

FLINDERS + CO.

Cultivate better

Purpose Driven Change

James Madden – Managing Director

Origin Story

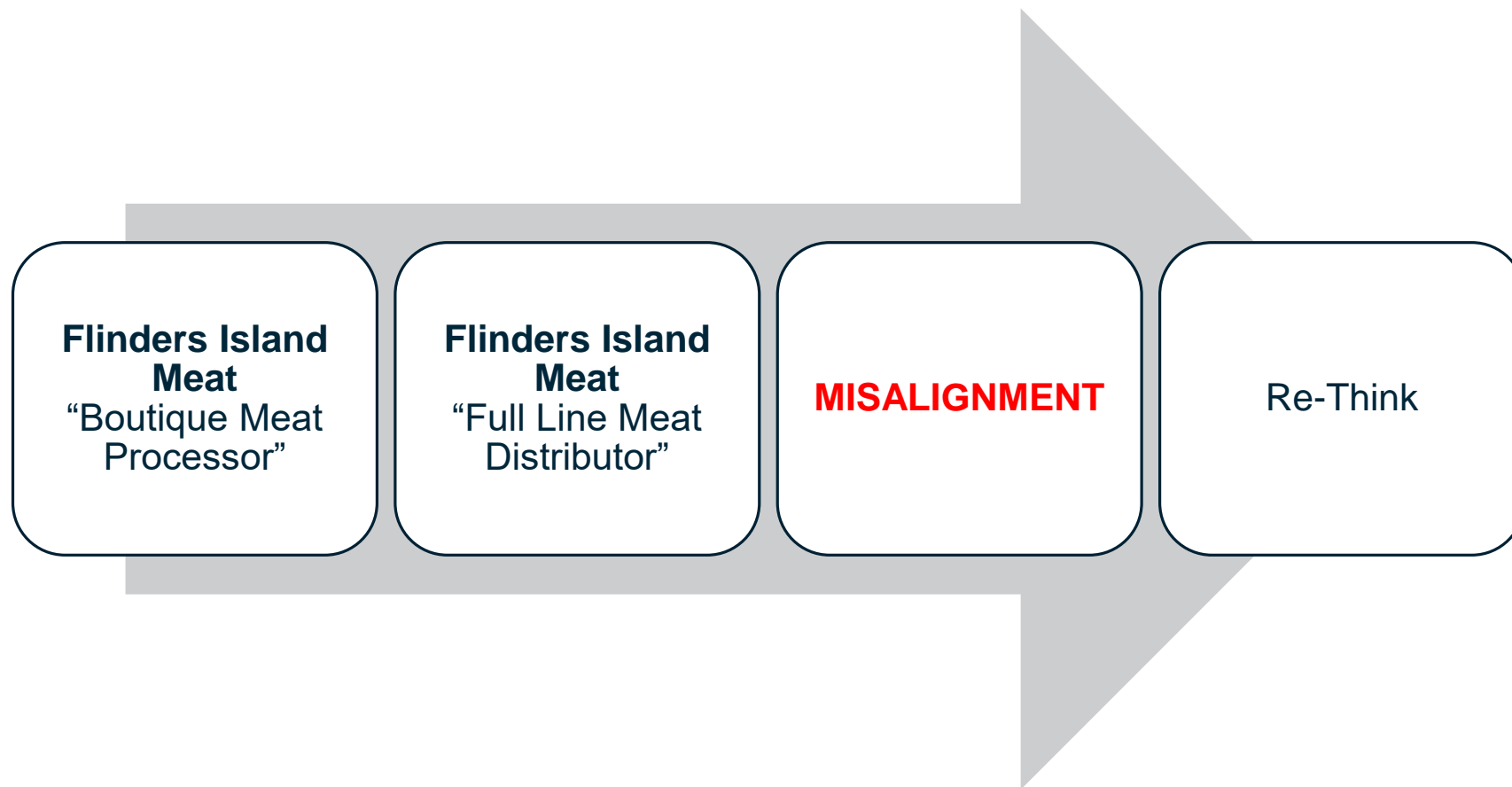


- Boutique Meat Processor

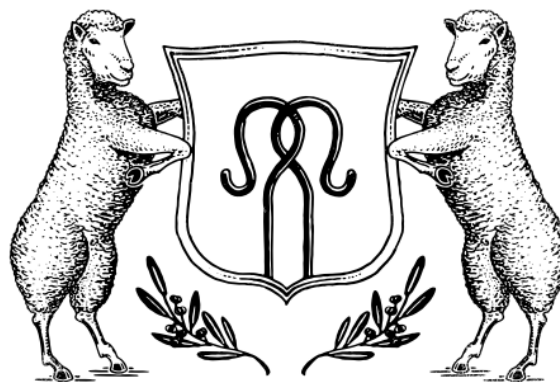
- Full Line Meat Distributor
- Focusing on higher end restaurants

- Diversified and Purpose Driven Food Company

Misalignment



The First Try



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FOR THE LOVE OF MEAT

The Legacy Question

“When I look back on my career – what do I want to be able to say that I achieved?”

What is Purpose?

The Golden Circle

WHAT

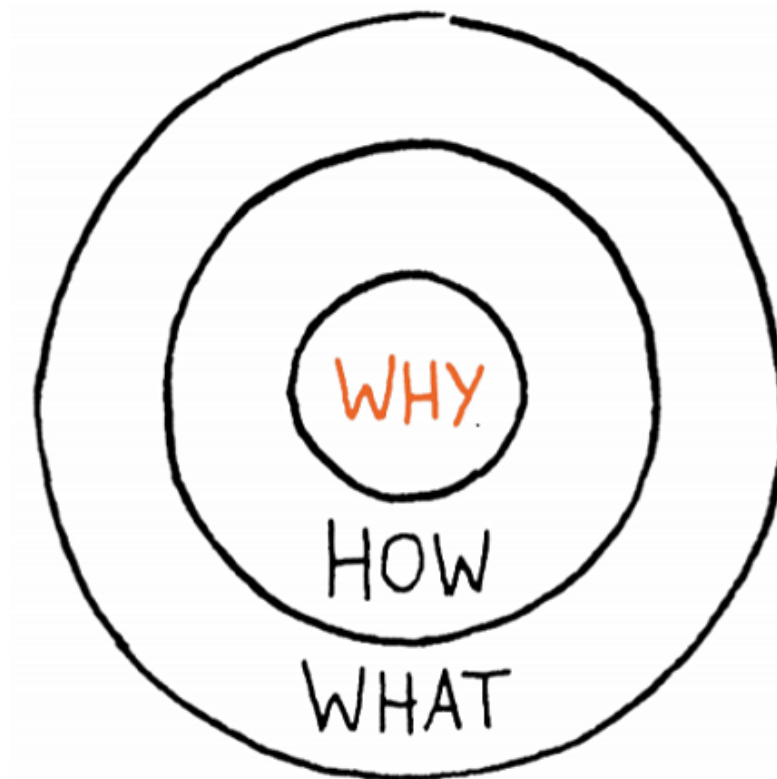
Every organization on the planet knows WHAT they do. These are the products they sell or the services they offer.

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Purpose Driven Research

