



**Rabobank**

**Media Release  
March 3, 2014**

## ***The 'Future of Farming' crucial for Tasmanian farmers to address***

In June 2012, 50 leading farmers from across the world were brought together in the Netherlands to discuss the future challenges and opportunities for agriculture. The findings and outcome of this historic gathering – the world's first Global Farmers Master Class – was the subject of a keynote presentation delivered on Friday to leading Tasmanian farmers at the Josef Chromy Winery.

Leading Tasmanian primary producers met on Friday, 28 February, for a luncheon featuring a presentation from Rabobank state manager Tasmania, Greg Bott, who discussed the challenges ahead to feed the growing world population – expected to reach nine billion by 2050 (from seven billion today) – with global food production needing to almost double to meet this increased demand.

“The role that the agricultural sector will play in achieving food security for this growing population is of course fundamental,” he says.

Of particular importance to the dairy sector is the world's growing demand for dairy products, especially in the developing countries on Australia's 'geographic doorstep' in South East Asia.

“The figures and the challenges ahead are staggering. Every minute the world population grows, adding another 158 more mouths to feed and most of these are from the expanding populations in emerging and developing nations, like those near us in Asia,” Bott says.

“Not only is the world's population growing bigger, it is also growing older and wealthier. World average income per capita is expected to triple and again this economic growth will be highest in those developing regions.

“To feed increased numbers of longer-living wealthier people, farmers have to increase global food production by at least 70 per cent – in other words, to almost double the current production. In fact, more food will have to be produced over the next decades than has been produced during the past 10,000 years combined.”

Bott says the factors identified at the Global Farmers Master Class as being the key influencers on the future development of global agriculture could be categorised into five themes, which were now the subject of a book which had been published called *The Future of Farming – the rise of the rural entrepreneur*.

“These factors fall under the broad categories of what have been defined as this '5-S future of farming framework for food security' – the supply chain, sustainability, social-enabling factors, succession and science/social media,” he says.



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Also speaking at the luncheon was Rabobank's Global Farmers Master Class participant Dion Tuuta, CEO Parininihi ki Waitotara (PKW), who has been touring Australia meeting with industry stakeholders and presenting at the Australian Dairy Conference in Geelong last week.

Based in Taranaki, Aotearoa New Zealand, Mr Tuuta runs PKW, a Maori Incorporation that owns 14 dairy farms in the North Island. PKW has 8,000 cows and is the largest supplier to Fonterra in Taranaki on only 10 per cent of their land.

As a Maori tribe member, Mr Tuuta is confronted with how to increase growth, productivity and products without negatively impacting the land he has inherited and must pass on to the next generation of Maori people.

Mr Tuuta's presentation, 'A balancing act – preserving the land and producing a profit sustainably', was centred around a "simple idea about sustainability".

"In the past, New Zealand farming practices were not always as good as they are now," he says.

"A few decades ago, waste from dairy farms was allowed to run into New Zealand waterways affecting the quality of our water systems."

Over the past 25 years, Mr Tuuta observes how New Zealand has changed its farming methods and made environmental sustainability a priority. The local government has been very effective in putting in place regulations that ensure farmer fence off water ways and ensure proper treatment of effluent, he says.

"We have made huge steps towards cleaning up our rivers but we have to remain vigilant for the long term so that our children can inherit a better place. Tasmania has an opportunity to take similar steps and make a difference for future generations."

Mr Tuuta says the promise of the future for Maori people and agribusiness is real and significant.

"I was among 50 farmers from different nations discussing issues of increasing food security and while managing issues of sustainability, succession and social stability," he says.

"I wish I could have taken a class load of young people to this forum so that they would have heard the potential the future holds for those who can feed the world – sustainably."

The world's leading food and agribusiness bank, Rabobank is one of the largest bankers to rural Australia and a major provider of corporate banking services to the country's food and agribusiness sector.

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Rabobank Australia & New Zealand is a part of the international Rabobank Group, the world's leading specialist in food and agribusiness banking. Rabobank has more than 110 years' experience providing customised banking and finance solutions to businesses involved in all aspects of food and agribusiness. Rabobank is structured as a cooperative and operates in 42 countries, servicing the needs of more than nine million clients worldwide through a network of more than 1600 offices and branches. Rabobank Australia & New Zealand is one of Australasia's leading rural lenders and a significant provider of business and corporate banking and financial services to the region's food and agribusiness sector. The bank has 93 branches throughout Australia and New Zealand.

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