



# Changing the FoodGame

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## Three main talking points

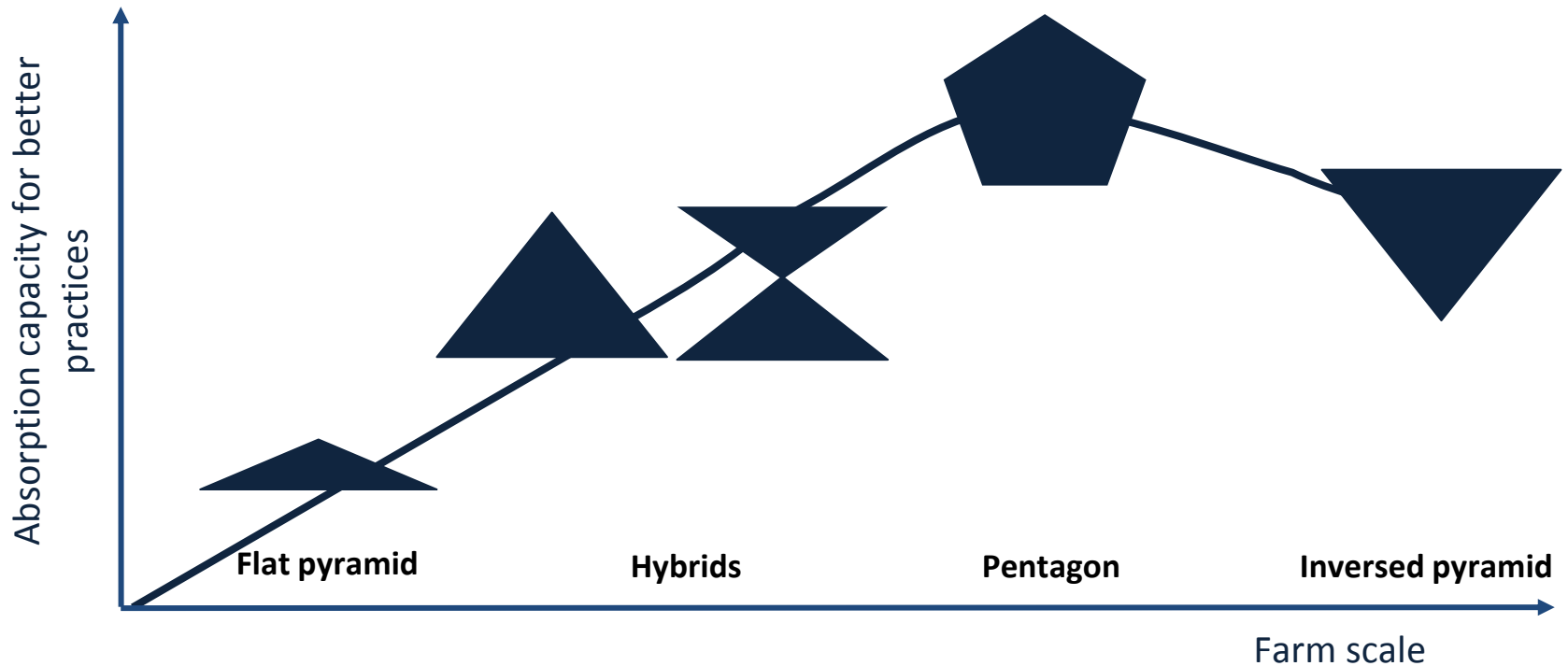
1. Commodity sectors in trouble everywhere.....but why?
2. How do you change a sector?
3. So, what is next and what can you do?





