

FRUIT & VEG VS THE FUTURE | GROWING

SELL PRODUCE DIRECTLY

DIRECT ONLINE SALES



FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | GROWING

DROUGHT-RESISTANT CULTIVARS



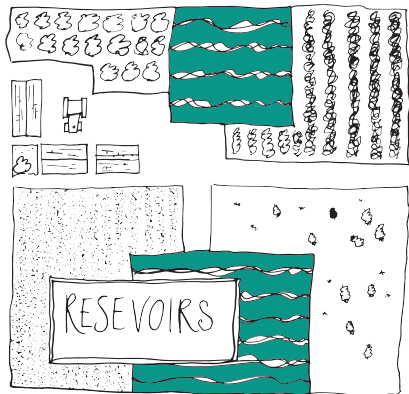
FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | GROWING

RESERVOIRS



FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | PROCESSING

FIND MORE BUYERS

MANY BUYERS

Collective Noun:
A wallet of buyers



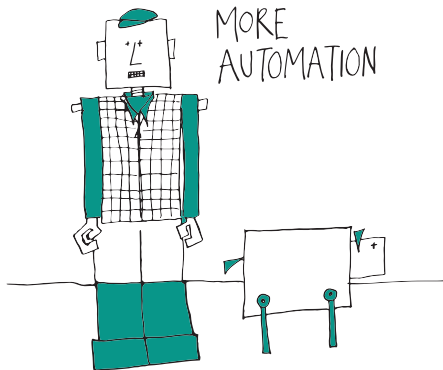
FRUIT & VEG VS THE FUTURE

PROCESSING



FRUIT & VEG VS THE FUTURE | GROWING

MORE AUTOMATION



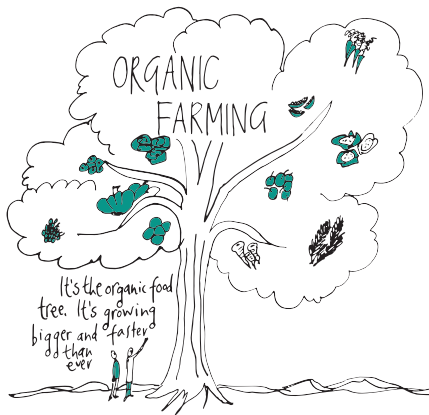
FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | GROWING

ORGANIC FARMING



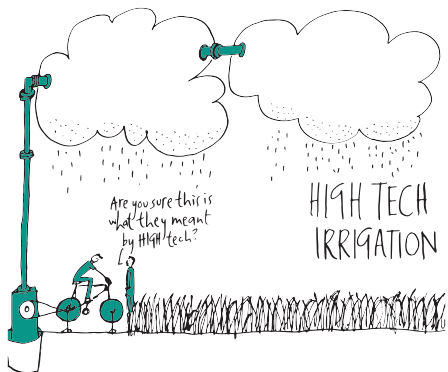
FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | GROWING

HIGH-TECH IRRIGATION



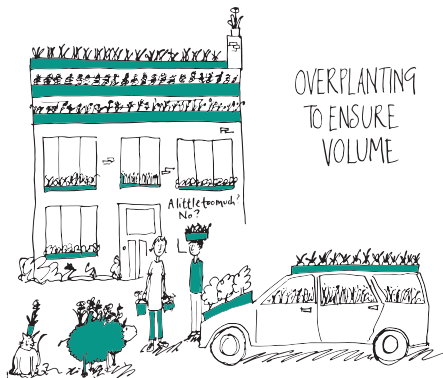
FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | GROWING

OVERPLANTING TO ENSURE VOLUME



FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | GROWING

CHEMICALS FOR DROUGHT RESISTANCE



CHEMICALS TO
INCREASE PLANT
DROUGHT RESISTANCE

FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | GROWING

ON-SITE PROCESSING / PACKING



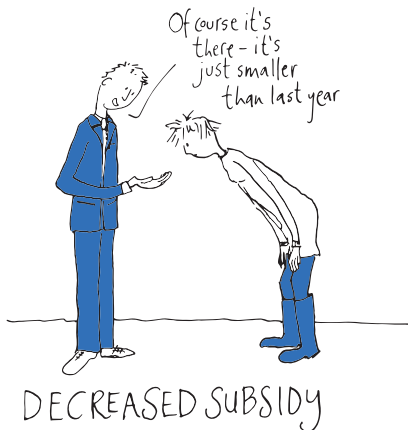
FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | GOVERNANCE

