

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 facilitator, Hazel MacTavish-West.

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 will inform, inspire and connect local people who have a dream/idea to launch a food or beverage product commercially.

Participants will be inspired with real-time information on food trends and how to interpret them, empowered with tools to use in their own businesses to develop and road-test ideas, and informed on how to de-risk brand identity and safely develop new food products, whilst making meaningful local connections.

2

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

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

Participants will be inspired by real-life examples of product and brand diversification done well (or not), empowered with tools to use in their own businesses to obtain meaningful consumer feedback, receive tips and tricks to improve product safety and consistency, and be inspired to develop marketing and promotional activities, whilst making meaningful local connections.

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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

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Workshop Facilitator:



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.



FOOD INNOVATION WORKSHOP

Next Steps:

To organise a workshop for your group or region, get in touch.

Workshops are designed for up to 25 participants, and cost circa \$7.5K plus facilitator travel costs and venue/catering. Cost sharing with participants is recommended. For further information:

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