



## **BREAK INTO THE US MARKET AND GROW YOUR SUCCESSFUL NATURAL PRODUCTS BUSINESS**

Monday 6 and Tuesday 7 November 2017  
The Pavilion, ANZ Centre, 23 Albert St, Auckland

Long-time US Natural Products leader Gary Hirshberg (and colleagues) brings his Entrepreneurship Institute to New Zealand.

This 2-day boot camp is based on decades of experience in helping Natural Products entrepreneurs grow successful enterprises, and for those who are ready, to learn the basics of how to break into the US market.

### **Why this boot camp is successful**

**COMMERCIAL REALITY:** The Institute has helped countless domestic and international brands enjoy significant commercial success.

**FOCUSSED ON GROWTH AND DEVELOPING PEOPLE:** The Institute has the business acumen and knowledge to turn great ideas into profitable businesses, navigate the hurdles to market entry through retailers, wholesale distributors, and effectively find and engage brokers.

**PROVEN EXPERIENCE:** The presenters have visited NZ many times as speakers and advisors, and have been impressed with Kiwi entrepreneurs' expertise, product quality and market readiness, they recognise that while the USA market has great opportunities, it can also be a costly, confusing and uphill battle to launch there.

**LOCAL EXPERTISE:** Buy Pure NZ is here to guide and ensure the programme is grounded in the reality facing NZ entrepreneurs and brands.



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# Who should attend

Based on decades of experience, this workshop has been designed to meet the needs of the following types of 'Business to Consumer' and 'Business to Business' enterprises:

- Early stage 'mom and pop' pre-revenue start-ups looking to build a sustainable enterprise (whether or not they are seeking to export to the US)
- Mature, established enterprises
- Re-entry companies who have 'been there, done that' but now want to 'go deeper'
- Executives responsible for implementing change
- Business and brand owners and emerging entrepreneurs
- Socially responsible investors
- For-Profit and Not-For-Profit Enterprises
- Those interested in a career change.

# Our presenters



**Gary Hirshberg:** With a lifelong commitment to learning and creating change, Gary founded this programme based on his experience of growing Stonyfield Farm from a seven cow operation in 1983 to its current USD\$400m annual sales level. Gary serves on 10 corporate and non-profit boards, and is an author and active angel investor. He has received 12 honorary doctorates and numerous awards for corporate and environmental leadership including a US EPA 2012 Lifetime Achievement Award.



**Bob Burke:** Bob is a recognised expert global consultant in bringing natural, organic and specialty products to market across most classes of trade. Grounded in practice and with an MBA, his expertise covers the full range of business strategy and finance. Bob has worked with scores of recognised brands, and prior to consulting was Vice President for Sales and Corporate development, and Marketing and Sales with Stonyfield Farm Yogurt.



**Walter Robb:** With a decade's experience in wholesale and retail of organic foods, Walter joined Whole Foods Market in 1991 and served as co-CEO and on the Board of Directors from 2010 to 2016. In 2017, Walter transitioned his leadership focus to assist other entrepreneurs to evolve and expand while remaining on Whole Foods Market Board of Directors, Chairman of the Board for Whole Kids Foundation and Whole Cities Foundation.

- Domestic and international natural foods brands and suppliers in multiple categories now enjoy significant success as a result of Hirshberg's teams' counsel and guidance.
- They turn your ideas into profitable business and demonstrate how to navigate the countless hurdles to market entry through retailers, wholesale distributors or brokers.
- They feature inspirational success stories and practical workshops focused on: sales (including e-commerce), marketing, finance and organisational challenges.
- Practical advice on creating sustainable cash flow financial models and strategic marketing plans that anticipate the real cost of market entry.
- Build and sustain compelling consumer and trade propositions on affordable budgets.
- Uses participants' real-life case studies.
- You are invited to submit advance requests for a limited number of 1:1 meetings where you get feedback on your propositions.