WHAT EMPLOYEES EXPECT



75% AGREE

a company can act in ways that both increase profits and improve the economic and social conditions where it operates.¹²



of U.S. employees want their employers to actively take on environmental and social issues, including publicly supporting renewable energy efforts.¹³



58%

of U.S. employees would work long term for a company if it tried to make a difference on an important societal issue.¹³

WHAT MILLENNIALS ARE SAYING



76%

of millennials would take a pay cut to work for a socially responsible company.¹⁴

NEARLY
2 in 3

millennials won't work for a company that doesn't have strong social and environmental commitments.¹⁴



85%

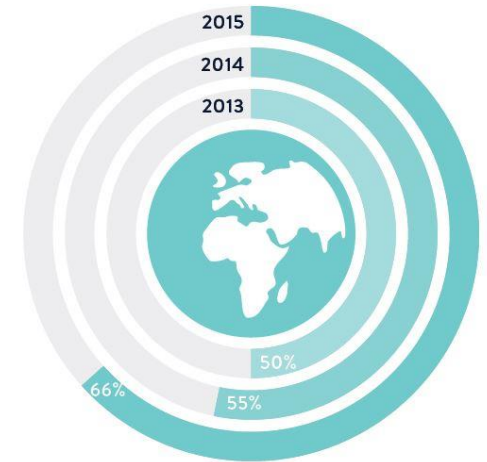
of millennials want opportunities to help employers reach CR goals.¹⁴

