

YOU'RE INVITED

Share our industry's story

Become a producer advocate



Producer advocacy workshop

VENUE Upstairs Committee Room, Stony Creek Racing Club
25 Stony Creek-Dollar Rd, Stony Creek, Victoria

WHEN Tuesday 24 March 2020

TIME 10am – 4pm

The Australian red meat and livestock industry has a good story to tell – and who better to tell it than its own beef, lamb and goat producers?

More than ever before, metropolitan consumers want to know where their food comes from. It's important the answers come from a 'grassroots' level, which is why producers are perfectly placed to show how Australian red meat is produced sustainably and ethically.

MLA's producer advocate program includes a series of practical workshops where you can learn more about:

- sharing the story of Australian red meat production with consumers
- debunking some of the myths surrounding our industry
- responding to industry crises and issues
- do's and don'ts of media interviews
- key domestic market insights
- MLA's community engagement initiatives.

Interested in advocating for Australian red meat?

To attend this workshop, you must be:



involved in the red meat industry



willing to learn and are interested in developing your communication skills



able to take a positive, non-confrontational approach to promoting the Australian red meat and livestock industry to the metropolitan community.

To register, contact

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Good Meat
DOESN'T JUST HAPPEN

More information

Australian Good Meat: goodmeat.com.au

