



Daring innovation ... the key to game changing products

SA Society of Dairy Technology 2017 Dairy Symposium

Rosie Maguire



Creativity vs Innovation

- Creativity is the capability or act of thinking of something original or unusual. Creativity is a function of knowledge, curiosity, imagination, and evaluation. A higher level of creativity is invention.
- Innovation is the implementation of something new. Innovation is the application and problem solving of the creative thinking
- Innovation turns an idea into a reality
- "If you can dream it, you can do it." - *Walt Disney*



Why Innovate?

If customers were predictable, if competitors didn't come up with new products and services, and if technology stayed constant there would be no need to innovate.


But

- Technology advances relentlessly and alters the rules of business
- Customers are completely fickle
- Competitors aggressively target *your* share of the pie.

The alternatives are either to “make change” or to “be changed,”

The answer is to pursue innovation to obtain long lasting benefits

“If you always do what you always did, you will always get what you always got” (Albert Einstein)



The biggest threat to innovation is internal politics and an organizational culture which does not accept failure and/or doesn't accept ideas from outside and /or cannot change

Source: July 2016 Garb Financial Services Innovation Survey

Discourage Innovation - Kill The Company



The gold standard of disruption

- We live in an age where the biggest transport provider ,Uber, doesn't own any cars and the largest source of accommodation, Airbnb, doesn't own any property
- Very possible sometime in the near future we will be able to hail a car that will arrive without a driver
- 1.2 million people die in car accidents. Robot drivers can change this
- Uber ride model predicted to have a major impact on car ownership
- Will innovation make car insurance obsolete?




Innovation Revolutionizing Food Production

- Animal farming is a huge strain on the environment .
- 80% of antibiotics in USA are used on animals and it takes 23 calories of animal feed to make one calorie of meat
- Green house gas emissions are estimated to account for 14.5% of the global total (more than direct emissions from the transport section)
- It is estimated that 8% of the planets water is consumed by farm animals
- Memphis Meat has developed technology that allows meat to be grown from animal cells in a brewery similar to that used to produce beer. The taste and texture are the same as the real thing
- Result ; the meat is almost bacteria free, no unnecessary antibiotics are used and environmental drain is reduced
- The down side....it currently costs \$9000 to produce a pound of Memphis meats poultry



Trends driving innovation in the dairy industry

Innovation opportunities are infinite



“Daring ideas are like chessmen moved forward; they may be beaten, but they may start a winning game.” (Goethe).

Thank you for your attention
Save the date



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Rosie @inessence.co.za