

Building Winning New Products With Food & Agribusinesses Across Australia



2019 FOOD & BEVERAGE INNOVATION WORKSHOP PROGRAM

“ This day is the creative business reboot workshop that every farmer and food industry professional needs to attend, in order to understand the achievable solutions to the farm and fresh produce issues you don't know you actually have. ”

Lisa Brassington, @agperiurban

OBJECTIVES

Inspire, empower, and connect food and beverage businesses and start-ups with this series of capability-building workshops led by industry-experienced, retail savvy and enthusiastic facilitators, **Hazel MacTavish-West** and **Susie White**.

01
INSPIRE



02
EMPOWER



03
CONNECT



Workshop Options:

1 **Turn Your Start-Up Ideas into Successful Food & Beverage Products**

This ¾ day (6 hour) workshop is for start-ups/people who have a dream/idea to launch a food or beverage product commercially.

2 **Tools & Techniques to Scale-Up your Food & Beverage Products**

This full day (7.5 hour) workshop is for businesses that have already had some success with a food or beverage product, and are now looking for diversification, growth, and perhaps export.

3 **Disrupt and De-Risk your Future Product Innovation Pipeline**

This full day (7.5 hour) workshop will example best practices on optimising new product development success early without wasting time and resources (for larger food businesses).

4 **Coaching. "One-on-One Consulting with Food Product Development Experts"**

For attendees of Workshop #1 or #2, a deep dive into individual business challenges for expert review and guidance.

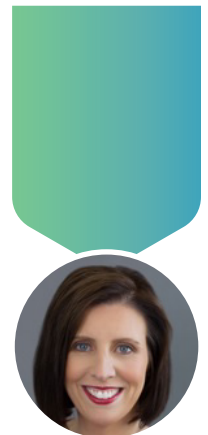
Capability Providers:



DR HAZEL MACTAVISH-WEST
MACTAVISH WEST PTY LTD

In Australia, Hazel works with primary producers, food manufacturers, retailers and consumers, to create tasty, practical and on-trend new food products. Other recently completed projects are diverse: flavours for dried cheese snacks and gin, converting oysters into sauce and potatoes into potato salad and vodka.

As an innovation consultant, Susie brings to life consumer-led & design-led best practices, specialising in idea generation, concept crafting, innovation training, workshop facilitation & innovation strategy development. Her focus is on training & empowering small & medium organisations, and industry bodies within food & agriculture.



SUSIE WHITE
EAT DRINK INNOVATE PTY LTD



A fantastic opportunity to network and to listen to thought provoking experiences and knowledge in fresh innovation. Damien Odgers, BASF Vegetable Seeds

A sensational summary of global insights and tools for product development that provides actions to take away. Gemma Boase, OneHarvest.

Very insightful workshop that encourages emerging businesses to develop, innovate and brand their products. V. Grant, Rivendell Park



Next Steps:

To discuss this program in more detail and express your interest, please contact Dr. Hazel MacTavish-West: ✉ hazel@mactavishwest.com.au ☎ 03 6224 4905 📱 0459 764 859