

NSW organic food producer wins national innovation award

15 November, 2013 – A woman who established a fast growing organic food company when she was unable to find suitable products for her young children with allergies, was named the winner of the Business Innovation Award at the 2013 Telstra Australian Business Women's Awards at Crown Melbourne last night.

Anni Brownjohn founded The Right Food Group in her regional NSW town of Murwillumbah 14 years ago as she believed that people should not have to compromise on taste and value just because they have a food intolerance or allergy.

With no formal qualifications, she undertook a range of short courses on topics such as nutrition and naturopathy, read widely and spent many hours creating and testing her organic food produce, which today consists of pasta, simmer sauces, dressings, marinades and spreads.

She also invested in enhancing her business skills, participating in as many lectures and business seminars as possible, while trying to build her organic food business.

Fourteen years later, The Right Food Group is supplying across Australia and is exporting to 20 countries," Ms Brownjohn said.

I have demonstrated that, by perseverance, women can succeed against huge odds and through friendship we can support each other."

Ms Brownjohn said the growing consumer demand for Asian-style noodle products, combined with increased health awareness, led to the development of her Organic Noodle Kitchen range which is being presented to major retailers on four continents after its successful world launch in January 2013.

She says she is now in the final stages of developing the world's first certified organic instant noodles.

Other winners at the 2013 Telstra Australian Business Women's Awards were: Telstra Australian Business Woman of the Year, Rosemary Vilgan, the CEO of one of the largest Superannuation Funds in the country, QSuper; Darwin Optometrist Helen Summers; Laura McBain, CEO of Launceston-based organic baby and infant formula producer Bellamy's Organic; and, Lieutenant Commander Kelly Haywood a Royal Australian Navy Officer and Head of Department of HMAS Toowoomba.

Kate McKenzie, Telstra Chief Operations Officer and Telstra Business Women's Awards Ambassador, said the Awards winners in 2013 were chosen from an amazing group of finalists whose passion, leadership and innovation provide inspiration and incentive for other business women forging their own careers.

"Judges said Anni Brownjohn was a focused, committed owner of a business that was fast growing because of her ability to be at the forefront of major consumer trends both locally and in export markets," Ms McKenzie said.

While they say Anni is fun, driven and a dreamer she is also an articulate business woman who is proud to be a regional Australian."

More information on the Telstra Business Women's Awards and the 2013 winners can be found at telstrabusinesswomensawards.com

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