ICAR
Managing Competition
Verona 2007

Challenges for the industry, especially service providers
- Changing consumer and legislative requirements
- Changes to funding-streams
- Fewer, larger herds in mature markets
- To expand into new markets
- Building on core strengths
- Technological innovation
- On-farm incomes
- Ensuring profitability

Competition: Challenges
- Competition is with you now
- Challenges the status quo
- Has the same requirements as you
- How are you going to face it?
- What are the limits you have imposed upon yourselves?
- What are the real limits others have imposed upon you?

THINK GLOBALLY

Face the challenge

For the winner
- At least:
Our speakers
• David Hewitt: Holstein UK
• Pete Giacomini: AgSource
• Dick Koorn: NRS

They are succeeding: find out how and why?