

**BEN RANFORD**

**NUFFIELD**  
AUSTRALIA  
FARMING SCHOLARS

SUPPORTED BY GOVT. OF INDIA  
GJ.18.A.8846

australian wool  
**innovation**  
• limited

- 2,500 HA. EYRE PENINSULA, SA
- DRYLAND CEREAL CROPS
- MERINO AND SAMM SHEEP FLOCK

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# HOW TO SECURE VIBRANT FUTURES FOR AGRICULTURAL COMMUNITIES

- SUPPLY CHAIN DYNAMICS
- COLLABORATION
- BUSINESS MODELS



# BE “IDEAL” SUPPLIERS TO COMPETITIVE VALUE CHAINS



# RECENT TRENDS

>DROUGHT

>DECLINING TERMS OF TRADE

>ISOLATION FROM SUPPLY CHAIN  
FUNCTIONS



## A COHESIVE APPROACH

- SCALE
- SKILLS AND TECHNOLOGY
- MANAGE SUPPLY



## A COHESIVE APPROACH

- PLATFORM TO ENGAGE IN VALUE CHAIN MANAGEMENT
- A VALUE PROPOSITION TO SUPPLY CHAIN
- LEVERAGE OUTCOMES



## ATTRACTIVE SUPPLIER CHARACTERISTICS

- HAVE THE RIGHT PRODUCT
- HIGH CAPACITY
- PROFESSIONAL
- STREAMLINED AND INNOVATIVE

## COMMODITY PRODUCERS

- ADHOC SUPPLY
- DON'T KNOW CUSTOMERS AND CONSUMERS
- DRAMATIC COST INCREASES WITHOUT MARKET OR PRICE SECURITY

It is not the strongest of  
the species that survive,  
nor the most intelligent,  
but the one most  
responsive to change



Charles Darwin

## THE OPPORTUNITY

- AGGREGATE PRODUCTION
- STORE AND PROCESS
- DEVELOP RELATIONSHIPS
- BE THE IDEAL SUPPLIER

# SHIFT FOCUS FROM INTERNAL PROCESSES TO EXTERNAL RELATIONSHIPS



## TRADITIONAL CO-OPERATIVES

- JOINTLY OWNED AND CONTROLLED BY MEMBERS
- CLEAR ALIGNMENT OF INTERESTS BETWEEN MEMBERS, DIRECTORS AND STAFF
- PROFITS SHARED OR REINVESTED

## PRODUCER GROUPS

- SUPPLY MANAGEMENT
- ADOPT CODE OF BEST PRACTICE
- COMMITMENT BY CONTRACT



## OUTCOMES

- EQUITY IN SUPPLY CHAIN BUSINESS
- ACCESS TO SERVICES AND MARKETS
- TRANSFER OF MANAGEMENT
- RESOURCE REALLOCATION



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## SOLO PERFORMERS

- TOP LEVEL MANAGERS
- EXPERTISE BEYOND FARMING
- CAPTURING SUPPLY CHAIN VALUE
- LARGE SCALE OPERATIONS

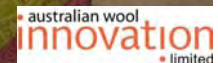
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# GUJARAT COOPERATIVE MILK MARKETING FEDERATION

- India's largest food products marketer
- 2.7 MILLION PRODUCER MEMBERS
- LESS THAN 3 LITRES/ DAY !!
- 07/08 SALES TURNOVER US \$1.325 billion





## CAMGRAIN

- UK'S LARGEST FARMER OWNED CENTRAL GRAIN STORAGE BUSINESS
- 300 MEMBERS
- SUPPLY CHAIN SERVICES FROM COMBINE TO CUSTOMER



## SAINSBURY'S DEAL WITH CAMGRAIN WHEAT FARMERS

- SUPPLY ALL SAINSBURY'S BAKERIES
- DIRECT RELATIONSHIP



## GROWING PAINS

- LEADERSHIP AND MANAGEMENT
- VULNERABLE
- MANAGING EXPECTATIONS



## SECURING A FUTURE

- DEVELOP RELATIONSHIP WITH THE TARGET CUSTOMER
- CAPACITY THROUGH COLLABORATION
- OFFER A SUPPLY SOLUTION
- SHARE THE BENEFITS

