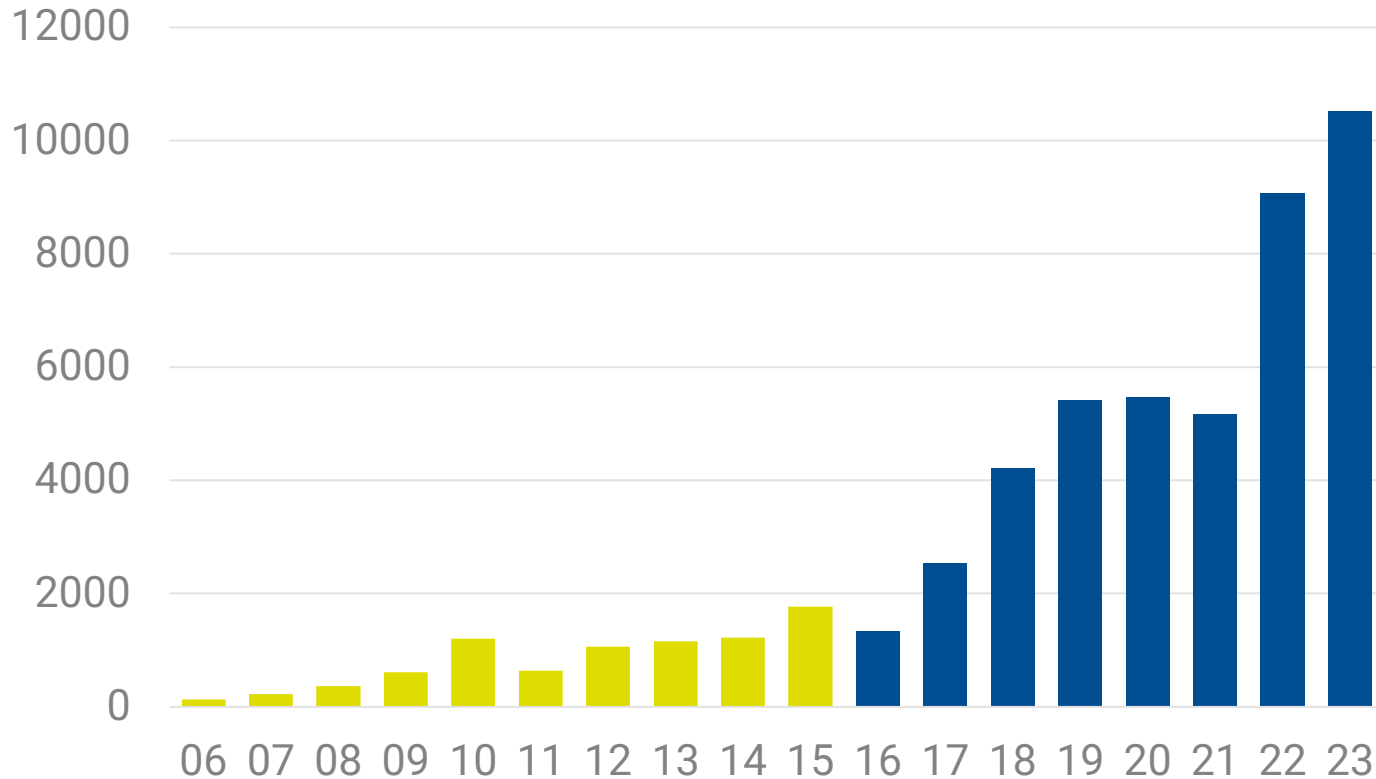
Infrastructure

- 2003 Brisbane Facility: Cobalt-60 pallet irradiator
- 2020 Melbourne Facility: X-Ray pallet irradiator
- 2023/24 Melbourne Expansion: second X-Ray machine

Capacity
Redundancy



Australian Irradiated Treatments 2005-2023
(1Mt / pallets)



