What is your Kockak Modak Moment?

Dino Giacomazzi









My Story

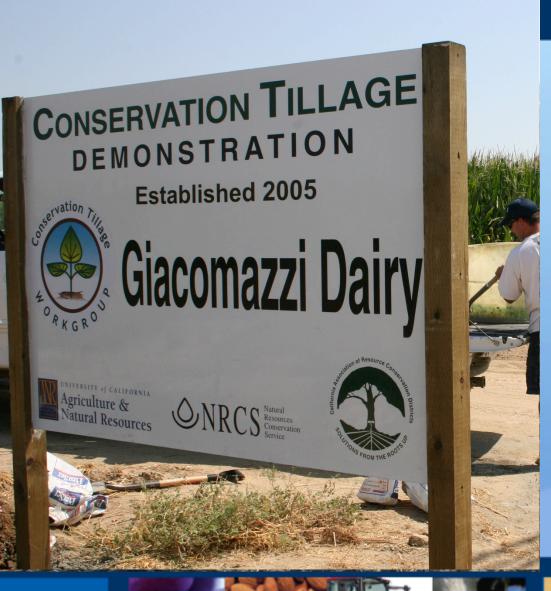
Farm

Music

Software







My Story

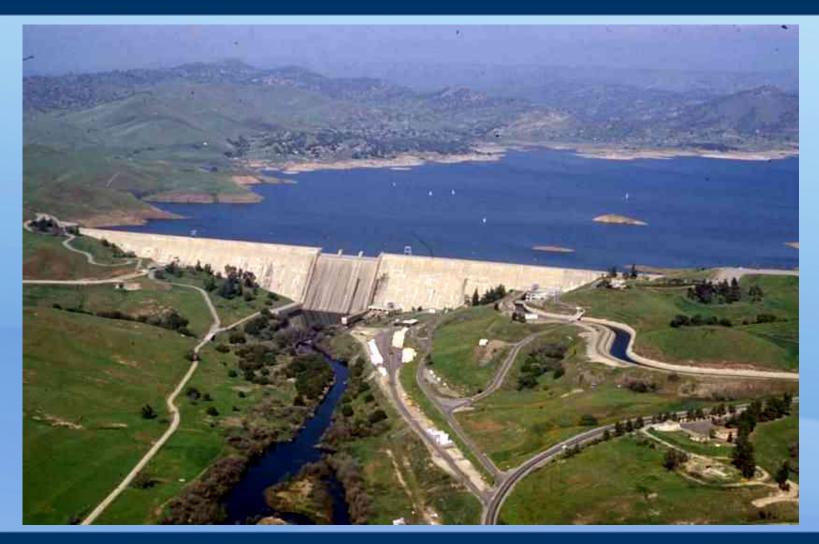
New Industry

Constant Change

Applied to farming









































Conservation Tillage

Conventional
11 Dirt moving passes / year
Vs.

Conservation Tillage

2 strip till (partial dirt moving)

1 disk (complete dirt moving)





