



AGRICULTURAL EXCELLENCE CONFERENCE



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

Matt Hamill  
AgEx Conference 2018  
International Insights  
Barley Value Chain



**Nuffield Canada**  
AGRICULTURAL SCHOLARSHIPS

November 28, 2018  
Fort Garry Hotel, Winnipeg, MB  
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# Overview

- Life before Red Shed
- Before Nuffield
- Travels
- Lessons Applied
- Takeaways

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# Life before Red Shed

- Grew up on a farm
- Agriculture banking
- Evolving beer industry



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# Before Nuffield

- Finish school
- Start Red Shed
- Malt Academy
- Finding our place



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# Travels - New Zealand

- Nuffield introduction leads to:



- Decommoditize
- New variety introductions
- Focus on flavour early



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# Travels - Australia

- Abby McKibben - Huon Aquaculture, Tasmania
- Make people care
- Provenance + transparency = social license
- Consumers demand it
- We need to tell our story

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Screen caption from Huon Aquaculture's website:  
<https://www.huonaqua.com.au/our-approach/>



## Increasing Transparency

Huon Aquaculture recognises that there is increased interest surrounding its operations, environmental footprint and processes for achieving sustainable practices. With the aim of increasing transparency and providing the community with a more direct link to the science and monitoring which...

[Read more](#)

## Sustainability Dashboard

Our interactive Sustainability Dashboard presents current company information on topics as diverse as antibiotic use to videos beneath our pens. Our Sustainability Dashboard has been developed by starting with what the community wants to know and delivering in a way...

[Read more](#)

## Our Approach

The six principles that have guided our planning are: Increasing production responsibly and safely Improving the health and welfare of our fish Improving safety for our workers Reducing our environmental footprint Continuing to positively participate in the community Producing world-class...

[Read more](#)

# Travels - America

- MolsonCoors
- New Belgium
- Oregon State University (research)

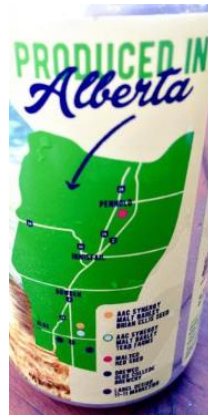


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# Applied in Red Shed

- Telling our story - Adding a brewery
- Shortening the value chain – Blockchain
- Products with value – Flavour Experiments
- Company Culture – Annual General Meeting



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# Final Thoughts

- Encourage your clients to apply
- Tell your farmers to drink craft beer
- Know there are resources out there
- Talk to consumers

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# Thanks

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