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# 11th Annual *Marketing to the* **Rural Sector**

16 & 17 August 2011, Crowne Plaza, Auckland

Understanding the Rural Sector to Define Your Marketing Strategy

Keynote  
Presentations from  
Industry Experts

Dr. Scott Champion,  
CEO, **Beef + Lamb**  
**New Zealand**

Dr. John Carradus,  
CEO, **Grasslanz**  
**Technology**

Dr. Hamish Gow,  
Director, **Centre for**  
**Agribusiness Policy**  
**& Strategy**

Case Studies and Key  
Marketing Strategies  
from:

- » TNS New Zealand
- » AgriBusiness Showcase
- » DairyNZ
- » Gen-i
- » Federated Farmers
- » Brian R. Richards Ltd.
- » Fonterra
- » KPMG
- » HydroTrader
- » NURVE

» Young Farmer Panel



11th Annual

# Marketing to the Rural Sector

16 & 17 August 2011, Crowne Plaza, Auckland

## DAY 1: 16 August 2011

8.30 Registration and coffee

9.00 **Opening remarks from the Chair**  
**Paul Bell, Managing Director, HOT MUSTARD**

### Rural Economic Update

9.10 **An Economic Look at the Rural Market and its Impact on Communicating to Your Audience**  
Farmer sentiment has risen for the first time in a year and is now at the highest levels since August 2008. Sheep and beef farmer confidence is at 10-year highs. What are the emerging economic trends?

- How significant is the change in farmer confidence?
- To what extent are farmers expecting their income will improve in the future; will this be sustained?
- How farmers anticipate they will utilize their improved income
- What does this economic outlook mean for those marketing to the agribusiness sector?
- How will income translate into:
  - Changing debt; new investment/increased debt vs reducing debt
  - To what extent will there be investment in new capital items, maintenance and operating spending
- How are farmers' buyer decision processes changing, and what is influencing them?
- What impact digital media is having within the buying process

**David Mustard, Senior Consultant, TNS NEW ZEALAND LTD.**

10.20 **Case Study: Successfully Gaining Farmers' Buy-In on the Barrhill Chertsey Irrigation Scheme**  
The Barrhill Chertsey Irrigation Scheme (BCI) is New Zealand's newest operating irrigation scheme. The scheme has been both successful in raising capital and share floating to farmers and has just completed its first irrigation season. This session will take us through the successful process of getting farmers buy-in.

- Marketing the BCI value to farmers
- Raising capital in a recessionary environment
- The importance of the personal approach and sustained exposure

**Janine Holland, Director, JANINE HOLLAND COMMUNICATIONS**

11.00 Morning tea

11.20 **Case Study: Gen-i's RuralZone Spotlited**  
Gen-i has created RuralZone to facilitate the capture, storage and sharing of data and information amongst the entire NZ rural industry. This innovation helps farmers, processors, retailers and other rural businesses automatically share and transport data.

- How has gen-i approached the marketing of RuralZone?
- Capitalising on the Rural Broadband Initiative

**David Walker, Gen-i Rural Market Manager, GEN-I**

### Agribusiness Showcases

12.00 **Case Study: How Grasslanz Successfully Takes New Products to Market**  
Grasslanz establishes alliances with seed companies to commercialise their products. The organisation works with an international network of investors and research organisations to develop innovative products.

- Grasslanz Technology - a commercialising agent of publically and privately funded R&D

- Elements of a successful business model that develops and commercialises innovations
- Interacting with R&D providers and their scientists
- Factors required for successful commercialisation
- Lessons from successfully commercialised innovations – case studies

**Dr. John Carradus, CEO, GRASSLANZ TECHNOLOGY**

12.40 Lunch

1.40 **Making an Impact with your Online Marketing Strategy**

The use of the internet in the rural community is quickly catching up to main stream NZ. This is changing the way rural people communicate.

- Increase the effectiveness of your marketing budget to reflect changed media consumption
- Create engagement and response with the online rural audience
- Understanding the role and importance of influence marketing
- Key trends in the use of online technology in rural markets
- Learn new ways to segment your markets/audience

**Brent Williams, Digital Director, NURVE**

2.20 **Case Study: Marketing the NZ Agribusiness Industry to the International Tourists in 2011**

During September and October 2011 a nationwide project has been initiated by NZ Trade and Enterprise and the NZ2011 Office to showcase the NZ Agribusiness Industry. Seven Regional events are being coordinated to offer a unique opportunity for International Business Visitors to connect with our leading export companies.

- The role of social media
- Supporting NZ Inc.
- The Legacy of the opportunity

**Deborah Jack, Business Development Manager, AGRIBUSINESS SHOWCASE**

3.00 Afternoon tea

3.20 **The expanding Growth of Iwi Farm Ownership and How to Market Effectively to Them**

In the past 20 years major changes have taken place in Maori farming. The recovery of Iwi lands and the growth of Iwi farming assets make Iwi the largest natural grouping of pastoral farmers in New Zealand. This presentation examines the ownership structure of Iwi farms and the implications for rural marketers.

