

# Origin Story

Connecting with the consumer

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# What is an origin story?



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## Origin story

In comic book terminology, an **origin story** is an account or back-story revealing how a character or team gained their superpowers and/or the circumstances under which they became superheroes or supervillains.



# A brief outline of where we are headed

**Section 1** Context of consumer engagement is changing – fast

**Section 2** Priorities vary considerably between markets

**Section 3** Industries are now responding

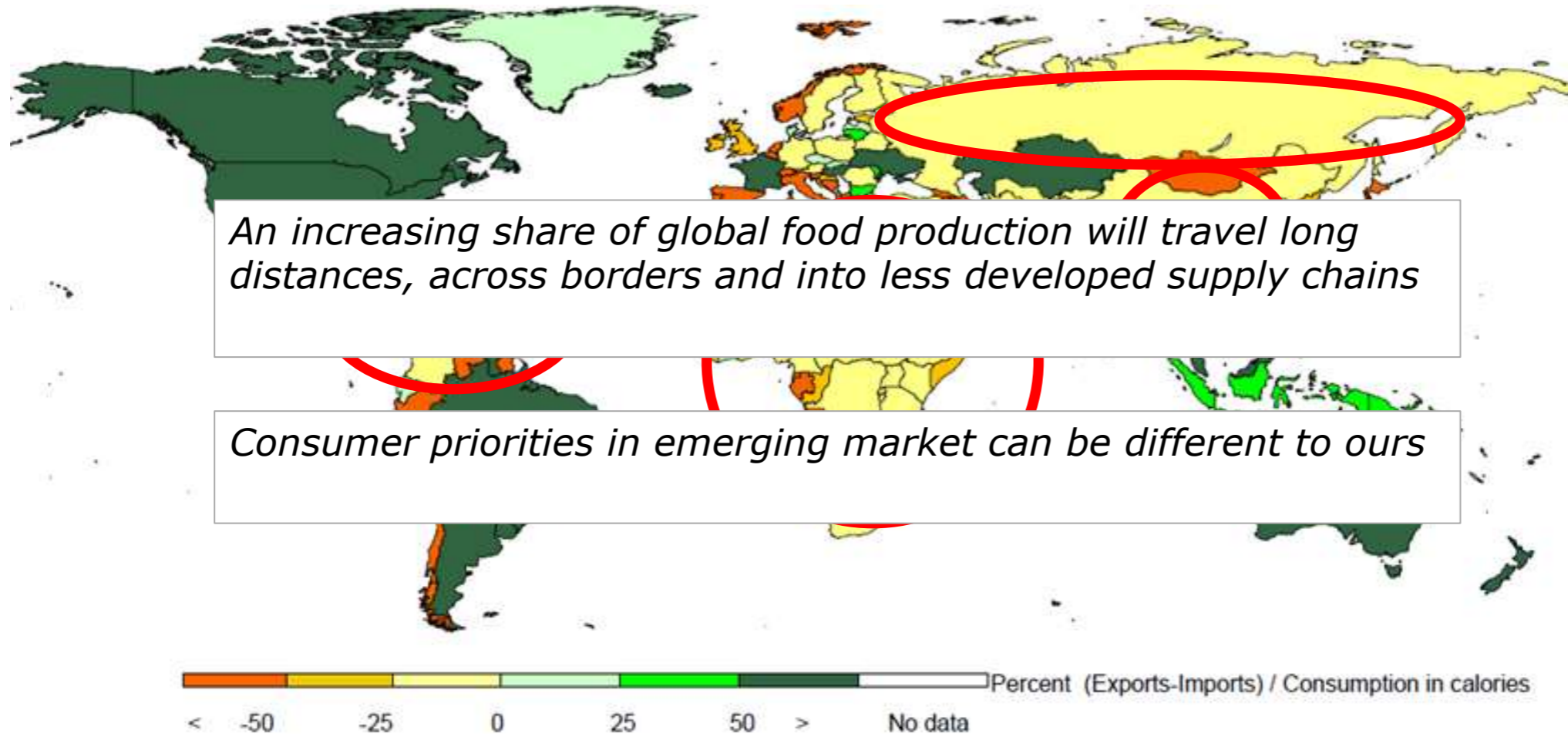
**Section 4** How can the NZ dairy industry capitalise ?

