
Gary Johnson

Group Executive Chef (retired)



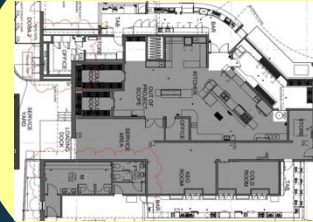
THREE THINGS THE BEEF INDUSTRY SHOULD KNOW ABOUT MY INDUSTRY SECTOR ARE ...

Trust
and
Value!

The expectation for “**trusted value**” from customers in our competitive arena



Labour and skill shortages; our pursuit of cost efficiencies in doing business



The increasing demand and **future growth** of the food service industry

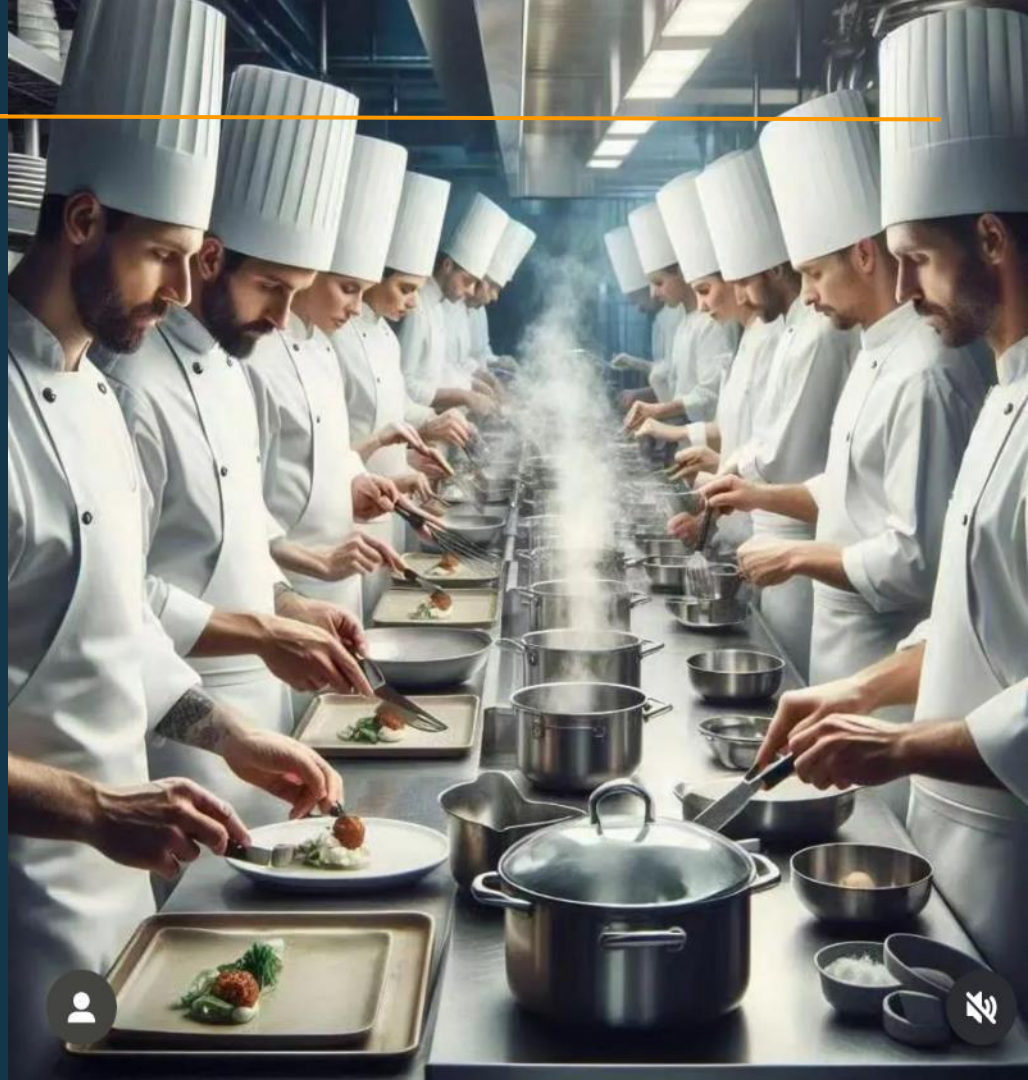
CONSUMER SENTIMENT AND TRENDS...

“
**CONSISTENCY
IS MORE
IMPORTANT
THAN
PERFECTION.**
”



THE COST OF PRODUCTION ...

You can't do today's job
with yesterday's methods and
be in business tomorrow.





INTEREST IN SUSTAINABILITY ...



Lastly; *my wish for the industry...*



Collaborate with the "end users"

Smaller curated Menus with a "**modern scratch**" philosophy. Improve efficiencies and **minimize labour**.



Innovate with the Stakeholders

Collaborate to develop new customer and team focused "**systems**" to **simplify processes** and grow sales.



Educate the front line teams from "paddock to plate"

Hospitality should "feel" local and BE local. Building an **authentic** and **trusted** reputation in food ...



Partner in Sustainability

Balanced menu content with "**clean living**" options, **market relevant** with contemporary presentation. **Reduce ALL wastage.**



Quality and consistency

"**Trusted value**" for our customers. Delivery on expectations for the **whole experience**. Excellent execution; **every time.**

QUESTIONS ...