Results

82% Reduction in tractor passes

Less fuel

Less emissions

Less equipment

Less dust

Less Labor

Less time/crop

Less compaction

Less water

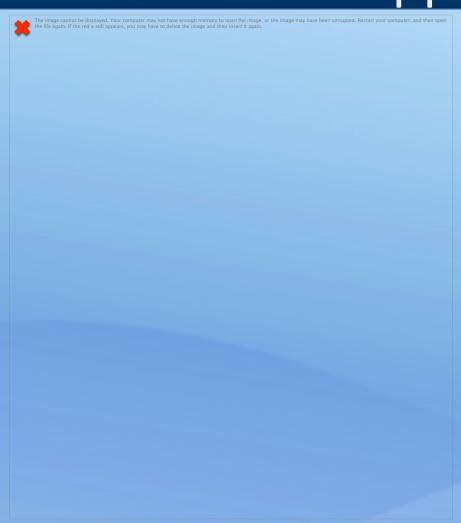
More yield

Triple crop





The Hippies Love it

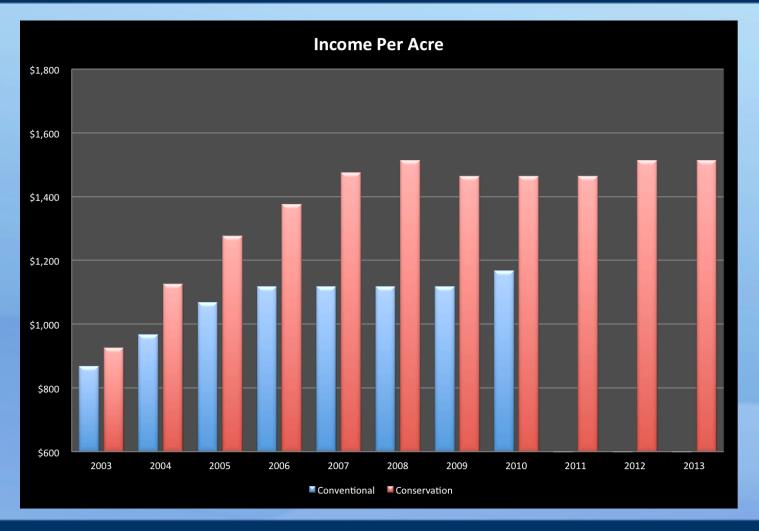






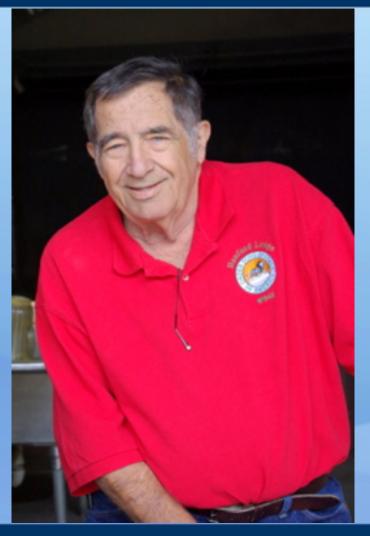


The bank loves it











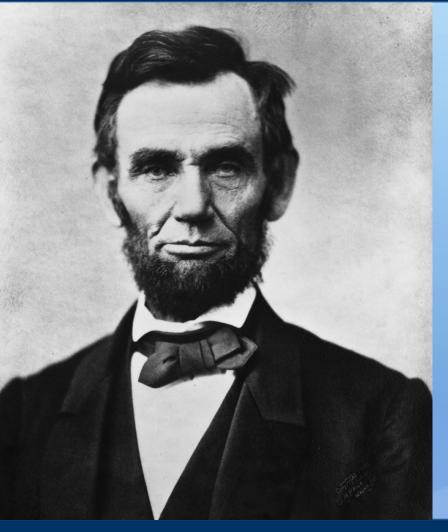


Why did my father Never see the Benefits of Conservation agriculture?





Abraham Lincoln



The dogmas of the quiet past, are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise -- with the occasion. As our case is new, so we must think anew, and act anew. We must disenthrall ourselves, and then we shall save our country.



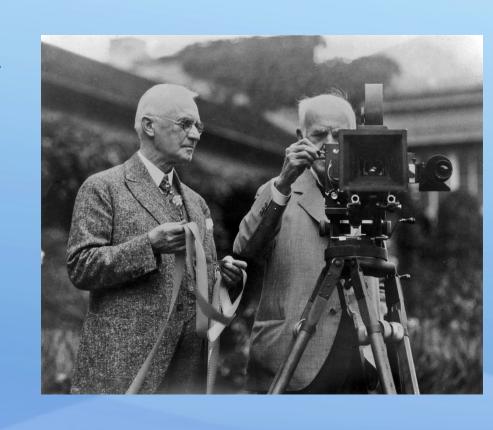


Kodak



George Eastman 1889

Razor & blade strategy of selling inexpensive cameras and making large margins from consumables — film, chemicals and paper.

