

# FBI markets the fruits of labour

## Organisation mends links in the food chain

**G**REAT things can be achieved over a glass of wine or a plate of gourmet nibbles or expertly-grown fruit and veggies.

So says Martin Duncan, the founder of Food and Beverage Industry, a network of chefs, restaurateurs, food producers, media and government departments, which held its latest gathering at the Ginger Factory at Yandina yesterday.

Mr Duncan established FBI two years ago after identifying a relationship gap between the individual links in the food and beverage chain.

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"There was a big hole between producers and media and restaurateurs and chefs: they weren't talking to each other," he said.

"So we started in Brisbane and we hold events in a different location every two months.

"We find that many people get stuck under the radar and they don't know how to market themselves, but this way they can get some feedback and showcase their product that wouldn't normally get out there.

"Chefs love new products and produce, so it keeps them in the loop and little local growers benefit because a chef might ask them to grow something specifically for them.

"We are also getting lots of



**NETWORKER:** Martin Duncan founder of Food and Beverage Industry.

PHOTO: JASON DOUGHERTY

support from government departments like Tourism Queensland, Brisbane Marketing and the department of primary industries."

Mr Duncan said there were plenty of business benefits to coming on board with FBI.

"It really helps with marketing, PR and brand awareness," he said.

"Apart from that, other members mentor or just talk to others and ideas are shared to help the business.

"Everything now is about a relationship with somebody and people see the power of that now.

"If you know someone, you'll be looked after, you'll get better customer service, a better product or better delivery."