66%

of consumers say they are willing to **pay more** for sustainable produce

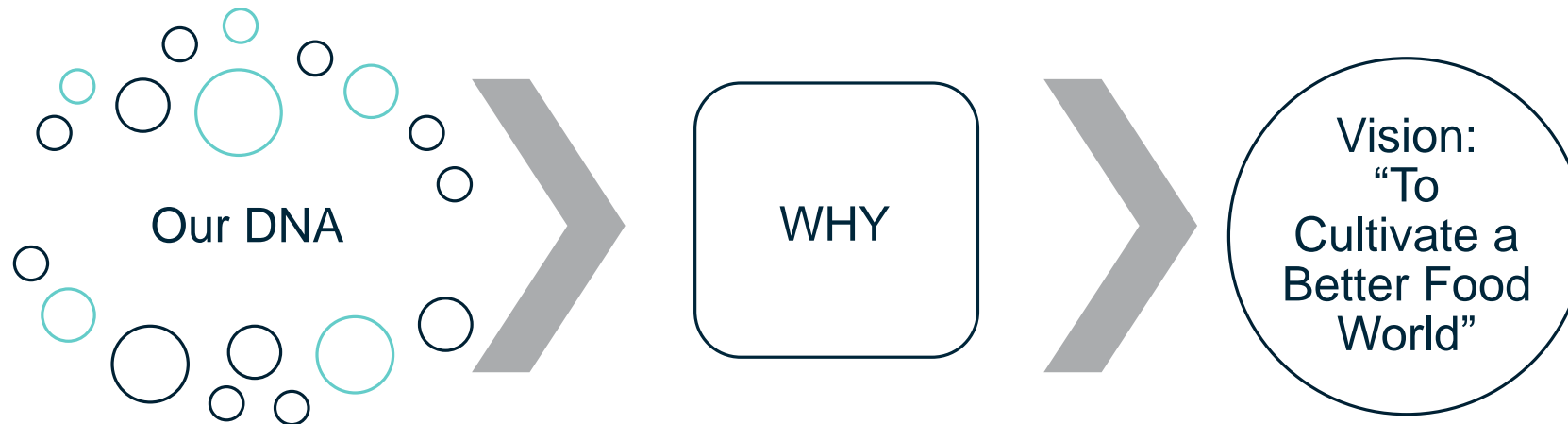
**4 in 5
Australians**

say it is important that the food they eat when dining is ethical and sustainable.