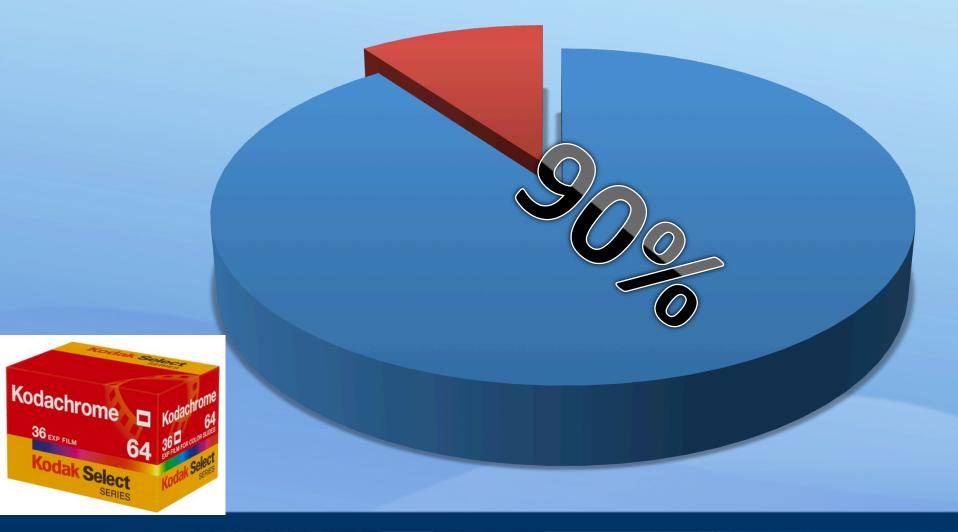








Film - 1976

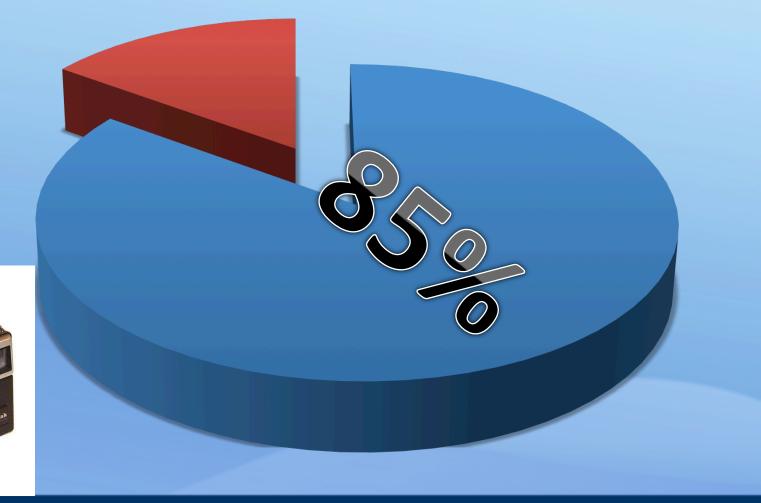








Cameras - 1976





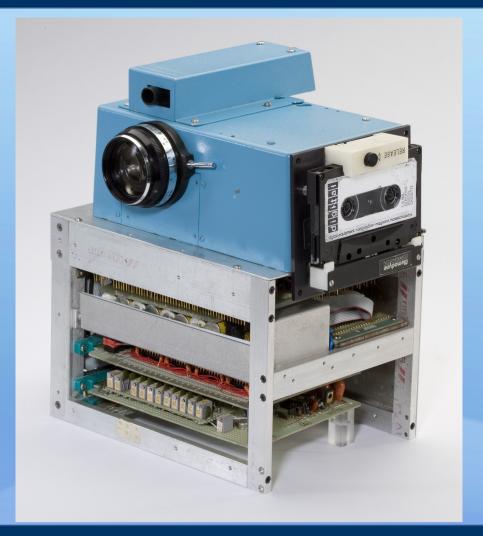






In 1975

Kodak invented The digital camera









In 1994

First consumer digital camera









In 2005

Kodak
#1 in
Digi cam
Sales

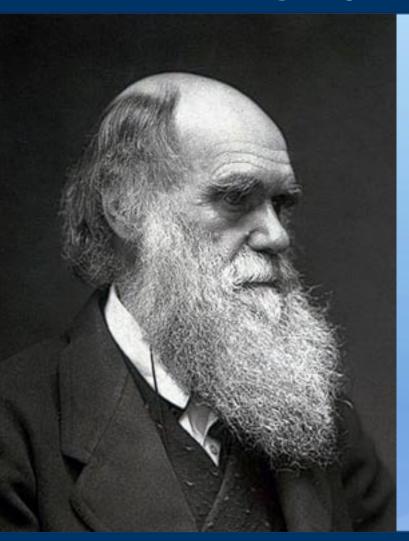








Charles Darwin



"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change."







