



Global Consumer Trends & Future Food

What does it mean for Australian farmers?



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Wes Lefroy
Agricultural Analyst, RaboResearch



Rabobank

The RaboResearch Food & Agri team

A global team of 90 analysts – supporting insight based banking



Our Agenda for Today

Section 1

Global food trends and the global consumer

Section 2

Some responses we've seen

Section 3

Technologies that will help

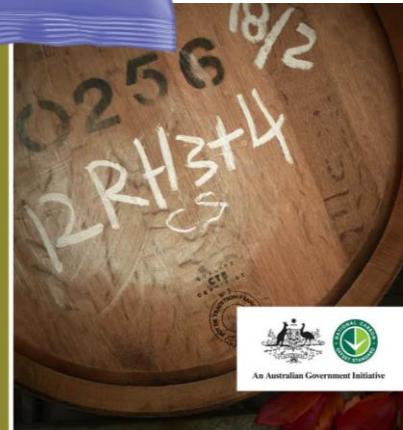
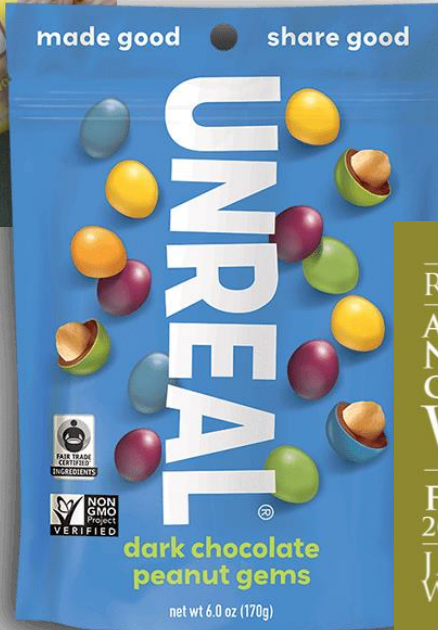
Section 4

How can we position?

