

FLEURIEU FOOD

FOOD & HEALTHY AGEING WORKSHOP



Learn about the opportunities created by this burgeoning market. Extensive work has been done to ascertain what the older market is looking for in their diet and from their dining experiences. Baby boomers are more affluent than their predecessors, better informed about health issues and more demanding about their food experiences. How can you grow your business by catering to this sector?

WHEN? Wednesday 19th September - 9.45 to 1pm

WHERE? Theatre at the McLaren Vale & Fleurieu Visitor Information Centre, Main Rd, McLaren Vale

TOPIC: What are the businesses opportunities from the growing ageing market

PRESENTERS:

Johanna Milbank from RDA Adelaide Hills, Kangaroo Island & the Fleurieu Peninsula: Johanna has recently completed a project on the needs and preferences of our ageing population on there food they consume. Johanna will present the results of this project

Matthew Haren & Team from the Test Kitchen:
Matthew and his team at the Test Kitchen have been developing products and experiences for this cohort. They will present on the work they have been doing and the opportunities they see for business development.

RSVP: Pip Forrester at pipforrester@westnet.com.au or on 0414 530 386