

A Vision for New Zealand's food and fibre industries

SOME THINKING PRESENTED BY FOOD AND FIBRE
INDUSTRY LEADERS

Introduction:

- Our food and fibre future
 - We agreed we need a pan-sector vision
 - What will a vision do?
 - The problem definition
 - Who will deliver the vision
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Essential Components of a Vision

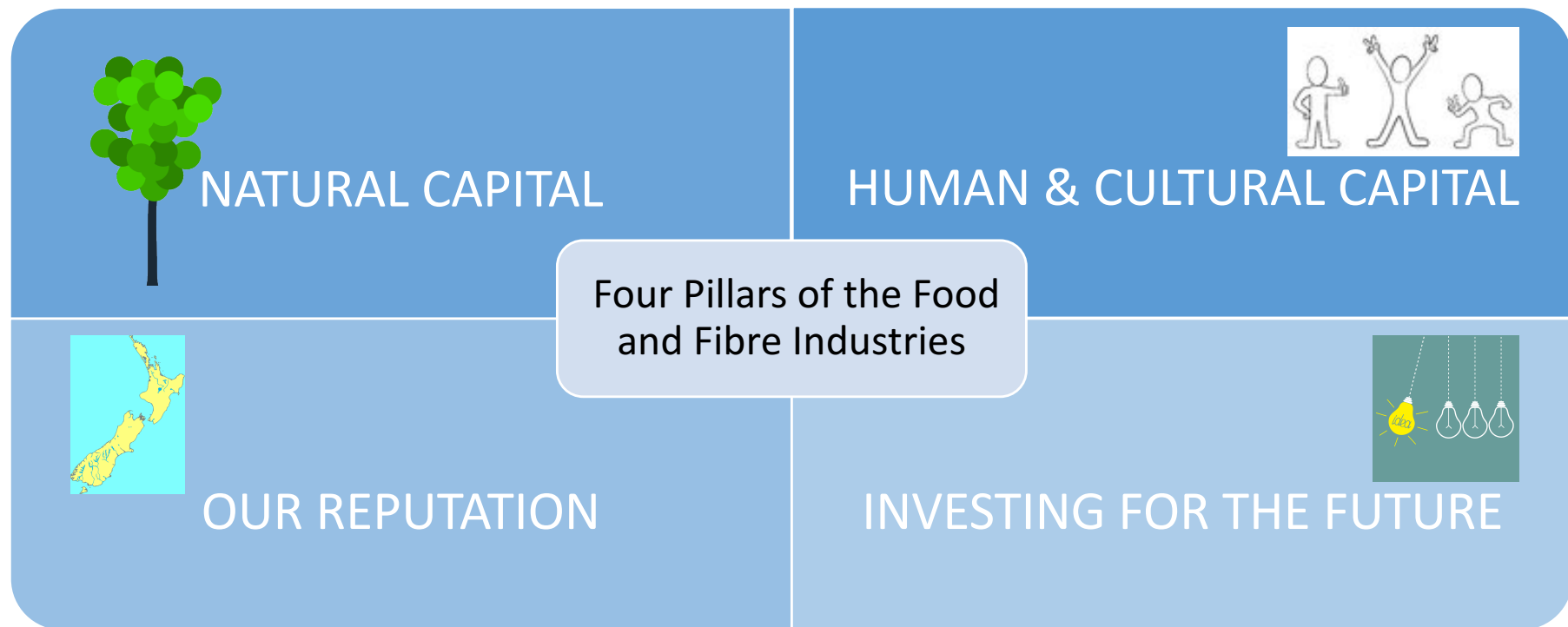
Where do we want to get to?

What is stopping us from getting there?

What can industry do? (What do we need, and why?)

What can government do? (What do we need, and why?)

Some suggestions for themes a vision might include...



Opportunities

Our small size supports agility

We already have a reputation for premium.

We can be a global leader in terms of how we respond to disruptive trends. E.g. position ourselves as the best protein producers in the world (*including* plant proteins!)

We need to step up and lead our reputational management issues (i.e. social licence to operate).

Mindset is crucial. We need the mindset to anticipate, respond, and take action.

New technology enables disruption, but we need business models that enable new technology to be delivered. We mustn't overlook the opportunity to develop and implement new business models.

The Big Scary Issues

Land, water, environment (“Sustainable production”)

Responding to climate change

Consumers no longer wanting what we produce

Labour supply

Our mindset (“disruption will happen but we’ll think about it and react when it happens”)

Biosecurity

The anti-animal food movement (plant proteins and synthetic foods)

Serious infectious disease (in animals and humans)

Alternative value chains and channels to consumers

Pathways to market/staying connected

Ocean pollution

**After some discussion,
we prioritised these
issues. The top three
were:**

- ❖ **Our mindset**
- ❖ **Sustainable
production**
- ❖ **Biosecurity**

Next Steps

Agree on a vehicle to enable a vision to develop.

Define and outline what we want for New Zealand.

Gather foresight on what is happening; within industry, government, domestically, and internationally.

Establish some baselines to underpin our 'stories'.

Who is on board?

Who will sign up for the action required to make this happen?

We welcome your feedback: tony@greenlea.co.nz

