LEFTFIELD INNOVATION
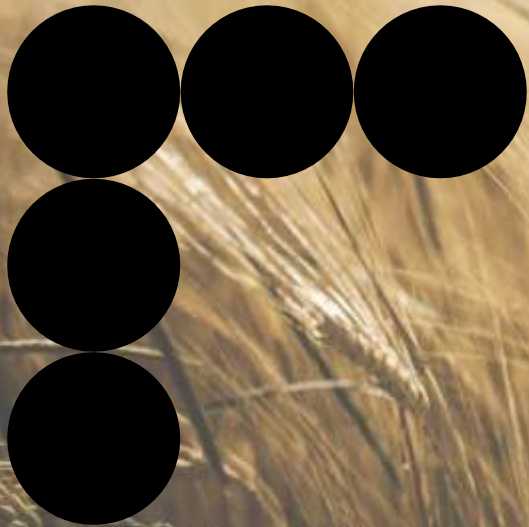
A better New Zealand through sustainable food production that delivers higher nutrition and value.

August 2019

Leftfield
Innovation
Limited

Our Diverse Team

Nick Pyke

Land use and Agronomy

John Morgan

Food innovation and processing

Patrice Feary

Consumer and Market Insights

Susan Goodfellow

Strategy and Sustainability

Ed Butler

Science and Plant Proteins

Andrew Plimmer

Digital Innovation and Consumer Marketing
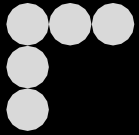
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Innovation
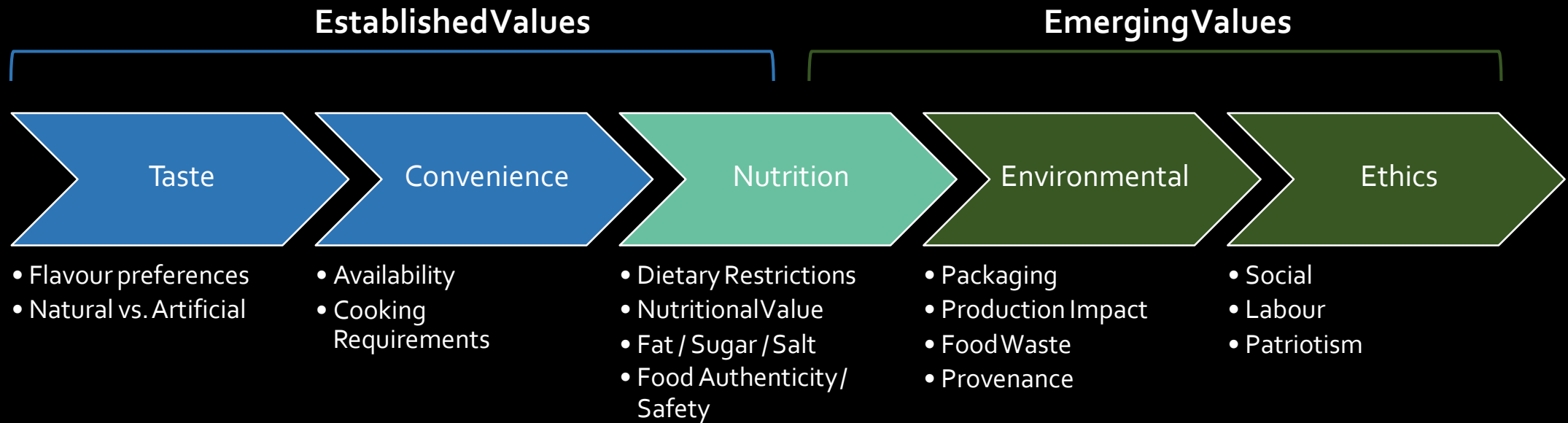Limited

GLOBAL CONSUMERS
that care will drive land use change in NZ

It's not just what we grow, it's how we grow it

Consumer Values

Established Values   **Emerging Values**

Taste	Convenience	Nutrition	Environmental	Ethics

- Flavour preferences
- Natural vs. Artificial

- Availability
- Cooking Requirements

- Dietary Restrictions
- Nutritional Value
- Fat / Sugar / Salt
- Food Authenticity / Safety

- Packaging
- Production Impact
- Food Waste
- Provenance

- Social
- Labour
- Patriotism

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Transforming Raw Materials to Food Ingredients

Value Capture

Value Creation

We grow **raw materials**, not food ingredients

Transform raw materials into food ingredients using **existing** processing capability

