



Department of  
Primary Industries and  
Regional Development



# Creating Social Licence in Agriculture in the 21st Century

## Corporate Breakfast

**Tuesday, 26th February 2019**

7.15 – 8.50am, Crown Ballroom 1

**Cost \$70 per person** (plus booking fee & credit card processing)

**Register Online**

[www.giwa.org.au/2019researchupdates](http://www.giwa.org.au/2019researchupdates)

This GIWA event, sponsored by the Department of Primary Industries and Regional Development, is being held in conjunction with the GRDC Grains Research Updates as an additional benefit to Research Updates attendees. Individual tickets can be purchased separately via the link above.

*(Full Package Registration for the Grains Research Update includes attendance at this GIWA breakfast event)*



## Keynote Speaker

**Linda Eatherton, Partner/Managing Director Global Practice  
Development and Director, Global Food & Beverage, Ketchum, Chicago**

One of the leading authorities on the global food and beverage sector, Linda has devoted her entire career to the food and agricultural industry and has served it from the inside out. She held leadership roles at Kraft Foods and Dairy Management Inc. before becoming director of Ketchum's Global Food & Beverage Practice in 2000. Linda has provided counsel to companies throughout the food supply and value chain on issues, marketing, reputational and social challenges. At Ketchum she has led award-winning work for top firms including Nestle USA, ConAgra Foods,

General Mills, Wendy's, FritoLay, the Kellogg Company, US Farmers & Ranchers Alliance.

Eatherton is recognized for her cultivation and curation of global food insights from her research series "Food 2020: Consumer as CEO" and the breakthrough identification of the Food eVangelist, a powerful cohort that has reshaped consumer mindsets about food and agriculture worldwide.

[@ketchumpr](https://twitter.com/ketchumpr)

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