

Creating Value at a commodity level.

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Instead of thinking about how we sell grain..... let's think about solving other people's problems.

- Is there an opportunity to take learnings from industries where value has been created over a global commodity price and apply those learnings to the Australian Grains Industry and other commodity based industries?

I WANT TO MAKE A
FUSS:

FOOD
UNMET NEEDS
STORIES
STRUCTURE



Certified Angus Beef:

- The American Angus Association established CAB as a marketing arm of their industry.
- It is consumer facing with consistent branding that connects consumers to producers.
- It talks about food, it provides recipes, it gains social license.
- It guarantees that if you buy a Certified Angus Steak, you will have a good steak.
- It does what it needs to do to build trust.
- It creates value, without discounting beef that doesn't meet CAB standards.



Recommendations for Industry:

- Gather and present data that helps consumers make choices between competing foods, not just competing origins.
- Gain a clear understanding of where our grains solve problems for consumers in markets where value can be created. (Consumers may be looking for rice that is healthier & more sustainable, & our whole grains can meet this unmet need.)
- Package up stories that are backed by data, are consumer facing and are told with consistent branding.
- Provide these stories to our customers (the processors) to allow them to tell our story to their consumers.
- Review the structure of industry funding bodies to allow pre-competitive data collection and storytelling.
- Establish a national library to house and maintain these stories.

A Big thankyou to my sponsor.



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