



# SMITHFIELD

— CATTLE COMPANY —

SINCE 1928 AUSTRALIA

---

The Influence of Genetics Across the Value Chain  
Jason Strong - CEO

---



# ***The Challenge***

The beef value chain of the future -  
ensuring value creation and long  
term sustainable profitability for all  
key stakeholders


# ***The Role of Genetics***

We know genetics can play a key role in  
this challenge - but they don't yet!



What does the future hold for the beef  
industry?

We know we're lining up for significant change  
in the way we do business.



# NOKIA



Nokia's net sales from 1999 to 2015 (in billion euros)



Source:  
Nokia  
© Statista 2016

Additional Information:  
Worldwide; Nokia; 1999 to 2015

## *What went wrong?*

“We didn’t do anything wrong, but somehow, we lost.” Nokia CEO





**"EVERYONE HAS A PLAN UNTILL THEY  
GET PUNCHED IN THE MOUTH"  
MIKE TYSON**





SEP 15, 2011 @ 09:59 AM 16,916

# Best Buy Gets Amazoned: Is It Doomed?



**Chunka Mui**, CONTRIBUTOR

[FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

My friend, [Paul Carroll](#), is peeved at Best Buy. It stems from the time his daughter's puppy chewed up her laptop's printer cord. Paul knew he could get the really simple cord for \$2.50 on Amazon, but he had to buy it at Best Buy for \$30 because she needed the cord immediately. Best Buy extracted a tremendous premium that day, and lost Paul's good will forever.



Mar 2006

**\$56**



Dec 2012

**\$11**

01

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

# THE WALL STREET JOURNAL.

[Home](#) [World](#) [U.S.](#) [Politics](#) [Economy](#) [Business](#) [Tech](#) [Markets](#) [Opinion](#) [Life & Arts](#) [Real Estate](#) [WSJ. Magazine](#)

