The future of food - What is possible?

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In the last year.....
Protein agnostic companies are emerging
Big Food goes small looking for innovation
Health dominates strategic thinking
Shaping the future
Minimising food waste

Desire to have an impact
Next generation farmers

Local, organic and vertical

Animal free farming
Competing food trends

Alternative, novel, synthetic

Craft, artisanal, ultra raw
One size fits one

Personalised nutrition

Printing unleashes creativity
Information and insight dominates

Smart phone changes everything

Technology defines local food
New lifestyle paradigms

‘On the go’ dominates

Never forget – food is fashion
The recipe for action
DISRUPTION = OPPORTUNITY
The future: A consumer centric value web

- INPUT PROVIDERS
- FARMERS AND GROWERS
- PROCESSORS AND EXPORTERS
- GOVERNMENT
- FOOD MANUFACTURERS
- RESEARCH INSTITUTIONS
- RETAILERS AND DISTRIBUTORS
- COMMUNITY

CONSUMERS
Target investment to get close to consumers

Limited competitive differential

Standing out drives value

CRITICAL INTANGIBLE INVESTMENTS

TANGIBLE CAPITAL ASSETS

PEOPLE

BRAND EXPERIENCE

INNOVATION

CONSUMER CONNECTION
Thank you

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