Food offerings have changed



**SOW STALL FREE
FOR BETTER WELFARE**



How we get food is different



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Meal Kits



Restaurant Deliveries

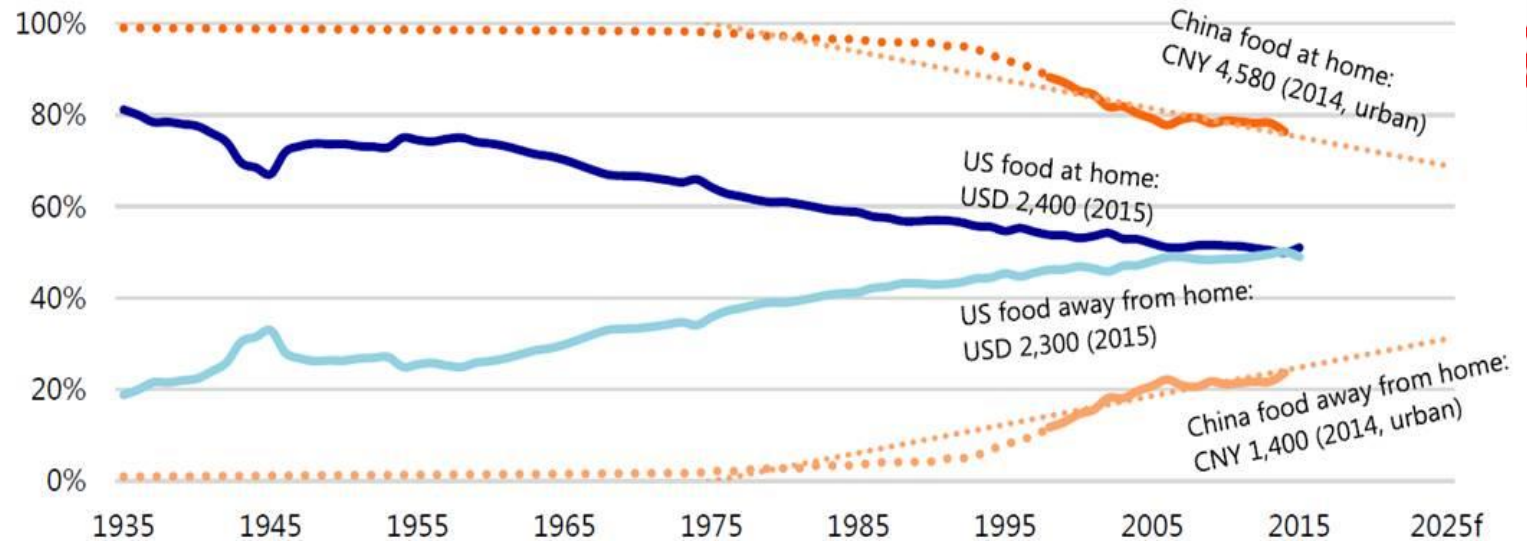


amazon

WHOLE

Delivered Groceries

Figure 2: Food consumption expenditure per capita at home vs. away from home, 1935 vs. 2025f



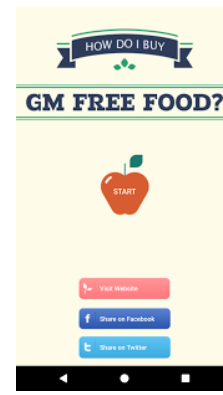
Source: USDA, National Bureau of Statistics of China 2016

Food away
From home

And influences on food choices have changed



Instagram



CluckAR: Augmented Reality Free Range Egg Detector 4+
CHOICE

#161 in Lifestyle
★★★★☆ 34 Ratings
Free • Offers In-App Purchases

Screenshots iPhone iPad



Our global consumer has changed

Its more than just about caloric satisfaction, and more than ever before



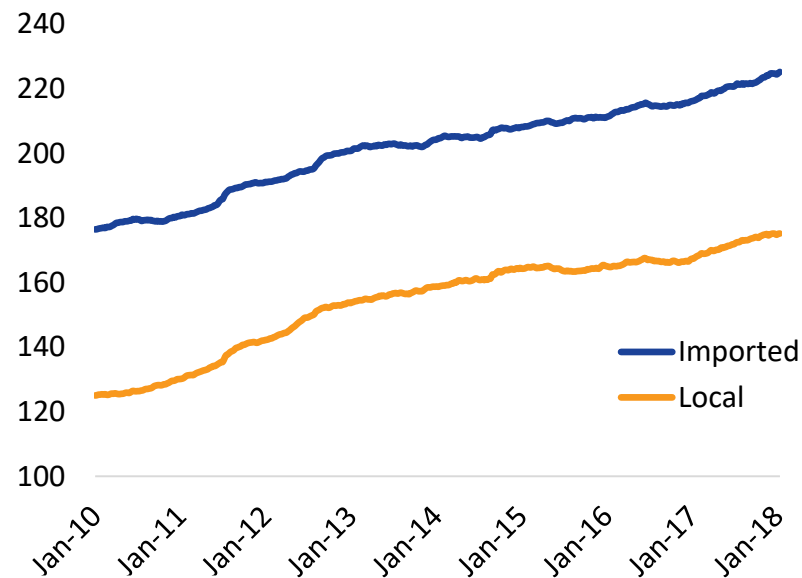
A Rising Opportunity To Sell Premium Food



Greater demand for food safety, transparency & provenance



Chinese Infant Formula Retail Price (RMB/kg)

