

THURSDAY 30 NOVEMBER 2017 • TSB BANK ARENA, WELLINGTON

# FOOD and FIBRE INNOVATION Conference 2017



Innovation – from Vision to Action

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EARLY  
BIRD CLOSURES  
Friday 20  
October  
2017



#FoodAndFibre17

GROWING AND PROTECTING  
NEW ZEALAND

Ministry for Primary Industries  
Manatū Ahu Matua



# Welcome

**The Ministry for Primary Industries (MPI) invites you to join us at the Food and Fibre Innovation Conference 2017, themed “Innovation – from Vision to Action” on 30 November in Wellington.**

No matter their size, companies big and small are turning to innovation to grow their businesses by taking their products and services to the next level. To innovate effectively, access to good information and insights is key.

This unique one-day conference will focus on how a business engages in innovation across its supply chain, from using inputs, through to how products are processed, packaged, distributed and consumed.

We have an outstanding line-up of speakers from both New Zealand and overseas. They are experts in their field, and we are extremely grateful to them for sharing their knowledge, expert perspectives and practical know-how on these key areas:

Examples of innovation that have been successfully adopted and scaled-up.

Impediments getting in the way of innovation in the food and fibre industries, and how to overcome these.

How to identify and seize innovation opportunities.

How to plan for innovation.

How to finance innovation.

How customer-centric innovation can add value.

How innovation can improve sustainability outcomes.

Keeping the day on track will be Dr Scott Champion, who many will know from his significant experience in the primary industries – including seven years as Chief Executive of Beef+Lamb New Zealand.

MPI helps companies to kick-start their innovation by enabling collaboration and investment through the Primary Growth Partnership (PGP). At the conference you'll also have entry to the PGP Expo where you'll see, and experience first-hand, the exciting range of PGP programmes underway, and the innovations they're delivering across our primary sector value chains.

**Register now, book your flights and plan to make the most out of the day.**

## INNOVATION – FROM VISION TO ACTION

# Programme

## Thursday 30 November

9.30am	Welcome <b>Martyn Dunne, DIRECTOR - GENERAL</b> , Ministry for Primary Industries
9.40am	<b>Growing greens in the grid: innovative urban agriculture technologies and business models</b> <b>Henry Gordon-Smith, FOUNDER AND MANAGING DIRECTOR</b> , Agritecture Consulting
10.10am	<b>Design thinking and a mindset for innovation</b> <b>Lisa Kay Solomon, CHAIR</b> , Transformational Practices, Singularity University
10.50am	Morning tea amongst the PGP Expo
11.15am	<b>The world is not waiting for us – are we keeping up with a world of fast agri-food innovation?</b> <b>Ian Proudfoot, HEAD OF GLOBAL AGRIBUSINESS</b> , KPMG
11.35am	<b>Project Leapfrog: accelerating action</b> <b>Baba Shiv, Representing Te Hono</b> , New Zealand Steering Committee
11.55am	<b>Panel discussion with the morning speakers</b> <b>Henry Gordon-Smith, Ian Proudfoot and Baba Shiv</b>
12.10pm	Lunch amongst the PGP Expo
1.25pm	<b>Hon Damien O'Connor, MINISTER OF AGRICULTURE</b>
1.40pm	Introducing the afternoon's speakers – examples of strategic planning for our food and fibre future
1.45pm	<b>So much more than just fish</b> <b>Volker Kuntzsch, CHIEF EXECUTIVE</b> , Sanford
2.00pm	<b>Scion – the opportunity for fibre innovation</b> <b>Julian Elder, CHIEF EXECUTIVE</b> , Scion
2.15pm	<b>Pasture to plate - how Ngati Porou agribusiness is responding to PGP programmes</b> <b>Hilton Collier, GENERAL MANAGER</b> , Pakihiroa Farms
2.30pm	<b>Report back on food and fibre industry working group</b> <b>Tony Egan, MANAGING DIRECTOR</b> , Greenlea Premier Meats
2.45pm	<b>What are incubators, accelerators, and angels? How startups can find investment</b> <b>Amanda Gilbertson, INNOVATION AND COMMERCIALISATION CONSULTANT</b> , Gilbertson Associates
3.00pm	<b>Panel discussion – New Zealand examples of strategic planning for our food and fibre future</b> <b>Volker Kuntzsch, Julian Elder, Hilton Collier, Tony Egan, Amanda Gilbertson</b>
3.20pm	Afternoon tea amongst the PGP Expo
3.45pm	<b>Facilitated discussion via live stream: How Biotech is transforming the future of food and materials</b> <b>Ryan Bethencourt, PROGRAM DIRECTOR AND VENTURE PARTNER</b> , IndieBio
4.10pm	<b>MPI investment to support our understanding of consumers, disruption, and emerging opportunities</b> <b>Deborah Roche, DEPUTY DIRECTOR - GENERAL POLICY AND TRADE</b> , Ministry for Primary Industries
4.25pm	Closing remarks and summary of the day <b>John Parker, CHAIR</b> , Primary Growth Partnership Investment Advisory Panel, <b>Scott Champion, FACILITATOR</b>
4.45pm	Conference concludes

