

# Growing Back Better

Our New Future



New Zealand  
Apples & Pears®



Prevar<sup>TM</sup>  
the future of fruit innovation

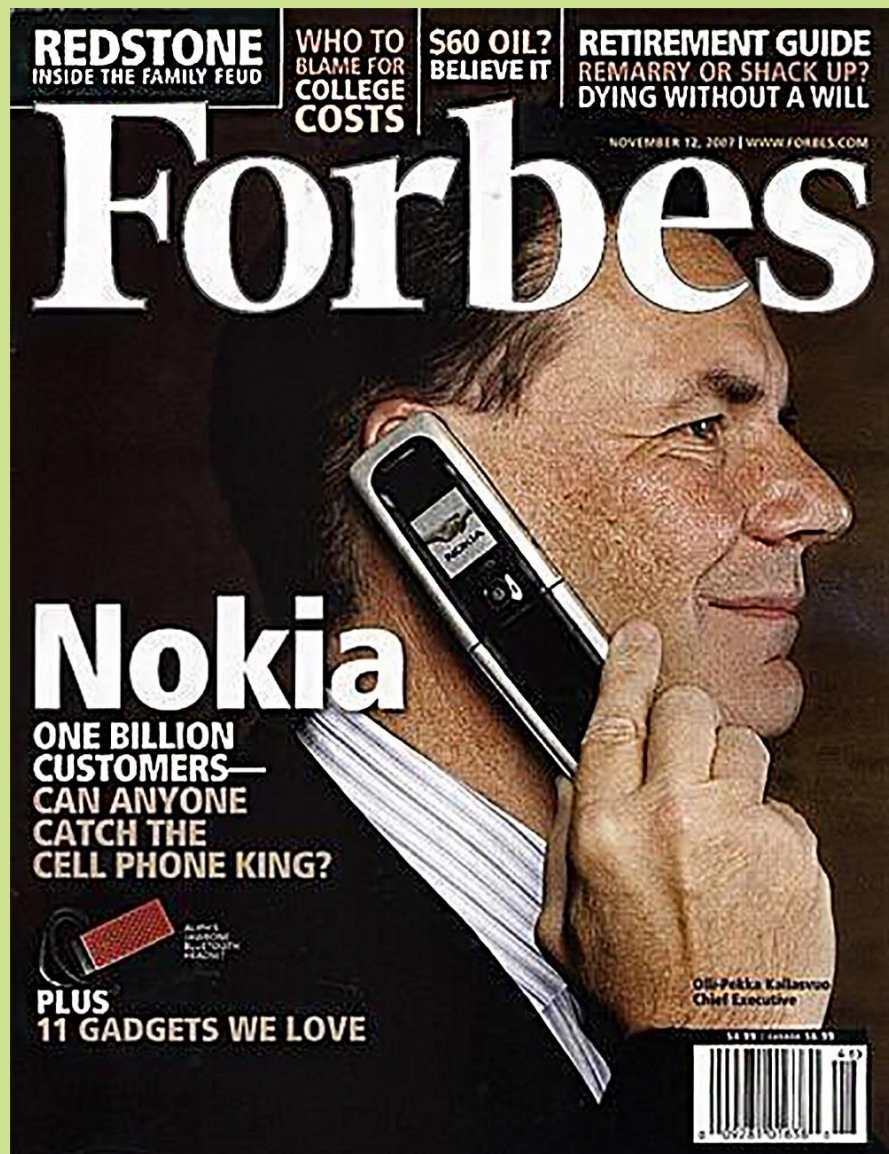
# NZ Apple Industry On Track To Become A Billion-dollar Export Business

Wednesday, 5 August 2020, 5:48 pm

Press Release: [NZ Apples and Pears Inc](#)



