

LEAF 2018

REDEFINING and REVITALIZING AGRICULTURE

PRESENT SITUATION and DIRECTION OF GLOBAL AGRICULTURE

RESHAPING FOOD SYSTEMS

AT THE HEART OF RECENT REDUCTIONS IN GLOBAL POVERTY, HUNGER + UNDER-NUTRITION

Strategies

- 1. TRANSFORM AGRICULTURE INTO AGRIBUSINESS
- 2. SUSTAINABLE INTENSIFICATION FRAMEWORK + USE OF NEW TECH
- 3. SUPPORT RURAL DEVT. and GENDER EQUALITY
- 4. CLEAN WATER and SANITATION
- 5. AFFORDABLE + RENEWABLE ELECTRICITY
- 6. TOTAL INTEGRATED VALUE CHAIN APPROACH
- 7. RESEARCH and INNOVATION
- 8. CLIMATE SMART AGRICULTURE APPROACH
- 9. EXPORT OPPORTUNITIES TO FARMERS

AGRIPRENEURSHIP -- MENTORSHIP, MONEY, MARKET

WAYS FORWARD...

- DEFINE THE MODELS FOR AGRIBUSINESS
- THE RIGHT MIND-SET IS THE RIGHT MODEL
- INVEST IN GOOD INFRASTRUCTURE

TEACH THE YOUTH THAT PH CAN BE SUCCESSFUL

CREATING SHARED VALUE

AGRIPRENEURSHIP

- ACCESS TO MARKET IS A GLARING PROBLEM TO FARMERS
- TRAIN THEM HOW TO MEET VOLUME, QUALITY and TIMELINESS REQUIREMENTS

HOW FARMING CAN MAKE MONEY

NATURAL FARMING CONDITIONS

- HIGH QUALITY and HIGH YIELD
- SUSTAINABLE and ENVIRONMENT FRIENDLY
- KNOWLEDGE BELONGS TO FARMERS
- SUPER LOW COST!

THERE IS GOLD IN DIRT

- SMALLHOLDER NETWORKS
- GREENHOUSE BASED HORTICULTURE
- LARGER SCALE PRODUCTION

FARMER A ORGANIZATION TRAINING

FINANCIAL MODEL

GROWING INCLUSIVITY

KEY FOR WORKPLACE INCLUSION IS CREATING THE RIGHT ENVIRONMENT

- 21ST CENTURY FARMER HAS MULTI-FUNCTIONAL ROLES IN THE COMMUNITY
- TREAT FARMERS LIKE BUSINESS PARTNERS

PRODUCT HEALTHY PEOPLE PLANET

AGRI IN SEA IS INTEGRAL TO THE ECONOMY WHERE IS THE MARKET HEADING?

- NEW BEASTS: CHINA and INDIA IN THE FOOD INDUSTRY
- BALANCE INNOVATION and BASIC SET UP
- TRADING + PROMOTION WITH SHORT DISTANCE TO CONSUMER.

TRANSFORMATIONAL AGRIPRENEURSHIP

A HOLISTIC APPROACH

- FARMER TO AGRIPRENEUR
- MONOCROP TO INTEGRATED FARMING
- CONVENTIONAL TO ORGANIC FARMING
- FARM TO FARM TOURISM

- INVEST IN INFRASTRUCTURE
- QUALITY OVER QUANTITY BUT PARTNER UP w/ OTHER BUSINESSSES TO MEET DEMAND
- USE BLOODY SYSTEM (FARMER + EXPERT IN COOPERATIVES)

EDUCATING FOR IMPACT

- NEXT GEN: VIRTUAL CLASSROOM FOR AGRICULTURE
- ADOPTING NEW TRENDS TO INCREASE YIELD
- ENCOURAGE POLICIES THAT ATTRACT TECH TRANSFER



HOW DO YOU CRAFT THE PROBLEMS OF AGRICULTURE?



the problem

- WE LEAVE OUT PEOPLE ON THE SPOT
- WE MUST NOT EXCLUDE PEOPLE

stakeholder education is key

- SERIFY AGRICULTURE BY USING THE LANGUAGE & TECHNOLOGY
- USE TECHNOLOGY TO BENEFIT ECOSYSTEM & DAILY LIVES
- HOLISTIC APPROACH BETTER ADOPTION

- AGROSCIENCE**
- TECH STARTS w/ GOOD SEEDS
 - PROVIDE TRAINING AGRONOMISTS
 - FULLY INTEGRATED VALUE CHAIN
 - MECHANIZATION TO INCREASE PRODUCTION

- using tech to enhance agriculture by
- CONFERENCE LEARNING
 - RAIN HACKATHON
 - PITCH FESTS

MORE FOOD LESS LAND

- 1 HOW WE FEED
 - QUALITY SEED
 - QUALITY INPUTS
 - BETTER FARMING PRACTICES
- 2 MOVING FORWARD

AgTECH INNOVATIONS EXECUTION FRAMEWORKS we needed!