Invest in **new processing infrastructure** to produce innovative ingredients and foods e.g. Plant protein
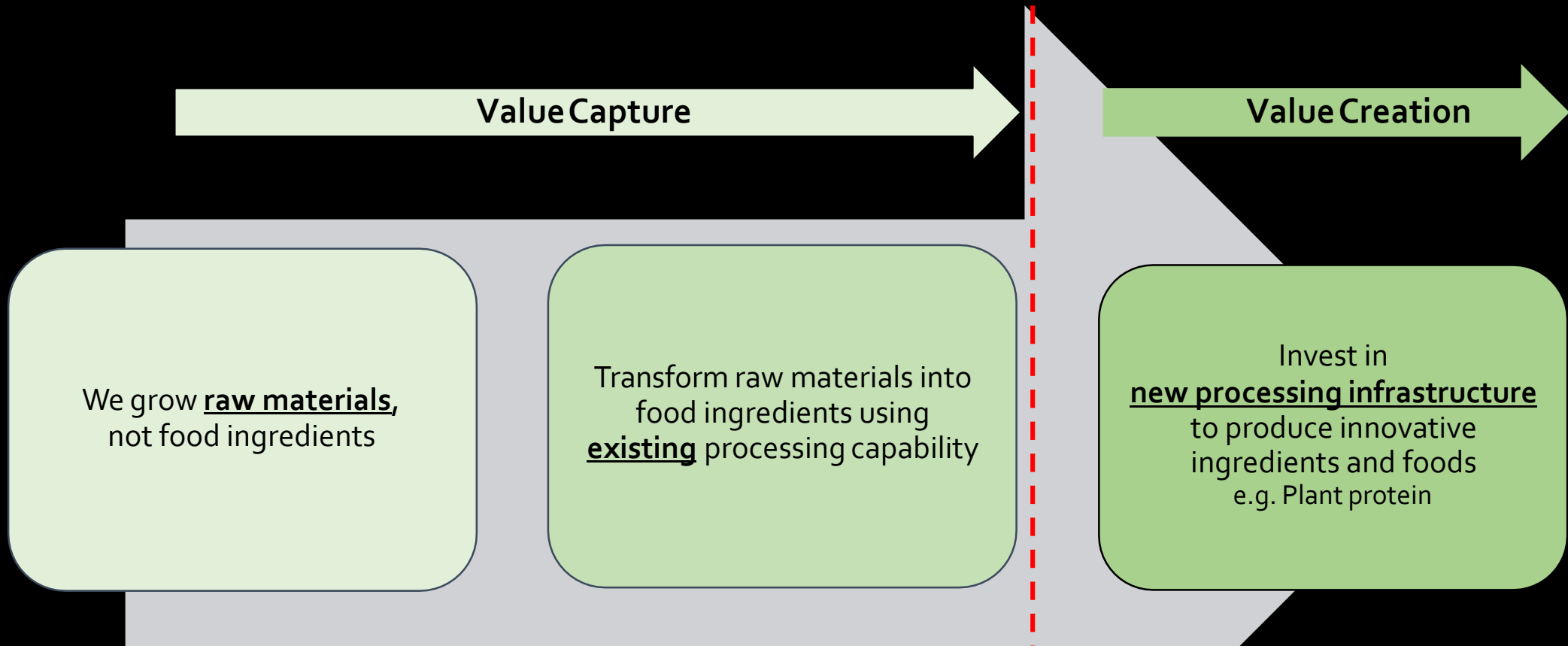
NZ Agri-food exports: ~$40bn – in-market value of ~$250billion

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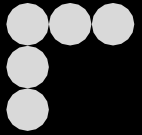
NZ'S Value Proposition to the world

Producers of sustainably grown nutritious food ingredients and food products -

plant, animal and blended foods

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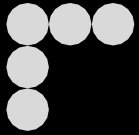
Delivering Value + Impact

Farmer Feedback:

'Start with what we Know we can grow'….

'Can't afford more on-farm investment'….

'We recognise there is value in our farm data to tell an authentic provenance story'….

'Investment in LFI initiatives is a way of future proofing our business'….

Champion

- NZ Led global initiative

- 3770 ha grower group Canterbury + Mid Canterbury

- 5 year Supply Agreement

- Provenance

- NZ customers + export opportunities

- Grower + Processor Investment

OUR LAND AND WATER — Toitū te Whenua, Toiora te Wai — **National SCIENCE Challenges**

Speciality Grains + Pulses Study

- Import Replacement
- Consumer preferences identified
- Grower group for North + South Island
- Food processing opps identified to transform raw materials into food ingredients + products
- Science to support identification and measurement of sustainable farm practices.

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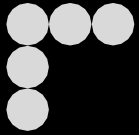
Capturing more value for NZ

Systems thinking + a future focused mindset

+

Commitment to <u>Insights led</u> Incremental change supported by science

+

New agile business models

=

Multiple high-value mixed farm system opportunities

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Thank-you

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