# Food demand growth is concentrated mainly in emerging markets



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## Net Trade in Food



In advanced economies, consumers are becoming interested in more than quality and price



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Animal welfare



*None of these attributes are self-evident at purchase or consumption*



FAIRTRADE

# Trust in institutions is in decline

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**Bloomberg Businessweek**  
Monsanto Was Its Own Ghostwriter for Some Safety Reviews

## **Markets**

EPA Official Accused of Helping Monsanto 'Kill' Cancer Study

## **THE GUARDIAN**

Chairman of UN's joint meeting on pesticide residue co-runs scientific institute which received donation from Monsanto

# Social media is facilitating lower barriers to entry



Retail models are also starting to change



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# Technology is increasing our ability to trace products



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Is it the real thing?



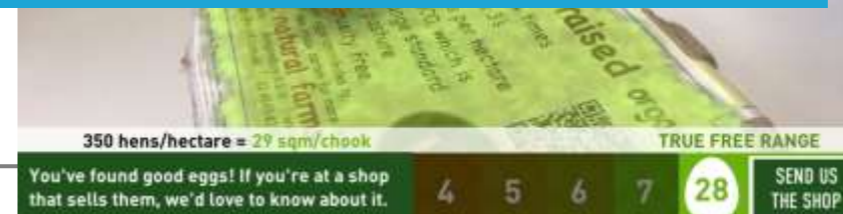
Baby formula pack becomes smartphone-friendly

What is in it ?



The whole story

Where do



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USA: The media narrative on food supply chains in the US is revealing



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**Summary of 13 years of film making:**

*The supply chain is producing food that is unhealthy, in a way that is environmentally harmful and abusive of both animals and employees (and sometimes farmers)*

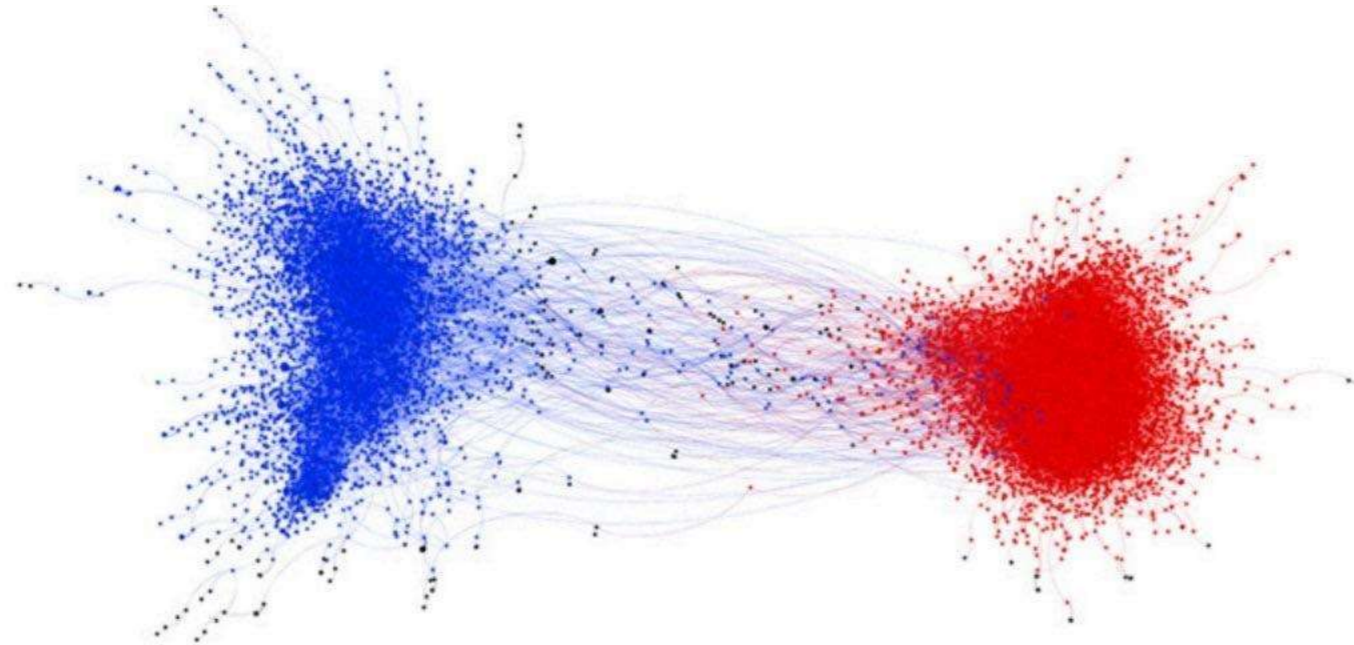
*Change the way you eat/vote to address this*



# USA: Social media acts as an echo-chamber to re-enforce views



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**Fig. 3.** Network graph of moral contagion shaded by political ideology. The graph represents a depiction of messages containing moral and emotional language, and their retweet activity, across all political topics (gun control, same-sex marriage, climate change). Nodes represent a user who sent a message, and edges (lines) represent a user retweeting another user. The two large communities were shaded based on the mean ideology of each respective community (blue represents a liberal mean, red represents a conservative mean).

