
Australian Agribusiness Congress

Melbourne September 9 1999

“relationships within the value chain”

Key Messages

- Need to think differently
- Need to do our business differently

The Grain Business

- Major change in infrastructure
- Timing right for change
- Pace has picked up
- Anything's possible!

Future Drivers

- A sense of responsibility for the chain
- Regulations and consumers
- Thinking differently about commodities
- Uncertainty

Why think differently?

- Market forces
- Realignment of core businesses
- Cost of the chain.

Rules of engagement

- Accept dynamics of change
- Take on risk
- Sell your self
- Who knows your intent?
- Have a view!

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