

Supporting Document 2 - Resume

Introduction

Jeff is a passionate and professional Foodie. Growing up in his father's food business, working every holiday through school, he studied Food Technology and learned how professional businesses run in the Arnott's Manufacturing Graduate Traineeship Program. Graduating into Production line leadership he continued to learn for 4 more years.

He then returned to the family Business in Sydney, Birch & Waite Foods, where he supported and then led strong business growth with productivity and efficiency measures, intentional Sales and Marketing, a Business re-brand, implementation of an operating system and viability reviews, a factory move and upgrade, implementation of structured strategic planning, channel diversification, implementation of a professional Management Team, Branded entry into the major retailers, and valuation optimisation initiatives as the previously hands-on Directors asked him to position the business for a future exit.

After navigating the challenges of implementing such major changes in a short period, Jeff and Karen chose Family, moving their young family to Toowoomba where Karen grew up. Birch & Waite went on to achieve all that Jeff and his Father could have hoped for.

In Toowoomba, after managing production facilities for Home Ice-cream and then Story Fresh, Jeff began his own Businesses, first Darling Fresh Consulting: providing strategic and systems support to Food Businesses, then Darling Fresh Smoke Haus: innovatively manufacturing ready to eat 100% natural wood-smoked foods.

A proud Member of the Toowoomba Chamber of Commerce, Jeff has been on the Food and Agri Network Advisory group, and a Business Excellence Awards judge for many years. Darling Fresh Smoke Haus has found success in the 2022 and 2023 Business Excellence Awards: As Finalists in the Industry/Innovation/Microbusiness categories in both years, and winning Innovation in 2022 and Microbusiness in 2023.

Using his consulting business as the launching pad for the manufacturing business, Jeff has now ceased professionally consulting, but continues to offer support to any local Food Business who is interested in some help.

Jeff and Karen now focus their efforts on growing their small Business, raising two teenage daughters, and being conscientious and supportive members of their local church and community.

Interests

Family time with our two teenage daughters, active Church member involved in Youth Ministry, playing Dungeons and Dragons, and preparing and consuming delicious food and drinks with friends.

Current Drivers License, Forklift License, Senior First Aid, Blue Card.