

## **Building an Appetite – How Can you Help Food Sector Businesses Grow? by Kim Houghton and Amanda Kenyon**

Most regions in Australia, especially those outside the main metropolitan areas, are keen to add value to their primary products. It is an economic development approach that is, indeed, flavour of the month. Food sector value-adding is being hyped by local, state and federal governments and the media as a cure for everything from salinity to dairy and sugar deregulation. But what lies beyond the hype? Can the sector grow, and if so what can be done to foster that growth?

In this presentation, Strategic Economic Solutions Director Kim Houghton will give updates on:

- Region and industry-wide approaches to food sector growth currently being trialed in regional Australia
- Specialised food incubators – assessments of demand from a variety of regions, 'kitchen incubator' feasibility studies and the emerging implementation issues
- Specific business development issues in working with food sector businesses as tenants or clients.

Amanda Kenyon will provide updates on hands on, effective and practical ways in which you can grow your food sector including:

- Promotion and marketing
- Information dissemination and awareness raising
- Farmers markets
- Value adding opportunities - kitchen incubator
- Networks and clusters