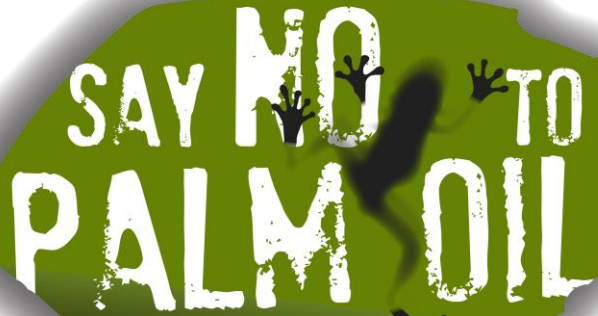


Source: Rabobank

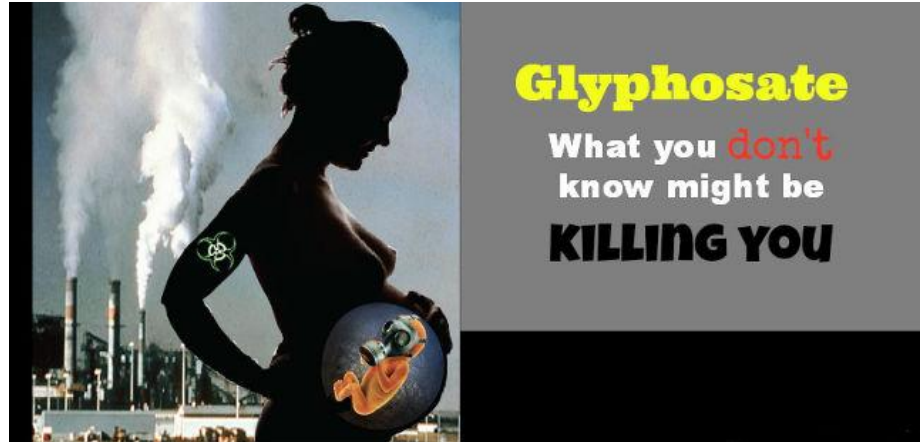
This is being reflected in regulation around the world



And science is playing a diminishing role in decisions

A green leaf-shaped logo with the text "SAY NO TO PALM OIL" in white, distressed, hand-painted style letters. Small black handprints are placed around the text, and a black silhouette of a bird is in the center.

...if it harms animals, people & our planet.



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Meeting market needs is already well advanced in dairy

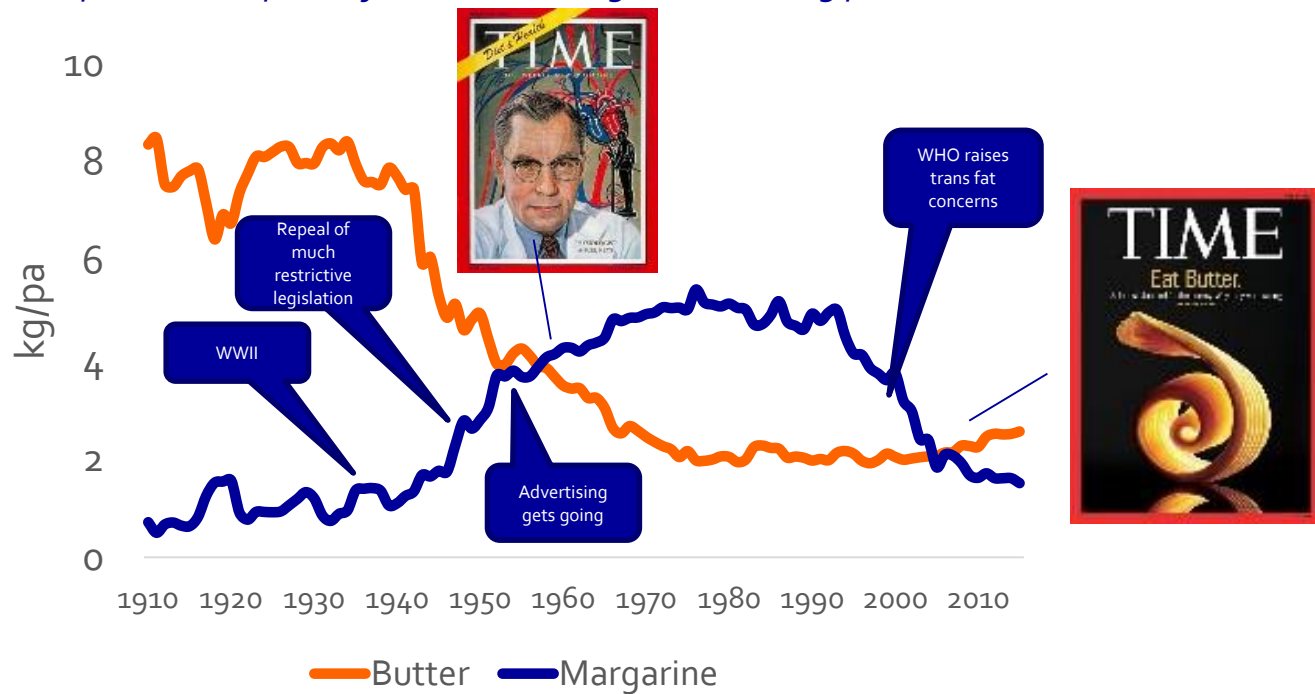


Margarine – the first food substitute?



