



Fruit Growers
Tasmania

Unlocking value and sales.

Project planning for Fruit Growers Tasmania // workshop series // 4 March 2021

Story & BrandTM

Project timeline

Fruit Growers Tasmania / Unlocking Value Workshop Series + Playbook																				
Week Commencing	21 Feb	28 Feb	7 March	14 March	21 March	28 March	4 April	11 April	18 April	25 April	2 May	6 May	9 May	16 May	23 May	30 May	6 June	13 June	20 June	27 June
1-pager content completed																				
Content review																				
Create awareness campaign content																				
Awareness & recruitment campaign - EDM, Social? LinkedIn? (vet respondents)																				
Full presentation decks submitted																				
Presentation decks reviewed																				
Recording and editing																				
Workshop #1 Introduction (Mon)																				
Workshop #1 – Feedback Session (Fri)																				
Workshop #2 Finding your Market																				
Workshop #3 Supply Chain																				
Workshop #4 Know Your Customer																				
Workshop #5 Your Brand Story (1)																				
Workshop #6 Your Brand Story (2)																				
Workshop #7 Your Pitch																				
Workshop #8 Your Marketing																				

Workshop content / May/June Delivery

Module 1 2 May / Monday 12:00-1:30pm	Module 2 9 May / Monday 12:00-1:30pm	Module 3 16 May / Monday 12:00-1:30pm	Module 4 23 May / Monday 12:00-1:30pm	Module 5 30 May / Monday 12:00-1:30pm	Module 6 6 June / Monday 12:00-1:30pm	Module 7 13 June / Monday 12:00-1:30pm	Module 8 20 Jun / Monday 12:00-1:30pm
Introduction ----- About this course content & playbook/tools. Speakers – Who’s who. Schedule - Get it in diaries Round room to check participants and vett ----- Homework: View the Module 2 Export Marketing pre-watch video. Speakers: Andy Cooley Rena Chatterjee	Finding new markets from domestic to export. ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Complete the Find Your Export market tool/exercise. + Pre-Watch: Module 3 Supply Chain video Speakers: Wayne Prowse Fresh Intelligence. Martin Kneebone- Freshlogic. MC: Andy Cooley	Supply Chain CF ‘Getting product there’, LW ‘in the right condition’. ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Complete the Supply chain tool/exercise. + Pre-Watch: Module 4 Know your customer video Speakers: Rob Miller TBCs. Christian Patterson Escavox MC: Andy Cooley	Know your customer. ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Know your customer tool/exercise. + Pre-Watch: Module 5 Your Brand Story Speakers: Louise Beard – Forward Insight MC: Andy Cooley	Unlocking your value. / Your Brand Story.(1) ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Complete your brand story. + No prewatch Speakers: Andy Cooley Rena Chatterjee Iain White	Unlocking your value. / Your Brand Story.(2) ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Complete the Your Brand Story tool/exercise. + Pre-Watch: Module 7 The Pitch Speakers: Andy Cooley Rena Chatterjee Iain White	Your Pitch ----- Pre watch video. ----- Expert session. Live pitch practice to audience. Live Case Study with expert and their tool(s) for participants ----- Homework: Your Pitch Complete Your Pitch Tool + Pre-Watch: Module 8 Marketing Speakers: Andy Cooley Rena Chatterjee Iain White	Marketing. ----- Picking your channels Picking your touchpoints ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Your Marketing Speakers: BJ PLUMMER Andy Cooley Rena Chatterjee Iain White
	Tool sheet Find your export market(s) Do the numbers stack up? What \$ number do you need to be viable?	Tool sheet Supply chain costing & logistics	Tool sheet Know your customer	Tool sheet Brand story	Tool sheet Brand Story	Tool sheet Your Pitch	Tool sheet marketing
	Feedback Friday 13 May / 8:00-9:00am Speakers + S&B	Feedback Friday 20 May / 8:00-9:00am Speakers + S&B	Feedback Friday 3 June / 8:00-9:00am Speakers + S&B	Feedback Friday 10 June / 8:00-9:00am S&B	Feedback Friday 17 JUne / 8:00-9:00am S&B	Feedback Friday 24 June / 8:00-9:00am S&B	Feedback Friday 24 June / 8:00-9:00am Speakers + S&B



