



OUTLOOK 2018



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Consumer Engagement

Keeping production decisions ahead
of consumer expectations



Keeping Production a Step Ahead

- Dynamic markets
- Dynamic consumer sentiment
- Dynamic regulatory environment

The Tale of Two Farmers

- Diversified segment focus
- Marketing focus
- Traceability and trust



The Tale of Two Farmers

- Consolidation and scale
- Quality and process focus
- Transparency and trust



Common Elements

- Market segment strategy
- Community engagement
- Industry focus





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