

AGRIBUSINESS DISRUPTION TRENDS AND THE FUTURE OF AGRIBUSINESS



Critical Questions

- **What**

....is going on in the marketplace?

- **So what**

...impact will this have on the industry, and my business?

- **Now what**

...do I need to do to optimize my position?



Know Your Limitations













- ✓ Disruption
- ✓ Relevance
- ✓ Adaptability





AIRBNB
The largest accommodation provider owns no real estate.

@BUSINESSMINDSET101



FACEBOOK
The most popular media provides no content.

NETFLIX

NETFLIX
The largest growing television network lays no cables.



ALIBABA
The most valuable retailer has no inventory



INSTAGRAM
The most valuable photo company sells no cameras



U B E R
The largest taxi company owns no vehicles.



Market Influences

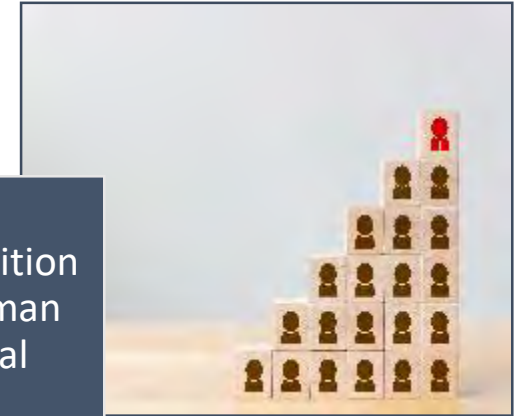
Globalization
of the
marketplace



Price
volatility and
margin
erosion



Competition
for human
capital



Consumer
preference



Technology
innovation



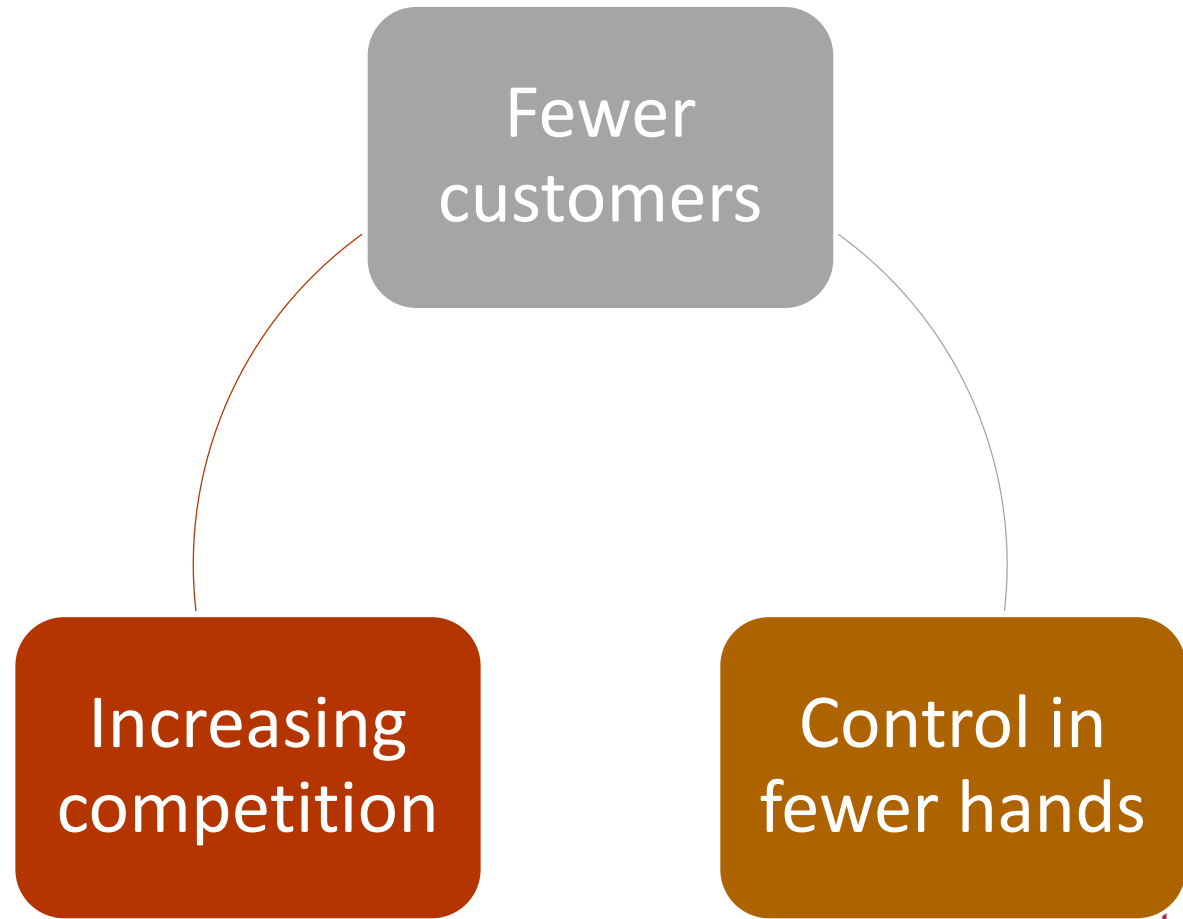
Regulatory
and
compliance
requirements



Consolidation at Every
Level of the Entire
Value Chain



The Future is Clear . . .





Relevance

“Success isn’t owned. It’s leased. And rent is due every day.”

J.J. Watt - athlete

Do You Have The “Right Stuff”?