Belief



15



# “The new Kodak moment”

Linear —————→ Exponential



**Kodak**



Instagram

**1996:**

*Market cap: \$28M*

*Employees: 140,000*

**2012:**

*Bankrupt*

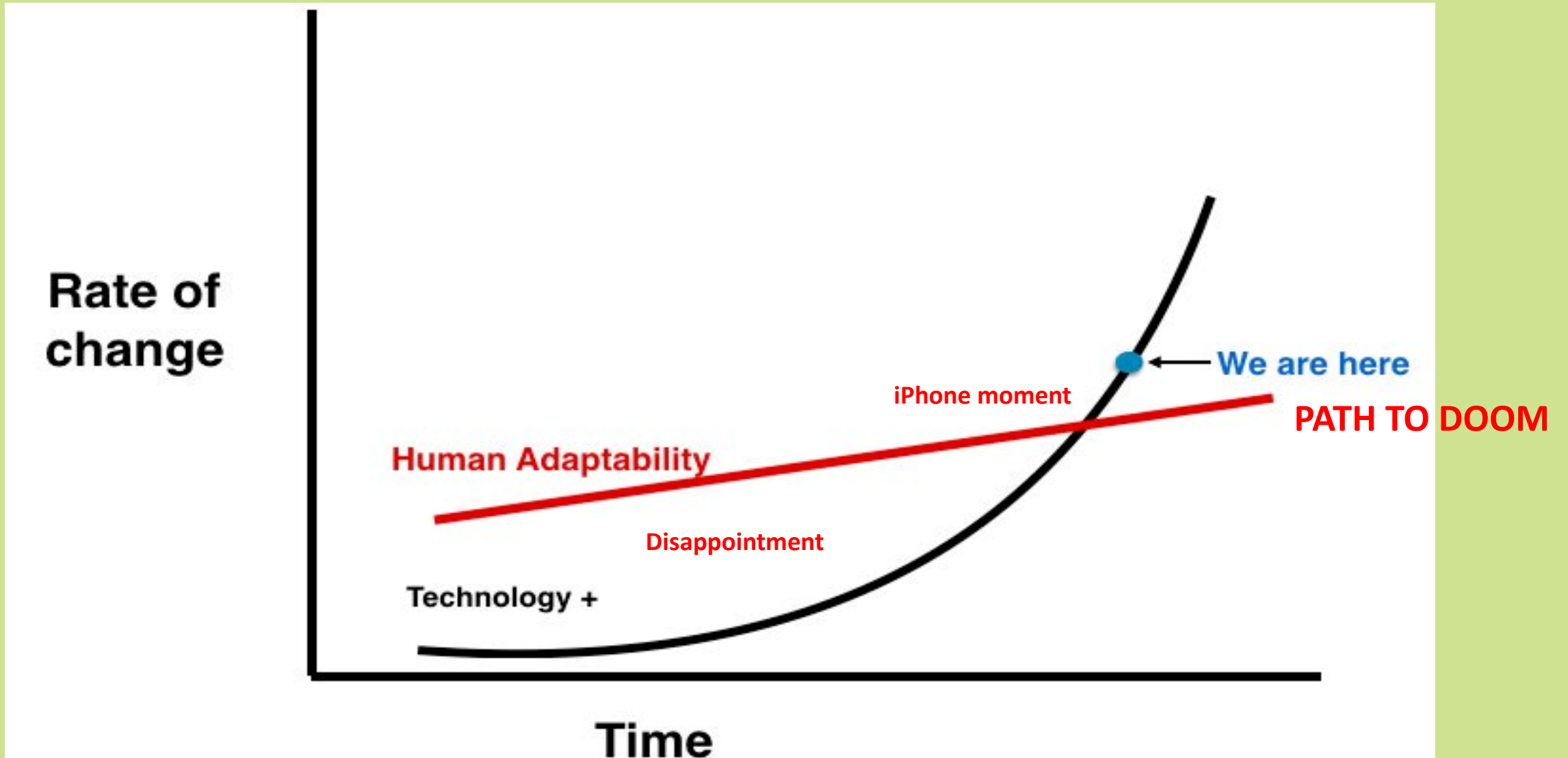
*Employees: 17,000*

**April, 2012:**

*Market cap: \$1B*

*Employees: 13*

# Delta of Discomfort





***“The big question isn’t where and how should we sell our produce in future.... but will our products still be relevant to consumers?”***

**Nicole O’Rourke, Joy Consulting**

# Growing Back Better

## Focus Areas

- Continue increasing productivity and decreasing costs with yield, packout, storageability & disease resistance
- Continue increasing the global reach of our IP through market access and PVR protection
- Continue increasing premiumisation through product quality & innovation
- Start increasing speed to market through new breeding technologies
- Start increasing global market share through new product category development

## Outcomes

Better returns to NZ growers (direct and indirect)

Accelerated growth of the NZ industry (\$2bn? \$10bn?)

Reinvestment in innovation to stay at the front of the global industry

**Opportunity**

**Reach**

**Collaboration**

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