
Confectionery Manufacturers of Australasia Ltd.— Annual Convention and Year-end Report

Trade exhibits, industry experts and social events were combined in the recent Confectionery Manufacturers of Australasia (CMA) convention.

Watching the nighttime burning of a sugar cane field was noted as one of the highlights for attendees.

One of CMA's high honors, named the Alfred Stauder Award for Excellence, went to John Sheldard of Pink Lady Chocolates.

Several speakers from within and outside the confectionery industry gave presentations. From nutrition to marketing, retailing to family business management, ingredient innovation to body language—no stone was left unturned in bringing to delegates of all backgrounds important new information to assist in their businesses.

Speakers and topics for the CMA convention were: **Hans Sidler**, *Woolworths Supermarkets*; The Retail Trade—The Big Picture; **Park Beede**, *Colenso Communications*;

Managing the Mix: Three Key Ingredients; **Maurice Jeffery**, *Jeffery Associates*; Accelerating the Treadmill into the Next Millennium; **Jason Lea**, *Darrell Lea Chocolate Shops*; Family Businesses—The Ultimate Challenge; **Paul Howard**, *Big W Discount Stores*; Retailers and Manufacturers—Competitors and Colleagues?; **Stuart Clark**, *Network Foods Ltd.*; Creating Stronger Dis-

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tributors—Opportunities to Expand the Confectionery Category; **Simon Heap**, *ERU Research Services*; The Australian Confectionery Consumer—Thoughts, Processes and Actions; **Achim Bendschneider**, *Palatinit Subungsmittel GmbH*; Sugarfree—The Value Adder to Your Confectionery Sales; **Doug Varvil**, *AE Staley Manufacturing Co.*; OK, You Took the Sugar Out, Now What?; **Barry Kitchen**, *Cadbury Schweppes Australia Ltd.*; Cadbury in China; **David Buisson**, *University of Otago*; Consumer Expectations—Challenges or Opportunities?; **Glenn Cardwell**, *Nutrition Impact*; Confectionery—A Slice of Life; and **Allan Pease**, *Pease Training International*; Winning Moves.

Stuart Spencer, federal director of CMA, provided this report of the organization's efforts this year:

The core mission of the CMA is to boost per capita consumption of confectionery products. Achieving