



Agribusiness Association of Australia

'Capitalising on Market Signals - A Grains Industry Success Story'

A business breakfast brought to you by the Agribusiness Association of Australia and Primary Industries & Resources SA

Guest Speaker: Matthew Palmer, Senior Market Analyst

As Senior Market Analyst within PIRSA's Market Intelligence Unit, Matthew Palmer undertakes strategic market analysis on markets, trade, trends and opportunities resulting in the publication of comprehensive overviews on food industry sectors.

Grains is the latest sector to be highlighted, with the South Australian Grains Market Overview highlighting the key markets for SA grain products, consumer and customer trends driving purchasing decisions as well as potential opportunities for future market development.

Guest Speaker: Duncan McGillivray, CEO, KI Pure Grain

Duncan MacGillivray is known to many as the creator of the internationally successful and award-winning Two Dogs brand, but more recently has been working with Kangaroo Island grain growers – on selling their premium produce to the world.

With excellent contacts within the grain industry, and an eye for finding new market opportunities, Duncan is now working hard on building up high-end clients in Asia, and ensuring the KI Pure Grain brand continues to grow.

Kangaroo Island Pure Grain was set up last year to sell clean GM free canola from the island to new premium markets throughout Asia and the Middle East. It now looks after the storage, handling and marketing of grain for about 98 per cent of the island's growers.

Location Sebel Playford Ballroom
Ballroom 1 & 2
120 North Terrace, Adelaide 5000

Date: Thursday 1st April, 2010

Time: 7.00am registration for a 7.30am start.
Formalities will conclude approx 9am.

Cost: **\$65 per person**
AAA Members \$55 pp & Students \$40 pp
Hot breakfast included

RSVP: Thursday 25th March, 2010

Bookings to:
Deb Baum AAA Executive Officer
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Booking details

Please reserve _____ seats/tables (8 per table)
(please attach a list of your guest's names for registration).

Member status (circle): Member / Non Member

Name: _____

Title: _____

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Address: _____

Mobile No: _____

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