Innovated Technology











Same Business Model









Disruptive Innovation













Advertised against digital when leading market





Execs couldn't imagine people not wanting Kodak products





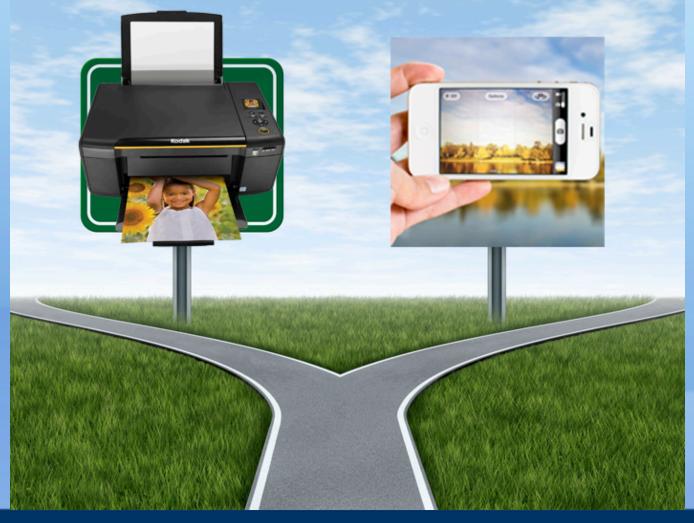
The New Kolak Moment

Capturing the moments of our lives





Failing to respond to disruptive change







What are Ag & Feed Industry disrupters?





