

EXSHC050

FOOD & FIBRE INSIGHTS



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato

**WAIKATO
MANAGEMENT SCHOOL**
TE RAUPAPA



FOOD & FIBRE INSIGHTS (EXSHC050)

COURSE OVERVIEW

This six-week course is designed for professionals seeking to better understand the frontiers of the food and fibre landscape in New Zealand. Retaining a consumer-centric view, the course has a focus on three key themes:

1. The impact of science and technology
2. Trade and regulation
3. The evolution of circular food systems

New Zealand and international experts will deliver course content and facilitate sessions. They include KPMG's Global Head of Agribusiness, Ian Proudfoot; leading lecturers at the University of Waikato's Management School; and other guest presenters.

This is a self-paced course delivered in a blended format, so you can learn when it suits you. The course content will include pre-recorded videos, short readings and live discussion sessions.

Participants can independently work through all the course material in their own time, while meeting key milestones each week that require virtual participation. You will also need to engage in one online discussion workshop each week.

There is a final half-day face-to-face workshop at the end of the programme, which can be attended either in-person or online.

TIME COMMITMENT

Between 4 to 6 hours per week, for 6 weeks. No prerequisites are required for admission.

ASSESSMENTS AND CERTIFICATIONS

To qualify for a certificate, all online questions must be completed, in addition to live participation at a minimum of 50% of the workshops.

COURSE DATES

Live session dates: (4pm – 5:30pm, online):

- Wed 19 October 2022
- Wed 26 October 2022
- Wed 2 November 2022
- Wed 9 November 2022
- Wed 16 November 2022
- Wed 23 November 2022

Final workshop:

- Friday 25 November 2022 (9:00 AM - 1:00 PM, face-to-face session on campus)
MSB.1.37, Level 1, Waikato Management School,
University of Waikato, Hillcrest Road



WHAT YOU'LL LEARN

By the end of the course, participants will be able to discuss the six key topics in depth, including the challenges and opportunities they present to the NZ food and fibre sector.

Topic 1: Future of Food and Nutrition

The future of food nutrition from a consumer's perspective, its delivery through the supply chain and alternative food systems are all expected to shape the future of food and nutrition.

Participants will examine these and create solutions for a business case on the future of food.

Topic 2: Value Chain, Supply Chain & Logistics

Supply chains are critical to the global food and fibre sector. The evolution of supply chains to consumer-centric value-webs and the changing dynamics of global trade are examined.

Participants will also gain an understanding of Free Trade Agreements (FTA) and the benefits they deliver to the New Zealand economy.

Topic 3: Bio-Innovation

Biotechnology and bioproducts are continuing to grow and shape the global economy. The role of biotechnology in the global food and fibre system, and what impact it may have on the future of New Zealand are examined.

Topic 4: Water & Oceans

Freshwater and oceans play a critical role in the global food system.

This topic explores freshwater use, in addition to opportunities in aquaculture, blue carbon and future fisheries.

Topic 5: Safety & Provenance

The evolution of food safety in the global food system is examined.

Storytelling and provenance targeted to consumers around the world is considered, together with the use of technology to support and enhance transparency and communication.

Topic 6: Consumer

New Zealand's current and potential future consumers in the food and fibre system (including domestic consumers) is discussed, with a focus on understanding changing consumer needs and how these may influence food and fibre products of the future.

Participants will examine both a geographic, demographic and value-based exploration of consumers, so as to clearly understand how maximum value can be created, distributed, and captured in the consumer interaction.



COURSE FACILITATORS



Ian Proudfoot

**Global Head of Agribusiness, Partner - Audit - KPMG New Zealand
New Zealand Agri-Food National Industry Lead**

Ian is considered to be one of the leading strategic thinkers on agribusiness in New Zealand. He presents around the world on the future of the food and fibre sector and its respective industries.



Jack Keays

Senior Manager, Agri-Food Research and Insights Analyst - KPMG Propagate™

Jack is an agri-food specialist with a background in business, science, and technology. Jack coordinates KPMG's global agri-food network, creates thought leadership and supports special agri-food related projects.



Professor Frank Srimgeour

**Professor of Economics, Head of the School of Accounting, Finance and Economics,
Convenor for Agribusiness - Waikato Management School**

Frank's research focuses on the economics of agriculture, economics and the environment, regional economics, and financial economics. He recently completed four years as editor-in-chief of the *Australian Journal of Agricultural and Resource Economics*.



Dr Zack Dorner

Senior Lecturer in Environmental Economics - Waikato Management School

Zack has a passion for research in the areas of behavioural and environmental economics. He is currently the Deputy Director of the Waikato Experimental Economics Laboratory (WEEL) at Waikato Management School.

GUEST PRESENTERS



Andrew Watene
Director, Head of KPMG
Propagate™



Justine Fitzmaurice
Director, KPMG Management
Consulting



Dr Julian Elder
Chief Executive Officer, Scion



Emma Wheeler
Head of Strategy, Trust Codes



Paul Martin
Chair Global Retail Steering Group
& Head of Retail UK



Paulette Elliott
Manager, KPMG Propagate™



Volker Kuntzsch
CEO of Cawthron Institute



Julia Jones
Head of Insight at NZX

For further details, please contact Jack Keeys (Course coordinator, KPMG)

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