



PRE FARM2PLATE EXCHANGE PROGRAM

Monday 17 May 2021

<p>Optional Pre-Exchange Masterclass</p> <p>1pm – 4pm</p>	<p>FOOD INNOVATION AUSTRALIA MASTERCLASS</p> <p>Are you an existing or new food manufacturer seeking to establish or expand existing markets or innovate your product? If you are considering value adding to food and drink product this FIAL Masterclass session is a must do for you.</p> <p>Food Innovation Australia Masterclass will provide big picture insights and practical knowledge to help food and drink manufacturers and value adders learn about new and emerging markets, how to conduct market research, how and when to use specialist technicians like food technologists, food scientists, testing labs and contract manufacturers.</p> <p>Food Innovation Australia Limited (FIAL) will deliver these detailed insights in a 3 hour masterclass.</p> <p>Venue: Towri Sheep Cheeses, 206 Saville Road, Allenview.Towri (approximately 20 minutes from Beaudesert).</p> <p>Refreshments: Towri cheese tasting platter, tea & coffee.</p>
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Regionality Pty Ltd reserves the right to amend the program.

Farm2Plate Exchange Day 1 - TUESDAY 18 MAY 2021

7:00 – 7:45 AM	Breakfast and Registration
8:00 – 8:10 AM	Welcome to Country
8:10 – 8:20 AM	Welcome by host region Scenic Rim Regional Council
8:20 – 8:30 AM	Setting the scene for an unconventional convention: An exchange of ideas and innovation Day One Theme: FARM TO PLATE RENEWAL - As many communities experience the devastating impacts of a changing climate, how do we change? How do we renew our practices to shift from being the problem to the solution? Delivered by convener and curator, Rose Wright, Managing Director Regionality
8:30 – 10:30 AM	Renewing the family farm Keynote Speakers: Charles Massy and Bruce Pascoe Joint session followed by Q & A <i>Exploring the theme of renewal, how do we go from being seen as climate change contributors to being part of the solution?</i> - Our agricultural landscape remains under stress, why fixing our soils with new land management practices is so important. How can agriculture positively respond to the crisis at hand?.
10:30 – 10:50 AM	Experience the Scenic Rim Provenance Story over a morning tea showcasing regional produce from the Scenic Rim Regional Council Eat Local and Locavore campaigns.
10:50 – 12:30 PM	Farmers doing it differently Panel followed by Q & A - Stuart Austin , Wilmot Cattle Co – New England, NSW - Chris Eggert , Oxhill Organics – Mid North Coast, NSW - Ben Cole , Wide Open Agriculture and Dirty Clean Food – Perth, WA
12:30 – 1:15 PM	Scenic Rim Locavore LUNCH
1:15 – 2:40 PM	Changing the system through collaboration Panel followed by Q & A - Laura Dalrymple , Feather and Bone Providore & Butchery – Sydney, NSW - Lauren Mathers , Bundarra Berkshire & Murray Plains Meat Cooperative - Barham, Western NSW - Kay Tommerup , Tommerup's Dairy Farm and Destination Scenic Rim - Kerry, QLD
2:50 PM	Depart for off-site location and dinner
3:20 PM	Arrive TOMMERUP'S DAIRY FARM and Jersey Girls Creamery , an authentic 6 th generation working dairy farm, value adding and agritourism business for a talk and tour experience with the Tommerup family.
4:20 – 5:10 PM	The Future of Farming: Exploring intergenerational equity, attracting and keeping young people in farming Keynote Speaker: Kate McBride – Far Western NSW Creating new opportunities for the next generation - Diversification on Tommerup's Farm Followed by Q & A
5:10 – 5:30 PM	Summary of day one and introducing our Farm2Plate Local Produce Feast creative culinary crew and Scenic Rim producers
5:30 – 7:30 PM	Experience our Farm2Plate Local Produce Feast at Tommerup's Dairy Farm

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Farm2Plate Exchange Day 2 - WEDNESDAY 19 MAY 2021

