

You're invited to

South Australia



2019 MSA Excellence in Eating Quality series

'Consumer trends driving on-farm change' forum,
followed by the MSA EEQ awards presentations



Naracoorte Town Hall, Tuesday 1 October 2019

VENUE

Naracoorte Town Hall, 95 Smith Street,
Naracoorte SA

TIME

1:30pm – 8:00pm

PROGRAM

Welcome and introduction

The connected consumer: a snapshot of global
consumer megatrends

Michael Crowley, MLA Producer Consultation and
Adoption General Manager

Meeting expectations: translating consumer trends to
value at the farm gate

Sarah Strachan, MSA Program Manager

Feeding the value chain

A Q&A discussion with local MSA processors,
brand owners and end users

Building a brand on quality foundations

Hear from an MSA brand owner on the importance
of meeting your customer's requirements

Australia's beef herd: eating quality trends and drivers

Laura Garland, MSA Producer Engagement Officer

Producing beef to meet your market

Tom Bull, LAMBPRO

Register at www.msaeeqseriesouthaustralia.eventbrite.com.au or phone 07 3620 5200

Followed by the MSA Excellence in Eating Quality Awards, recognising top performing MSA producers for the 2017-18 and 2018-19 financial years.

Event is free. Doors open at 1pm. Afternoon tea and a light dinner and drinks reception will be provided.

Registration is essential for catering and venue purposes. Numbers are limited.

Program is subject to change.