



Department of  
Primary Industries and  
Regional Development



# Marketing Your Food and Beverage Product 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 Your Food and Beverage Product 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: 9.00am – 1.00pm, 25 June 2019**

**Where: Cummins Theatre, 31 Bates St, Merredin**

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.

For further information, please contact DPRID Project Officer Jo Fitzpatrick on phone: 9892 8560.

**Cost: Free**

**RSVP: by 20 June 2019** on [Eventbrite](https://www.eventbrite.com) or email [FoodIndustryInnovation@dpird.wa.gov.au](mailto:FoodIndustryInnovation@dpird.wa.gov.au)

Morning tea will be provided. Please advise of dietary requirements by email.

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