# Disruptive Innovations & the Communications Challenge

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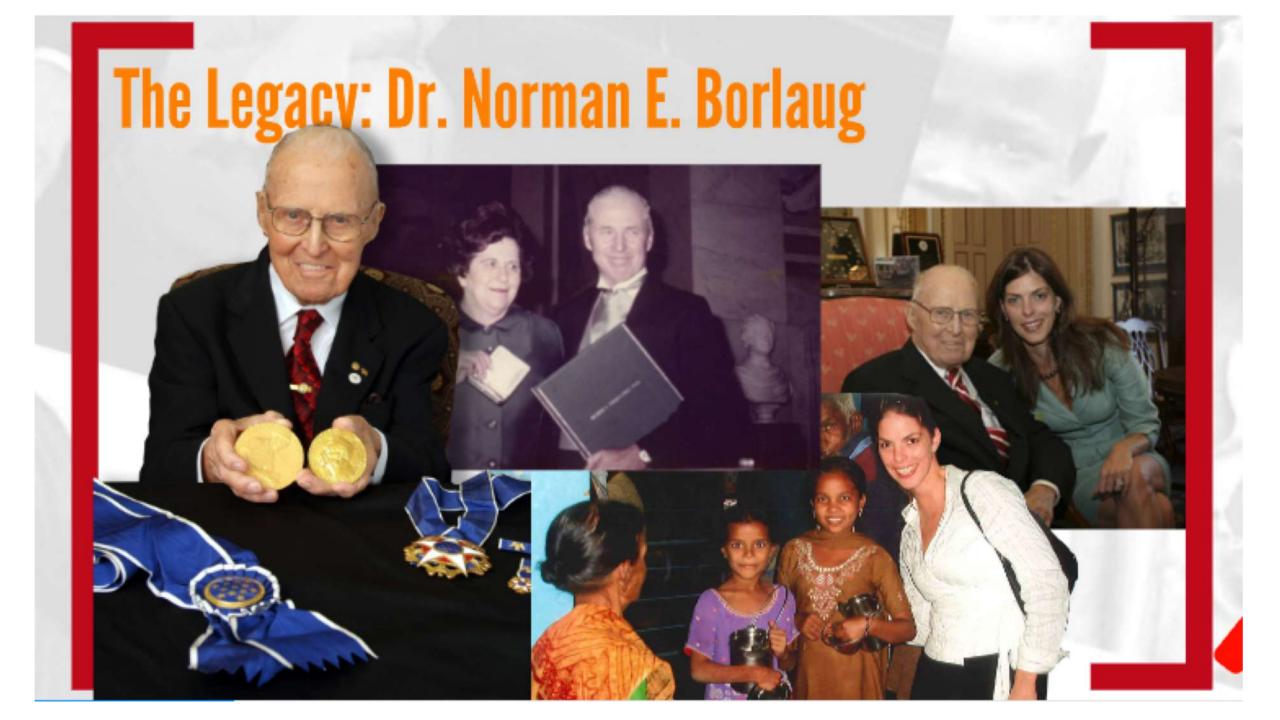






# Conflict







# Challenges in Agriculture









### Anti-Science Movement



HI THERE, HOW ARE YOU?

I'm Vani, a.k.a. the Food Babe.

Qualification: Computer Science

Work Experience: Banking Consultant

#### Likes:

Promoting quacks
like Mercola,
Burzynski and fond of
conspiracy site
Natural News.

Dislikes: Science, evidence, reason and Jello!



Now buy my eating guide, just \$17.99 per month and filled with tasteless recipes



# Fatigue Blanch Control of the Contro



In 1984, I was 10 yrs old & images of Ethiopian Famine shaped my future. NEVER did I think at age of 10, my son would also witness another famine. Over 30 million are experiencing a famine today. Majority are children. WHERE's THE MORAL OUTRAGE & POLITICAL COURAGE 2 END HUNGER?



# Industry communication









#### **NEW HORIZON IN AG**

Bold, different and fresh messaging



Inari.com

# Next Generation Hunger Fighters: Key Stakeholder



#### Forget Millennials: It's All About Gen Z

 Anyone born after 1995  Described as "conscientious, hard-working and mindful of the future"

First true digital natives



#### What Should Employers Know About Gen Z?

#### Giving back comes first.

Sen Z favors companies with corporate social responsibility that aligns with their ballefs and values which consist of bold ideas, creativity and optimism.

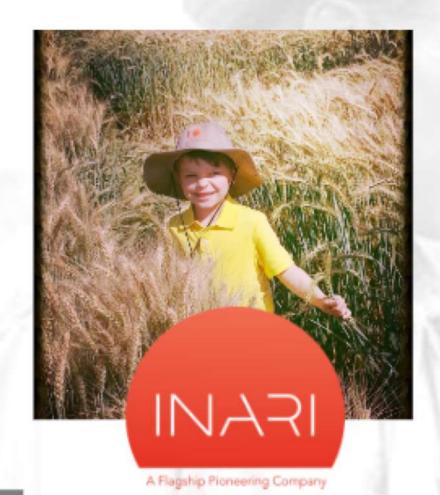
#### Gen Z is chasing the dream job.

Gen Z is programtic and realistic, but they area believe it is possible to achieve their "dream job" and build a career doing what they leve.

Career growth counts, too. Opportunities for professional development are most essential

when attracting Gen 2 telent.





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