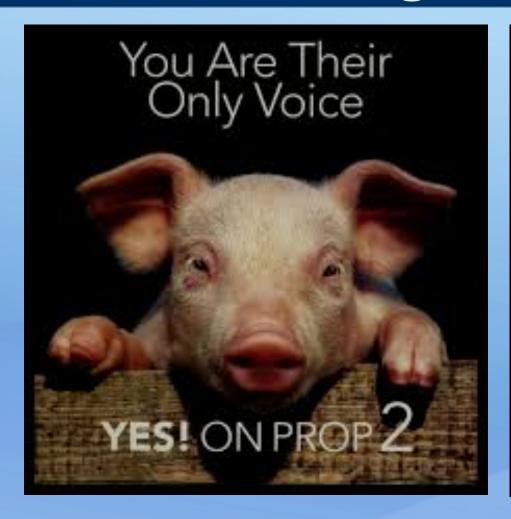
Consumer







Regulatory









Technology









Manufacturing

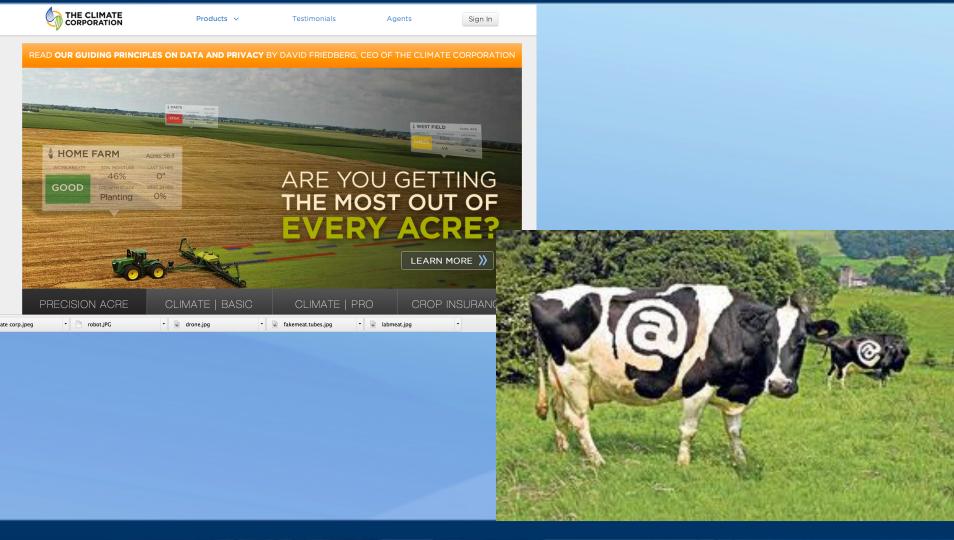








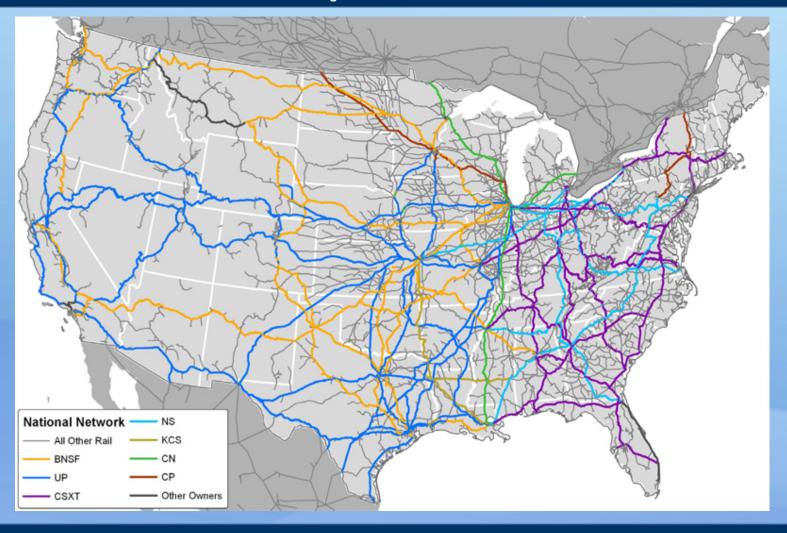
Information – Big Data







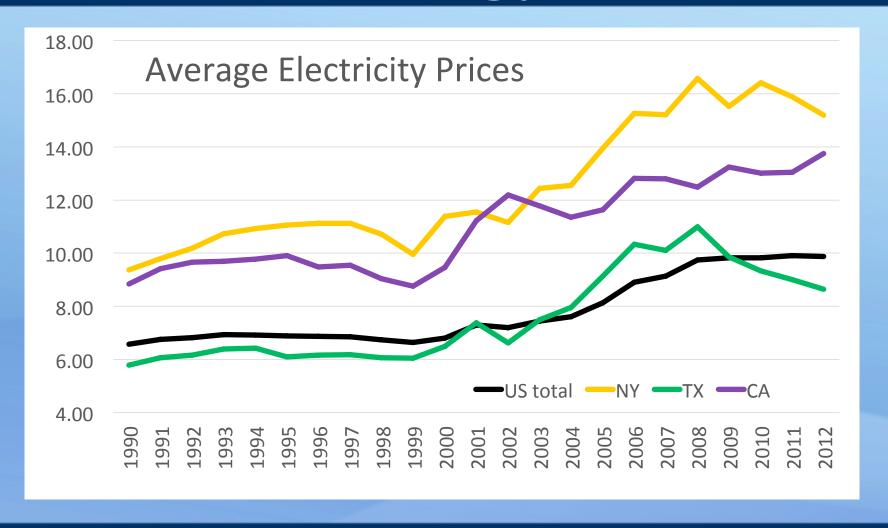
Transportation







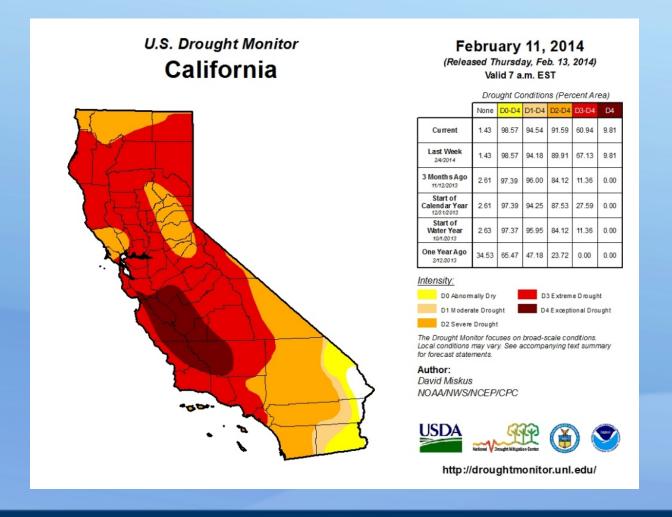
Energy







Environmental







Labor

WHO WE ARE

WHERE WE WORK

HOW WE HELP

NEWS & MEDIA

HOW YOU CAN HEL



Where We Work > United States > US - Phoenix, AZ > Refugees Find Success as Dairy Farmers

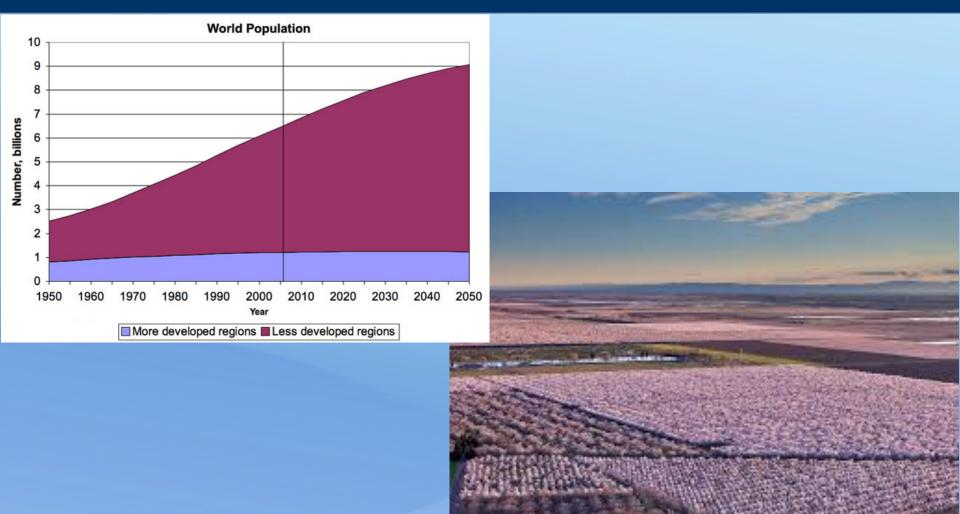
Refugees Find Success as Dairy Farmers