Butter came back

Per Capita Consumption of Butter and Margarine (USA) kg pa



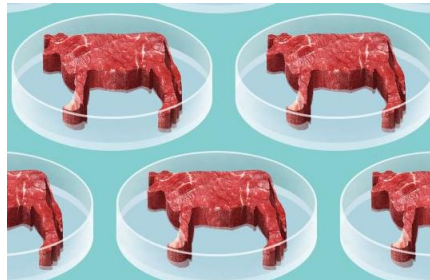
Substitute Meat



MADE FROM PLANTS!

THE IMPOSSIBLE CHEESEBURGER

Analogues



Cultured/lab grown meat

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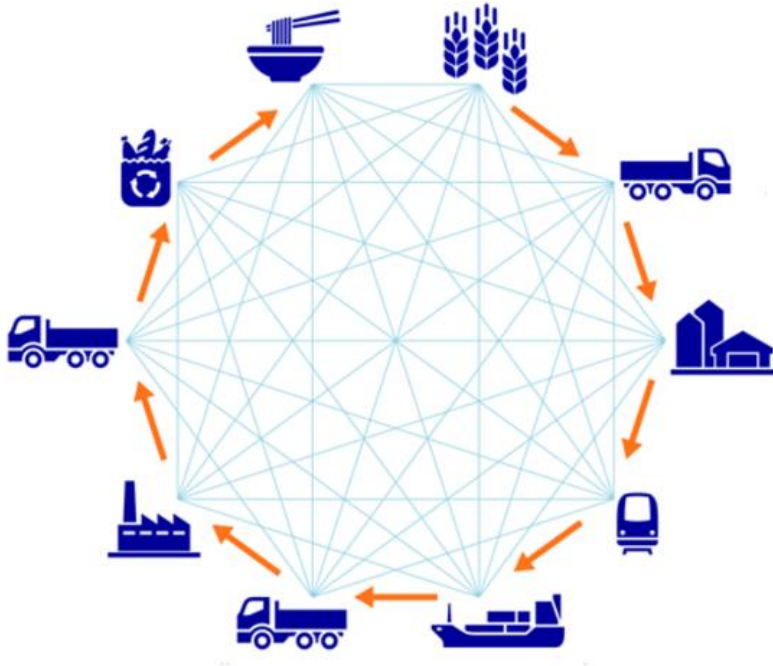
Technologies that will help

Section 4

How can we position?

What is Blockchain?

Enhancing Transparency and Provenance



- Digital Platform; Stores and Verifies Transactions
- Facilitates transfer of commodities, finance, production data.
- Each entity has copy of same shared record book.
- Transactions verified by other users.
- Secure and Near Instant Transactions

Internet of things (IoT)

Simplifying Data Collection for the benefit of the Farmer and Consumers



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The future



1. 'Plantification'
2. Health solutions
3. Direct supply chain
4. Customisation
5. Clean products/clean meat
6. Reduced waste



What do we do?



Doing nothing is not an option

1. Recognise that while you may not see value in something others may
2. Accept the need for a social license to operate is real
3. Choose the quality path (& 'naturalness' is a valid competitive advantage to pursue)
4. Understand that supply chains will change – and more often and faster than before, and that means your business will need to too.
5. Prepare for a data-heavy future – *it presents both disruption and opportunity*

For further insight

Wes Lefroy

Agricultural Analyst

RaboResearch Food & Agri

Australia and New Zealand

Wesley.Lefroy@Rabobank.com

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@wleeroy4

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