Australian Good Meat Paddock to Plate Story Roadshow

We are coming to your town!

Australian Good Meat, in collaboration with the Think Digital Coach, is on tour, sharing the story of Australian beef via a unique 360-degree educational tour of the Australian beef supply chain, brought to life using virtual reality technology.

The FREE Australian Good Meat Roadshow will be visiting schools and community events during a 100-day journey.

Participants have the unique opportunity to experience everything that takes place during the beef supply chain process including cattle faming, transportation, feedlots, processing and end markets such as restaurants.

Register your interest for the Roadshow to visit your school or community event.

goodmeat.com.au/roadshow

THINK. DIGITAL

Australian Good Meat
DOESN'T JUST HAPPEN