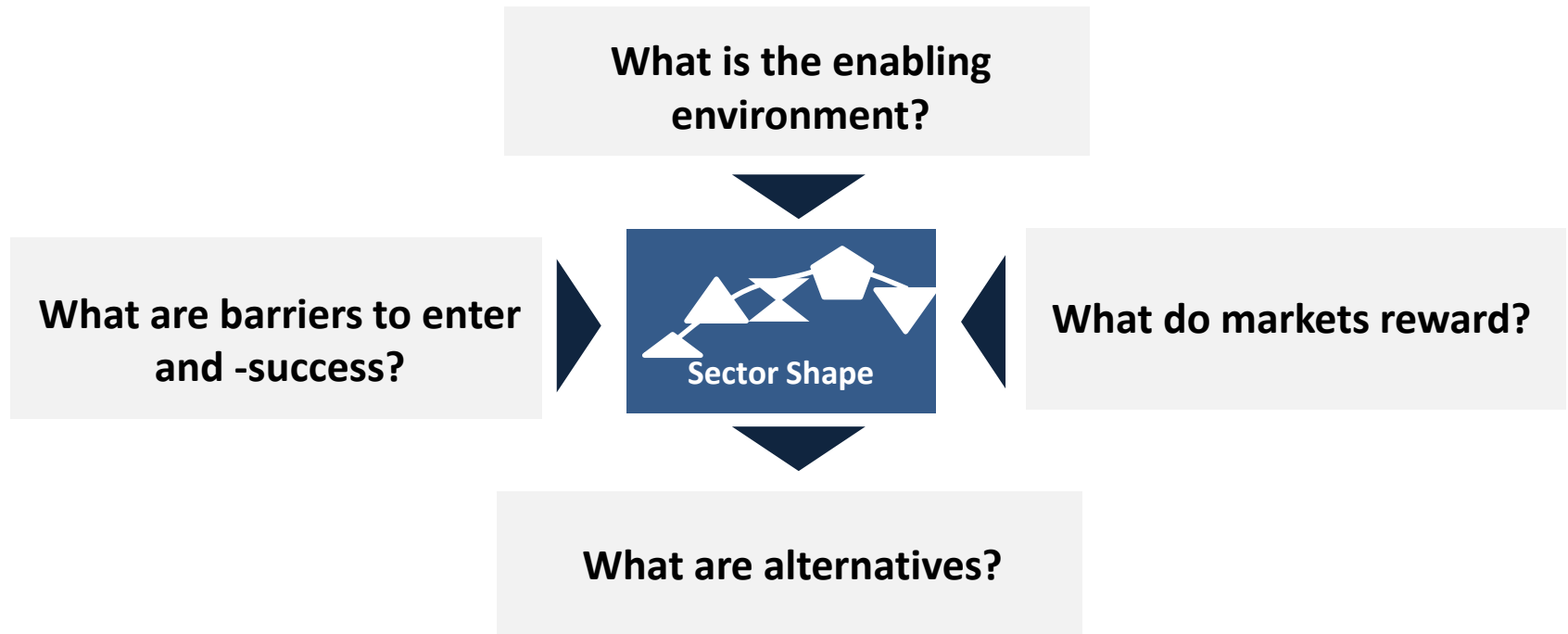
The challenges in origin and the potential for resilience and sustainability strongly depend on the 'archetype' of the primary producing sector

