

Supermarkets, Nutrition & Farming

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New London Office



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Introduction

- Challenging times for our industry
- Need points of difference
- Attention on issues downstream



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What's changed?

- Media frenzy
- Was our food better for us in the past?
- Food produced with desirable characteristics
- Avoid confusion of issues
- Population cash rich/time poor



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What is Farming's Role?

- Enhanced nutritional quality at primary production level
- Don't link local with *always* being better
- Enhanced nutrition will come from research
- Need clear demand signals to effect change



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