2016: Relationships, Priorities & Strategy

Focused on market access

Changed messaging

Turned big goals into smaller, achievable goals

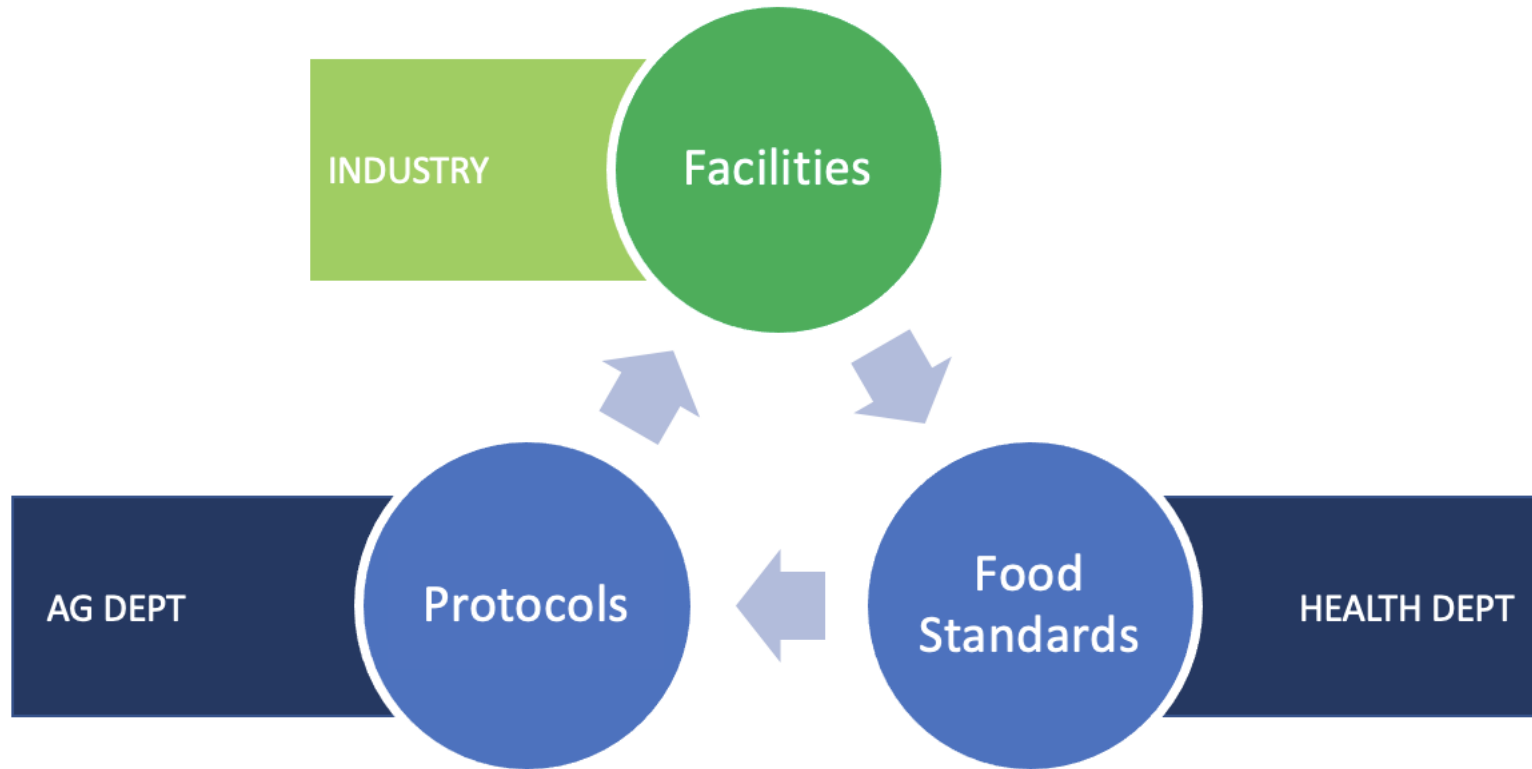
Built relationships with all stakeholders

