



Agribusiness Association of Australia

A retailers perspective on fresh food and agriculture

A business breakfast brought to you by the Agribusiness Association of Australia and PIRSA

Guest Speaker: Mr Pat McEntee
General Manager of Fresh Foods, Woolworths

Pat McEntee commenced with Woolworths in 1987 as a butcher. He progressed through the ranks of store operations, holding positions including Store Meat Manager, Group Meat Manager and State Merchandise Manager for Meat in NSW. Pat then branched out into Marketing and Procurement, as the Senior Business Manager – Meat.

In 2007 Pat was selected to lead the development of the Thomas Dux concept, and was subsequently appointed as General Manager of Thomas Dux. In September 2009, Pat was appointed to his current position, General Manager of Fresh Foods at Woolworths.

Pat will share his insights on the fresh food category, he will discuss how relationships with key suppliers have been developed, and the impact this has on category performance.

Location: **Stamford Plaza - Adelaide**
150 North Terrace
Adelaide, SA

Date: Thursday, 1st March 2012

Time: 7.00 am registration for 7.30 am start
Formalities will conclude
approximately 9.00am.

Cost: \$65 per person
\$55 per AAA Member
Hot Breakfast included

RSVP: Thursday, 23rd February 2012
(or \$15 late fee applies)

Booking details

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

Member status (circle): Member / Non Member

Name: _____

Title: _____

Company: _____

Address: _____

Ph/Mobile No: _____

Fax: _____

Email: _____

Payment method (circle): cheque credit card

Please circle: *AMEX *Diners Visa MasterCard
*4% booking fee

Card No: _____

Expiry date: ____ / ____ **Amount:** \$ _____

Card holder's name: _____

Signature: _____

Please complete this registration form and return by fax **with payment**. A tax receipt will be issued upon payment. We regret that refunds will not be given for cancellations or non-attendance from the date of the RSVP.

Cheques to be mailed to:
PO Box 504, Farrell Flat SA 5416

Bookings to: Deb Baum AAA Executive Officer Email: agri@agribusiness.asn.au Fax: (08) 8127 8052 Mobile: 0448 840 232

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