

# You're invited to



Tasmania

## 2019 MSA Excellence in Eating Quality series



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



**Bushrangers Hotel, Wynyard, Thursday 19 September 2019**

### VENUE

Bushrangers Hotel, 1 Inglis Street, Wynyard TAS

### TIME

1:30pm – 8:00pm

### PROGRAM

Welcome and introduction	Sarah Strachan, MSA Program Manager
The connected consumer: a snapshot of global consumer megatrends	Jason Strong, MLA Managing Director
Meeting expectations: translating consumer trends to value at the farm gate	Michael Crowley, MLA Producer Consultation and Adoption General 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.msaeqseriestasmania.eventbrite.com.au](http://www.msaeqseriestasmania.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.