- Growers
- Researchers
- Government

2016 5 crops and 3 markets
(80% 1 crop, 1 mkt)

2023 >60 crops and 7 markets
(80% 15 crop, 3mkt)

Development Focus



Hard Barriers

Pre-requisites for trade

Soft Barriers

Impediments that restrict but do not prevent trade

- Labelling
- Retailer opinions
- Freight



PROUDLY LEADING SUSTAINABLE BIOSECURITY

We protect Tasmania from fruit fly using a chemical-free X-ray treatment for all fruit fly host crops grown on the mainland.

For a list of seasonally sourced crops treated by X-ray, scan this QR code or speak to our fresh produce manager.



**NZ Retailers
circa 2008**



Expanding Use

- Reliability
- Quality
- Speed
- Sustainability

**Australian retailers
2020**



2022



Coming ...2024?



Food Standards

Irradiation is simple, do not complicate with excessive regulation.

Simple, consistent, future proof.

FSANZ 1.5.3 Generic Approval. (labelling, MeV, D-Max)

If developing a standard, consider existing risk assessments.

Protocols

Irradiation is generic, do not limit it with crop specific protocols.

One treatment, all crops, all insects*

Easily improve existing market access

Expedite new market access

Generic pathway concept

Australian domestic protocol ICA-55

One solution for all crops with insect requirements

Facilities

Must have broad expertise

irradiation / product / biosecurity.

Every scenario is different

crops, markets, volumes, packaging, labour, transport, pest profile

Flexibility and net result

think more than source –equipment, configuration, cold chain, systems
understand what is negotiable, what is not

Growing as an Industry

Industry development benefits all.

Unite, collaborate, share.

Three hard barriers:

Food standards

Protocols

Facilities

Compliance, training, certification.



PsIP
phytosanitary
irradiation platform



Lots of great retailers

**Observe how they
deliver value and
communicate with
the consumer.**

The logo for Sendik's Food Market features the brand name "Sendik's" in a red, cursive script font. Below it, the words "FOOD MARKET" are written in a white, sans-serif font on a red, slanted rectangular banner.The logo for Wegmans is the brand name "Wegmans" written in a black, elegant, cursive script font.The logo for Costco Wholesale features the word "COSTCO" in a large, bold, red, sans-serif font. Below it, the word "WHOLESALE" is written in a smaller, blue, sans-serif font, with three horizontal blue lines above it.



Get In Touch.

