



Tell your positive beef or lamb story with Off the table

→ Find out more



Talk to Off the table about your Red meat marketing or value creation project.

About us

Off The Table is Australia's leading Agritourism & Provenance marketing platform, enabling consumers to connect with Red meat brands by discovering the source.

How we can help

We can handle the nitty gritty of marketing. Talk to us about:

- Putting together your annual marketing strategy, objectives & reporting documents
- Utilising food experiences to convey the right messages to consumers & trade
- Building new brands, products & packaging
- Developing sponsorship & PR opportunities
- Organising Chefs tables & brand experiences

Meet Trevor Fleming, Off The Table's Red meat specialist

Trevor is the former marketing manager for Greenham and heads up commercial operations for Off The Table.

"Modern consumers are clearly looking for brands that deliver an entire package of nutrition, animal welfare, the environment and positive social outcomes. There is a huge opportunity for brands to lead the discussion, control their narrative and win new customers."

Beef Central November 2020

He has extensive experience with the MLA CoMarketing Program and has launched brands, created new products and developed experiences for renowned brands such as Cape Grim Beef, Robbins Island Wagyu, Bass Strait Beef, Vintage Beef Co. & Altair Grass Fed Wagyu.

