SEE THE CHANGE, BE THE CHANGE:
Overcoming Roadblocks to Innovation in the New Zealand Beef Cattle Breeding Industry

Caren Bailey
General Manager, FBBnZ.
RICH INDUSTRY HISTORY, AN ASSET TURNED LIABILITY
TENSION BETWEEN LONG AND SHORT OUTCOMES
“THE SIZE OF THE GLOBAL MIDDLE CLASS WILL INCREASE FROM 1.8 BILLION IN 2009 TO 3.2 BILLION BY 2020 AND 4.9 BILLION BY 2030”

Mario Pezzini
Director, OECD Development Centre
THE VALUE OF INVESTING IN GENETIC IMPROVEMENT AND PERFORMANCE RECORDING LONG TERM
COMMERCIALISATION FOR SHORT-TERM SURVIVAL
COMMERCIAL FARMERS AND PERFORMANCE BREEDERS
WHO OUR SHAREHOLDERS ARE

Murray Grey: 3.93%
Charolais: 4.47%
South Devon: 4.87%
Shorthorn: 5%
Simmental: 11.73%

Unallocated: 3.33%
Angus: 33.33%
Hereford: 33.33%
TO UNIFY THE DIVERSE PARTIES INVOLVED THE INDUSTRY NEEDS:

- Strong leadership
- Constituent buy-in
- Structure
- International conversation
- Funding
WHAT CAN WE OFFER THE WORLD?
WHAT DO WE NEED FROM THE WORLD?
“WE DO NOT INHERIT THE LAND FROM OUR PARENTS. WE BORROW IT FROM OUR CHILDREN”