

You're invited to



Victoria

2019 MSA Excellence in Eating Quality series

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



Glen Erin, Lancefield, Tuesday 17 September 2019

VENUE

Vineyard Room, Glen Erin, 200 Rochford Road,
Lancefield VIC

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 panel	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.msaeeqseriesvictoria.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.