

## ICAR Managing Competition Verona 2007



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## 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?



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## THINK GLOBALLY



## Face the challenge



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## For the winner

- At least:





## Our speakers

- David Hewitt: Holstein UK
- Pete Giacomini: AgSource
- Dick Koorn: NRS



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They are succeeding: find out  
how and why?



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