



2012 Annual General Meeting

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Draft Key Drivers of Value



Great People

Customer Lead – Global Market Focus

Foundation, Cornerstone anchor products

Lean Core via Integrated Business Model

Profitable Growers

Sustained Growth

Risk and Volatility Management



Strategic Drivers



Great People

- Fresh produce business model relies on specialist people to profitably connect supply and demand. Aligned to core values of quality, service, innovation and integrity.

Customer Lead – Global Market Focus

- A single touch point in each chosen market
- Leadership positions with selected partners
- Close to point of final consumption
- Based around branded products – quality, safety, traceability, out of commodity.

Foundation, Cornerstone Anchor Products

- Anchor Products to secure T&G's market position
 - Apples, PVR advantage (Jazz™, Envy™), 12 month Supply
 - Kiwifruit – cooperation with Zespri

Lean Core via Integrated Business Model

- Collapse silos and gain advantage from economies of scale
- Lean, reliable, agile processing and operations infrastructures
- Control key value chain 'profit points'. Market presence.



Strategic Drivers



Profitable Growers

- Essential to long term sustainability and ensuring quality supply

Sustained Growth

- Global scale and returns. Grow via products with the opportunity for global/regional dominance.

Manage Risk and Volatility

- Manage climatic variations through multiple sites/country supply.
- Balance markets/products
- Key is to have agility, which links back to great people.