# Consumers looking for more natural/less industrial food



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**THIS MILK IS FROM COWS NOT TREATED WITH rbST**  
THE FOOD AND DRUG ADMINISTRATION HAS DETERMINED THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN MILK FROM rbST TREATED COWS AND NON-rbST TREATED COWS



**DANNON**

Non-GMO Project Verified



FOOD WITH INTEGRITY

**PASTURE-RAISED DAIRY**



10 AUGUST 2018 NEWS

## Results from investigation into Chinese Changsheng's rabies vaccine scandal unveiled



# In China – Safety Remains the #1 Trust Issue in Food



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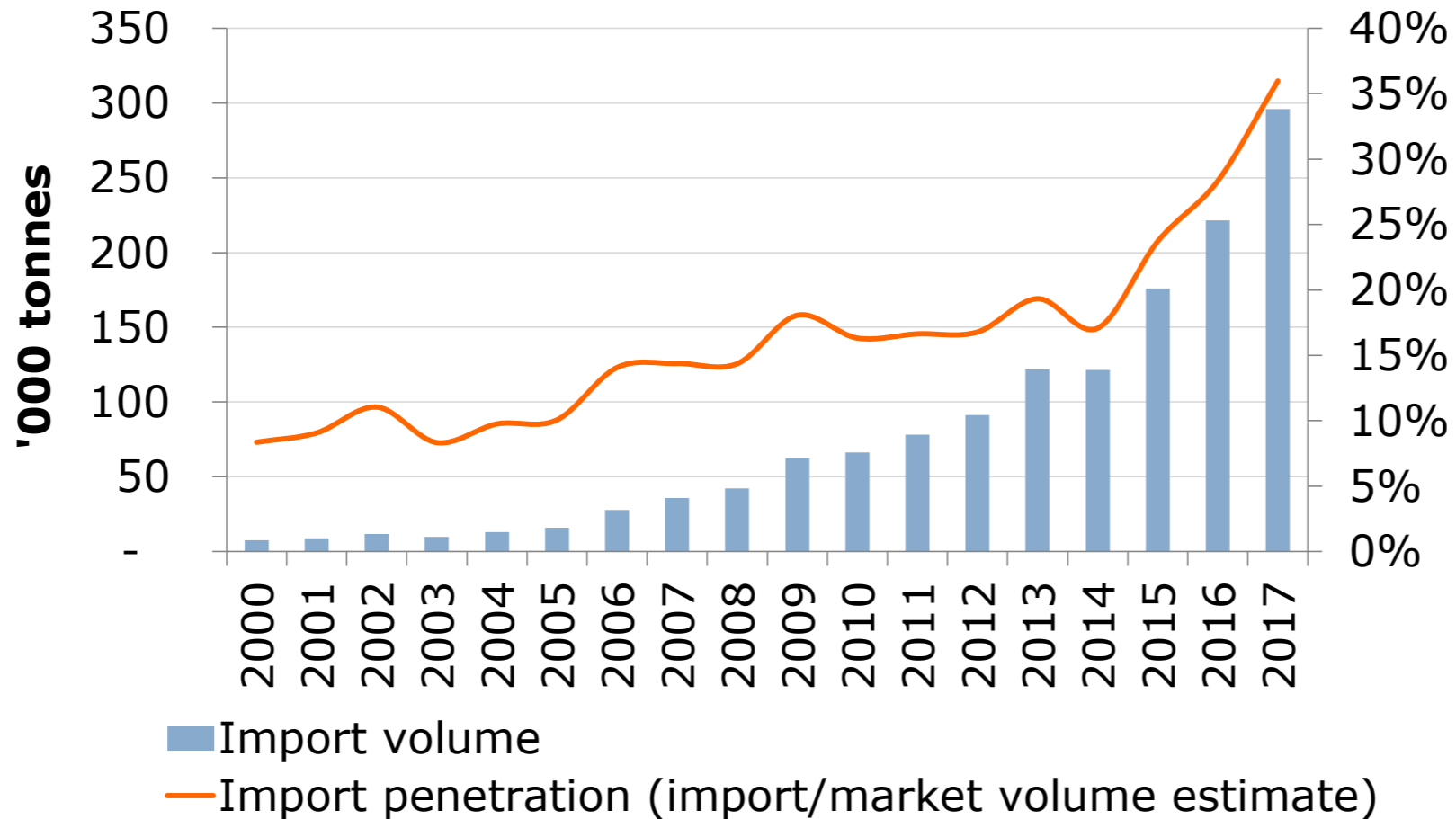


