

TUESDAY 01 NOVEMBER 2016 • TSB BANK ARENA, WELLINGTON

Shaping New Zealand's Food and Fibre Future Conference

Register
Online:

www.mpi.govt.nz/about-mpi/our-work/conferences-and-events/



GROWING AND PROTECTING
NEW ZEALAND

Ministry for Primary Industries
Manatū Ahu Matua



Welcome

The Ministry for Primary Industries (MPI) invites you to join us for a journey into our food and fibre future. This unique one-day conference will look 10 - 20 years into the future and consider how New Zealand's primary industries can prepare for the challenges and opportunities it will bring.

For example:

Who might our customers be in 10 to 20 years' time?

What products might they want?

What emerging trends do we already know about?

How might future drivers change the way we grow and process our food, beverage, fibre and forestry products?

How might pharmaceuticals and nutraceuticals create new products and markets for our primary industries?

What R&D do we need to undertake in the near future to be able to meet our future needs?

Where do we need to invest in now to improve our capability and resilience?

Is NZ's innovation system fit for purpose to respond to long-term opportunities and challenges?

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 and expertise with us. We will also be sharing the results of three Food and Fibre Future workshops, which MPI recently held with a group of primary industry leaders.

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.

Although the conference programme is world-class, the informal networking, connecting and learning from Primary Growth Partnership (PGP) programmes showcased in our expo at the conference, really makes for some magic. It's a great opportunity for all those involved within the primary sector to come together.

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

Programme

Tuesday 01 November

10.00am Morning tea amongst the PGP Expo

10.20am Welcome - Martyn Dunne, Director-General, Ministry for Primary Industries

Session One: A Focus on Food

Session one will discuss the important role nutrition, health, and wellbeing will play in our food future.

10.30am **Natasha Telles D'Costa Associate Director**, Visionary Science Practice: Chemicals, Materials and Food, APAC, Frost & Sullivan

10.45am **Bill Kaye-Blake Director** – Finance and Economics, PwC

11.00am **Martin Kussman Chief Scientist**, High-Value Nutrition, National Science Challenge

11.15am **Steve Maharey Vice-Chancellor**, Massey University

11.30am Panel discussion with all session one speakers

Natasha has extensive experience in our Asia Pacific, UK, India and Middle East markets. She will share her future food insights in relation to the concept of 'health and taste' as a consumer driver in our Asia Pacific markets.

Martin has very recently moved to New Zealand from Switzerland, where he worked in corporate nutritional science for Nestlé.

Bill works in building the resilience, agility and reputation of food organisations by preventing crisis and improving performance, and will discuss the future issues that may arise in relation to our food safety and food supply.

Steve, who was the Founding Chair of the Massey University based FoodHQ, will share his thoughts on how New Zealand can become a true 'Food Nation' in the future.

11.50am Lunch amongst the PGP Expo

Programme Contd.

Tuesday 01 November

Session Two: A Global Perspective

Session two will discuss global trends, issues and challenges that are likely to shape our future.

12.50pm **Joe Mariani (USA)** Series Editor, Deloitte's research campaign on the Internet of Things (IoT)

1.30pm **Ian Proudfoot** Global Head of Agribusiness, KPMG

2.00pm Panel discussion with all session two speakers

Joe is joining us from Chicago. He has a background in defense and intelligence, and now works on pressing future issues facing companies and government organisations, including the impact of the Internet of Things on our primary industries.

Ian, a Briton who has lived in New Zealand for the past ten years, will be known to many of our audience members. He will talk about the emerging themes being observed on the future of how we will grow, process, distribute, consume and recover food, fibre, medicinal plants and timber.

2.25pm Afternoon tea amongst the PGP Expo

Programme Contd.

Tuesday 01 November

Session Three: A New Zealand Perspective

Session three will move the focus from global trends to actions taking place in New Zealand right now.