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Brisbane

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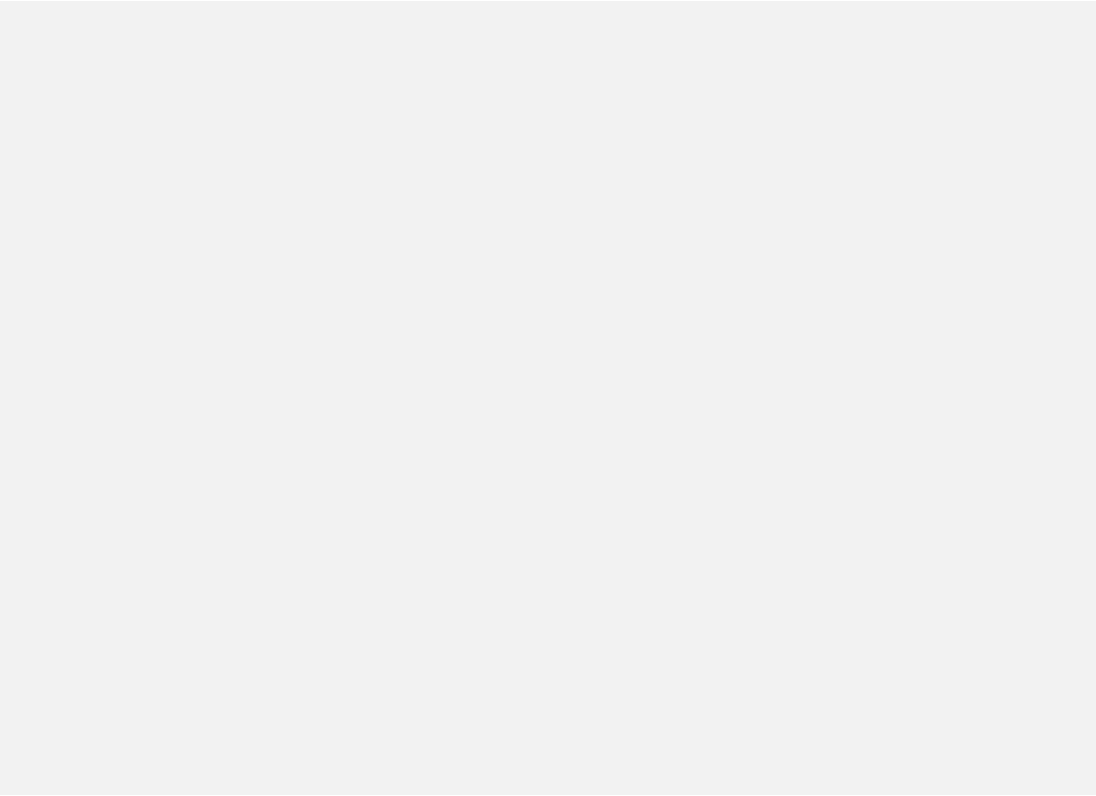


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Understanding the Product and Market



Understanding on Hard Barriers

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The Topic Three

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The Topic Two

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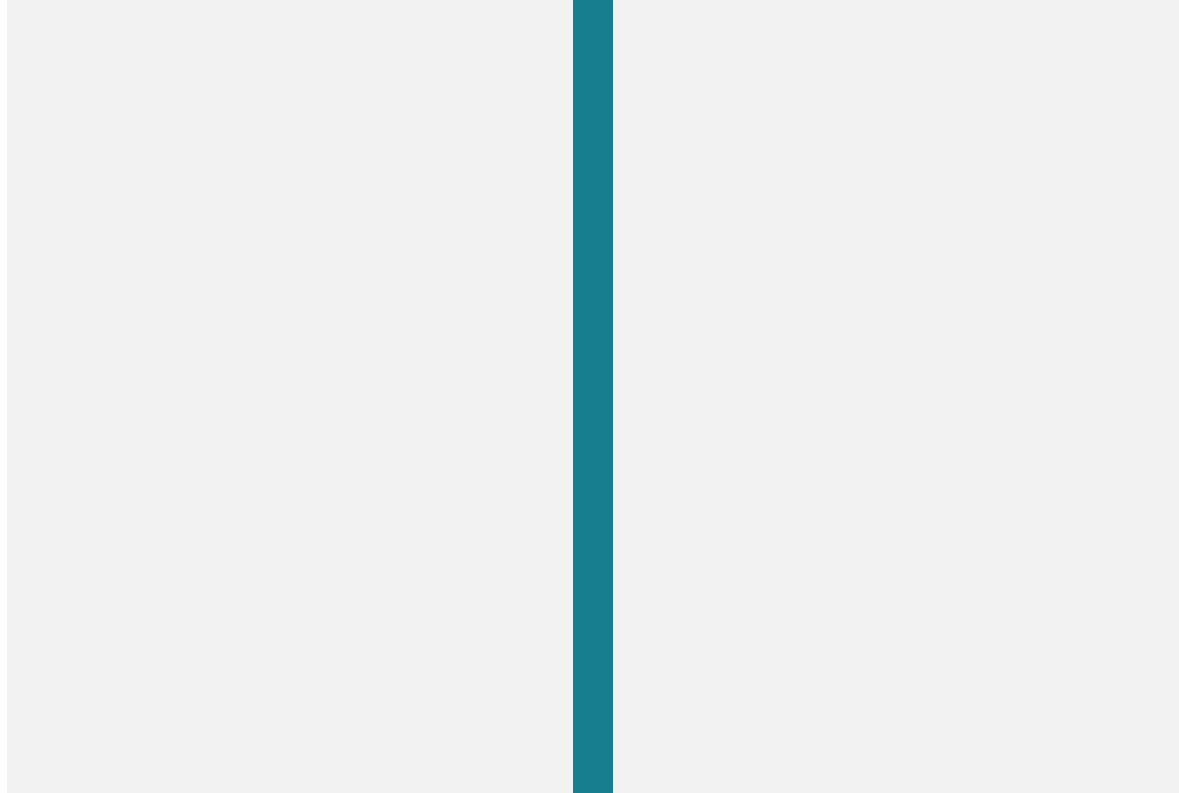
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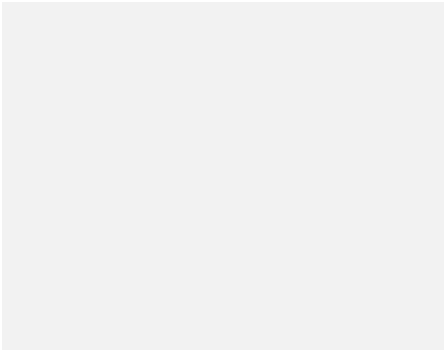