DECREASED FARM SUBSIDY

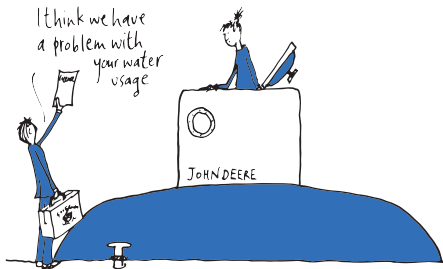


FRUIT & VEG VS THE FUTURE

GOVERNANCE



CAPPED LICENCES BASED ON PAST USE



CAPPED LICENCES BASED ON PAST USE

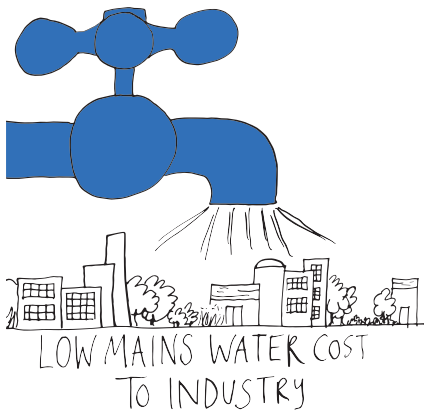
FRUIT & VEG VS THE FUTURE

GOVERNANCE



FRUIT & VEG VS THE FUTURE | GOVERNANCE

LOWER MAINS WATER COST TO INDUSTRY



FRUIT & VEG VS THE FUTURE

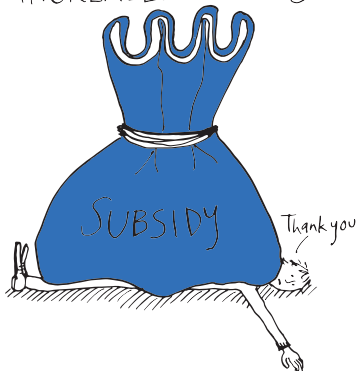
GOVERNANCE



FRUIT & VEG VS THE FUTURE | GOVERNANCE

INCREASED SUBSIDY

INCREASED SUBSIDY



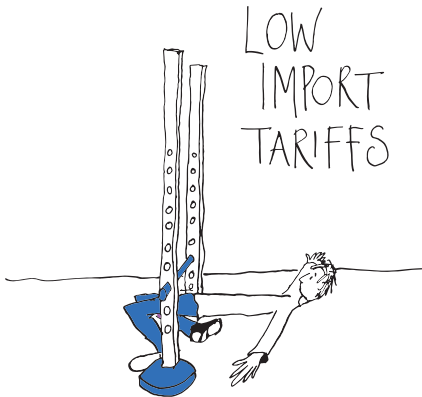
FRUIT & VEG VS THE FUTURE

GOVERNANCE



FRUIT & VEG VS THE FUTURE | GOVERNANCE

LOWER IMPORT TARIFFS



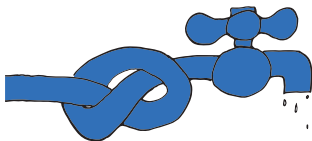
FRUIT & VEG VS THE FUTURE

GOVERNANCE



FRUIT & VEG VS THE FUTURE | GOVERNANCE

HIGHER MAINS WATER COST TO INDUSTRY



HIGH MAINS WATER COST
TO INDUSTRY

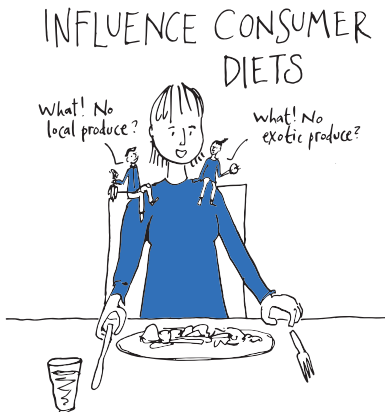
FRUIT & VEG VS THE FUTURE

GOVERNANCE



FRUIT & VEG VS THE FUTURE | GOVERNANCE

INFLUENCE CONSUMER DIETS



FRUIT & VEG VS THE FUTURE

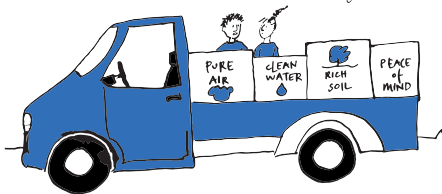
GOVERNANCE



FRUIT & VEG VS THE FUTURE | GOVERNANCE

PAYMENT FOR ECOSYSTEM SERVICES

It's your share
of what you
are supporting



PAYMENT FOR
ECOSYSTEM SERVICES

FRUIT & VEG VS THE FUTURE

GOVERNANCE



SUBSIDY LINKED TO ENVIRONMENTAL IMPACTS



SUBSIDY LINKED TO ENVIRONMENTAL IMPACT

FRUIT & VEG VS THE FUTURE

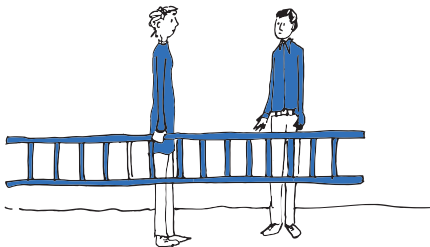
GOVERNANCE



FRUIT & VEG VS THE FUTURE | GOVERNANCE

HIGHER IMPORT TARIFFS

It's the only solution we
could come up with.



HIGH IMPORT TARIFFS

FRUIT & VEG VS THE FUTURE

GOVERNANCE



FRUIT & VEG VS THE FUTURE | PROCESSING

STRICT FOOD SAFETY STANDARDS



STRICT FOOD
SAFETY
STANDARDS

