

How to stand out from the crowd:

Developing valued, visible vegetable products

A FREE one day workshop for the Australian Vegetable Industry, with priority given to vegetable R&D levy payers



Providing insight, tools, resources and contacts to help **you** develop value-added vegetable products that catch & keep consumer interest..

Date: Friday 4th August 2017. 0830 - 1600hrs.

Venue: Food Innovation Centre, Monash University Clayton Campus, Level 2 (217), Green Futures Building (86), 13 Rainforest Walk, Clayton Victoria, 3800.

Limited seats – Register at www.veginnovations.eventbrite.com

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**Horticulture
Innovation
Australia**



Who should attend

Managers and staff charged with technical research and development, marketing, business development, sales and marketing within vegetable production, processing and marketing companies.

Benefits of attending

Hear, see, touch, taste and learn about:

- Finding and developing concepts
- Meeting consumer needs
- Creating valued, unique products
- Getting packaging and presentation right
- Effective marketing, including social marketing
- Working with retailers
- Making great export products
- Resources and support
- Real-life success stories

Fantastic day, the best workshop I have been to in a long time! Very relevant, informative, well organised, good level/balance of speakers and networking. Thank you!!

An attendee from a previous Vegetable Innovation Workshop.

Workshop insights from

- Food industry experts
- Ideas creation specialists
- Consumer insights gurus
- The Food Innovation Centre – Virtual Supermarket and 3D prototyping
- Innovative product developers
- Supply chain partners



**Limited seats – www.veginnovations.eventbrite.com
or via VegPro www.vegpro.com.au**

For more information contact:

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