2.45pm **The Ministry for Primary Industries**

3.00pm **Miriana Stephens Director**, Wakatu Incorporation and Aotahi Ltd

3.15pm **Speaker to be confirmed**

3.30pm **Tim Mackle Chief Executive**, DairyNZ

3.45pm Panel discussion with all session three speakers

MPI is responsible for both growing and protecting our primary sectors. Across the Ministry there are currently four significant 'future foresight' work programmes underway. MPI will provide a brief summary of these projects, and then invite an industry participant from our recent Food and Fibre Future Workshops to share an industry perspective of what future foresight thinking means to their business.

Miriana is leading a strategic future-facing piece of work for Wakatu. She will consider many of the issues we will talk about during the course of our conference and what these mean for Wakatu's brands, businesses, and long-term decision-making.

Tim will talk about the dairy industry - so crucial to the New Zealand of today - and what the industry is doing to influence it's long-term horizons.

3.55pm Closing Remarks

4.00 – **Primary Growth Partnership Expo Networking Function**

6.00pm Following the conference, the Primary Growth Partnership Expo will offer the opportunity to network at the end of the day, in an informal setting with conference delegates and other guests, **between 4.00pm – 6.00pm.**

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 breadth of primary industries: wool, dairy, fishing and aquaculture, meat, pastoral, bee keeping, forestry, wine, viticulture and horticulture. PGP represents a current committed investment of over \$700 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 sector.

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

The PGP Expo and networking function will be held at the conclusion of the conference, from 4.00pm – 6.00pm, and we welcome anyone who wishes to attend during this time.

Email: arna@composition.co.nz to reserve a ticket.



www.mpi.govt.nz/about-mpi/our-work/conferences-and-events/

Session One

A Focus on Food

Session one will discuss the important role nutrition, health, and wellbeing will play in our food future.

Natasha Telles D'Costa



Natasha has over nine years of experience in the global food and beverage industry spanning the UK, India, Middle East and Asia Pacific. While working in these very different parts of the world she has further had the opportunity to work with countries across the world from New Caledonia to Chile. In her current role she is responsible for the Frost & Sullivan Asia Pacific Food & Beverage programme and works closely with major industry participants and governments across the East Asian and wider APAC markets. She has also worked closely with the team at NZTE as part of the East Asia Food Programme. A self-confessed “food nerd” she is intrigued constantly by the changing demands of the food industry, and her travels to the APAC markets never fail to instill in her an awe for how innovative food can get. Today her pet project and passion is trying to get consumers and partner companies alike to understand that taste and health can actually work together to create better foods for a better future. She realises that this is a huge task and she is a very small fish in a rather large pond but hey dreams are free!

Bill Kaye-Blake



Dr Bill Kaye-Blake is a Director in Finance and Economics at PwC. He has conducted economic research for the private sector, universities and the government for over 20 years. His research covers the primary sector, consumer behaviour, infrastructure, health and several types of modelling. Bill is currently involved in work linking on-farm decisions to wider resilience concerns, and making the connection between consumer choices and their social and environmental consequences. He is contributing to the High-Value Nutrition National Science Challenge through analysis of the export value of functional foods and research into consumer trends overseas. Bill is also an Honorary Associate Professor at Lincoln University and Past President of the New Zealand Association of Economists.

Dr Bill Kaye-Blake's research covers the primary sector, consumer behaviour, infrastructure, health and several types of modelling.

Session One Contd.

A Focus on Food

Session one will discuss the important role nutrition, health, and well-being will play in our food future.

Martin Kussman



Professor Martin Kussmann joined the High-Value Nutrition, National Science Challenge as Chief Scientist in October this year. He spends half of his time as Professor of Systems Biology in Nutrition and Health at the Liggins Institute within the University of Auckland.

Martin comes from the Nestlé Institute of Health Sciences (NIHS) in Switzerland where he was Head of the Molecular Biomarkers Core. Martin built this programme from scratch, covering the five research areas of proteomics, metabonomics, lipidomics, micronutrient analysis and diagnostics. He managed a Systems Nutrition Group, which develops and conducts biology-oriented nutrition and health research in the context of healthy ageing with a focus on cognitive, metabolic and intestinal health.

