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Editorial

**Welcome to a new journal for the food and agro-industry in
Asia**

There has been a crying need for a number of years for a journal to service the food and agro-industry sector in Asia. The on-again, off-again, ASEAN Food Journal did an excellent job of filling this need for quite a number of years and clearly demonstrated the high level of interest in food research in this region. While the AFJ has since made a new start, it was during its slumber that the decision was taken to fill the gap with a new journal.

With the advent of the Internet and with its open access publishing, the burden of starting up yet another journal is less daunting than it was in the days of print. Still, there remains the need to attract manuscripts and to satisfy the review process. Fortunately, our task has been made easier in this regard by the Agro-Industry Academic Council of Thailand who, coincidentally, were looking for an outlet to publish the work they regularly present during ProPak Asia or ProPak Thailand.

This means that the journal will initially have a distinct Thai flavour. One measure of our success will be the increased interest and contributions from the rest of Asia, as well as near neighbours such as New Zealand and Australia. Our major objective over time is to continually work on enhancing the quality of our published articles. This will be achieved by gradually fine-tuning the review process.

As an editorial team, we regard it as our responsibility to assist the citation process for our contributors. Again, the Internet is making this task much simpler with resources such as scholar.google and getcited.org. We will make maximum use of these resources to enhance citation for our authors.

We firmly believe the future of publishing research will be open access, just as we firmly believe the majority of published research will increasingly come from Asia. We invite you to join us in making our modest contribution to this future.

Terry Commins
Editor