

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 AGR. 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

TEACH FARMERS

- 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 ENVIRON. 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 PRODUCE R.S.V. MITIGATION

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



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 BUSINESSES 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
- RUN HACKATHON
- PITCH FESTS

MORE FOOD LESS LAND

1 HOW WE FEED

- QUALITY SEED
- QUALITY INPUTS
- BETTER FARMING PRACTICES

2 MOVING FORWARD

9.5B BY 2050

AgTECH INNOVATIONS EXECUTION FRAMEWORKS

we needed!

TECHNOLOGY SOLVING PROBLEMS

- INITIAL PROBLEMS
- LAX MINDSET
- PEOPLE-PROBLEM
- GROW FOOD, EX ALSO GROW PEOPLE

THE 21ST CENTURY FARMER



DYNAMIC FARMER
REMOTE MANAGERS
CHALLENGE
STATUS QUA!

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

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

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



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 INDIGENOUS 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



GOVERNMENT areas of IMPROVEMENT

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

TRANSITION from FARM to FARM TOURISM needs Change OF Mindset



- WE NEED TO CREATE WEALTH IN THE FARMING SECTOR
- THINK GLOBAL
- CHANGE THE MINDSET & POVERTY
- MAKE FARMING SEXY
- CHANGE THE MINDSET & POVERTY
- PROFITABILITY / SUSTAINABILITY
- CHALLENGE THE FARMING SECTOR TO PRODUCE A SUSTAINABLE MEAT WORLD