

## 1. Introduction (Poran to write)

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VISUAL - pic of Benson Village.

My own story and experience of farming informed my initial impressions, I grew up close to here in Benson, at the time I remember at least 5/6 of my classmates came from a farming family.

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VISUAL - People in field

It was the days when farms employed 100+ not today's mechanised 2/3 manned farms. everyone had a connection and we all understood, to a degree, **that considerable effort and expertise was involved** in bringing food to our tables.

Move forward twenty years

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VISUAL - NY/ London/ bustley cities

I move to the cities, london, atlanta, new york . My distance from farming and food became complete, it didn't even connect for me the price/form or taste of food it was all about convenience and price.

Then I moved to India. I remember a few years ago when I got to bangalore, my wife and I went to get some chicken to cook for dinner. parked she got out i got on the phone to a friend i. she came back and placed a warm bag on my lap, i kinda jolted not sure why the bag was warm,

I looked across the road and saw THIS.

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VISUAL - Visual typical chicken shop in India.

Suddenly it dawned on me that my dinner had been freshly executed. In India, farming is not a distant occupation it is an economic fundamental, it is integrated into the communities, it is an unavoidable part of the economy. a

bad monsoon affects crops which affects food shortages, which affects life and GDP. this year there is shock as the price of onions

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**VISUAL - Onions and memes**

has rocketed from 40 rupees to 200 rupees per KG.in a country where the average wage sits at around 250 rupees a day! And you can see from the memes that it dominated the countries social agenda.

But the point is , as the environment changes , we are all going to have to come to grips with our food , where it comes from and how to make the most of it. It is time for people to re assess and get back in touch with the source. But to achieve this we are going to have to reframe the way people think about farming.

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**VISUAL: Cliched farming imagery**

Farming is viewed as: hard work, it is run by conservative god fearing folks who toil against the forces of nature much in the way they have done yay unto the middle ages.

The reality is, as you all well know is as far apart from the truth as the old manual dial phone is from the modern day smartphone.

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**VISUAL: Optical illusion**

The reality is so far from the perception .

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**VISUAL: Brain visual**

To be a successful food producer today you have to know economics, arbitrage, science, data, geology, chemistry, mechanics, law, and of course farming,i could go on and on. the fact is the modern farming person has to be a kind of renaissance man , knowledgeable about art and science, deftly balancing **evolving** government legislation, economic and scientific updates,

technology with thousands of years of passed down wisdom and knowledge..

This isn't just farming . this is the edge of thinking modern day life. But the world does not see it like that. it sees the much loved farmers market and at the opposite end the big industrial farms ripping up our world... We need to reframe this and put forward a more compelling and truthful story..

So where can we start, well if you look at some of the worlds biggest issues, farming is at the center of a lot of them,

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**VISUAL: Global issues chart**

1. feeding 10 bn people by 2050 cannot be done without the science of change that farming community is engaged in. food wastage will need to be solved if we are to survive. This is being solved with you the farming community.

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**VISUAL: Well-being chart**

2. well being and health. this is again a core solution and integral to what the farming community delivers. We want healthier food, we want sustainable crops

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**VISUAL: globe in the field**

3 and of course on the environment shifting crop focus could and will have a serious positive impact on the environment in which we live – **in that sense, farmers are custodians and managers of the majority of non urban/ suburban (rural) land in the world...**

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**VISUAL: bio-fuels**

**4. Energy - bio fuels are now a key way forward,**

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**VISUAL: biomaterials**

## 5. Materials, bio materials are leading the way in new industrial and consumer worlds

In short all of the other world problems, war, political extremism, education, none of them get solved unless we have food on the table.

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VISUAL: food on the table

The cost of failure will be humanities failure. there is no room for error here.

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VISUAL: conversation blurbs

so we need to take a new look at what we do, and we need to communicate it in a new way. I don't want to get executional here but there really does need to be a change in approach and perspective. It cannot only be about what we want people to believe, there is a dialogue going on already out their we need to find a credible way of engaging in it.