Updated Dec. 4, 2014 5:30 a.m. ET

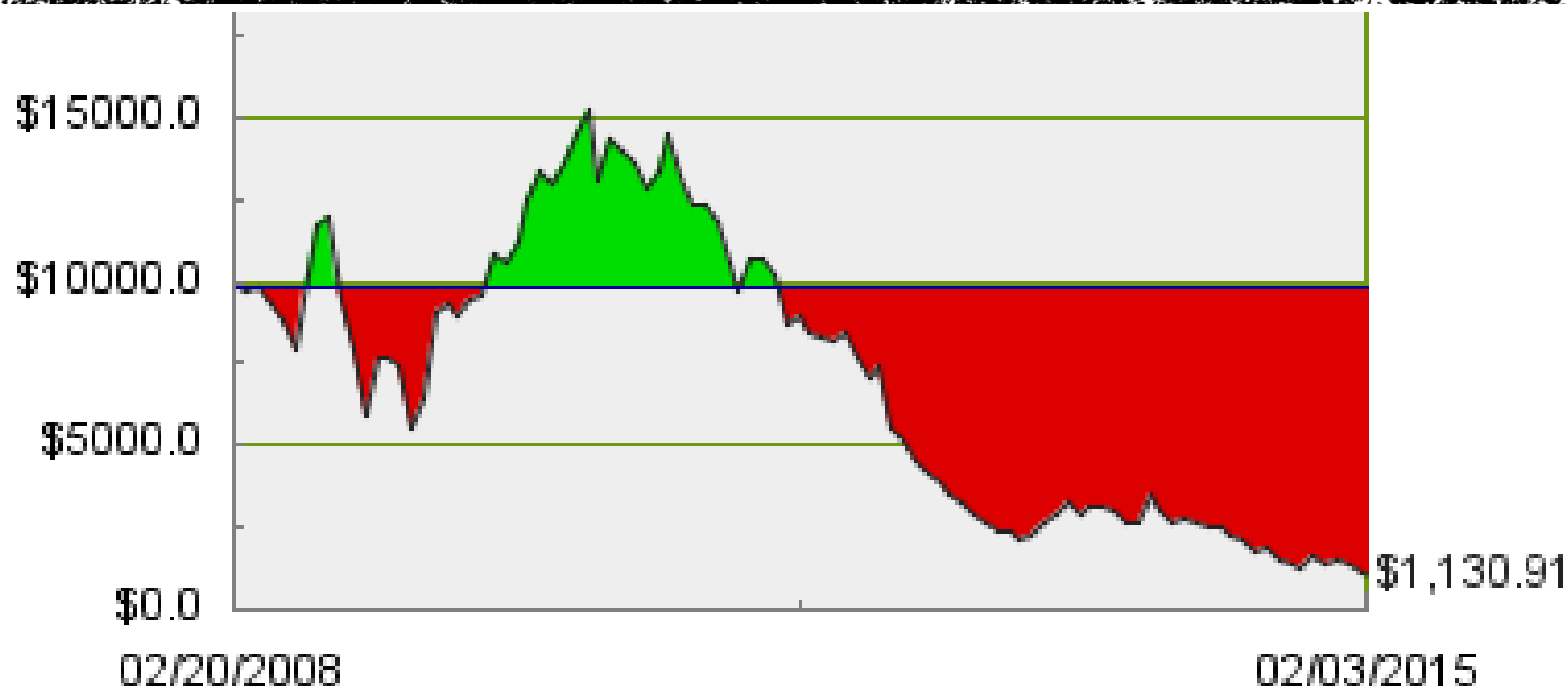
## Best Buy to Exit China

Electronics Retailer to Focus on Core U.S. Operations After Struggling in Asian Giant