66% OF GLOBAL RESPONDENTS ARE WILLING TO PAY MORE FOR SUSTAINABLE FOOD, UP FROM 55% IN 2014 AND 50% IN 2013

Purpose Driven



- Animal Welfare
- Quality
- Provenance
- Story Telling

- 1. Legacy
 - Meaning
 - Team Engagement
 - Consumer Research

- Source Truth
- Meaningful
- Strategic

The Brand

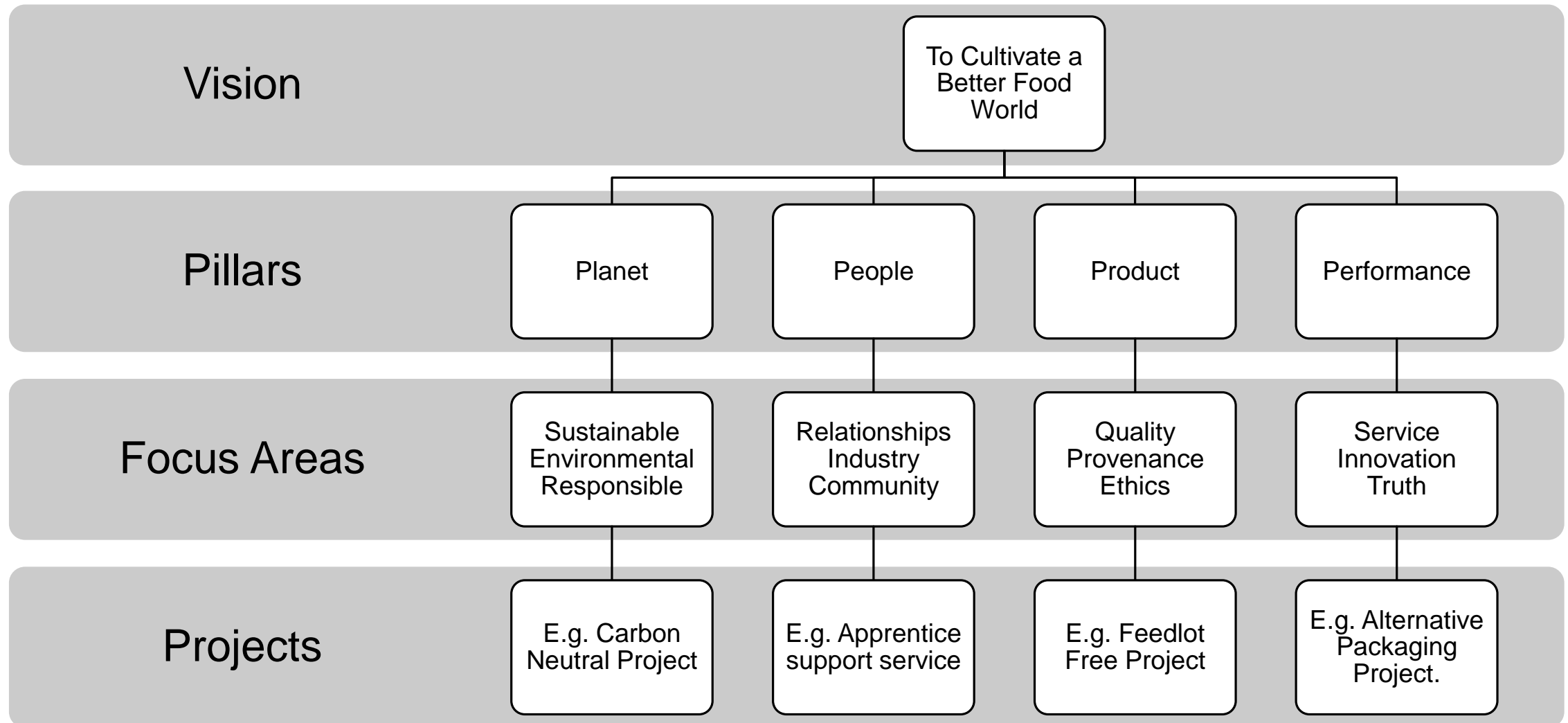
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The Realisation

I've got no xxxxxx idea how to cultivate a better food world.

But we're going to try.

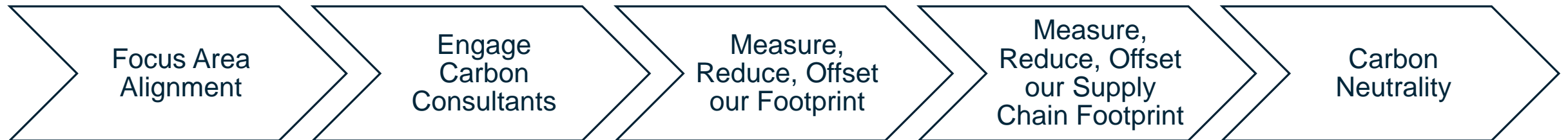
Vision Map



Walking the Walk

The Worlds First 100% Carbon Neutral Meat Supplier

The Process



The Outcome



Big, Hairy, Audacious

\$100 million Turnover

- To achieve our vision, we need to make change at scale.

Within 10 years

- Time is not a luxury the food world has. Time is running out.

At 10% Net Profit

- The more profitable we can become, the more we can invest in our growth, the quicker we can achieve our company vision.

“Shoot for the moon. Even if you miss, you’ll land among the stars” – Norman Peale.

So:

Make NRM Pay?

Purpose

Meaning

Alignment

Productivity

Profit