7:00 - 7:45 AM	Breakfast
8:00 – 8:10 AM	Day Two Theme: CONSUMER RENEWAL and making connections with the conscious consumer. Delivered by convenor and curator, Rose Wright, Managing Director Regionality
8:10 – 9:00 AM	Getting a Global Perspective - How is COVID19 changing consumer preferences? Keynote Speaker: Professor David Hughes, International speaker on global food and drink industry – Wales, U.K. Live stream session followed by Q & A
9:00 – 10:30 AM	The Big Picture – National and Global Perspective on Agriculture, Food and Tourism. Panel followed by Q & A <ul style="list-style-type: none"> - Dr. Georgina Davis, CEO Queensland Farmers Federation - Brisbane, Qld - Dr. Mirjana Prica, Managing Director, Food Innovation Australia Limited (FIAL) - Sydney NSW - Dana Ronan, General Manager – Partnerships & Distribution Development, Tourism Australia - Sydney NSW - Danielle Dixon, Head of School and Executive Chef, The Institute of Culinary Excellence - Brisbane, QLD
10:30 – 10:50 AM	Morning tea showcasing regional produce from the Scenic Rim
10:50 – 11:20 AM	Can agritourism help make the connection from farm to plate? How can we make local, seasonal and provenance a way of life for all Australian consumers? Presentation and workshop session facilitated by Rose Wright
11:20 -12:30 PM	The Art of Artisan: Telling the authentic and compelling story of food and farming. Panel followed by Q & A <ul style="list-style-type: none"> - Barbara Sweeney, Food Writer and Feature Editor, Country Style Magazine and SMH Good Food Guide - Christine Manfield, Chef, Author and National Judge Delicious Produce Awards – The Tweed, NSW - Brenda Fawdon, Chef and Author – Scenic Rim, Qld
12:30 – 1:45 PM	Scenic Rim Locavore LUNCH
1:20 – 2:45 PM	From Price Taker to Price Maker – Connecting with the conscious consumer <ul style="list-style-type: none"> - Joel Salatin, Polyface Farm - USA - Shannon Kelly, Full Circle Farm - Central Coast NSW - Alex Sims, Hand to Ground - Kyneton, Central Victoria <p>Learn how Joel communicates with the consumer and why a growing number of Australian farmers are following his lead. Joel shares insights into his farming and business models via livestream. He's joined live on stage by Alex and Shannon, two farmers applying the Polyface Farm model in an Australian context. Live stream and live on stage session followed by Q & A</p>
2:50 PM	Depart for off-site location and dinner
3:40 PM	Arrive Kooroomba Lavender Farm and Vineyard
3:50 – 4:50 PM	Beyond Chef Keynote speaker followed by Q & A Matthew Evans , Gourmet Farmer, Chef turned Regenerative Farmer Clever chefs are reinventing themselves by focusing on more than food. Many are moving beyond making farm to plate connections, they not only know their farmers they are becoming the bakers, brewers, butchers and farmers themselves. We talk about this change in focus and how we extend this farm to plate culture.
4:50 – 5:30 PM	Sunset refreshments and canapes
5:30 – 5:45 PM	Closing the Gate: Summary of the day and the conference key learnings and take outs
6:00 - 8:30 PM	Scenic Rim Harvest Dinner. Celebrating fresh, seasonal, regional produce



POST FARM2PLATE EXCHANGE PROGRAM

Thursday 20 May 2021

<p>Optional Post-Exchange Masterclass</p> <p>9am – 1pm</p>	<p>BRANDING & MARKETING FOR FOOD FARMERS AND MAKERS With Rose Wright and Barbara Sweeney</p> <p>In this 4-hour masterclass, Rose and Barbara will take you from a branding and marketing novice to a know it all.</p> <p>We'll review the importance of your business brand and identity how to apply it in all your communications.</p> <p>We'll show you how to switch the 'On' button on your marketing foghorn and use the compounding power of social media to get your message out.</p> <p>We'll provide writing tips on how to make your food content sizzle.</p> <p>You're invited to bring along any burning branding, marketing and communication questions. We'll put them into a hat and discuss them in two dedicated Q&A sessions.</p> <p>And, there's more... Barbara is offering a personal follow up phone call to any participants who may have an unanswered question or would like some feedback on their work. She also does a good line in encouragement.</p> <p>Venue: Tommerup's Dairy Farm, 2142 Kerry Rd, Kerry (approximately 20 minutes from Beaudesert).</p> <p>Refreshments: Morning tea and lunch provided.</p>
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