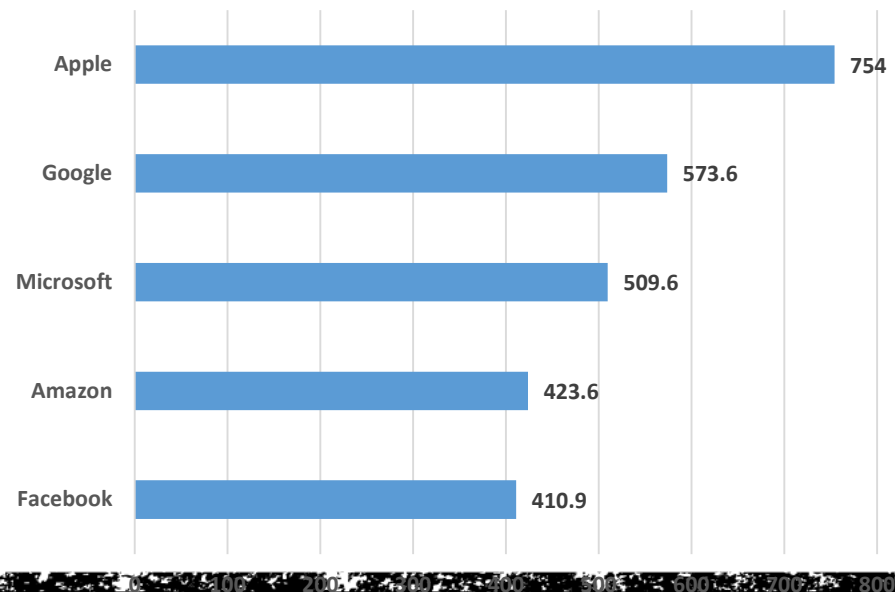


# ***Growth of \$10,000 invested in Radio Shack***

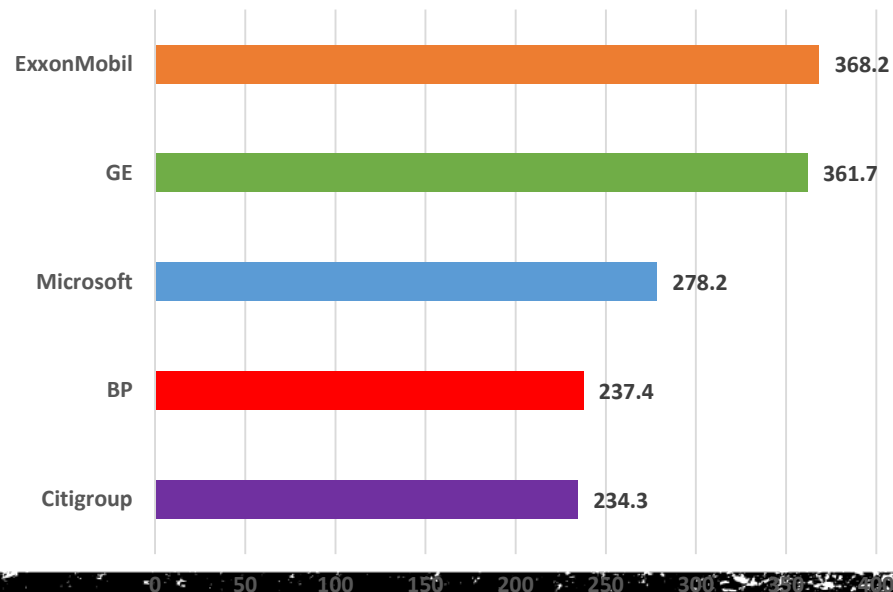


# *How things can change*

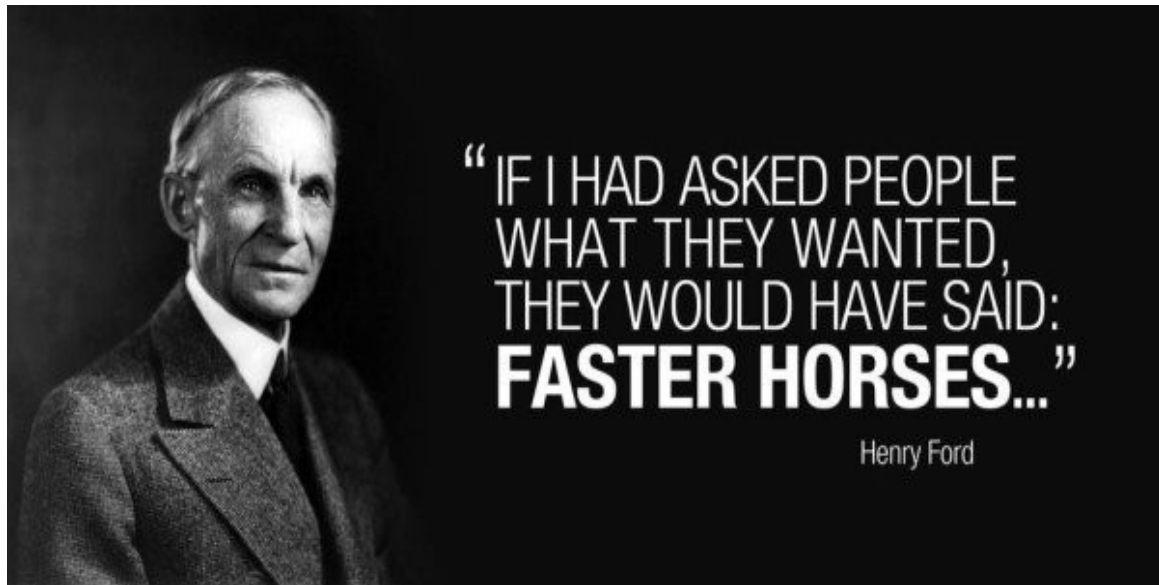
Top 5 Market Caps in \$B - 31/3/2017



Same Date, 11 Years Prior