He is Honorary Professor for Nutritional Science at Aarhus University, Denmark, and lectured at the Ecole Polytechnique Fédérale Lausanne (EPFL). He led the Functional Genomics Group at the Nestlé Research Centre, Lausanne, and was responsible for nutrigenomics and nutri(epi)genetics.

Steve Maharey



Steve Maharey is Vice-Chancellor of Massey University. Massey University is the leading New Zealand agrifood University and Steve was the Founding Chair of FoodHQ. He is an enthusiastic advocate of New Zealand becoming the leading producer of quality food products in the world.

He was the Member of Parliament for Palmerston North from 1990-2008 and a Senior Cabinet Minister from 1999-2008. Earlier in his career he was a Senior Lecturer in Sociology and a Junior Lecturer in Business Administration. His main areas of academic interest include social policy (particularly social development), education, media and cultural studies, social change and politics.

He has been an elected City Councillor, Chair of CUAP, Deputy Chair UNZ and the Asia NZ Foundation Board. Member of a wide range of Boards.

Appointed a Companion of the New Zealand Order of Merit (CNZM) in 2008. He has contributed to eleven books and is a very frequent contributor to all forms of media.

Session Two

A Global Perspective

Session two will discuss global trends, issues and challenges that are likely to shape our future.

Joe Mariani (USA)



As series editor for Deloitte's research campaign on the Internet of Things (IoT), Joe is responsible for examining the impact of IoT on a diverse set of issues from business strategy to technical trends.

Joe's broader research focuses on how new technologies are put to use by society and the organisations within it.

With previous experience as a consultant, high school science teacher, and Marine Corps intelligence officer, Joe is able to clearly communicate insights about even complex emerging technologies to a wide audience.

**Joe is joining us from Chicago.
He has a background in
defense and intelligence...**

Ian Proudfoot



Ian Proudfoot leads our Consumer/Industrial Markets and Agribusiness lines of business. He provides audit and transaction services to clients in a wide range of sectors, including agribusiness, retail and distribution. Ian joined KPMG in London and transferred to KPMG Auckland in 1996. Since that time he has undertaken a diverse range of client assignments including a 12-month secondment managing financial reporting and consolidation for a major New Zealand company.



Session Three

A New Zealand Perspective

Session three will move the focus from global trends to actions taking place in New Zealand right now.

Miriana Stephens



Miriana (Ngāti Rārua, Ngāiterangi and Ngāti Ranginui) was born and raised in Motueka and recently won the 2016 Aotearoa NZ Māori Woman Business Leader award in recognition of outstanding success and excellence in business.

Miriana is a director for Wakatū Incorporation (Wakatū), which is guided by Te Pae Tāwhiti (the 500 year intergenerational plan of Wakatū) that will create a strong identity for our owners now and in the future as being at the forefront of Māori business, and known as the leaders in innovation.

A lawyer, businesswoman and mother of four, she also runs Aotahi Limited (Aotahi) which specialises in developing and managing educational programmes in the areas of small business and money management to communities around the motu. Aotahi has also published three books that support small business and indigenous business development.

She also is serving on the New Zealand Psychotherapists Board and trustee on Te Āwhina marae, and Te Runanga o Ngati Rarua.

Tim Mackle



Tim has been DairyNZ's chief executive since 2007 and chief executive of its predecessor Dexcel since 2005. Before that, Tim was general manager of Anchor Ethanol. He has a PhD in animal, food and nutritional sciences from Cornell University, New York, and was a nutrition and milk characteristics scientist at the Dairying Research Corporation in Hamilton. He also worked in strategy for the New Zealand Dairy Board before taking a corporate role at Fonterra supporting the first CEO.

Tim will talk about the dairy industry - so crucial to the New Zealand of today - and what the industry is doing to influence it's long-term horizons.

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 over 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'...

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.

Scott is passionate about 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

Full day conference registration including PGP Expo Networking Function is \$110.00 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.

If you wish just to attend the PGP Expo and networking function, from 4.00pm – 6.00pm, please email arna@composition.co.nz to reserve a ticket.

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 Tuesday 01 November.

Venue

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

Catering

Morning tea, lunch, afternoon tea and light refreshments during the network function 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:

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