- Profit
- Competition
- Best Talent
- Market Knowledge
- Technology



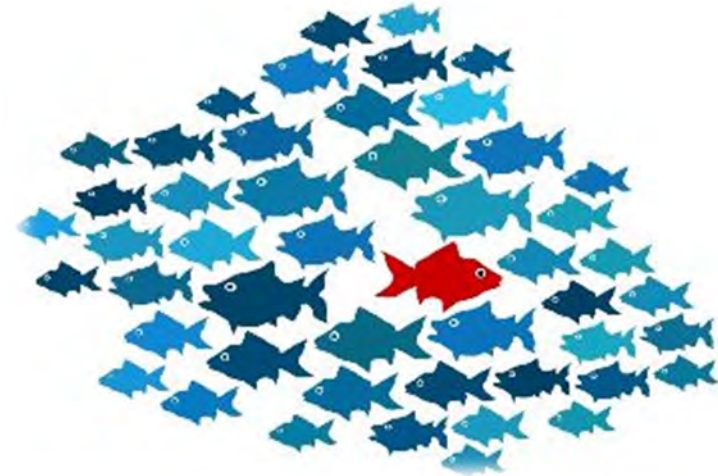
Do You Know What Direction You're Heading?



Do You Know How to Differentiate Yourself from the Competition?

“A benefit or set of benefits that meaningfully and favorably distinguishes you from your competitors.”

Philip Kotler





Adaptability

“Adaptability is about the powerful difference between adapting to cope and adapting to win.”

Max McKeown - author

Do You Have Sustainable and Repeatable Business Practices?



Business Strategy



Operational Efficiency and Asset Utilization



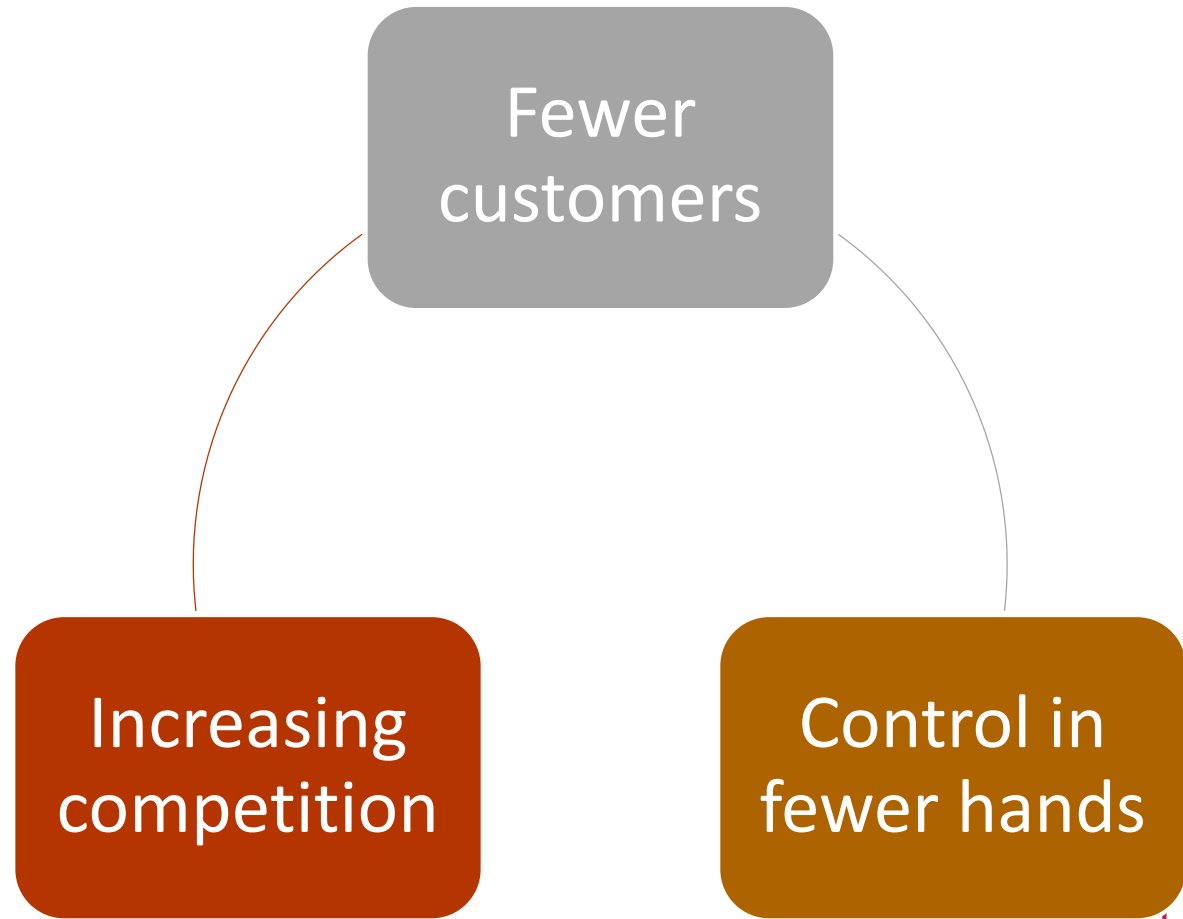
Personnel



Sales and Marketing



The Future is Clear . . .





YOU NEVER HAVE
TO MAKE UP
FOR A GOOD
START





ANYONE CAN STEER IN CALM WATERS





YOUR BIGGEST
CHALLENGE IS
YOUR
COMPETITION





DOING IT RIGHT
COSTS LESS THAN
DOING IT OVER





**EXCEED
EXPECTATIONS**

GET IT DONE

NOT QUITE

GOOD TRY

**STAY FOCUSED
ON
THE CUSTOMER**





EMPOWER
THE TEAM





NEVER, EVER
GIVE UP

