

Why Red Meat Is The Real Deal



A World Class Product Deserves World Class Marketing



Are we losing the PR Battle?

JEFF BEZOS, BILL GATES, AND RICHARD BRANSON LEAD \$90 MILLION INVESTMENT TO CREATE NEXT VEGAN IMPOSSIBLE BURGER

New billionaire-backed food-tech company Motif—led by former Pepsi executive Jonathan McIntyre—will support the mass proliferation of plant-based eggs, meat, and dairy.

by ANNA STAROSTINETSKEYA
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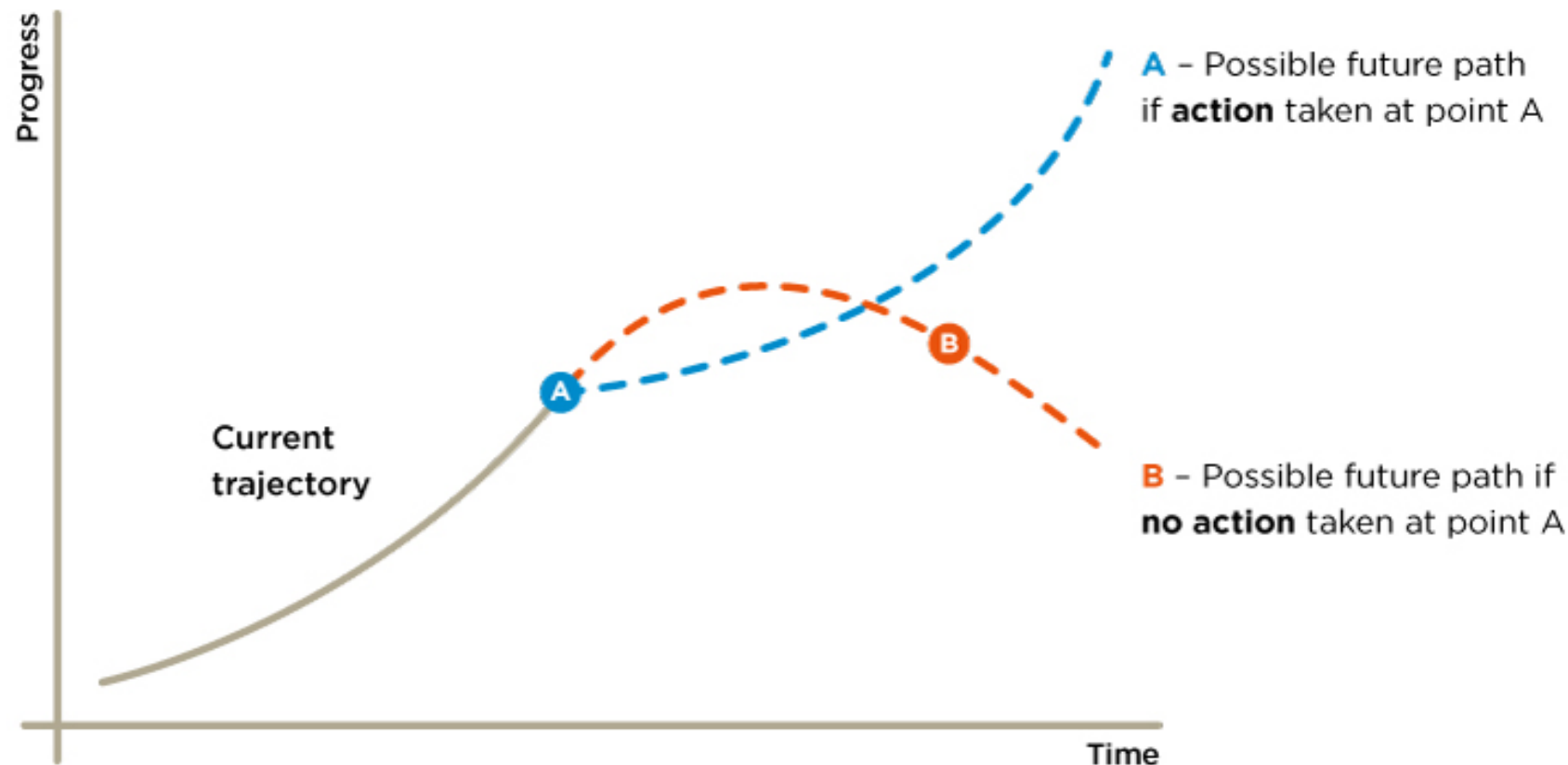


Food technology company Motif announced its launch today after raising \$90 million in Series A funding led by Breakthrough Energy Ventures—a fund that includes billionaires such as Amazon founder Jeff Bezos, Microsoft founder Bill Gates, and Virgin founder Richard Branson. Motif aims to help

