

#ORFC18 #SlipstreamWales

- @GrinGreen
- @NFUCymru
- @CharcutierLtd
- @aine_morris

Appropriate Ambition: Using Wales as a test-track for country-scale food & farming innovation

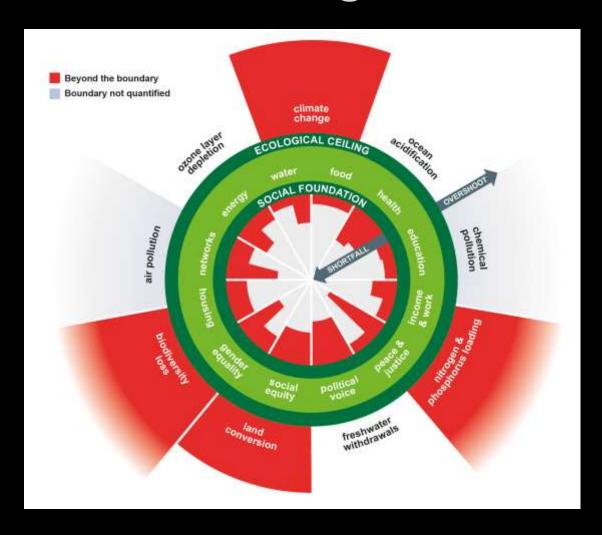
Andy Middleton, Slipstream Futures, TYF & Natural Resources Wales

Aine Morris, Chief Exec, Abergavenny Food Festival

John Davies, Deputy President, NFU Cymru

Illtud Dunsford, Director, Charcutier

Ultimate Doughnuts & Sweet Legislation





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Rules

Old Model Success

Good delivery, but goals & finance systems reduce resilience

Constrained

Heart willing
Poor risk management
Low performance culture

R.10

Where reality meets 10/10 performance, taking environmental limits & social foundations into account

Committed

High awareness of cause & effect. Ability to deliver reduced by skills & experience

Focus of effort

Reality



Rules

LEARN FROM THE
BEST OF BUSINESS'
ABILITY TO DELIVER
AT SCALE & SPEED

R10: RADICAL COLLABORATION & INNOVATION

USE LOCAL &
NATIONAL GOVT
TO BUILD SOLID
FOUNDATIONS

ENGAGE & ENABLE COMMUNITY NETWORKS & INSIGHT

Focus of effort

Reality



Slipstream Wales

Farmers

Unions

NGOs

Communities

Business

Corporates

Media

How far & fast can we go together?