FRUIT & VEG VS THE FUTURE

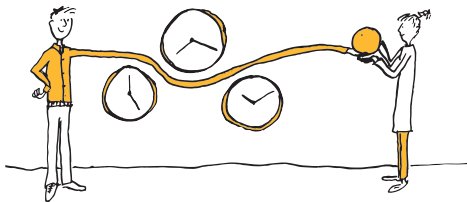
PROCESSING



FRUIT & VEG VS THE FUTURE | PROCESSING

SHORT-TERM FLEXIBLE SUPPLIER CONTRACTS

SHORT-TERM FLEXIBLE
SUPPLIER CONTRACT



FRUIT & VEG VS THE FUTURE

PROCESSING



FRUIT & VEG VS THE FUTURE | PROCESSING

LESS STRICT FOOD SAFETY STANDARDS



FRUIT & VEG VS THE FUTURE

PROCESSING



FRUIT & VEG VS THE FUTURE | PROCESSING

LONG-TERM SUPPLIER CONTRACTS



LONG-TERM
SUPPLIER CONTRACTS

FRUIT & VEG VS THE FUTURE

PROCESSING



FRUIT & VEG VS THE FUTURE | PROCESSING

LESS STRICT ENVIRONMENTAL STANDARDS



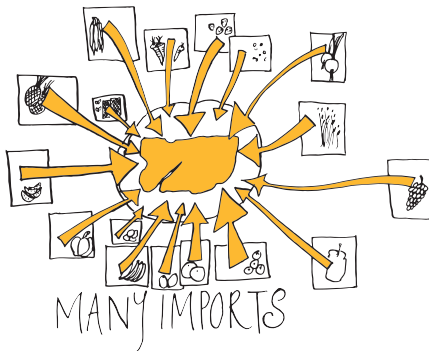
FRUIT & VEG VS THE FUTURE

PROCESSING



FRUIT & VEG VS THE FUTURE | PROCESSING

INCREASE IMPORTS



FRUIT & VEG VS THE FUTURE

PROCESSING



FRUIT & VEG VS THE FUTURE | GROWING

DEVELOP NEW FOOD PRODUCTS

DEVELOP NEW
FOOD PRODUCTS

These are my
cauliberries and over
there you'll see my
carroranges



FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | PROCESSING

FOCUS ON DOMESTIC PRODUCE

FOCUS ON DOMESTIC PRODUCTS



FRUIT & VEG VS THE FUTURE

PROCESSING



FRUIT & VEG VS THE FUTURE | PROCESSING

STRICTER ENVIRONMENTAL STANDARDS

STRICT ENVIRONMENTAL
STANDARDS



FRUIT & VEG VS THE FUTURE

PROCESSING



FRUIT & VEG VS THE FUTURE | GROWING

FIND MORE BUYERS

MANY BUYERS



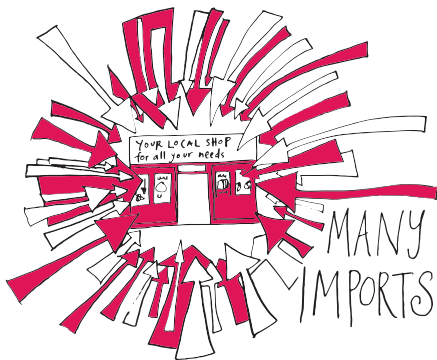
FRUIT & VEG VS THE FUTURE

GROWING



FRUIT & VEG VS THE FUTURE | RETAIL

MORE IMPORTS



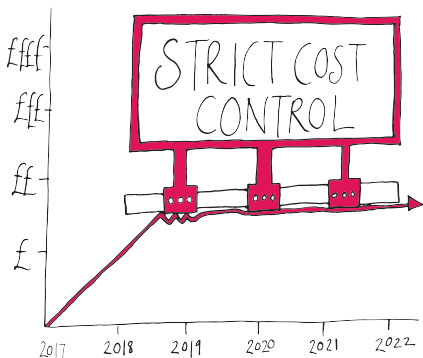
FRUIT & VEG VS THE FUTURE

RETAIL



FRUIT & VEG VS THE FUTURE | RETAIL

STRICTER COST CONTROL



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RETAIL



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STRICTER ENVIRONMENTAL STANDARDS