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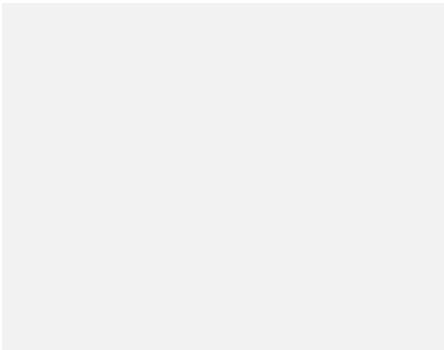
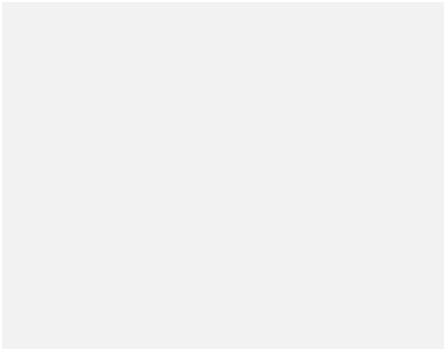
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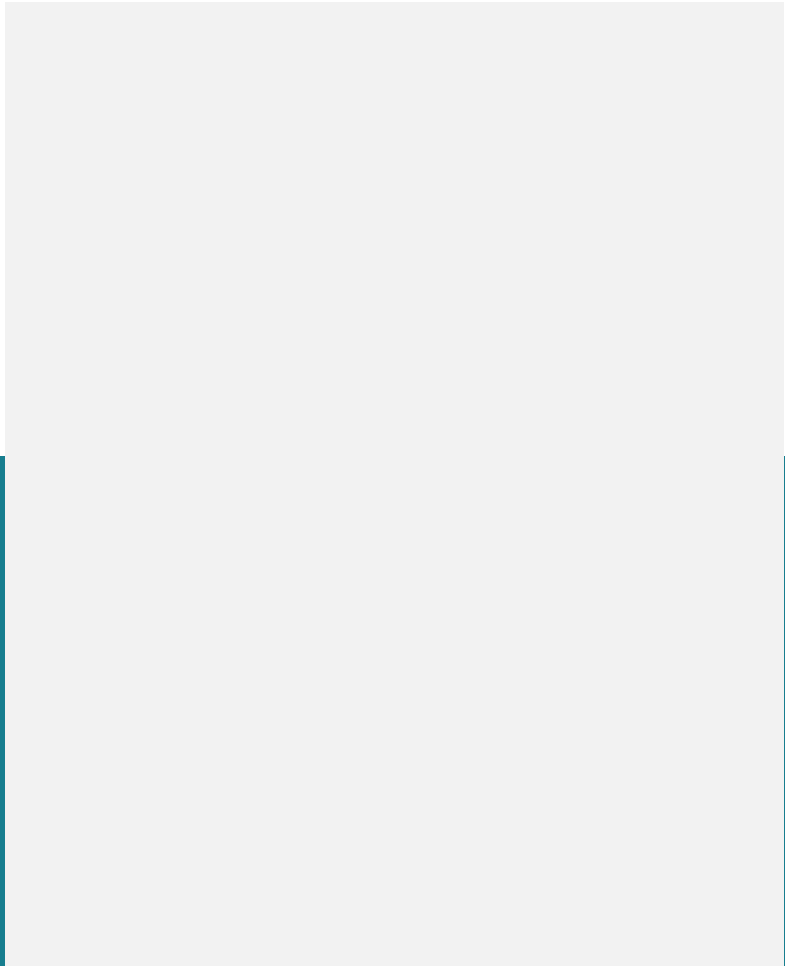


