



Jane Adams

Jane Adams is the principal of a marketing consultancy specialising in food, wine and hospitality. She is also a prominent food writer and restaurant critic and between meals has pursued a passionate interest in farmers' markets that has taken her to paddocks, gardens and tables across Australia and New Zealand where she has been instrumental in introducing farmers' markets to rural and regional communities. Jane is the Chair of the Australian Farmers' Markets Association, Australian contributor to *Cuisine*, chief judge of the annual NSW Restaurant & Catering Awards, and a member of the Slow Food International Jury. In an earlier life she was an ABC current affairs radio reporter.



Peter Howard

Peter Howard is one of Australia's best known food and wine commentators, appearing regularly on television, broadcasting on radio, writing for magazines and newspapers and advising industry and government organisations on hospitality and tourism issues. He is one of the most highly sort after personalities on the speaker's circuit.

NEW BEEF STAKES:

ALTERNATIVE APPROACHES TO MARKETING BEEF

Jane Adams in conversation with Peter Howard

Thinking laterally about marketing beef...developing meaningful brands and marketing meat locally, regionally and personally. Jane Adams examines alternative marketing approaches while celebrity chef Peter Howard demonstrates two easy, versatile, nutritious beef dishes which will be served at lunch following this session.

MEAT TO EAT

TRADITIONAL MARKETING FOCUS

- Breed
- Carcass + Cuts + Classifications
- Meat quality
- Cooking style
- Fat Content

REVISED MARKETING FOCUS

- The Dinner Plate
- Meat as a finished dish
- Flavour, taste, texture
- Beef denominated by breed
- _Producer's personality / identity
- Local, regional food sources
- Selling by sustainable green image

CURRENT BEEF BRAND MARKETING TRENDS

Generic Grading Schemes

- MSA
Breed Brands – Wholesale
- Square Meaters – “No Ifs – Just Butts”
Quality Scheme Brands – Retail
- 1824 (AACo)
- Nature’s Choice Tender Beef – Craig Cook
- Blue Stripe
- Gippsland Natural

CURRENT BEEF BRAND MARKETING TRENDS

Breed Brands

- Hereford Prime
Brand by Region
- Mandalong & Illabo Lamb
- Gippsland Natural
Brand by Property or Producer
- Polkinghorne

NEW BEEF STAKES - REACHING CONSUMERS - ALTERNATIVE APPROACHES

Farmers’ Markets

- Meet Producer
- Educate
- Taste
Local vs Global Approach
Personality vs Product

Retail Meat Sales

- Supply Chain Integration – Polkinghorne Approach
- Designate by breed /age /region/ brand
Restaurant Menus
- Designate by breed/age/region/ brand

Collaborative Retail Promotion

- Compatible Foods
- Vegetables
- Mushrooms
- Wine
- Cooking Methods
- Fuel – Gas
- Cooking Equipment – Stoves, BBQs

Celebrity Chefs - MAKING IT SIZZLE! with Peter Howard

What A Cook Wants

What Consumers Want

Multi-faceted

Multi-cultural

Nutrition vs Nurture