

# Rob Ward

Agri-FoodTech Dealmaker

Global Entrepreneur Programme

Department of International Trade (DiT)

CEO, ForwardFood.Tech Ltd



1st 30 years a farmer...



# My first 'AgTech' business...



- I'm Rob Ward,  
I'm an Ag & Food Tech entrepreneur



# How to fulfil these trade opportunities for the UK farming and food industry by:

Creating UK Branded Commodities

Rethinking Trade Standards

Using Agri-FoodTech innovations





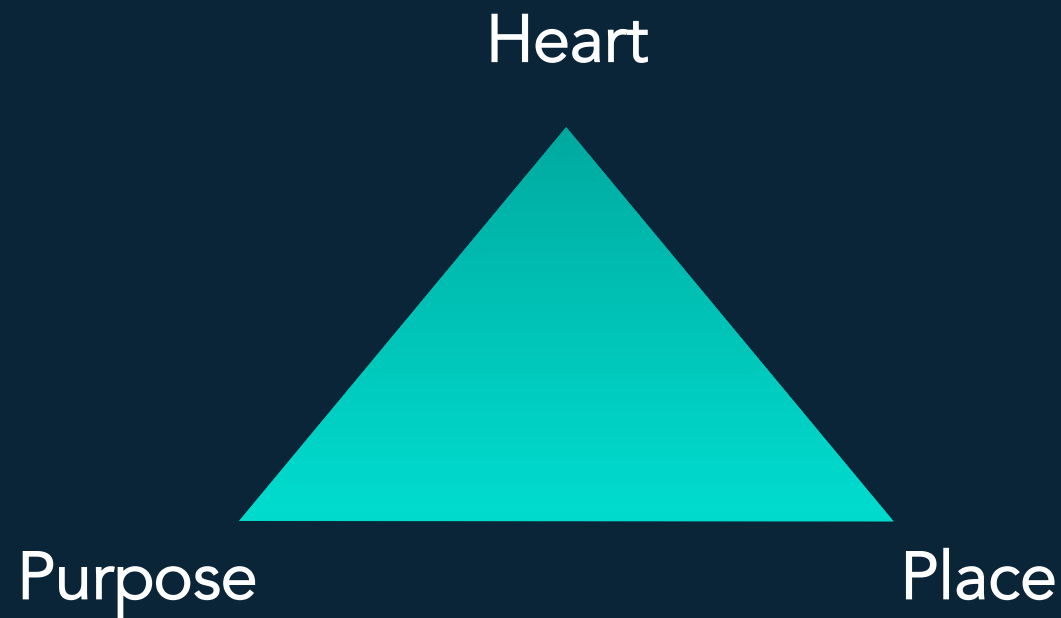
## 1. UK Branded Commodities

Where farm-gate produce and basic food ingredients retain business customer loyalty, beyond purely competing on price.

How?



# Brand selection triangle:





Heart:

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Trust  
Belonging  
Connection



**ODDBOX**





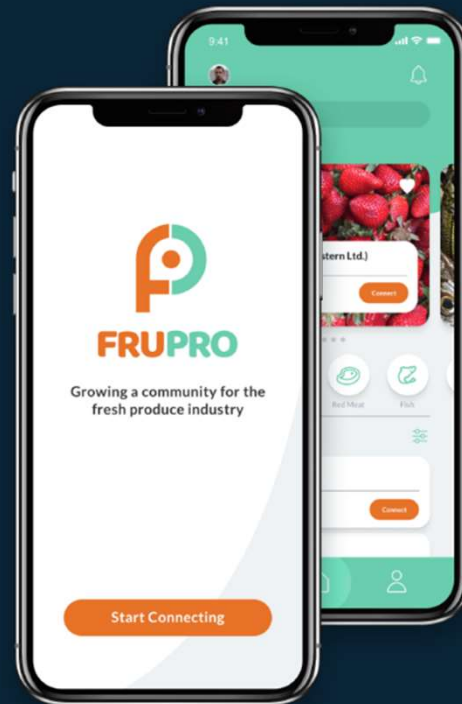
Purpose:

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Vision

Shared beliefs

Sustainable



FruPro distributed over 180,000 kg fresh produce in the first 10 days to 500,000 people of lockdown that was destined to be wasted