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80%



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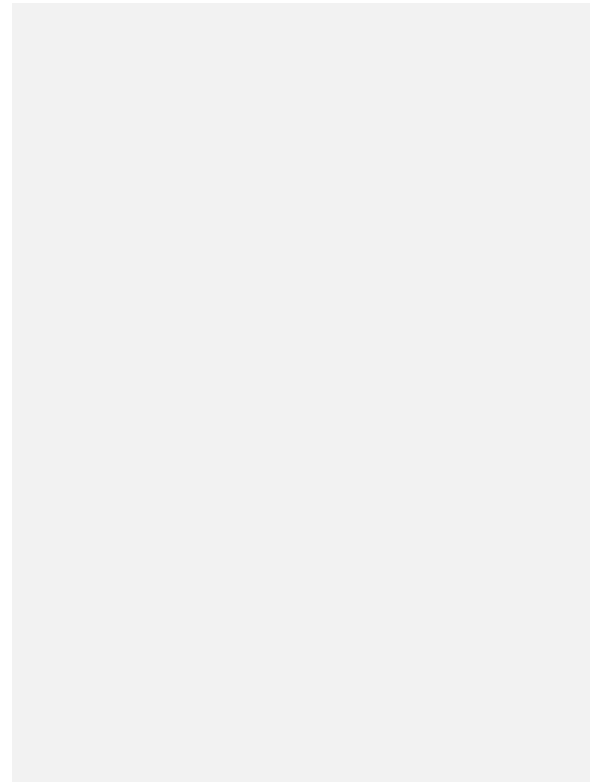
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The Best Collection

