

**AGRONOMY SOCIETY SYMPOSIUM**

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# **A VALUE-ADD STORY**

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# A value-add story



A decade of history:

- Utilisation of a large asset
- Focus on agronomy
- Diversification to other oilseeds
- Development of new markets
- Product development
- Branding
- Finding out about yourself

Committed to better natural nutrition that is traceable and sustainable



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DUST SUPPRESSANT

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**Good**  
*Oil*



# A value-add story



Laying a foundation for a value-add business:

- Business purpose
- Core values
- Understand your customer / consumer
- Over-analysis will kill
- Patience and perseverance
- Brand story critical

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# A value-add story



Pathway for the next 10:

- People “PIE”
- Staying agile
- Balancing value-add to our bulk business
- Improving environmental impacts of our food production
- Investment in R&D
- New retail brands

Committed to better natural nutrition that is traceable and sustainable



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**Thank you for your time**

**QUESTIONS**  
**The Good Oil on offer!**



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