# Invited Speakers

## International Keynote Speaker

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**Henry's specialist area is urban agriculture, water issues, and emerging technologies.**

### **Henry Gordon-Smith**

Henry Gordon-Smith is a sustainability strategist focused on urban agriculture, water issues, and emerging technologies.

Henry was born in Hong Kong and has lived in Japan, Germany, the Czech Republic, Russia, Canada, Spain, Austria, and the United States. Henry earned his BA in Political Science from the University of British Columbia, Vancouver, a certificate in Food Security and Urban Agriculture from Ryerson University in Toronto, and an MSc in Sustainability Management from Columbia University.

Henry is founder of the popular blog Agritecture.com and Co-Founder of The Association for Vertical Farming (AVF). Henry's business is advising on urban agriculture design, feasibility, and implementation.

### **Growing greens in the grid: innovative urban agriculture technologies and business models**

Urban farming is exciting and green, but is it profitable? New farmers can get caught up in the excitement without careful planning, making it hard to build a successful farm business. This presentation will share the most disruptive models for growing greens in the grid and highlight the key drivers for success. Global trends that are luring farmers indoors and growing vertically will be explored in the context of how they apply to the New Zealand market. Specifically, an analysis will be provided on how U.S. consumers (and other markets) are responding to food grown in vertical farms. Time will be spent dissecting failures and best practices. Questions about vertical farming and hydroponic greenhouses will be answered, and there will be a discussion on how rural farmers are responding to the trend.

# Invited Speakers

## International Keynote Speaker

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**Lisa's focus is on helping leaders learn how to be more creative, flexible and resilient in the face of constant change.**

### **Lisa Kay Solomon**

Lisa Kay Solomon is a best-selling author and thought leader on design innovation with a focus on building the leadership skills required to ignite change and create lasting impact. Lisa is Chair of Transformational Practices at Singularity University, a global community of passionate, action-oriented leaders who are using exponential technologies to change the world.

In her role as an innovation advisor and scenario planner, Lisa has worked with executive teams from Citi Ventures, Herman Miller, Toyota Financial Services, the Kauffman Fellows Program for Venture Capitalists, PBS, ING Bank, and the Wexner Foundation.

Lisa is the co-author of the Wall Street Journal bestseller Moments of Impact: How to Design Strategic Conversations that Accelerate Change, and Design a Better Business: New Tools, Skills and Mindset for Strategy and Innovation, which has been translated into over a dozen languages. It provides a full set of design tools, strategies and practices that allow individuals and organisations to be more flexible and resilient in the face of constant change.

Lisa is a frequent keynote speaker on innovation, design thinking and leadership at global conferences. She has taught at the revolutionary Design MBA program at California College of the Arts and has lectured widely at other leading business schools. She has also developed and led popular classes for Stanford School such as Networking By Design and Design With the Brain in Mind.

A passionate educator, Lisa is the Executive Producer of the annual Inspired4Schools conference, a design leadership program for educators, and is on the leadership committee for The Nueva School's Innovative Learning Conference, a biennial gathering for trends related to the future of education.