THE **FOODBOWL**



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# PROGRAMME : DAY ONE

| Time            | Activity   |
|-----------------|--|
| 7.30 - 8.30am   | Registration   |
| 8.30 - 8.40 am  | ANZ Welcome  |
| 8.40 - 9.00am   | <b>BUILDING AND MANAGING A CASH FLOW PROFORMA</b><br>Gary Hirshberg will explain the hard-earned basics of how to project and manage your cash needs.  |
| 9.00 - 10:45am  | <b>FINANCING YOUR BUSINESS</b><br>Based on previously submitted case proposals, two different businesses will present their financing ambitions and plans for feedback from a panel discussion featuring a commercial banker, venture capitalist, two private angel investors and possibly an investment banker.   |
| 10:45 - 11.00am | Break  |
| 11.00 - 12:30pm | <b>OVERCOMING ORGANISATIONAL CHALLENGES</b><br>Based on previously submitted case proposals, our panel will review and discuss two businesses' organisational challenges, whether related to Human Resource issues or conflicts, ownership complexities, management staffing problems or succession planning.  |
| 12:30 - 1:15pm  | Lunch  |
| 1:15 - 3:15pm   | <b>1ST MARKETING PANEL : POSITIONING YOUR BRAND STORY</b><br>Based on previously submitted case proposals, two different businesses will present their marketing, communication and positioning stories for review by Walter Robb, Bob Burke, Gary Hirshberg and other experienced experts.  |
| 3:15 - 3:45pm   | Break  |
| 3:45 - 5:45pm   | <b>2ND MARKETING PANEL : POSITIONING YOUR BRAND STORY FOR US WHOLESALE, RETAIL AND E-COMMERCE SALES</b><br>Based on previously submitted case proposals, two different businesses will present their marketing, communication and positioning stories for review.  |
| 5:45 - 6.00pm   | Break  |
| 6.00 - 7:30pm   | Cocktails  |
| 7:30 - 8.30 pm  | <b>INTERACTIVE SESSION : TALES FROM THE TRENCHES</b><br>Gary Hirshberg will tell the story of building Stonyfield Farm from a seven-cow family operation to a \$400m per year national business, sharing tales of how Stonyfield overcame numerous financial, competitive, operational and organisational challenges and near-fatal disasters along the way. |

## PROGRAMME : DAY TWO

|                 |  |
|-----------------|--|
| 8.00 - 9:00am   | <b>HOW TO INTRODUCE YOUR BUSINESS AND PRODUCTS TO THE US MARKET</b><br>Bob Burke and Walter Robb will present the fundamentals and cautions of entering the US market either as a branded line or a supplier, as well as tips for successfully staying on shelves. They will also highlight key hot new product categories which many New Zealanders are well positioned to address. |
| 9.00 - 10:30am  | <b>1ST ROUND CASE STUDIES FOR BUSINESSES WHO WANT TO ENTER THE US MARKET</b><br>Walter Robb, Bob Burke, Gary Hirshberg and others will review two different businesses which will present their export goals, ambitions and plans for exporting to the US market.  |
| 10:30 - 10:45am | Break  |
| 10:45 - 12:15pm | <b>2ND ROUND CASE STUDIES FOR BUSINESSES WHO WANT TO ENTER THE US MARKET</b>   |
| 12:15 - 1:15pm  | Lunch  |
| 1:15 - 3:15pm   | <b>RAPID FIRE PROBLEM SOLVING CASES</b><br>Participants who did not submit cases prior to the Institute will be invited to present a business challenge or problem before an expert panel for rapid-fire 20-minute feedback sessions.  |
| 3:15 - 3.45pm   | Break  |
| 3:55 - 5:15pm   | <b>Individual 1:1 Coaching sessions</b><br>If you have a specific challenge or opportunity you'd like to discuss, this is your chance to have a 15 to 20 minute private consultation with Gary, Walter, Bob and other experts. Subject to interest and time availability, limited number of other 1:1 consulting opportunities may be arranged.                                      |
| 5:15 -5.30pm    | Closing ceremony   |

**Cost \$700.00**

**This includes programme, refreshments, evening meal on Monday 6 November and complimentary drink.**

**This programme is registered with Regional Business Partner Network supported by New Zealand Trade and Enterprise (NZTE) and Callaghan Innovation.**

**You may be eligible to receive NZTE Capability Development Voucher.**

**This can be used to cover up to 50% of the full cost of our service fee (TBC).**



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