# Imported food sales are still rising rapidly as a result



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## Chinese Imports of Infant Formula



Import penetration



# Supply chain concerns can kill new categories



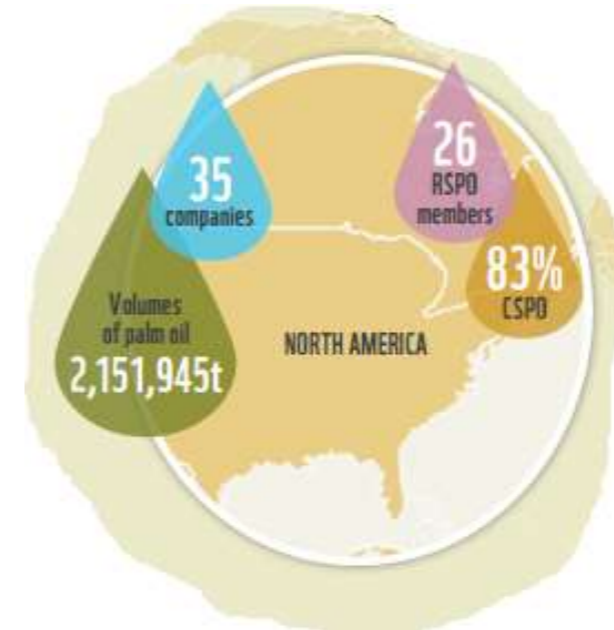
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## Point of origin sustainability is lower down the list



....Asian markets – particularly India and China – are lagging way behind

The little sustainable palm oil (China) imports is driven by demand from multinationals...

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## Danone's North America Business Receives B-corp certification

12 April 2018



USA: Multi-level pitch that's cuts through



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**fa!rlife**



*innovation*



*farming*



*planet*



*people*

# China: Offshore presence to create 'halo' effect



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# Companies creating 'clean' products



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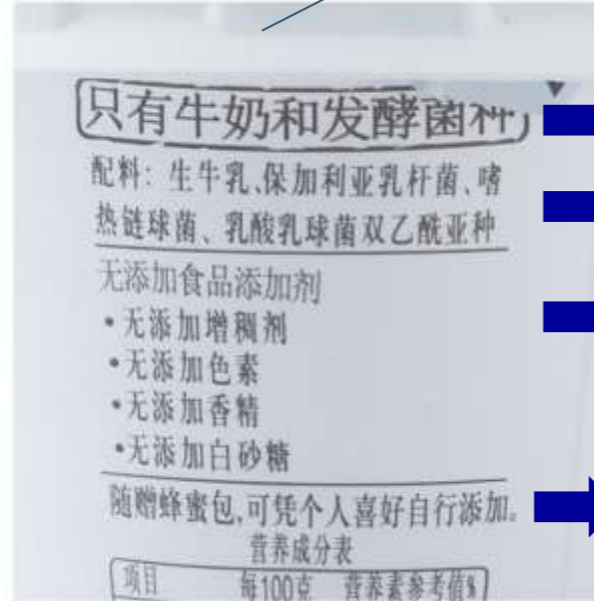
Pure and genuinely true

No additives

The label



Only milk and live cultures



Only milk and culture

Ingredients: Fresh raw milk, and 3 types of live cultures

No added food additives:

- No thickeners
- No colourants
- No fragrances
- No sugar

The yoghurt comes with a honey pouch for you to add based on your preference.

Brand name: Ru Shi  
Meaning: as is, truthful



The honey pouch under the lid.

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# How can NZ (and its farmers) capitalise?



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- dislocation of local producer community and offshore customers creates a challenge to monetise sustainability
  - pasture base and sustainability will have to be sold as part of a package
  - opening markets where sustainability is high on agenda will be valuable (UK, EU)
  - defining terms, meeting them and being able to prove they have been met will be important to the long term sustainability of any value derived
  - staying in control of your 'origin story' is crucial

# In the real world, origin stories can be re-written

1950s "Macaque fruit"



2018 "Qiyi guo"

1950s "Macadamia"



2018 "Hawaiiin nut"

# Contact details

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***"The financial link in the  
global food chain"***<sup>TM</sup>



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