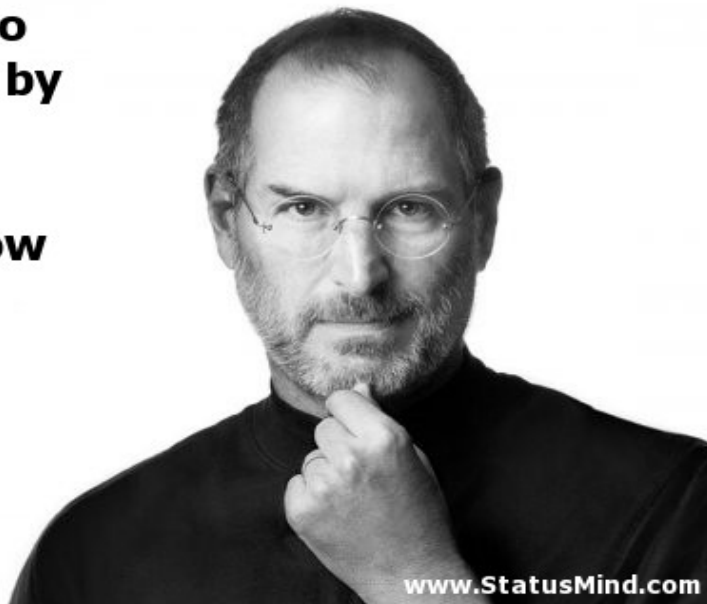


“IF I HAD ASKED PEOPLE  
WHAT THEY WANTED,  
THEY WOULD HAVE SAID:  
**FASTER HORSES...**”

Henry Ford

**It's really hard to  
design products by  
focus groups. A  
lot of times,  
people don't know  
what they want  
until you show  
it to them**

