Invited Speakers

International Keynote Speaker

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

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:

TE HONO

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.

Ian Proudfoot

Ian Proudfoot leads KPMG's 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.

The world is not waiting for us – are we keeping up with a world of fast agri-food innovation?

There can be no complacency that the world will keep buying our food. We are the only developed country that relies on growing and selling products to the world to maintain our economic wellbeing and we have to do this within a global food system that is evolving at break-neck speed. Every day there are organisations in New Zealand, and around the world, innovating with their business models and taking risks all with the intention of creating more consumer centric experiences that generate more value for all participants in a value web. Ian will reflect on changes being observed in global agri-food markets around the world, and whether New Zealand organisations are leading or responding to the trends being observed.

Baba Shiv

Baba Shiv's expertise is in the area of neuroeconomics, with an emphasis on neural structures related to emotion and motivation in shaping decisions and experiences.

Baba Shiv is behind the Sanwa Bank, Ltd., and Professor of Marketing at the Stanford Graduate School of Business (GSB). He has done extensive work on the emotional brain, documenting its powerful role in shaping decisions and experiences. His work includes the application of neuroeconomics to the study and practice of innovation and entrepreneurial leadership in companies, from Silicon Valley startups to Fortune 500 companies, as well as countries including India, Malaysia and New Zealand. He frequently consults with, and is on the advisory boards of, several start-ups, and he frequently hosts executives from around the world in executive education programs at Stanford on strategy, entrepreneurial leadership, and customer-focused innovation.

Baba has been involved with Te Hono, in an advisory capacity, since its inception.

Project Leapfrog: accelerating action

Te Hono is a partnership helping to drive the success of the New Zealand primary industries. It is business-led, government-partnered and deeply focused on the aspiration for New Zealand to be recognised by the rest of the world for our natural environment, our products and our ethical values. Te Hono now features over 220 influential leaders, representing 80 percent of the New Zealand primary sector. Baba will share a range of projects being developed and implemented by Te Hono members, in an attempt to make the giant leaps our primary sector needs to drive value.

Hon Damien O'Connor

Minister of Agriculture, Biosecurity, Food Safety, and Rural Communities

Associate Minister of Trade and Export Growth

Hon Damien O'Connor believes every New Zealander, regardless of their background or family situation, deserves the opportunity to realise their full potential and participate in their community and society. Damien stands for the values of equality and opportunity, and for the responsibility we owe to each other to maintain these values.

Damien's background in farming and adventure tourism drives his view that we need well-paid, sustainable jobs and industry growth to improve our future. He is a passionate advocate for rural communities and for a thriving agricultural sector. Damien was first elected to Parliament in 1993 and has served as a Minister in both the fifth and sixth Labour Governments, and Spokesperson in Opposition for a variety of roles, including Agriculture, Biosecurity, Food Safety, Tourism, Immigration and Health.

Damien is an active sportsman and represented Buller at athletics. He has won West Coast Young Farmer of the Year and enjoys sports including skiing, white water rafting, jet boating, motorsports and playing rugby for the New Zealand Parliamentary Team.

Volker Kuntzsch

Volker Kuntzsch is the CEO of New Zealand's oldest and largest seafood company, Sanford. He has had a distinguished international career in the fishing industry spanning 25 years and five continents. He was formerly the President of Nippon Suisan (USA), and President and CEO of King & Prince Seafood Corp in Brunswick, Georgia, USA. His former roles have also included senior positions with Unilever in Germany and the United Kingdom.

Volker was educated in South Africa, where he gained a Master of Science from the University of Stellenbosch.

Volker's work at Sanford and his wider work in creating awareness of the need for seafood sustainability was recognised this year when he was awarded the Intrafish Media Person of the Year Award in Brussels. The judges said of him "few executives have as much experience at high-profile companies and high-profile initiatives as Volker Kuntzsch, and even fewer have left their organisations having changed them for the better." Volker's experience also includes development of the Marine Stewardship Council certification of major fisheries and he played a key role in the early accreditation of the New Zealand hoki fishery.

He is a keen supporter of innovation in seafood and is proud that Sanford is one of the New Zealand companies behind the development of the new fishing technology Precision Seafood Harvesting and involved in breeding new lines of Greenshell™ mussels.

So much more than just fish

New Zealand contributes less than 0.4 percent to worldwide seafood supplies. Nevertheless, lifting the game from the traditional focus on catching more fish as efficiently as possible towards a consumer-focused, value-driven approach, provides ample opportunity to differentiate ourselves on the global stage. Our resources, the image of our country internationally and Kiwi ingenuity create the basis for New Zealand's seafood industry being able to punch above its weight. Sanford invests in innovation in a variety of ways: from developing better fishing methods to increased transparency across the supply chain, from improved utilisation of the species we fish or farm to building an honest understanding of the industry, all with the objective of building value through a greater appreciation for our natural resources.

Julian Elder

Julian Elder became Chief Executive of Scion in March 2017.

He joined Scion as a deeply experienced chief executive, having led large-scale civil infrastructure projects in waste treatment, renewables, telecommunications, energy and water. He has a successful track record leading multi-stakeholder complex ventures, delivering sustained profitable growth to utility, contracting and professional services businesses across Asia Pacific. Julian brings international business experience along with experience in applying leading-edge technology to meet business needs. He led WEL Networks Limited from 2007 to 2014 and the associated Waikato Networks Limited from 2011 to 2014, doubling the size of the combined business during his tenure. Prior to that role he was Chief Engineer at Watercare Services from 2005 to 2007.