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730+

Total Client

76%

Brand Award



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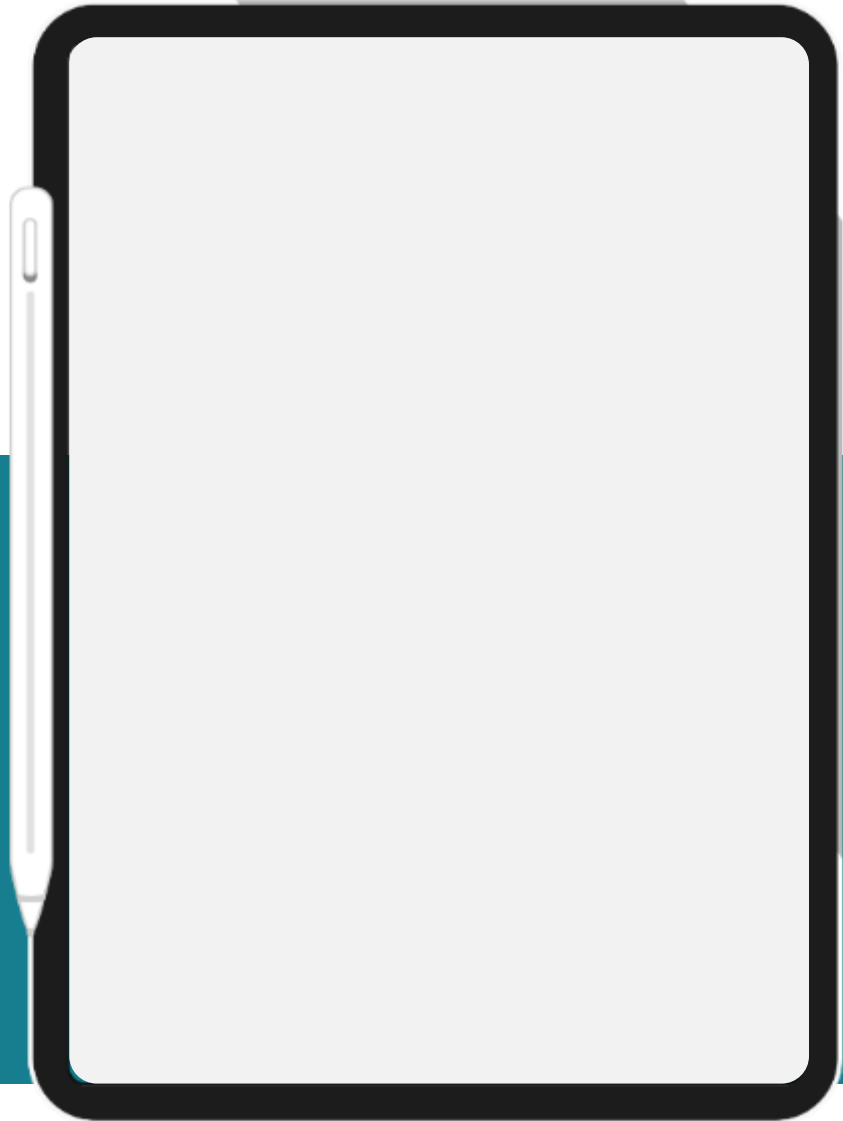
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About Infographic.

IFIS 2023 template

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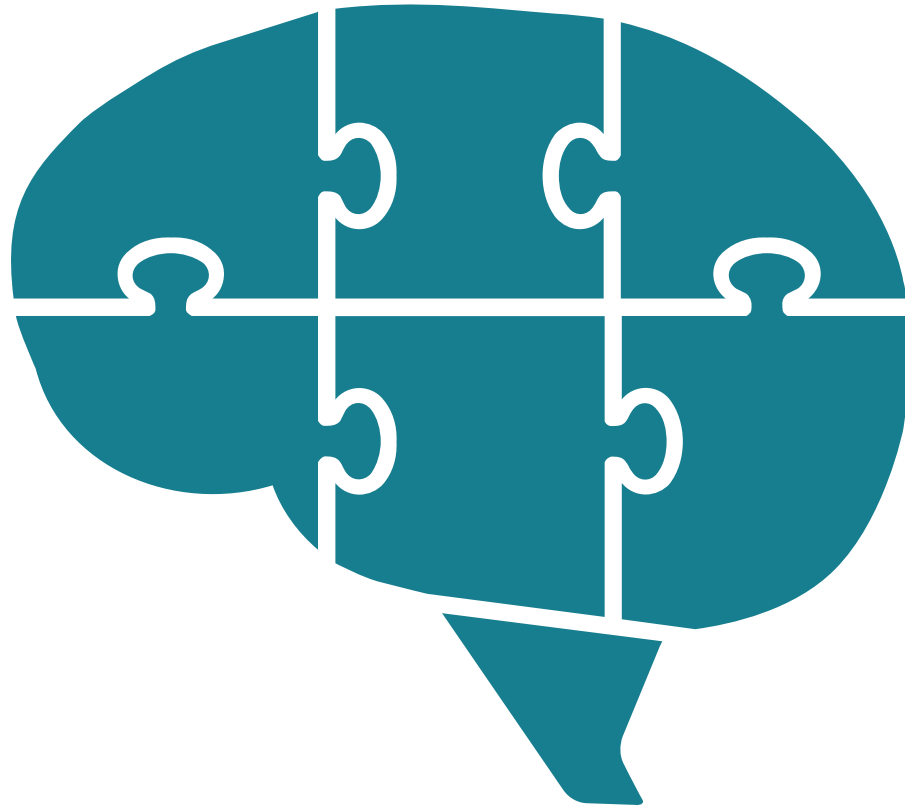
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IFIS 2023 template



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About Chart.