FRUIT & VEG VS THE FUTURE

RETAIL



FRUIT & VEG VS THE FUTURE | RETAIL

STRICTER QUALITY STANDARDS



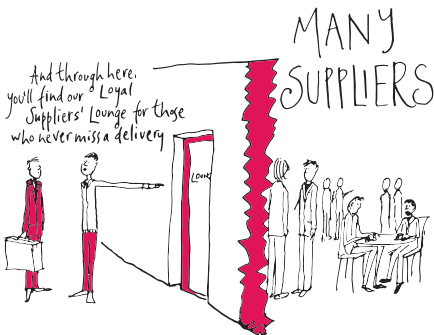
FRUIT & VEG VS THE FUTURE

RETAIL



FRUIT & VEG VS THE FUTURE | RETAIL

DIVERSIFY SUPPLIERS



FRUIT & VEG VS THE FUTURE

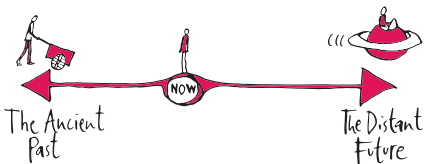
RETAIL



FRUIT & VEG VS THE FUTURE | RETAIL

LONG-TERM SUPPLIER CONTRACTS

LONG-TERM SUPPLIER CONTRACTS



FRUIT & VEG VS THE FUTURE

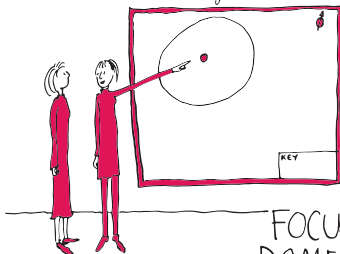
RETAIL



FRUIT & VEG VS THE FUTURE | RETAIL

FOCUS ON DOMESTIC PRODUCE

We are here. The circle is a five mile radius. We need you to supply all our vegetables from growers inside the circle. Go get 'em!



FOCUS ON
DOMESTIC
PRODUCE

FRUIT & VEG VS THE FUTURE

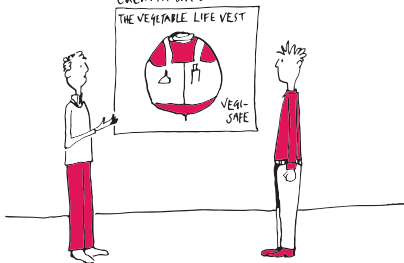
RETAIL



FRUIT & VEG VS THE FUTURE | RETAIL

STRICTER FOOD SAFETY STANDARDS

They're the latest in food safety: this example is a turnip lifevest but we make them in all sizes



STRICT FOOD
SAFETY STANDARDS

FRUIT & VEG VS THE FUTURE

RETAIL



FRUIT & VEG VS THE FUTURE | RETAIL

INFLUENCE CONSUMER DIETS



FRUIT & VEG VS THE FUTURE

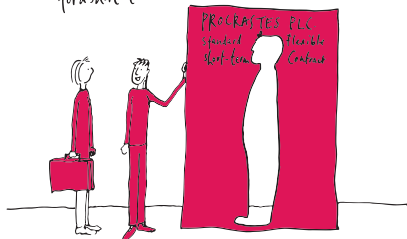
RETAIL



FRUIT & VEG VS THE FUTURE | RETAIL

SHORT-TERM FLEXIBLE SUPPLIER CONTRACTS

It's our standard contract:
we just ask you to fill it completely
for a short time



SHORT-TERM
FLEXIBLE SUPPLIER CONTRACTS

FRUIT & VEG VS THE FUTURE

RETAIL



FRUIT & VEG VS THE FUTURE | GROWING

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GROWING



FRUIT & VEG VS THE FUTURE | GOVERNANCE

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GOVERNANCE



FRUIT & VEG VS THE FUTURE | PROCESSING

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PROCESSING



FRUIT & VEG VS THE FUTURE | RETAIL

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RETAIL



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