

MARKETING YOUR FRUIT GROWING BUSINESS

Cherry Growers Australia Inc in cooperation with Fruit Growers Tasmania and the New South Wales Cherry Growers Association are pleased to present a workshop on marketing for fruit growers.

Monday, 30th August 2010
Young Services & Citizens Club
10.00 am to 4.00 pm

SED consulting Trevor Foreshaw will conduct the workshop on Marketing your Fruit Growing Business. Topics covered include how to find customers and define your market, how to get customers to your gate, customer service, value adding and product mixes, competitive advantage and how much to invest, marketing collateral, web pages, margins and markups, databases, distribution channels, legislative and compliance considerations, and utilizing break-even analysis for decisions.

Lunch will be provided by the New South Wales Cherry Growers Association.