And we may think we are poles apart from the consumer but i'm not so sure. Infact I could argue that farming has never had more in common with consumer trends than ever before.

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VISUAL: green, moving images

Both farming and consumers are interested in sustainability, traceability, food wastage,protein substitution, minimising processing and keeping as close to the source as possible.

Each of these trends technically makes it important for the consumer to come closer to the source of the food, the farm.

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VISUAL: mobile app

If you have an app that tells you the provenance of the produce you will want to know more about the farm, its conditions, the soil makeup the types of

chemical used the environment. These are all value add points on the food chain. Soon if not now, consumers will be able and will demand to know the best place to get the best ingredients for gin, champagne, carrots etc etc. This puts us bang in the middle of the conversation .

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**VISUAL: artisanal products**

b) when we look at politics the hyper nationalism we are now seeing in many of our democracies may have some disturbing signals, but at the same time it mirrors the resurgence in local , to rediscover the artisanal, gins, beers, breads, meats and cheeses. Local is not just political phenomenon it is also a food phenomenon.

It is not something we should follow it is something we should lead.

But the reality is we need to broaden our engagement. it won't just happen organically.

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**VISUAL: audience is with you**

If i was to be hyper critical i would say that we tend to talk only to the converted, those who already agree and want to listen. In branding you have to look at more than what is interesting to you and your peers, you have to look at ways of engaging people outside of the circle and into the messaging . In simple terms there are a number of constituents, Nelson mandela talked about the four broad audiences,

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**VISUAL: four smileys**

Loyalist, Neutral detractors and enemies. The loyalists need constant information to keep them on topic and to have something to say, we are doing very well. The neutral, well are we engaging with them, with the right facts to get them engaged. Then there is the detractors, people who have an interest in agreeing but will always end with a yes but.. and then there are enemies, people who are dead set against what you do, for mandela this was of course deep africaan movement which he neutralised by inviting the

late Deklerks wife to lunch, basically afrikaans were heard to then say well if she met him and likes him he can't be that bad!.

I think in a similar way we need to define our audience, figure out what is of concern to them and what we can bridge in terms of a conversation.

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#### VISUAL: 6 different audiences

1, for the scientific community- what do we discuss to get on the top table of thought leadership, crazy as it may seem , what would it take to turn the sahara desert into the new lungs of the earth- we deal with top scientists, environmentalists lets set a "reach the moon " task and use our joint resources to lead world thinking, what a demonstration of our contribution to the world that would be?

2.for broadcasters, what will make a general entertaining program apart from the obvious where does food come from, how do we do a top gear and make our business and life entertaining and challenging

3. For food experts how do we engage with top chefs to work on local quick recipes at a grassroots level. Food miles is a big thing, right now 20% of chefs talk about it. We need to make it 100%.

4 For partners how do we develop meaningful quid pro quo programs which will benefit us all- one big supermarket could use its carparks on a sunday for local markets..

5 for communities how do we showcase what we do in an engaging /affordable way. how do we replicate borough market on a mass scale, a place which makes farms sexy not worthy!

6 and with government how do we steer the debate so consumers, constituents fight our cause for us?

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#### VISUAL: Farming revolution

And one last thing i would like to point out, I have heard on my travels the phrase Farming revolution alot, are we in one, with tech and changing food needs, I think we are but im not sure that is the reason. The fact is Farming is no longer just about food, It is about energy with bio fuels and materials with bio materials. It is as i said before at the center of many of the worlds big issues. We are not just dealing with farmers anymore, Big tech, silicon valley, VC community are all engaged in what we do. What we need to do is take the lead, lets not be passengers on this journey, let's take it and own it,

when I look at the organic revolution i see it being run by foodies, VC, techies, not by farming communities, they don't know how to scale and make it sustainable they need your leadership.

In conclusion, there is much we can do to re-engage. Most importantly we need to change the debate, lets start by changing the questions, Lets not look at changes as a problem, lets look at them as ours to control to contribute and to lead...

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