- TECHNOLOGY SOLVING PROBLEMS**
- 1 INITIAL PROBLEMS
 - 2 LAX MINDSET
- PEOPLE-PROBLEM GROW FOOD, EX ALSO GROW PEOPLE**

THE 21ST CENTURY FARMER



dynamic farms remote managers CHALLENGE STATUS QWO!

challenges

- WE NEED EXPERTISE
- PLANT VARIETIES, PLANT NUTRITION, IRRIGATION SYSTEMS
- LOCAL INDUSTRY LACKS MATURITY & HAS NOT YET EMBRACED INNOVATIVE TECH.

opportunities

- YOUNG MINDS automation
- DRONES
- SENSORS
- APPS

- PRESSING PROBLEMS**
- COST OF FARMING
 - LACK OF TRANSPARENCY
 - LACK OF UNDERSTANDING OF MARKET PRICES
 - GETTING KNOWLEDGE ABOUT FRAMEWORKS...
 - TOO MANY LINKS VALUE CHAINS
 - PRODUCT SELECTIONS
 - SHORT-TERM HIRE

INNOVATION and INCUBATION

UNDERSTANDING NEEDS TO DESIGN BETTER SOLUTIONS

DESIGN EXAMPLES

- HOLD DEEPER INTERVIEWS
- USE DESIGN THINKING
- MAP OUT USER JOURNEYS
- USER-CENTRIC DESIGN



- TRANSPONDERS
 - MONITORS LIVESTOCK + CROP
 - IRRIGATION MANAGEMENT
- BLOCKCHAIN
 - TRACEABILITY
 - SECURITY



MAKING WAYS

- E-COMMERCE + MARKET + LOGISTICS
- ONLINE MARKETPLACE IS DEPENDENT CURATION, VENDORS & BUYERS
- INTERMEDIARIES STILL PLAY A ROLE IN SUPPLY CHAIN, E-COMMERCE IS A SUPPLEMENT

FOODS OF THE FUTURE

- DEVELOP UNIQUE TASTE & RECIPES
- PICK CROPS THAT WILL REVIVE MOTHER EARTH
- HUGE MARKET for ORGANIC FARMING

FOLLOW NATURE
RESPECT NOT EXPLOIT

and
Create Winning products FOR THE MARKET

FARM TOURISM

SUSTAINABLE TOURISM

IS EVERYBODY'S BUSINESS

WHAT MAKES A DESTINATION attractive?



OPPORTUNITIES

- IMPROVES FOOD PROCESSING
- INCREASE TOURIST ARRIVALS
- INVESTMENT IN RURAL CUISINE
- UNDERSTANDING OF HUMANITY, CULTURE & LOCAL LIFESTYLE
- NEW EMPLOYMENT OPPORTUNITIES
- CONSERVES THE ENVIRONMENT

COLLABORATION

- REGIONAL COLLAB**
 - WE NEED POLICIES THAT LINK FARM TOURISM & TRADE
 - COLLAB W/ ASEAN COUNTRIES
- NATIONAL COLLAB**
 - TAP TOP CHEFS TO CREATE RECIPES FROM LOCAL FLAVORS
 - USE TECH TO CREATE MARKET PLACES AROUND THE GLOBE
 - METAPHYSICAL ANALYSIS APPROACH FOR SETTING UP FARM TOURISM SITES

FARM TOURISM and WELLNESS



- AGRI EDUCATION INTERACTIVE & EXPERIENTIAL LEARNING
- FOOD AS MEDICINE "THE HEALING KITCHEN"
- FARMERS TO FARMACISTS

GOVERNMENT areas of IMPROVEMENT

- FASTER RESPONSE
- GOV'T AWARENESS CAMPAIGN
- ACCESS TO GOVERNMENT KNOWLEDGE
- NEED FOR GOV'T SUPPORT

TRANSITION from FARM to FARM TOURISM needs Change OF Mindset



Illustration of a farm scene with people and animals. Text bubbles include: WE NEED TO CREATE WEALTH IN THE FARMING SECTOR, THINK GLOBAL, CHANGE THE MINDSET & POVERTY, and MAKE FARMING SEXY.