Engaging Farmers to Solve Food Pain Points

1) What is Farm Strategy
2) Market Trends
3) High Level View
4) Granular Opportunities
Farm Strategy

Know What is Grown
- Testing
- Databasing

Know Who needs What is Grown
- Programs
- Merchandising

Know How to Grow It Again
- Model Building
- Grower Relationship
Market Trends

Millennial Buyer
Clean Labeling
Sustainability
Water Use Efficiency
Carbon Footprint
Glyphosate in Flour
Food Safety and Mod. Act
The Millennial Buyer

• View food as a source of identity – relationship based

• Want to know more about food – sourcing and story

• Very Skeptical, but Loyal

• Spend more than previous generations
Market Trends

Millennial Buyer
Clean Labeling
Sustainability
Water Use Efficiency
Carbon Footprint
Roundup in Flour
Food Safety and Mod. Act
If you want people to **know the truth** tell facts
– If you want people to **love the truth** tell factual stories

Relationship
At a High Level

1) The Miller’s Pain must be the Farmer’s Pain

2) A Long-term Relationship must be built

3) Needs to be both Punishments and Incentives

4) Needs to offer the information to move from Punishments to Incentives
A Systems Approach to Milling Pains

1) Linking Production Practices to Quality Data

2) Building Forecasting Models to build long-term supply chains

3) Telling the complete story of the grain in a very unique way
The Engaged Farmer Represents the Greatest Amount of Un-tapped Potential to Help Solve Consumer and Food Industry Pains.