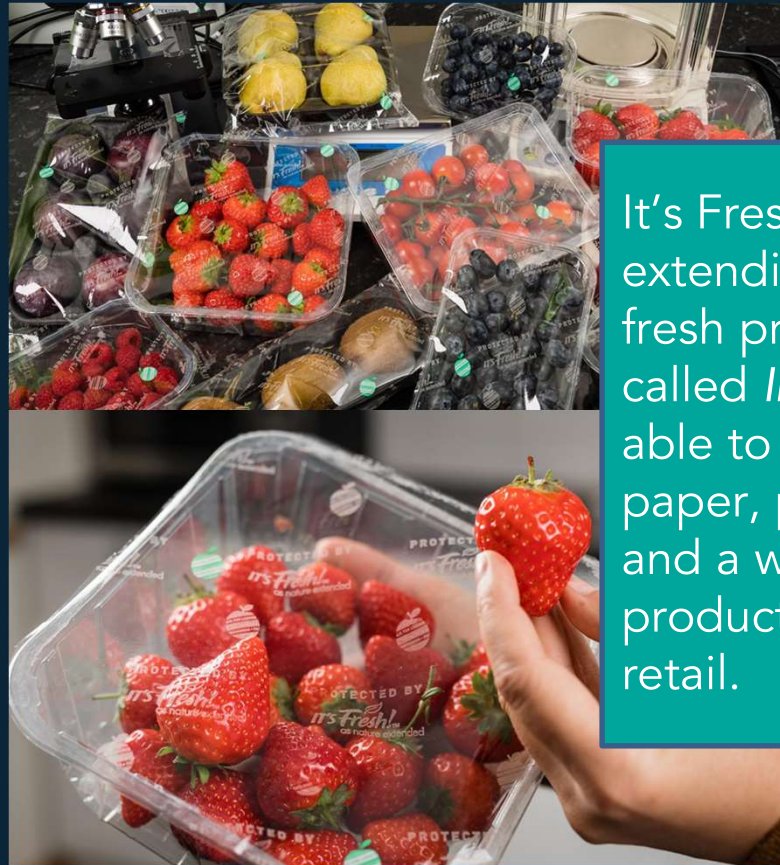
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It's Fresh! - sustainably extending home-life of fresh produce using called *Infinite*, being able to be used on paper, plastic, cardboard and a wide range of products in transit and retail.

Place:

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Provenance

Reliable / Secure

Original / Innovative



IGS grow reliably and productively much closer to home thereby mitigating the “food security” disruption risk and dramatically reducing food miles.

Place:

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Provenance

Reliable / Secure

Original / Innovative



PES Technologies Ltd World's first real-time, GPS logged, in-field analysis of biological, nutrient & structural soil health analysis.



Place:

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Provenance

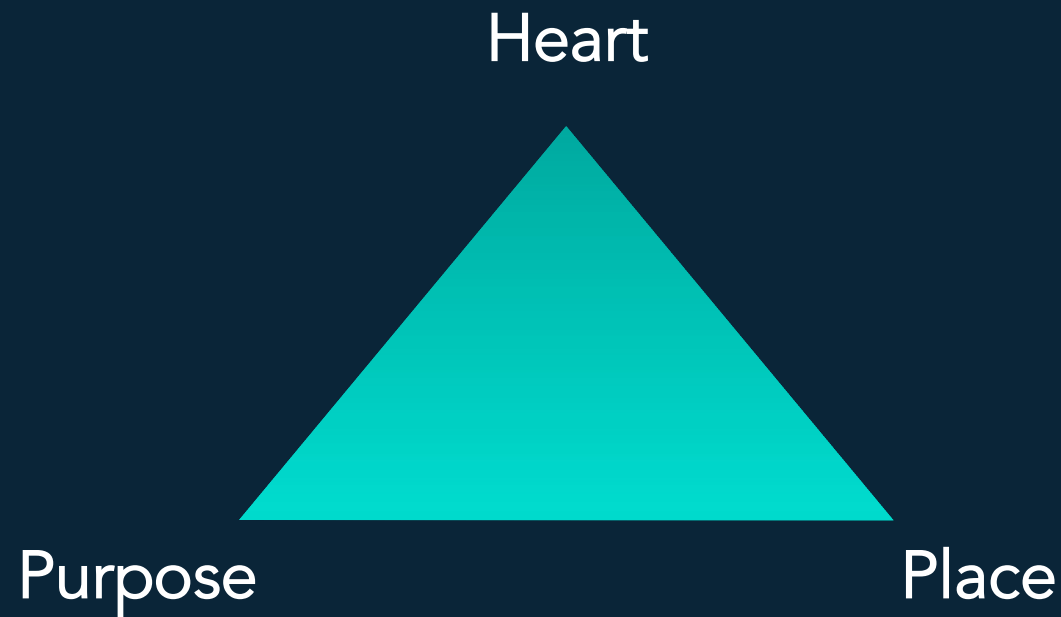
Reliable / Secure

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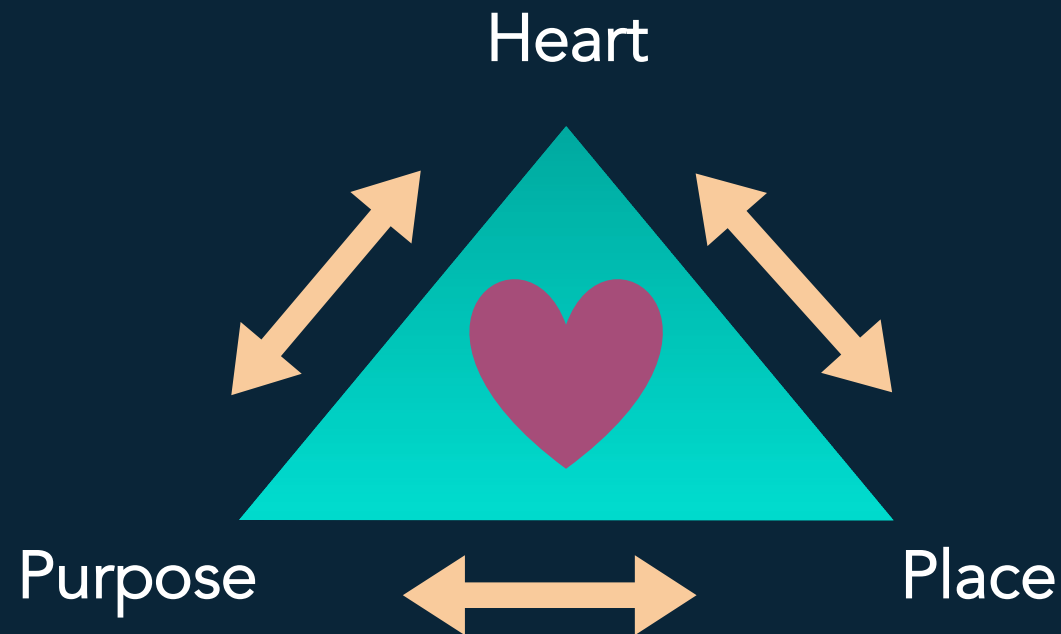


Cashmere Technologies, streamline your operations through automation and insight giving you the right data at the right time, from farm through supply-chain.

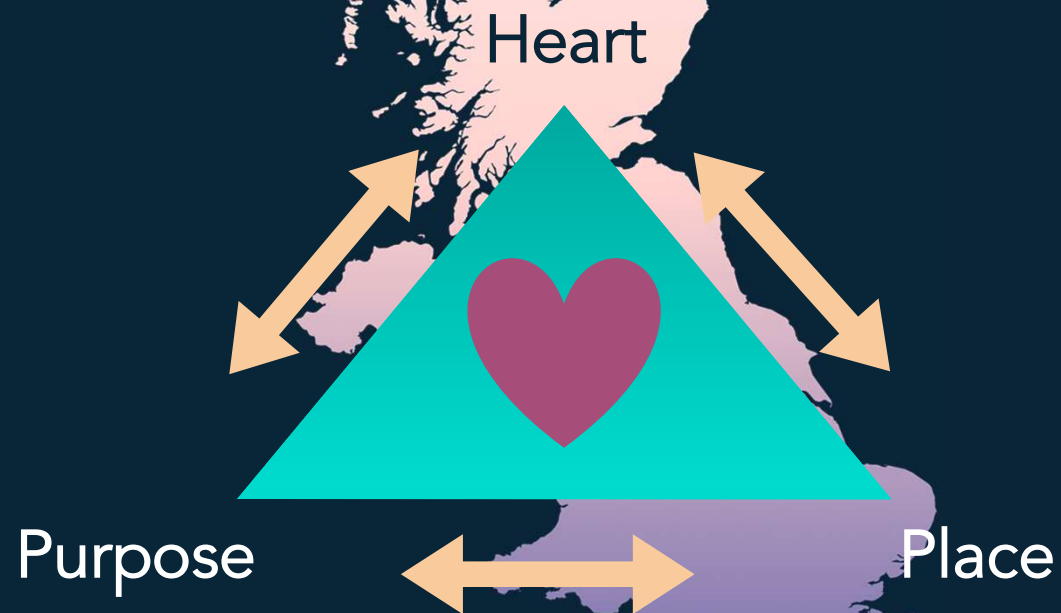
# Brand selection triangle:



# Brand selection triangle:



# UK love triangle:





# Rethink Trade Standards

Beauty is in the eye of the beholder...



*Hitting a minimum  
standard only prevents  
worse, sometimes it  
doesn't even do this...*

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# Rethink Trade Standards:

- To inspire innovation, create a maximum not a minimum.
- Consumer driven 100% digitised dialogue that builds a loyal relationship...And thank the best farmers.

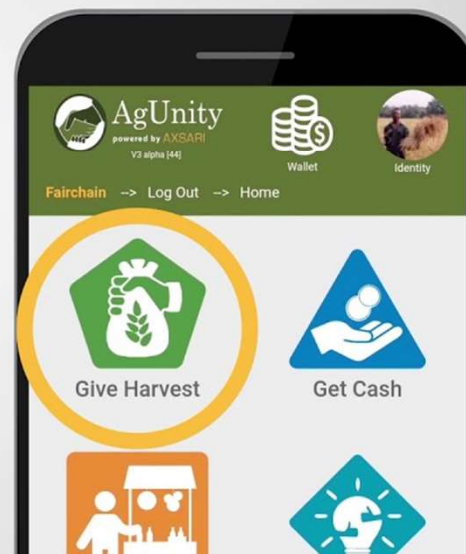


# Totally digitalise every step from farm to fork:

The **Coop** can directly **purchase** harvest from the farmer.



The **farmer** can directly **sell** harvest to the Coop.







## Agri-FoodTech Integration

Paradigm improvements in productivity,  
with Agri-FoodTech innovations and  
creating defensible technologies.

# Agri-FoodTech Innovations



# UK Agri-FoodTech Ecosystem

**Over 100**

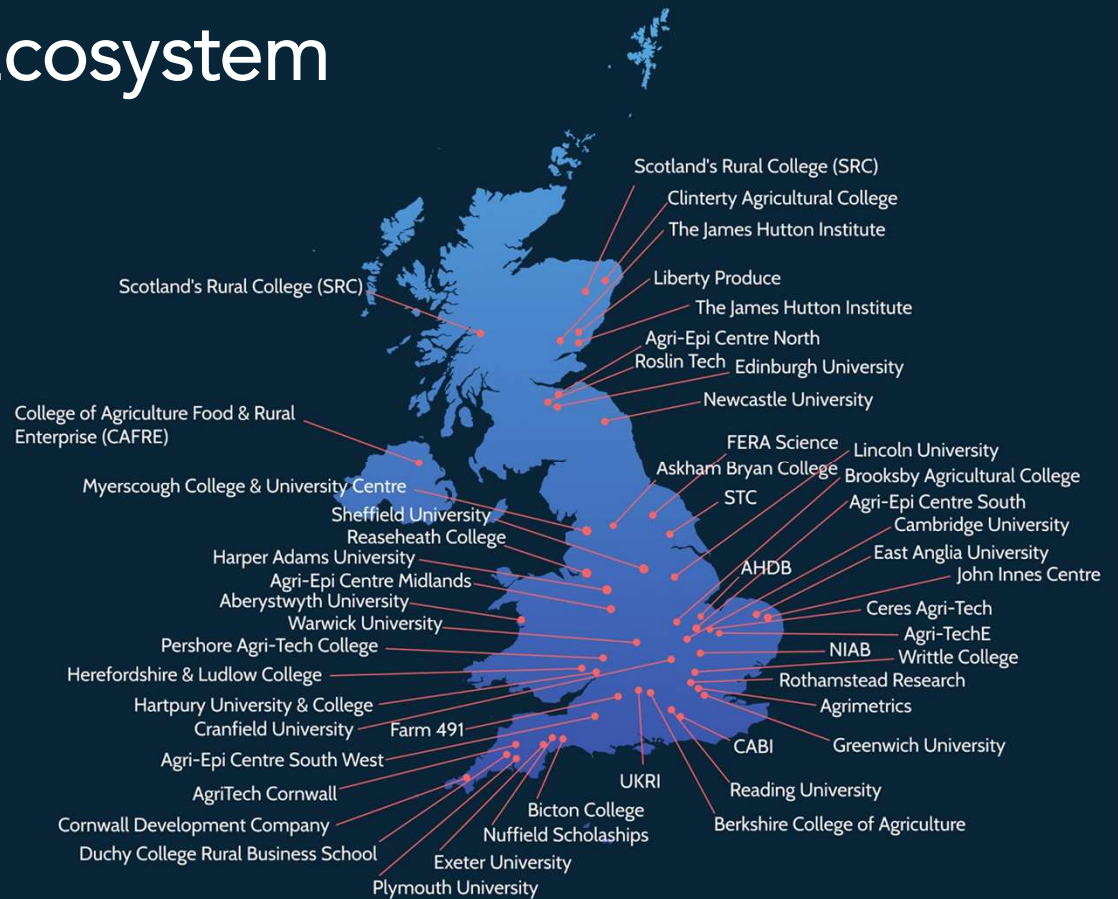
specifically designated resource and innovation centres form the UK AgriTech ecosystem

