

# Free Market Business Forum

## The Changing Retail Landscape



The Melbourne Market Authority would like to invite all Market businesses to attend a free forum on the changing retail landscape for fresh produce.

As we're all aware, retail is going through unprecedented change, with the turnaround of Coles and the growth of Aldi, coinciding with a change in consumer-shopping behaviour and new trends taking hold. This poses significant challenges for growers, wholesalers and retailers, including risk to volumes and trading profits, higher cost of doing business and a requirement for greater skills and capabilities.

As the major retailers have lifted the bar for consumers, the supply chain must also adapt, and the businesses that move first will find growth. It is fundamental to be focused upon solving the pain-points of the consumer in order to create, as well as capture, 'value'.

Tristan Kitchener is an ex-retailer and a subject matter expert in grocery retailing and consumer trends. He will provide insight into the likely future state and opportunities for growth by growers, wholesalers and retailers.

**When:** 8:30am [concluding at 9:15am] Tuesday 3 May 2016

**Where:** Melbourne Market Conference Centre, Administration  
Building ground floor.

**Cost:** FREE!

**RSVP:** 29 April 2016 to [submissions@melbournemarket.com.au](mailto:submissions@melbournemarket.com.au).