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Department of  
Primary Industries and  
Regional Development



# 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 Beverages 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.

**Key topics will include:**

- What is changing; 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

**When: Thursday 28<sup>th</sup> of February, from 12:30 to 5:00 PM**

**Where: Granville Civic Centre, Gingin, Weld Street, Gingin**

**The Food Industry Innovation (FII)** project of the **Department of Primary Industries and Regional Development (DPIRD)** and Northern Valleys Project of **West Midlands Group** have collaborated to bring you this marketing workshop in support of the value-added food and beverage and tourism industries of the region.

This workshop will allow you to share with us what you need to improve your business. Based on your feedback and knowledge, we will deliver relevant experts at subsequent workshops. Don't miss out on this opportunity to access this valuable support.

For further information, please contact Carolina Brander, Agribusiness Development Manager of West Midlands Group by [carolina.brander@wmgroup.org.au](mailto:carolina.brander@wmgroup.org.au) or to mobile 0409 889501 OR Tilwin Westrup, Business Development Manager of the Food Industry Innovation project of DPIRD [tilwin.westrup@dpird.wa.gov.au](mailto:tilwin.westrup@dpird.wa.gov.au) or (08) 9780-6165

**Cost: Free**

**RSVP: by 23 February 2019** on: [Eventbrite](https://www.eventbrite.com) or [FoodIndustryInnovation@dpird.wa.gov.au](mailto:FoodIndustryInnovation@dpird.wa.gov.au)

**Canapes and networking after the event.**

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