

PFG Quick Facts

- Over 150 Food Manufacturers in our region
- Employing over 5,000 people
- \$2.2billion benefit to the local economy annually
- 50% of manufacturers export
- Food manufacturing in our region is continuing to grow

PFG Aim

To provide a productive and valuable network for food manufacturers in the Plenty Region, through:

- Shared experiences & learning
- Developing synergies & networking
- Identifying and reducing costs
- Utilising our region's resources
- Being a representative body to industry and Government, locally, nationally and internationally.

Contact

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PFG Achievements

Some of the many achievements and benefits delivered by the PFG include:

- Assisting with in excess of \$10m of new sales to national and international buyers
- Providing opportunities to manufacturers they would not experience individually
- Providing key business support and advice
- Assisting to achieving national and international market growth
- Key export contracts to Asia and the Middle East
- Development of www.plentyfoodgroup.com.au as a key marketing tool with the online *Business* and *Product* directories
- Showcasing our industry products at national and international trade exhibitions
- Hosting international buyer delegations
- Introducing manufacturers to export
- Delivering cost reductions to manufacturers
- Providing additional marketing assistance and benefits to manufacturers
- Strong trust and relationships built within the industry
- Employment - skills development/recruiting
- Profiling the PFG as the leading regional food processing sector nationally and internationally
- Profile the PFG as the first contact for the industry and buyers
- Delivering information sessions and seminars
- Strategic relationships built with key industry bodies, State and Federal Governments, education and employment groups
- Successfully lobbying and receiving Government grants to support our local food industry



Working for Your Industry!

www.plentyfoodgroup.com.au

Expertise
Opportunities Value
Industry Knowledge



City of Whittlesea



The Plenty Food Group is supported by the City of Whittlesea, Hume City Council and the Victorian State Government.

Open your business to:

- New markets
- Greater exposure
- New business relationships
- New Marketing opportunities

The Plenty Food Group has the resources and contacts to support and promote your food industry locally and internationally through:

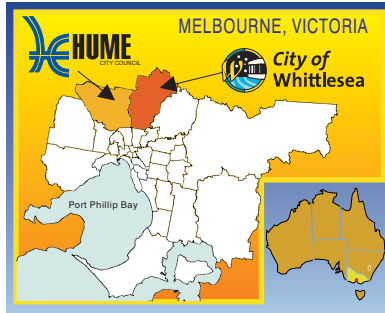
- www.plentyfoodgroup.com.au
- PFG Online Product Directory
- Cost Reduction Initiatives
 - Marketing Initiatives
 - Industry Contacts
- PFG Online Business Directory
- Export Initiatives
- Local Market Growth Initiatives
 - Employment Initiatives
- National & International Trade shows
- Local, State and Federal Government



Economic Development Australia,
2008 Award Winner
2009 Finalist

The Plenty Food Group (PFG) is a food manufacturing industry network for companies based in Melbourne's north, entirely focused on assisting small, medium and large companies in food processing, or those supplying products and services to the food manufacturing industry.

Within the PFG catchment, we have over 150 food manufacturers employing over 5,000 people. Businesses vary in size and type, producing a range of product for the retail, food service and hospitality industries for local, national and international markets.



Close to Melbourne International Airport, Hume Highway, Tullamarine and Calder Freeways, and Western Ring Road for easy access to Melbourne's CBD and port, PFG and our

region's manufacturers are ideally located within this world class infrastructure for local, national and international distribution.

The PFG acts as a primary conduit to and from local food manufacturers to provide valuable benefits and services to the food manufacturing industry and related businesses. We have over 800 industry contacts which include industry groups, buyers, suppliers, Government and education bodies, and all food industry related enterprises and people.



We are here to assist the people and businesses of our local food manufacturing industry and to strengthen and ensure that this industry sector is here to stay.

Be part of Victoria's largest concentration of independent food manufacturers with the PFG. With over 150 food manufacturers producing product for national and international markets in the retail, food service and hospitality industries, there are opportunities awaiting.

Alliance Membership is for suppliers, service providers and related industry groups/bodies and food manufacturers located outside the PFG boundary. Becoming an Alliance Member will give your business greater exposure and open doors to new business relationships and marketing opportunities.

What does Alliance Membership offer?

PFG Website Supplier Directory

Alliance Members will be listed by category and include individual directory listings accessible via the member and public home pages and will include:

- Business Description
- Business logo displayed
- Website link
- Email link
- Contact phone & fax listed
- Business address listed
- vCard
- Google map location

PFG Exposé

The PFG Exposé are regular sessions for networking and Alliance Member promotion to food manufacturers and others.

PFG Email News

Alliance Members will have the opportunity to promote special services or products direct to members, other businesses, organisations and non-members via the PFG Email News.

PFG Business Profile

Alliance Members will have the opportunity to be profiled on the PFG website.

PFG Events / Functions

Alliance Members will be given space to promote their business directly to food manufacturers and others in attendance at specific PFG organised functions/events.

Sponsorship Opportunities

Sponsorship packages for Alliance Members with the PFG offer businesses a higher profile and direct approach to reaching our local food manufacturers and other related businesses.

Sponsorship opportunities include:

- PFG Website
- PFG Information Sessions
- PFG Exposé
- PFG Initiatives
- PFG Functions
- Other Sponsorship Initiatives by Agreement

Sponsorship entitlements include:

- Branding and promotion on event/function digital and printed media
- Recognition in Plenty Food Group newsletters
- Recognition on the Plenty Food Group website
- Presentation slot during the event/function
- Banner/signage display space
- Access to attendance lists of sponsored events