Graduating from the University of Auckland with a PhD in Electrical Engineering in 1984, Julian is a Chartered Member of the New Zealand Institute of Directors and a Chartered Professional Engineer. He is currently Chair of the Waikato Regional Theatre Governance Panel and a director of Flick Electric Company, and until recently a director of Soda Inc., Enterprise Angels, New Zealand Wind Farms, a trustee of the Waikato Animal Welfare Foundation and a member of the University of Waikato Honours Committee.

Scion – the opportunity for fibre innovation

In a world of rapidly increasing consumer awareness of climate change and an associated desire for more sustainable products, the timing has never been better for new fibre innovations delivering low carbon products. Scion has been working both beyond traditional fibres, and beyond traditional sectors in the application of science and technology to deliver benefit to New Zealand. Sustainability marketing initiatives and resource efficiency efforts have introduced new fibre opportunities from a range of sources such as food processing by-products that may have been previously considered waste streams, to be reprocessed into higher value, low carbon products. From wood waste to animal feed, or food waste to bioplastic, the examples of fibre innovation currently underway provide insights to the exciting potential for New Zealand's primary industries to innovate across traditional sector boundaries.

Hilton Collier

Hilton Collier has nearly two decades of experience lifting farm performance and enhancing production supply chains ensuring improved productivity is aligned to achieving higher value market and consumer opportunities.

Founding shareholder of Agfirst, Hilton's vast experience has been gained in the Northern Hawkes Bay and the East Coast areas, where he has strong linkages to Māori agribusiness.

He is a Trustee for Tarawhiti Land Development Trust and is involved with Firstlight (Wagyu beef) and The New Zealand Merino Company using Merino as a terminal sire across the ewe flock.

Hilton has a Bachelor of Agricultural Science from Lincoln University.

Pasture to plate - How Ngāti Porou agribusiness is responding to PGP programmes

Pakihiroa Farms Limited (PFL) is an iwi owned and operated agribusiness. The nature of PFL's ownership means it is able to take a longer view of its investments in terms of the enterprises, production systems and the talent needed to maintain a flourishing business.

PFL is aligning its on-farm production with defined market channels that enable a closer engagement with end users. It wants to understand its end users needs/values/desires and to find ways to exceed their expectations. PFL needs to remain relevant and refine its offering to deliver to both current as well as emerging markets.

Understanding the full spectrum of product attributes, connecting with consumers using all available technologies and being sufficiently agile in its thinking to enable rapid response are key contributors to PFL's success.

PFL uses KPMG Enterprise DNA as a framework to instill a culture and sense of urgency in its operating model. PFL wants to ensure it remains focused on its mission as it adapts to new ways of "doing things". It needs to understand the gaps in its systems and manage these as it implements new ways. All this must be executed with the resources available balanced against its obligations as "nga kaitiaki o nga taonga o Ngāti Porou".

Tony Egan

Tony is currently the Managing Director of Greenlea Premier Meats Limited. 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
- The Chairman of Agmardt, the Agricultural and Marketing Research and Development Trust with assets of $90m 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.

Amanda Gilbertson

Amanda Gilbertson strayed from her degree in entomology and environmental science to encompass working for a variety of primary industries including pork, pipfruit and kiwifruit. She found while working for Callaghan Innovation that she enjoyed the mix of science, innovation and business. Therefore when the opportunity came to work for a technology focused incubator she grabbed the chance to really understand the commercialisation of technology. She is part of the innovation ecosystem in Tauranga, which includes the Young Innovators Awards, Design Thinking Meetups and is the Chair of the House of Science. She has an interest in Agtech, automation and food technology and has a suspicion that those that get involved in Startups are slightly crazy.

What are incubators, accelerators, and angels? How startups can find investment

Average person: I have a great business idea. My friends and family and some fools have said they will give me some money. However I think I might need more: what are my options? Amanda has worked for Callaghan Innovation, an Incubator, and an Accelerator. She knows some Angels. She will help decode the language and the landscape of New Zealand innovation investment so you can take that idea and decide if you are a Hustler, Hipster or Hacker. She will give some great examples of how companies are now using startup methodology to increase their internal innovation.

Deborah Roche

Deborah joined as the Deputy Director General Policy and Trade in late February 2013. Prior to joining MPI, Deborah was seconded to the Department of the Prime Minister and Cabinet for 18 months where she was the advisor on State Services, Better Public Services, Defence and Sport and Recreation, and a member of the Officials Committee on Economic Growth and Infrastructure.

Deborah's previous roles included Deputy Director General Strategy and Systems Performance at the Ministry of Health; Deputy Director Strategy at the Department of Health in the United Kingdom; ran the health and social care section of a leading UK think tank; guest lectured at the London School of Economics and prior to this was a sports physiotherapist.

Deborah holds an MSc (London School of Economics), MAppSc (University of South Australia), CertTT (Waikato Polytechnic) and a DipPhys (Auckland Institute of Technology).

MPI investment to support our understanding of consumers, disruption, and emerging opportunities

Our companies are operating within a dynamic and ever changing environment that increasingly requires desirable products and services to secure premium prices and higher margins. Being the best at growing or making something is no longer the recipe for success. To prepare our companies for this, MPI is investing in new capabilities to ensure it can partner with industry to put the consumer at the heart of its models. Deborah will share with you the key elements of MPI investment, and show you how MPI is using new capabilities to understand the implications of disruption, proactively identify and support emerging opportunities, and increase speed to market.

MC

Facilitator for the day

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

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.

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.