

SIMON GLENNIE

AbacusBio Limited

Simon has been with AbacusBio as a sheep and beef consultant for 7 years. His work includes one-on-one work with farmer clients as well as managing wider industry roles, including projects where New Zealand expertise is applied to international agribusinesses. His focus within AbacusBio includes consulting on grazing management, feed planning, enterprise evaluation, facilitation of farm discussion groups and industry teams, evaluation of new technologies for agriculture and project management.

Simon's own mixed system farming background has given him invaluable insight into the practical realities of sheep, beef and dairy industries in New Zealand. He is passionate about ensuring farming systems are practicable and efficient, and meet his client's longer term personal and financial aspirations.

New Zealand genetics affecting international markets

New Zealand is recognised internationally for its pasture-based production systems and quality of livestock genetics. The country's sheep and dairy industries play an important role in world food trade, with New Zealand being the largest exporter of ovine meat and dairy products. As such, it is also considered a world leader in the production of high quality, safe food.

Livestock genetics is core to New Zealand's export and production success. New Zealand livestock genetics have evolved over many years, supported by progressive farmers who are driven by efficiency and profit. Genetics programmes are run by

industry-good organisations assuming responsibility for investing in long-term research and development.

As the world's population grows, a number of developed and developing countries are looking to increase their agricultural outputs. New Zealand is seen as a key player for international food standards and production systems. In terms of genetics, there are questions about the feasibility and justification for trading animals with high genetic merit overseas. The real challenge for us is how to maximise these opportunities without risking our own production systems and intellectual property.

MONDAY 12 MAY

 **3.20pm** | Room 3



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NEW ZEALAND GENETICS

Affecting International Markets

B+L NZ AgInnovation 2014

Simon Glennie and Bruno Santos

Key Question



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2

- Is NZ selling its competitive advantage
 - ▣ Productive genetics
 - ▣ Know how
- What value to NZ farmer??

- Exporting genetics
 - ▣ Material, Knowledge
- NZ genetics in Brazil
- Upside and opportunities for NZ farmers

- Export of genetic knowledge
 - Breeding programs
 - Scientific expertise in breeding and genetics
 - Pastoral systems, genomics, sheep, dairy
 - Export of farming systems









- Export of supply or value chain
 - Production, feeding, breeding (Farming systems)
 - Supply chain infrastructure knowledge

Exporting value chains



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10



Exporting value chains



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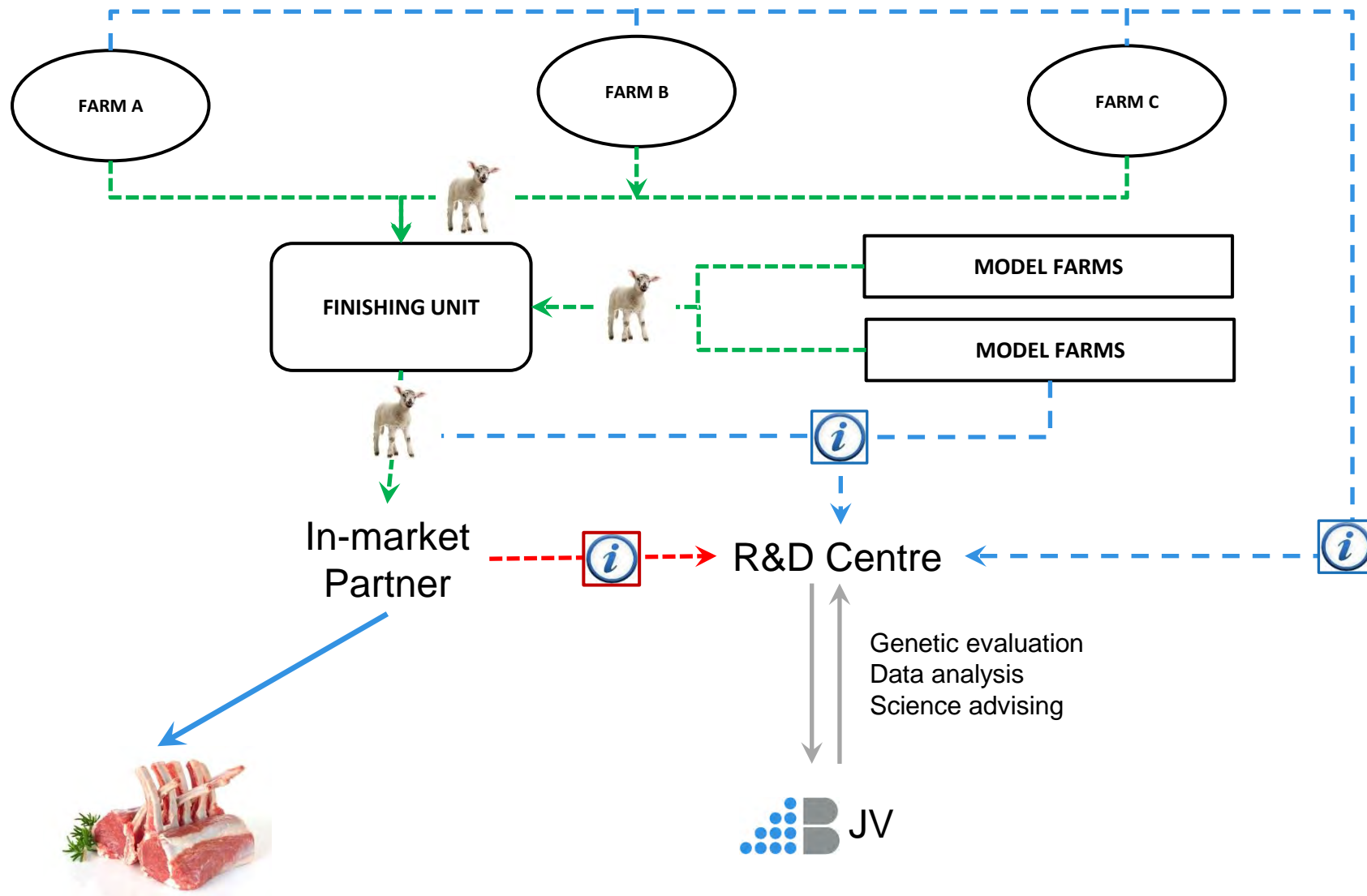


Exporting value chains



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12



Upside and opportunities to add value

- ▣ Knowledge exchange
- ▣ Market access
- ▣ Breeder returns reinvested in NZ
- ▣ AID and social development

Knowledge exchange



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14

- ▣ Genetics know how
 - Collaboration
 - Adaptation
- ▣ Market intelligence
 - Breeding trends – why?

- Condition of trade
 - Production system know how
 - “Cut and Paste” = Fail

- Genetics undervalued in NZ
 - Breeders need greater reward
 - Reward reinvested to benefit NZ

- AID and social development
 - Supporting developing countries to improve
 - Development of breeding programs in developing countries
 - India
 - Brazil
 - China

Competitive advantage



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18

- Brand NZ
- Farming system and culture
- Innovative and adaptive farmers