Module 1 / Introduction

- Welcome to the workshop series - FGT / KD and MT
- Meet the S&B team
- Member introductions
- What to expect in the next 8 weeks
- Zoom etiquette - How we play
- Objectives of the workshop series
 - Helping you to unlock sales and value from produce
 - Move the conversation from a commodity at cheapest price to worth paying more for
 - Bring knowledge and experience of 'best-practice' from industry experts together with real-world examples
 - Equip you with a PLAYBOOK of practical tools that you can apply to your business

Module 2 / Finding new markets - domestic and export

Speaker: Martin Kneebone / FreshLogic

Topics:

- Objective

To guide Tasmanian fruit growers on how to make decisions to their advantage on the distribution and marketing of their fresh produce

- Product
- Channels to market
 - Retailers
 - Food service
- Product attributes
- Branding

+ FEEDBACK FRIDAY

Tool sheet content
TBC

Module 2 / Finding new markets - domestic and export

Speaker: Wayne Prowse / Fresh Intelligence

Topics:

- Are you export ready?
- Which markets
 - Identify markets of interest / Market analysis tool
 - Sources of data for volume, value and reliance on imports
- Cost to export
 - Tools to understand supply chain costs
 - Generating and servicing customers
- Committing to supply
 - Getting product regularly each year and meeting all the requirements

Tool sheet content
TBC

FEEDBACK FRIDAY

Module 3 / Supply chain - Getting your product there and in perfect condition

Speaker: Christian Patterson / Escavox

Topics:

- Fresh produce supply chains are often complex and long and require a level of understanding by producers
 - Escavox offers end-to-end technology that offers complete visibility through the supply chain
 - Producers have information to make immediate decisions about their supply chain and monitor long term trends to guide investment decisions
- Common problems arising in supply chain
- Identifying an issue - how can data collection and analysis help
 - Following and recording food through its supply chain journey
 - Identifying weaknesses in the supply chain and provide data to take effective action
- Using data for effective decision making by giving all parties in the supply chain 'one source of truth'
 - Objective data inform dispute resolution and focus on solutions
- 2 x case studies

+ FEEDBACK FRIDAY

Tool sheet content
TBC

Module 3 / Supply chain - Getting your product there

Speaker: Rob Miller TBC

Topics:

- TBC

Tool sheet content
TBC

+ FEEDBACK FRIDAY

Module 4 / Know your customer

Speaker: Louise Beard / Forward Insight

Topics:

- Why it's important to have a customer focus
- Knowing your customer - Supply chain focus
- Knowing your customer - Market focus
- Knowing your customer - End-user focus

+ FEEDBACK FRIDAY

Tool sheet content
TBC

Module 5 / Your Brand Story (1)

Speaker: Andy Cooley & Rena Chatterjee /Story Brand

Topics:

- What is a brand story and what makes it great
- Johnnie Walker case study
- Brand Story Template
- Exploring your 'Reasons to Believe'
- Crafting your USP
- Understanding needs and unmet needs that you could meet
- Getting to a brand idea

+ FEEDBACK FRIDAY

Tool sheet content
TBC

Module 6 / Your Brand Story (2)

Speakers: Andy Cooley & Rena Chatterjee /Story Brand

Topics:

- Recap of brand story template
- Live and interactive session picking out businesses and working with them live to complete their Brand Story as exemplars to show how it's done. This will help guide better comprehension and completion of this module along with helping unlock value.

+ FEEDBACK FRIDAY

Tool sheet content
TBC

Module 7 / Your Pitch

Speakers: Andy Cooley & Rena Chatterjee / Story Brand

Topics:

- Intro to why a short and memorable pitch is gold.
 - The Hook
 - Customer problem
 - Value Proposition
 - Team
 - Product
 - Market
 - Your needs to take the next step
 - End strong!

Tool sheet content
TBC

FEEDBACK FRIDAY

Module 8 / Your Marketing

Speakers: BJ Plummer, Andy Cooley & Rena Chatterjee /Story Brand

Topics:

- What your customer and consumer is looking for / Culture and lifestyle factors
- What and how messages resonate in markets (Asia example)
- Leveraging your Brand Story into your marketing to create differentiation
- Choosing your channels
- Finding touchpoint for landing the right message to the right person at the right time
- Building your consumer audience to attract more people & build loyalty and repeat purchase and break away from reliance of the importer/wholesaler holding all the relationship cards
- You don't need big marketing budgets to make a splash

+ FEEDBACK FRIDAY

Tool sheet content
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Thank you.

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