Searching for a place to call home and secure a job can be a difficult process for many resettled refugees. It takes many members of the IRC staff and volunteers to gather the right resources and opportunities for clients factoring in their skills, background and individual needs. The IRC Employment Team has created





Resources - food v feed



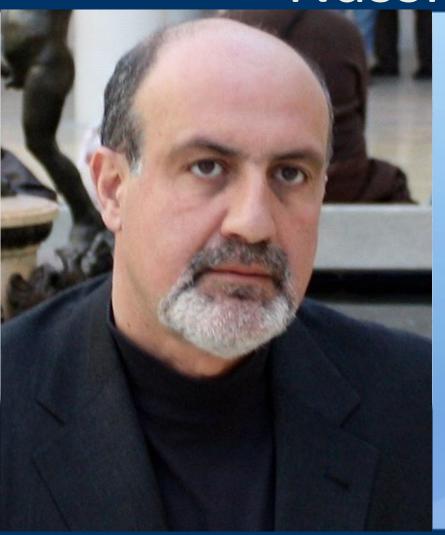








Nassim Taleb



Black Swan

The psychological biases that make people individually and collectively blind to uncertainty and unaware of the massive role of the rare event in historical affairs





Biases / Enthrallment

Tradition

Independence

Risk aversion

The neighbor

Freedom to operate

Self Worth – my father





How do we Overcome bias to avoid Kodak Moment?





