Sights on the future

Our Land and Water NSC Symposium 2017
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KPMG Agri-Food Foresight Solutions
The size of New Zealand's prize

Export value
$37 BILLION

6.75 Times

Estimated retail value
$0.25 TRILLION
Spotlighting disruption
Asda introduces free-range milk following World Animal Protection campaign

By Jim Cornall+  
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Asda has introduced Free Range Dairy’s Farmer’s Milk to its dairy aisle.

Disruption comes everyday
What has caught my attention in 2017?

- DoorDash: Robotic delivery
- Investor activism
- Corporate impact
- Core diversification
- New trade paradigms
- Climate change U Turn
- Digital innovation
- Storied products
New rules of the game
SUSTAINABILITY DEFINES THE FARMING CONVERSATION
Restorative actions

Ethical employment

Increasing biodiversity

Swimmable water
FUSION TECHNOLOGY TRIGGERS AGRARIAN REVOLUTION
Data and analytics

Blockchain

Accurate Agriculture
HEALTH FRAMES THE FOOD CONVERSATION
NEW COMPETITORS EMERGING
‘CLEAN’ PROTEINS GAIN TRACTION
TRADITIONAL WAYS OF EATING VAPOURISE..... OR FOOD IS PRINTED.....
DINING PARADIGMS
RESPOND TO LIFESTYLES
‘FREE FROM’ ATTRACTS PREMIUMS

THE GM CONVERSATION BECOMES AN ETHICAL ISSUE
FOOD WASTERS RISK
THEIR LICENSE TO OPERATE
THE PASSION OF THE FOOD PRODUCER WINS
VIRTUAL REALITY PUTS YOUR CUSTOMER ON YOUR FARM
Responding to change
Financial returns will be driven by our role in the value chain

10 - 30% of retail value captured by producers

ABILITY TO CAPTURE VALUE INCREASES BY SHIFTING TOWARDS THE CONSUMER

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Investment is necessary to get closer to high value customers

TANGIBLE CAPITAL ASSETS

CRITICAL INTANGIBLE INVESTMENTS

PEOPLE

BRAND EXPERIENCE

INNOVATION

CONSUMER CONNECTION

Limited competitive differential

Standing out drives value
Responding to change

- Foresight and scanning
- Enabling governance
- Take risks/ fail fast
- Focused innovation
- Real collaboration
- Consumer insight
“WE DO NOT INHERIT THE WORLD FROM OUR PARENTS - WE BORROW IT FROM OUR CHILDREN”

ORIGIN GREEN, BORD BIA IRELAND
Thank you

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