



Marketing Food and Beverages in a Changing World

Are you looking to add value to your farm produce?

Are you ready to take the next step to develop your marketing plan?

Marketing Food and Beverage in a Changing World will outline inspirational ways that agricultural producers and processors can realise market opportunities, taking into consideration the changing consumer and retail demands.

Presented by John Stanley, owner of award-winning food and beverage business Chestnut Brae and global consultant on agri-tourism with over 40 years' experience, this event will assist premium food and beverage businesses to better capture market opportunities.

Key topics will include:

- What is changing in the world and what does the world want?
- Understanding the consumer and your supply chain
- What makes your product and/or service unique?
- Developing a marketing toolkit that works for you

Katanning
21 November 2018
10.00am – 2.00pm

Premier Mill Hotel – The Old Power Station Room
Corner of Clive Street and Austral Terrace
Includes lunch and refreshments

For further information, please contact the Department of Primary Industries and Regional Development's Food Industry Innovation team: Kaylene Parker (08) 9892 8416 or Nikki Poulish (08) 9892 8415

RSVP: by 16 November using
<https://www.eventbrite.com.au/e/marketing-food-and-beverage-products-in-a-changing-world-registration-51802310104> or email
FoodIndustryInnovation@dpird.wa.gov.au

The Food Industry Innovation (FII) project of the Department of Primary Industries and Regional Development (DPIRD) supports Western Australian businesses working in the value-added premium food and beverage sector to enable producers and processors to better capture market opportunities, enhancing business viability and growth.

