

Disruptive Innovations & the Communications Challenge

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INARI

A Flagship Pioneering Company

Why I care



The Legacy: Dr. Norman E. Borlaug



THOUGHTS FOR FOOD

Challenges in Agriculture



Image: Jeffdegraf



Popular Misconceptions



Marketing



Anti-Science Movement

BE THERE, NOW ARE YOU?

For the first time, the Anti-Science Movement is holding a national event. This is your chance to join the movement and help change the world.

Join the movement now!

More info: [www.anti-science-movement.com](#)

10/19

Challenges:

The Anti-Science

Movement

GMOs

are

POISON

Anti-Science Movement



HI THERE,
HOW ARE YOU?

I'm Vani,
a.k.a. the
Food Babe.



Qualification:
Computer Science

Work Experience:
Banking Consultant

Likes:
*Promoting quacks
like Mercola,
Burzynski and fond of
conspiracy site
Natural News.*

Dislikes:
*Science, evidence,
reason and Jello!*

*Now buy my eating
guide, just \$17.99
per month and filled
with tasteless
recipes*

Regulatory



Fatigue

weet
Julie E. Laug
Julie E. Laug

In 1984, I was 10 yrs old & images of Ethiopian Famine shaped my future. NEVER did I think at age of 10, my son would also witness another famine. Over 30 million are experiencing a famine today. Majority are children. WHERE's THE MORAL OUTRAGE & POLITICAL COURAGE 2 END HUNGER?





Industry Communication

HOW WILL WE FILL
9 BILLION BOWLS
BY 2050?

Where will we
find enough food
for 9 billion?









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NEW HORIZON IN AG

Bold, different and fresh messaging

<p>OUR IDEAS</p>	<p>WE ENVISION A NEW AGE IN AGRICULTURE</p> 	<p>WE GET THERE'S MORE TO FOOD THAN JUST GROWING IT</p> 
<p>WE LOVE BRIGHT IDEAS</p> 	<p>WE ACT RESPONSIBLY</p> 	<p>WE APPLY EVERYTHING WE KNOW TO EVERYTHING WE DO</p> 

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Next Generation Hunger Fighters: Key Stakeholder



Forget Millennials: It's All About Gen Z

-Anyone born after 1995

-Described as "conscientious, hard-working and mindful of the future"

-First true digital natives

GENERATION Z

An illustration featuring the word "GENERATION Z" in large, white, bold, sans-serif capital letters against a blue background. Several stylized, colorful human figures are positioned around the text, appearing to interact with it. Some are sitting on the letters, while others are standing nearby. The figures are diverse in appearance, representing the multicultural nature of Gen Z. The background also features faint white clouds.

What Should Employers Know About Gen Z?

Giving back comes first.

Gen Z favors companies with corporate social responsibility that aligns with their beliefs and values which consist of bold ideas, creativity and optimism.

Gen Z is chasing the dream job.

Gen Z is pragmatic and realistic, but they also believe it is possible to achieve their "dream job" and build a career doing what they love.

Career growth counts, too.

Opportunities for professional development are most essential when attracting Gen Z talent.



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