## The sector shapes model



The sector archetypes are predictable outcomes of a set of 4 macro forces

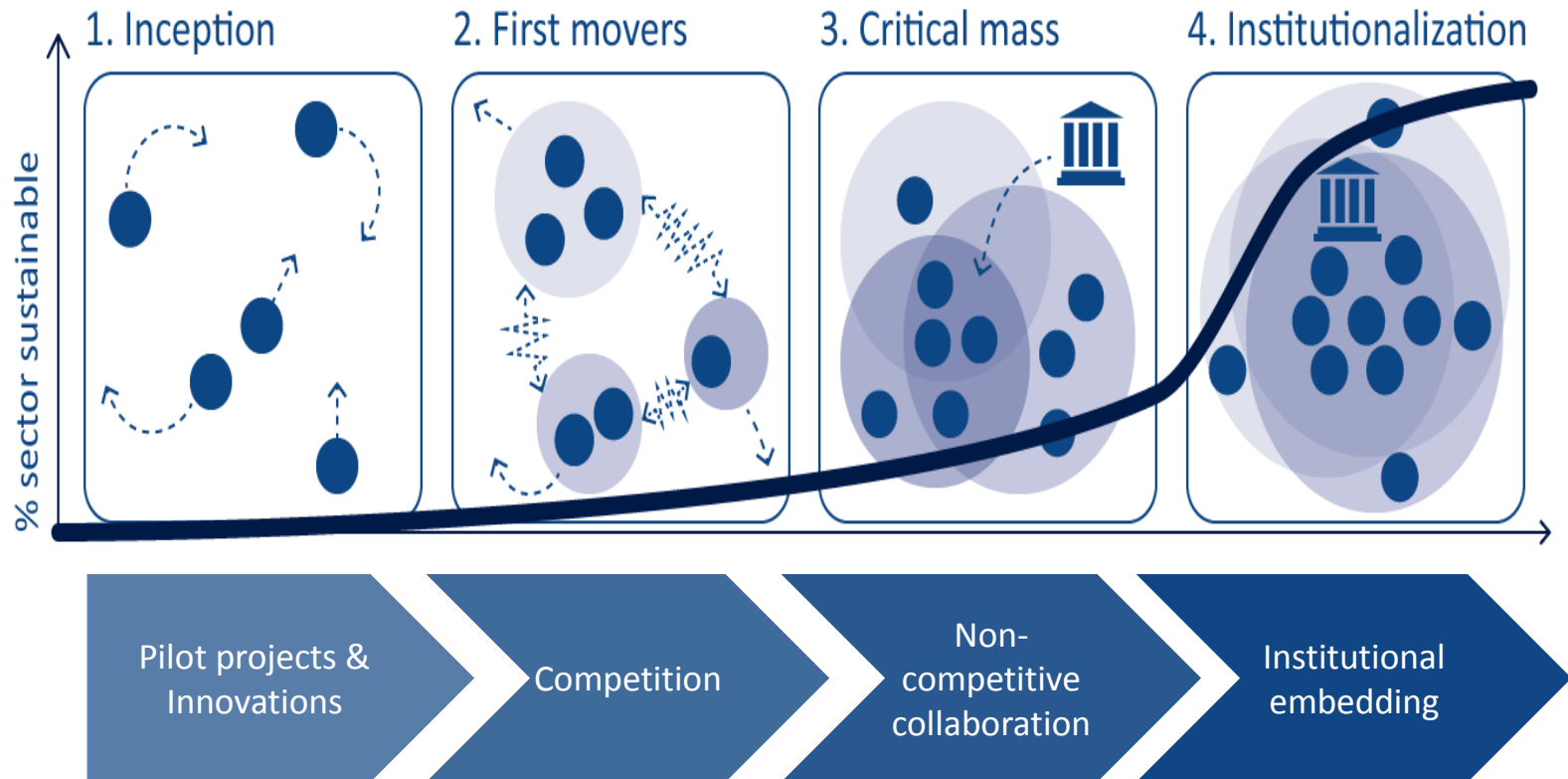
4 forces shape the sector 'arche' type





# Sustainable market transformation occurs in 4 generic phases

## The Transformation Curve



# Predicting is difficult, particular if it concerns the future

## Important trends and the role of Ministry of Foreign Affairs

### Trends and dynamics

1. The era of standards and labels as we know them today is gone (2<sup>nd</sup> phase)
2. A more systemic, overarching approach will be the new normal (3<sup>th</sup> phase)
3. The third phase will be about collective sector visions and collective frameworks
4. Within that framework Industry, Governments, the Service sector, Civil society each will have their role AND responsibility

### What does this mean for you?

Become a partner in transformation - Each phase requires different support

- **1<sup>st</sup> phase - Innovation leadership:** Recognize and reward innovations
- **2<sup>nd</sup> phase- Competitive leadership:** Support competitive solutions and first movers
- **3<sup>th</sup> phase - Systemic leadership:** Compliment your focus on direct impact, measurable projects with more systemic interventions and convening
- **4<sup>th</sup> phase - Political and administrative leadership:** Help create a level playing field

And start over again...



NewForesight

leading in sustainable market transformation

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Thank you