**2800**

Innovate UK funded projects in 2019/20

**£3.3bn**

Grants by UK Research & Innovation in 2019/20



UK technology companies  
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venture capital funding in 2020...

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...more money from VC investors  
than the rest of Europe combined



The UK ranks #1 in Europe for unicorns (Business valued >£1bn), built on a decade of consistent growth.

3M people are now employed tech in the UK.

We've talked about How to fulfil these trade opportunities with:

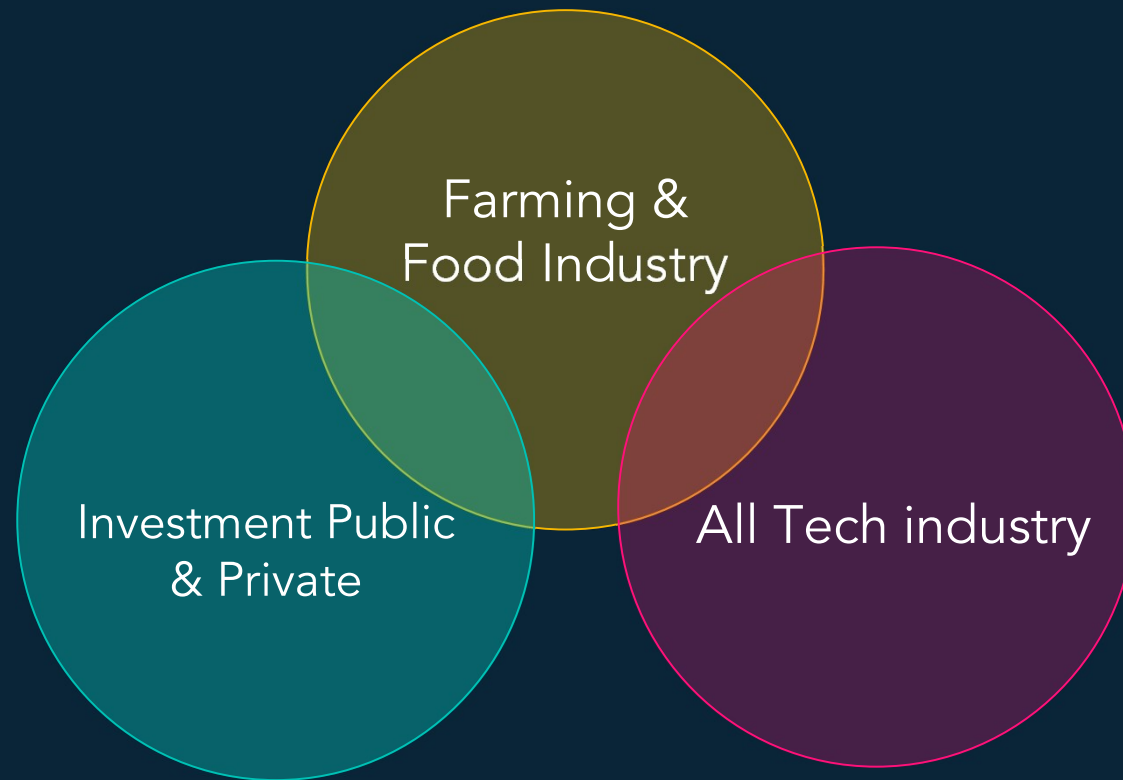
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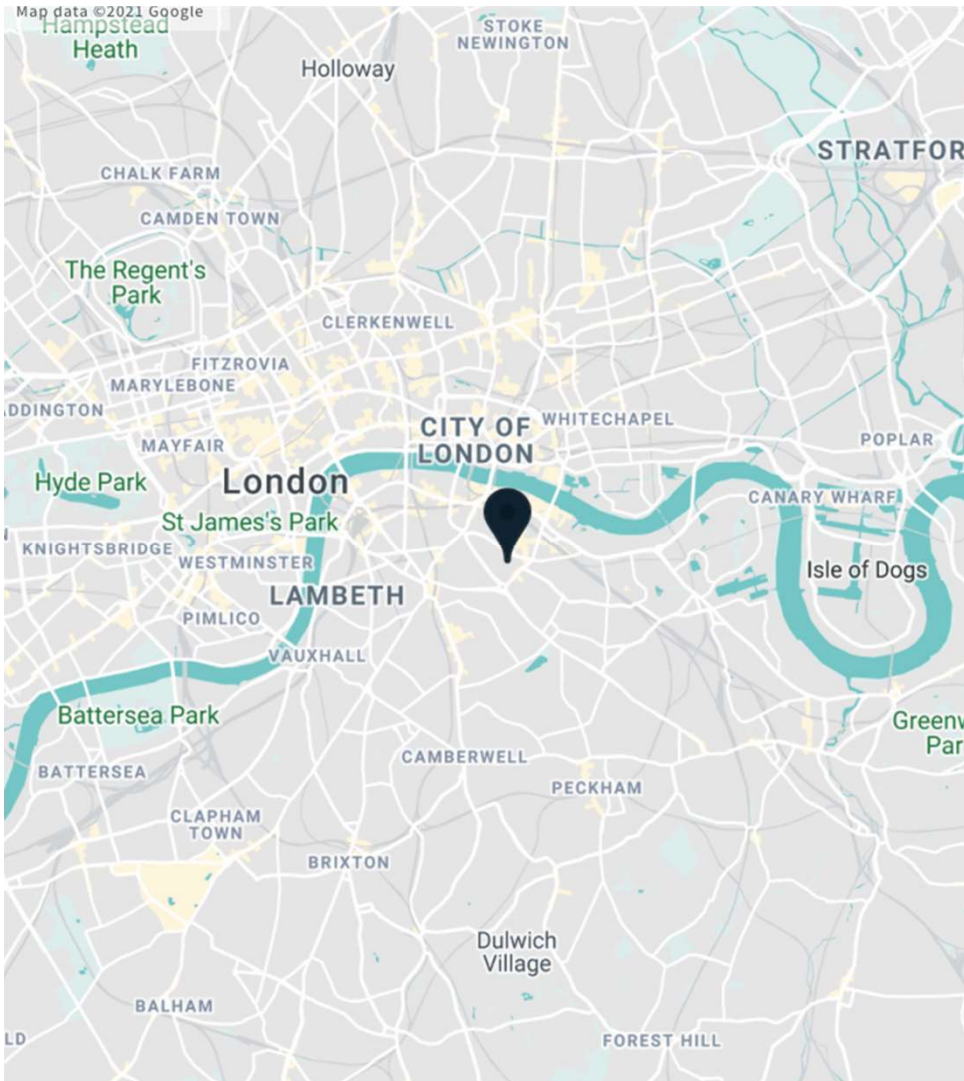


# Call for collaboration:



# Call for collaboration internationally:





# Get in touch with Rob:

@ rob.ward@entrepreneurs.gov.uk

+44 7773777097

@1robward

forwardfood.tech