**Lisa has been flown to New Zealand in partnership with:**



# Invited Speakers

## International Keynote Speaker

FACILITATED DISCUSSION VIA LIVE STREAM



**Ryan is one of the 21st century's most prolific biotech investors and entrepreneurs...**

### **Ryan Bethencourt**

Ryan Bethencourt is a scientist, entrepreneur, and investor best known for his work as program director and venture partner at IndieBio. Ryan is one of the 21st century's most prolific biotech investors and entrepreneurs through his work funding and building over 70+ biotech companies over the last decade.

He was previously head of life sciences at the XPRIZE Foundation, the former CEO of Berkeley Biolabs and spent a decade developing human therapeutics with large companies like Pfizer, Merck, Amgen, Genentech. His work at the interface of science and business has been covered globally.

Ryan focuses on using biology as a technology to solve some of the world's most intractable problems including the future of food, medicine, biological computation, consumer biotech and environmental challenges.

Some of the more notable and impactful companies Ryan has funded and helped build include, Future of Food (Ava Labs, New Wave Foods, Memphis Meats, Clara Foods, Geltor, Miraculex, Finless Foods, The NotCo, SugarLogix), Medicine (Orphidia, SyntheX, QIDNI labs, Neuroqore, Ravata, Venomyx Therapeutics, Scaled Biolabs, GEA enzymes, Mendel.ai, Bioaesthetics, Proteorex, Prellis Biologics, DNALite, QuantumCyte), Biological Computation (Koniku, Catalog Technologies), Consumer Biotech (NERD Skincare, Amino labs, Mycoworks, Animal Biome), Environmental (Pembient, Bioinspira, UBA Biologics).

Ryan has a BSc degree in Biological Sciences (Molecular Genetics) from Warwick University, a joint Masters in Bioscience Enterprise (MBE) from Cambridge University and MIT. He's also been a Doctor of Philosophy (PhD) Candidate at the Center for Regenerative Medicine at the University of Edinburgh before pivoting to build startups.













## REPORT BACK ON FOOD AND FIBRE INDUSTRY WORKING GROUP



### Tony Egan

Tony is currently the Managing Director of Greenlea Premier Meats Limited. [www.greenlea.co.nz](http://www.greenlea.co.nz) This Egan-family owned business has 460 staff and in the 2017 season processed

216,845 cattle and 113,783 calves. Along with his role on the Meat Industry Association Council (MIA), he is:

- A Director of Dairy Goat Co-operative [www.dgc.co.nz](http://www.dgc.co.nz)
- The Chairman of Agmardt, the Agricultural and Marketing Research and Development Trust with assets of \$90m [www.agmardt.org.nz](http://www.agmardt.org.nz)

Tony's previous roles include CEO for AsureQuality for five years, the largest quality assurance organisation in New Zealand; CEO for AFFCO NZ Ltd for five years, a major meat processing company, and Managing Director (Marketing and Finance) for Greenlea Premier Meats Ltd for eight years.

In addition to these management roles, Tony has taken on a number of Directorships at both industry and international business levels and has represented New Zealand at a number of international forums.

### Report back on food and fibre industry working group

In the lead-up to the 2016 Food and Fibre Future conference, MPI hosted industry workshops on the future of New Zealand's food and fibre industries. Approximately fifty industry leaders considered emerging challenges and opportunities, and how New Zealand industry might respond to a range of future scenarios. The outcomes of this thinking were presented at last year's conference.

A desired action from workshop participants was for a small and focused Working Group to collaboratively prioritise two or three actions - either from the list generated at the 2016 workshops, or other action-orientated ideas industries may have - and progress their implementation.

A Food and Fibre Industry Working Group has subsequently held three workshops. A key idea the group has elicited is the need for a pan-sector Vision for New Zealand's Food and Fibre Future. Representatives from the Working Group will share the outcomes of their discussions to date with conference delegates, and invite participation in and report back on developing next steps. They are keen to collaborate and align with others working on future-facing strategies, including government, particularly so duplication of efforts can be avoided.

### Participants in the Food and Fibre Industry Working Group include senior leadership from:

- Beef and Lamb
- Synlait
- Greenlea
- Scion
- Federated Farmers
- Fonterra
- Kono
- Sanford
- Plant and Food Research
- Wakatu
- KPMG
- Te Puna Farms
- The Plus Group
- And Directors of food and fibre companies or organisations.