- Large number of shareholders
- The customary nature of the land
- Management structure and decision making process
- Overseas investments and partnerships

**Dion Tuuta, General Manager, PARININIHI KI WAITOTARA INCORPORATION**

3.55 **Case Study: Fonterra's Product Innovation Process**

Fonterra leads the world in dairy innovation and is New Zealand's largest private sector investor in research and development. This session will showcase innovative product offerings and how they are marketed worldwide.

- How they manage the process of bringing new products to market
- Commercialising innovation into consumer brands
- An inside look at Fonterra's new products

**Jane Ogg, Senior Innovation Technologist, FONTERRA BRANDS**

4.45 **Networking drinks**

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### DAY 2: 17 August 2011

- 9.00 **Welcome back from the Chair**  
**Paul Bell**, *Managing Director, HOT MUSTARD*

## The Future Orientated Rural Sector

- 9.05 **Taking New Zealand Technology & Services Overseas**  
This session focuses on the issues surrounding taking New Zealand technology and services overseas. Using work that the speaker has been doing internationally recently: relating to the overseas direct investment of New Zealand dairy farming systems into the USA.  
**Hamish Gow**, *Director, Centre for Agribusiness Policy & Strategy, MASSEY UNIVERSITY*

- 9.45 **Sustainability in the Agribusiness Sector**  
This session highlights the importance for New Zealand's agribusiness sector of understanding the drivers of a sustainable supply chain approach. It provides an overview of the role of regulation and compliance will play in doing so.
  - The key role of international drivers
  - Sustainability: a business issue
  - Managing current resources to assure our ability to meet future demand
  - Ensuring New Zealand's sustainable growth in the agribusiness sector**Jamie Sinclair**, *Director, KPMG*

- 10.30 Morning tea

- 10.50 **Successful Branding to the Distrustful Farmer**  
This session through a series of hands on case studies discusses the challenge in delivering successful brands to the practical busy farmers of today. In an over communicated and confusing world of Agribusiness products and services how do farmers decide and favour certain brands.
  - The ingredients of a successful brand
  - Creating consistency and building brand loyalty
  - Product design and communications
  - Brand investment and return
  - The challenge of distribution relationships
  - Advertising and the use of new media techniques
  - Selling solutions and outcomes as a opposed to items
  - Understanding your brand for the outside in**Brian Richards**, *Director/Strategist, BRIAN R RICHARDS LTD.*

- 11.50 **Achieving Change in the Dairy Sector: DairyNZ Strategy to achieve Change on Farm**
  - Our approach to managing change
  - Improving our knowledge of farmers
  - Impact in the regions
  - Strategic partnerships
  - Laying a foundation for long term change: partnerships in the education sector**Dr Mark Paine**, *Strategy & Investment Leader – People and Business, DAIRYNZ*

- 12.30 Lunch

## Rural Marketing with Impact

- 1.15 **A Look at Beef + Lamb New Zealand's Refocus**  
Beef + Lamb New Zealand has four programmes – Farm, Market, People and Information – to deliver innovative tools and services to support informed decision making, and continuous improvement in market access, product positioning and farming systems for New Zealand's sheep and beef sector. Beef & Lamb New Zealand has recently re-focused as a meat-only organisation and is implementing a range of approaches and channels in order to better support its farmer customers and other stakeholders. These include:
  - A greater focus on regions and the regional customisation of programmes and events
  - Increased level of farmer engagement in the regions to provide advice to the organisation and to support delivery
  - A closer alignment with commercial service providers and agribusiness
  - A clearer focus on brand development and recognition**Dr Scott Champion**, *CEO, BEEF + LAMB NEW ZEALAND*

- 1.55 **Young Farmer Panel: Rural New Zealand's Future**  
The "young farmer" is the future market for your organisation. Understanding their mindset is crucial in developing your marketing strategies for the future. This panel will discuss what the current needs and interests of farmers.
  - What are the current expenditure priorities?
  - How much information do they want?
  - What is the most effective way of reaching this segment?**Jason Hoyle**, *National Vice President, NZ YOUNG FARMERS, DAIRY FARMER, South Auckland*  
**Robert Cashmore**, *SHEEP & BEEF FARMER, South Auckland*

- 2.35 Afternoon Tea

- 2.50 **Case Study: HydroTrader Getting the Buy-In from the Rural Sector**  
HydroTrader has been set up to make the trading of water permits possible. HydroTrader's new offering in the market place means they have had to be quite innovative in their market approach to get the buy in from farmers.
  - Proactive strategies to attract the rural market
  - How their marketing strategy differs in the rural market
  - How to get the buy in from farmers to take on a new system**Dr Anthony Davoren**, *Managing Director, HYDROSERVICES LTD.*

- 3.30 **The Important Practicalities of Relationship Marketing**  
Comprehensive relationship management is crucial to the success of creating loyalty for repeat purchasing. With more choice out in the market available to the rural sector as well as greater opportunity for research products due to the Internet – how can your organisation make an impact?
  - What kinds of strategies are effective with farmers?
  - Loyalty versus one off purchases
  - The importance of relationship management for the long haul**Wendy Clark**, *Auckland Provincial President, FEDERATED FARMERS*

- 4.00 **Summary Remarks from the Chair and End of Conference**

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