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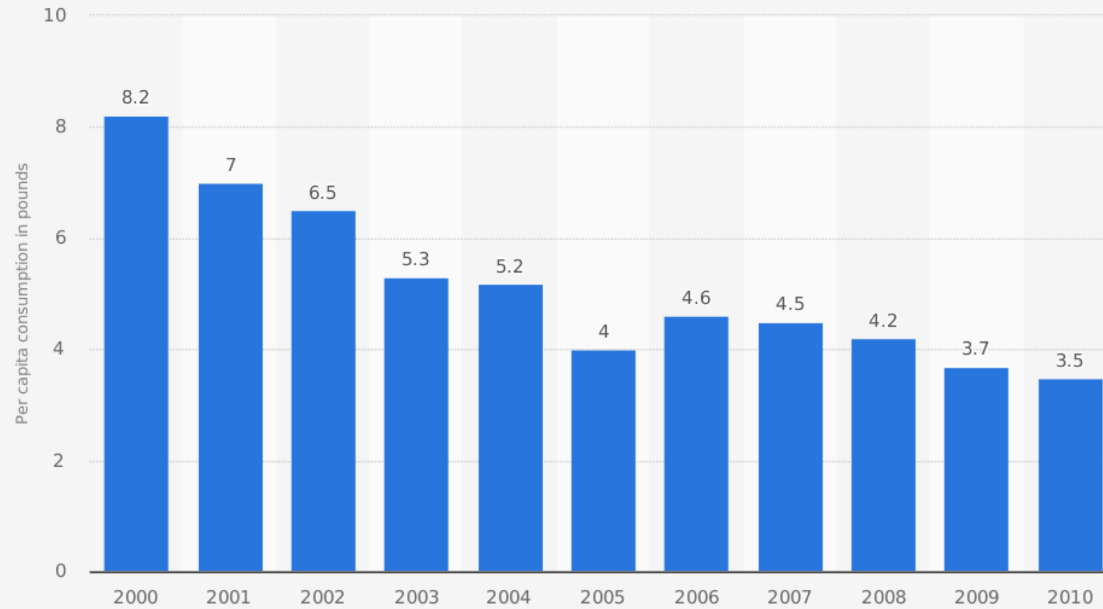
Sigmoid Curve – too little too late?



But we've been here before



Per capita consumption of margarine in the United States from 2000 to 2010 (in pounds)*



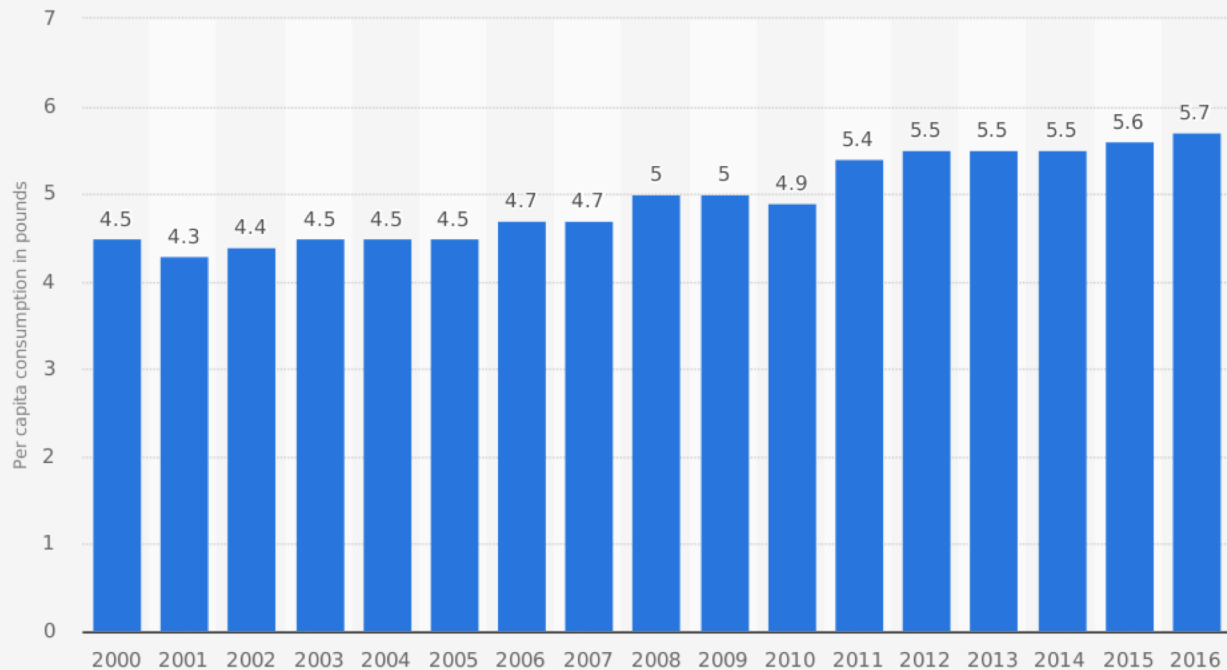
Sources

US Department of Agriculture; Economic Research Service
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Additional Information:

United States; US Department of Agriculture; Economic Research Service; 2000 to 2010

Per capita consumption of butter in the United States from 2000 to 2016 (in pounds)*



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US Department of Agriculture; Economic Research Service
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United States; US Department of Agriculture; Economic Research Service; 2000 to 2016

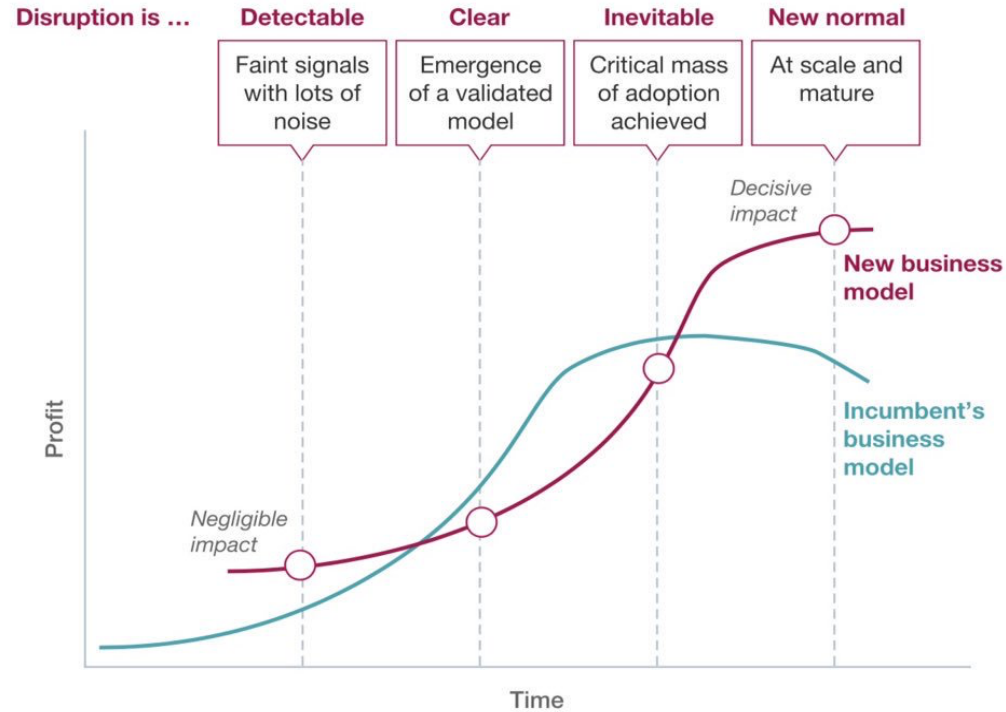
And the tide is turning on another...



Vs.



Disruption introduces an incumbent to a new journey.



Incumbent's move	Acuity	Action	Acceleration	Adaptation
Common barrier	Myopia	Avoidance of pain	Inertia	Fit

1. Are we making things too complicated?
2. Are we over-thinking things?
3. Are we taking too long to act?

1. Nurtured

- Our product is hand-reared which means we care
- We take good care of our livestock because they are our livelihood
- We know if we look after them, they look after us



2. Natural

- Our product is natural
- It is raised on the land (and as humans we have a deep connection to the land)
- Free range
- Pasture fed (not grain fed)
- No growth hormones
- GMO Free

3. Nutritious

- Packed with nutritional density:
Vitamin B12, Niacin, Vitamin B6, Iron, Zinc, Omega 3 Polyunsaturated Fats, Riboflavin, Selenium and Vitamin D
- Nutritionally dense soils
- Soil health = animal health = people health (Albrecht 1960)
- 30% of world is anaemic due to iron deficiency



Q: How do we differentiate?

Us vs. Them

Natural	Artificial
Nutritionally dense	Nutritionally deficient
Nurtured	Nuked
Land	Laboratory
Psychology	Technology
Whole food	Processed foods

It's not about story telling,
it's about truth telling.

We need to attack a lead,
not defend one.

Focus on the few, not on the many



Craft Beer...Craft Farms = Craft Meat?



So Where To From Here?

- Do you have a marketing plan for your farm?
- Who is your ideal customer?
- Have you completed your farm environmental plan?
- Don't leave holes for them to pick on
- The trend is our friend (natural, whole foods, unprocessed, provenance, terroir)
- Small is cool
- Value makers vs price takers

Summary

We have nothing to fear and everything to gain

This is a GREAT opportunity, too good to miss

Truth is on our side and truth = trust

IF we can get our story straight, no one can touch us.

Let's not waste any more time.

We just need 3 ingredients...

Nurtured, Natural & Nutritious.

And 3 words that sum it all up...

As Nature Intended



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