



*Australian Red Meat Industry
Digital Strategy Forum
'It all starts right here'*

PĀMU
FARMS OF
NEW ZEALAND

LANDCORP
NEW ZEALAND

A CORPORATE FARMING PERSPECTIVE

LANDCORP FARMING LTD - A SNAPSHOT

140 FARMS

Manage 385,000 hectares of land. Farm 530,000 sheep, 78,000 dairy cattle, 79,000 beef cattle, 95,000 deer and 5,000 dairy sheep (in JV)

\$1.6b ASSETS

In 1987 Landcorp was worth \$170 million. Have increased the company value more than 10-fold. Have bought and sold 150 farms

AN SOE

Landcorp operates commercially with no capital injections or tax advantage. Dividends go to the taxpayer - \$500 million since 1987

PARTNERSHIPS

Work with partners to develop a portfolio of farms tied into value chains. Currently own 97 farms and manage 43

A CHANGING WORLD

SHIFTING EXPECTATIONS, CHALLENGES AND OPPORTUNITIES

Expectations of farming:

- environmental care
- animal welfare
- people welfare

Environmental challenges

- climate
- water and land

Commodities

- volatility

New markets

- Asia
- segments



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NEW ZEALAND



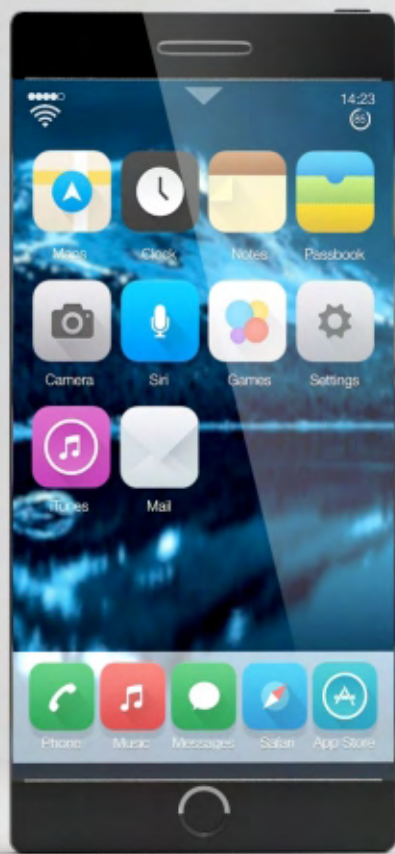
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iPhone 7

by SET Solution



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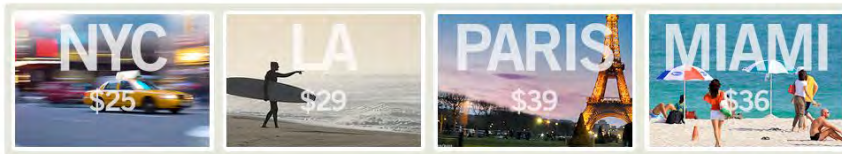
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Guests

1



 "Charming Garden Level Apt" - Brooklyn, NY
\$175/ night
6 Reviews



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Wearables





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Mixed Reality Scale



**Actual
Reality**

**Augmented
Virtuality**

*Wikitude
ARQuake*

CAVE

*Consensus
reality*

**Augmented
Reality**

Knightmare

**Virtual
Reality**

Based on edited data from Tom Saunter's *An Opus to AR* on Digital Cortex and Wikipedia. akuAtaja.

A.I.

Artificial Intelligence

Artificial Intelligence



Business as usual



Innovation = Business as unusual

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Insightful Conversations

Tell me about a time...

Explore experiences, not opinions

Ask why? why? why?

Leave your opinion behind

Seek surprises

Don't validate, make insightful discoveries

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Market Analysis/
Product Development



Processing improvement and Measurement



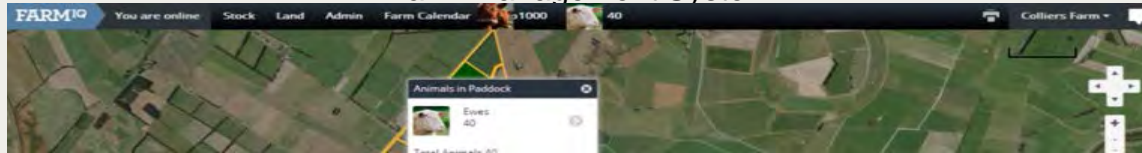
Genetics and genomics



Farm Productive Capacity and Technology



Farm Management System





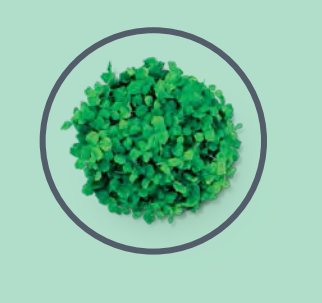
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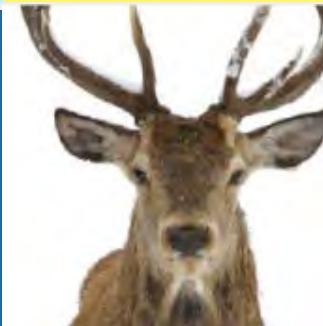


PREMIUM



PARTNERSHIP

PRODUCTS OF ABSOLUTE INTEGRITY



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AUTHENTICITY



STEWARDSHIP