# Primary Growth Partnership

## Programmes and Expo

The Primary Growth Partnership (PGP) is a joint venture between government and industry that invests in long-term innovation programmes to increase the market success of the primary industries.

PGP programmes cover the breath of the primary industries: wool, dairy, fishing and aquaculture, meat, pastoral, bee keeping, forestry, wine, viticulture and horticulture. PGP represents a current committed investment of more than \$750 million and involves more than 50 companies.

In conjunction with the conference, the Expo showcases our current PGP programmes. Come along, chat and learn from the programmes that are boosting productivity, value and profitability of the primary industries

Those who have registered for the conference will be able to talk and network with those exhibiting at the PGP Expo during catering breaks.



#FoodAndFibre17

Clearview Innovations

Farm<sup>IQ</sup>

FoodPlus

Growing NZ

High Performance Mānuka Plantations

Lighter Wines

Marbled Grass-fed Beef

Ministry for Primary Industries / PGP

NZ Avocados Go Global

Omega Lamb

Passion2Profit

Pioneering to Precision

Precision Seafood Harvesting

Red Meat Profit Partnership

Seed and Nutritional Technology Development

SPAT<sub>NZ</sub>

Sheep – Horizon 3

Steepland Harvesting

Sustainable Farming Fund

The NZ Sheep Industry Transformation Project (NZSTX)

Transforming the Dairy Value Chain

W<sup>3</sup>: Wool Unleashed

Register Online: [www.mpi.govt.nz/about-mpi/our-work/conferences-and-events/](http://www.mpi.govt.nz/about-mpi/our-work/conferences-and-events/)

# MC

## Facilitator for the day



### Scott Champion

Dr Scott Champion is an experienced leader, strategist and executive manager. He has worked across tertiary education, innovative organisations in the private sector and industry service delivery and advocacy for more than 20 years. In April 2016, he completed a decade working for the national sheep and beef industry body, Beef + Lamb New Zealand, the last 7.5 years as Chief Executive Officer. He was also concurrently Chief Executive Officer of the New Zealand Meat Board for this period.

**Scott is passionate about identifying, creating and connecting strongly with 'communities of interest'...**

Since May 2016, Scott has been consulting across food, agriculture and natural resources, and in June 2017 co-founded the specialist consulting practice Primary Purpose to continue working in these areas by drawing on a mix of disciplines, combining data and information with human centred insights. Scott also has governance and technical advisory roles in the primary sector, not for profit and community organisations.

Scott has significant experience across strategy development, facilitation, the securing of investment, and governance, across diverse areas such as sector development, international trade, and research and development. This work has often been within complex, multi-party projects, where the boundaries of the problems being encountered don't align with the boundaries of single organisations.

Scott is passionate about the primary sector, and identifying, creating and connecting strongly with 'communities of interest' and customers/clients to build effective products and services that make a difference.



# Registration

## and General Information

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Early bird registration prior to Friday 20 October is \$195.00 per person.

From Saturday 21 October registration will be \$230.00 per person.

REGISTRATION CAN BE MADE ONLINE AT:

[www.mpi.govt.nz/  
about-mpi/our-work/  
conferences-and-events/](http://www.mpi.govt.nz/about-mpi/our-work/conferences-and-events/)

with a credit card required for payment.

Please see the website for full details and cancellation policy for this event.

Register  
Online

### Registration Desk Hours

You may collect your name badge from the Registration Desk, located in the TSB Bank Arena foyer from 7.00am on Thursday 30 November.

### Venue

The conference will be held at TSB Bank Arena, Queens Wharf, Wellington

### Catering

Morning tea, lunch and afternoon tea will be provided. Please note any dietary needs when registering.

### Car parking

TSB Bank Arena, public parking facilities are available 24 hours, 7 days per week at Wilson Parking located beneath TSB Bank Arena. For current costs, please see the **Wilson Parking website**. For further parking information in Wellington's CBD check out **Parkopedia**.

### Contact Us

If you have any queries on the conference or your registration, please do not hesitate to contact the conference managers on:

Arna Wahl Davies / Nerida Ramsay

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