~ Steve Jobs ~

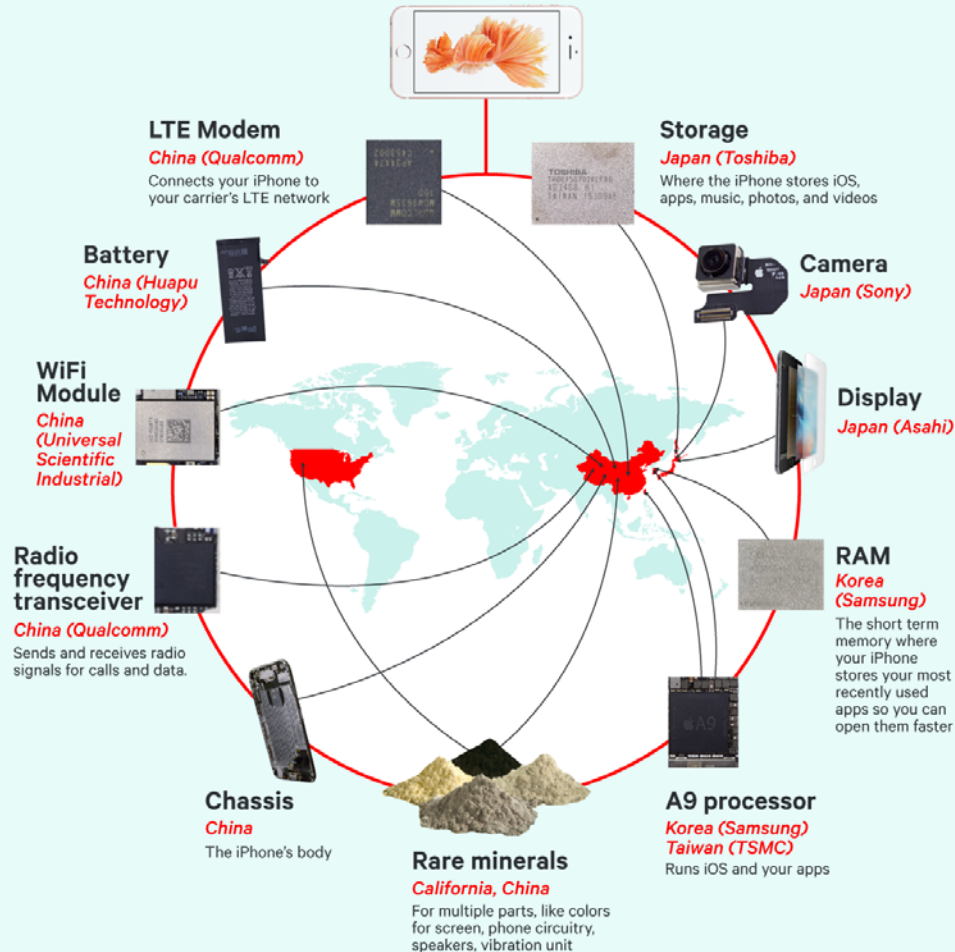


[www.StatusMind.com](http://www.StatusMind.com)

## ***How things have changed***

- 25% of the total US advertising spend now goes to Google and Facebook
- Apple is 11% of the smart phone sales volume and 79% of the profit
- Amazon grew their sales in 2016 by 50% to be 43% of US online sales - \$84-\$126 billion

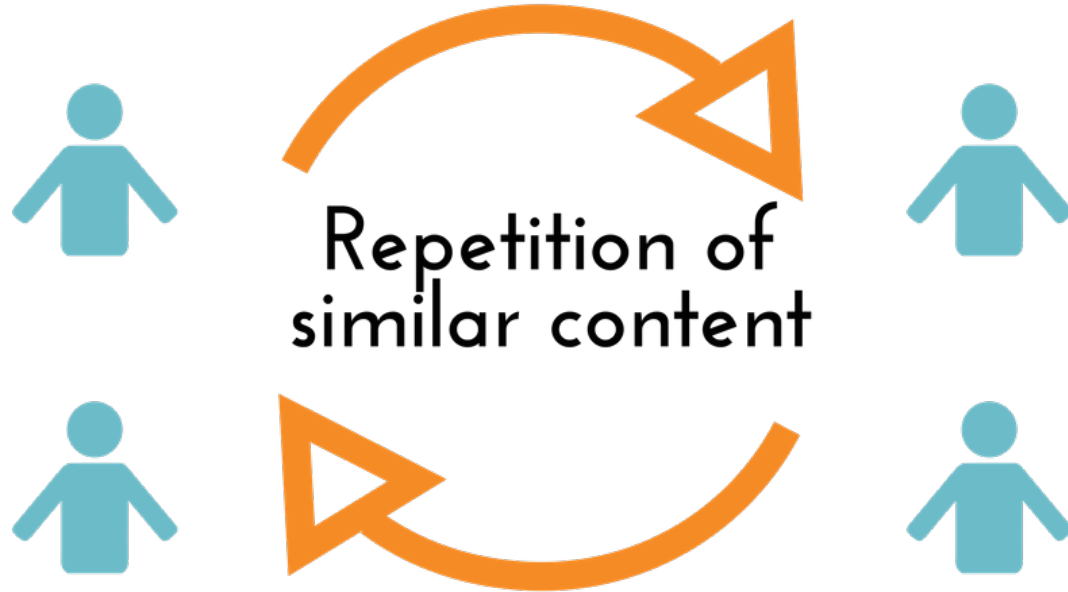
# Where the parts of an iPhone 6s come from



# ***What do we need to consider?***

- Content control is rapidly becoming less important
- Service, convenience, information and utility are drivers of value
- What people need, when and where they need it to make better, more timely decisions

# ECHO CHAMBER



# ***What do we need to consider?***

- The impact and use of genetics and genetic information is heavily weighted to the front end of the supply chain
- We need information and tools that are readily available and directly applicable to decision making down stream in the supply chain
- Breeding better bulls has been great, but we need a lot more from our genetic information programs

Global demand for red meat proteins continue to increase.  
There are fantastic opportunities for all the supply chain.  
To realise even part of this opportunity we have to get better at  
delivering consistent high quality product to our consumers.

If we don't, someone else will do it for us.





# SMITHFIELD

— CATTLE COMPANY —

SINCE 1928 AUSTRALIA