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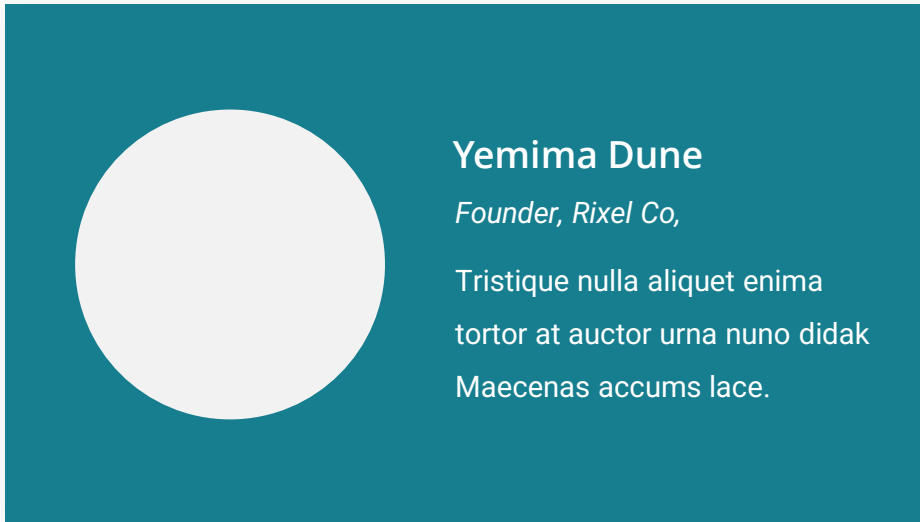
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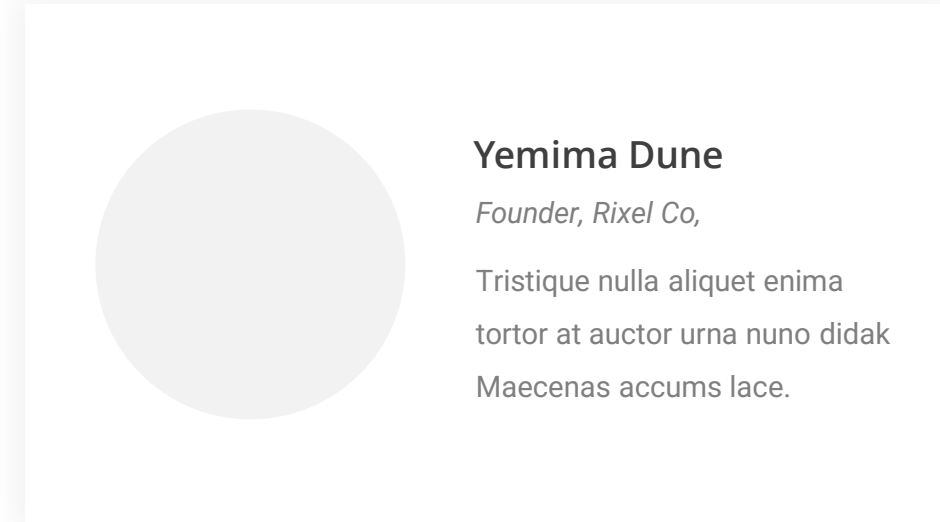
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Yemima Dune
Founder, Rixel Co,

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Get In Touch.

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Thanks.

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 Email speaker

 Linked in profile