Entrepreneur vs. victim

"Safe is the new risk!"

The biggest difference between entrepreneurs and regular people is how we view risk

-Ali Brown

Entrepreneurial Guru

Note: Almonds







Entrepreneur vs. victim

Victims view risk as a burden

Entrepreneurs view risk as opportunity







Listen to different points of view











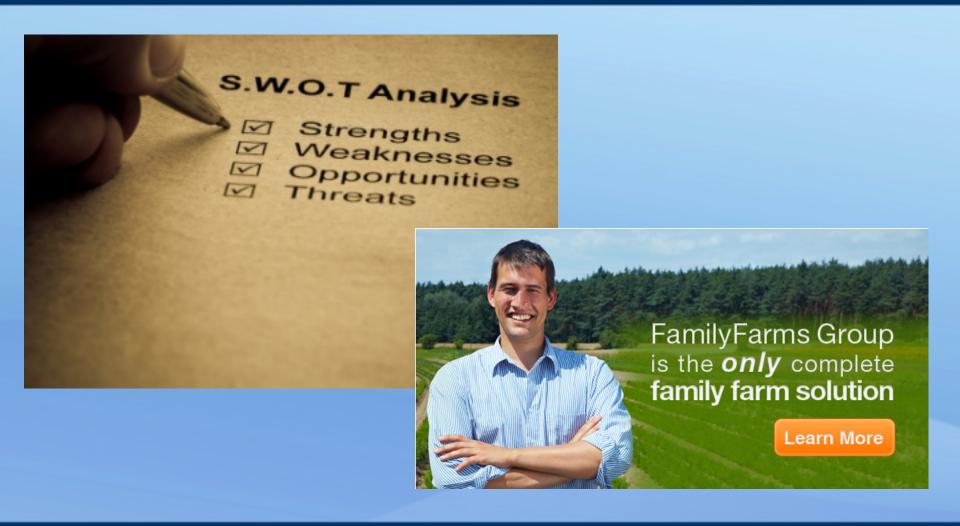
Burst your info bubble

The Economist





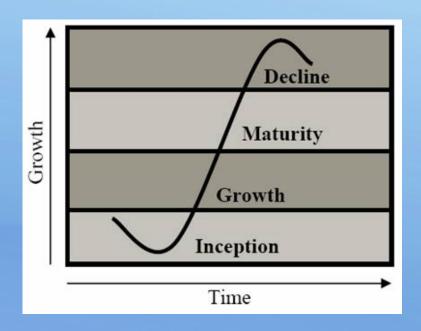
Best Practices

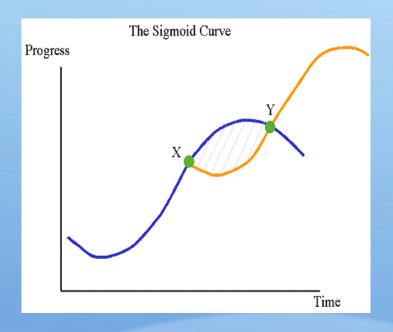






Early Recognition









Flexibility

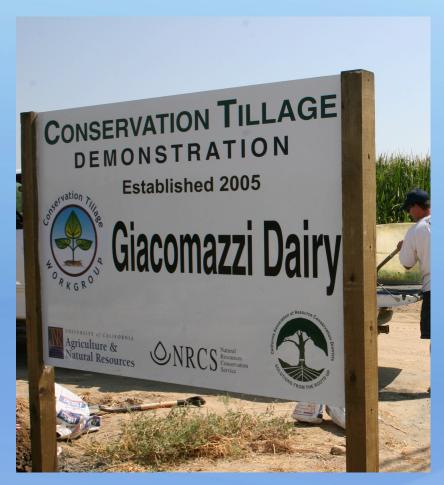








Invest in Alternatives – simulate them









Communicate with your market









Summary

Change is happening

Overcome biases

Early recognition of disruptors

Methodical change management





What is your KOCIAK Moment?

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