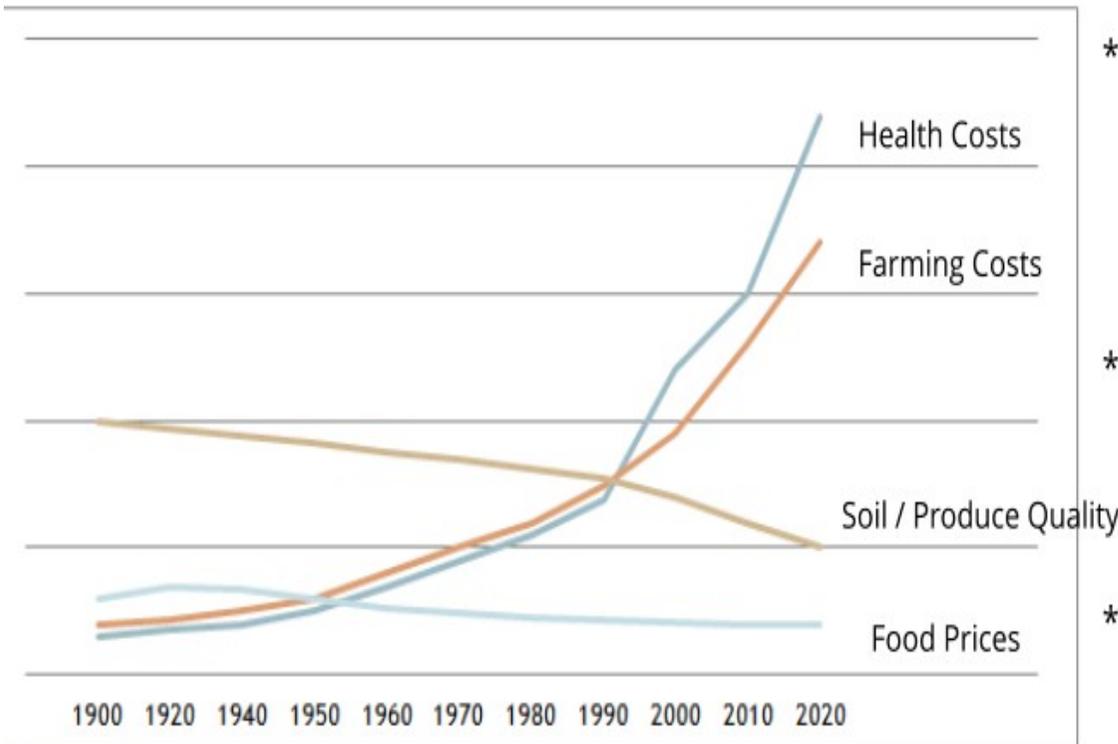


Rough Indicators / Macro Trends



* Consumers' / Nations' Health Bills are rising fastest

- quality of food and produce decreasing
- more chemicals, GM, etc in food and produce
- variety and volume of ailments increasing
- western medicine now revolves around pharmaceuticals

* Farmers face diminishing returns rapidly;

- use & cost of chemicals increasing,
- soil quality & crop quality decreasing
- food quality and prices going down

* Chemical Companies are making more money

- out of both consumers and farmers.

Key issues:

- **“Industrial”** farming is facing:
 - declining soil and produce qualities due to fertilisers 'extracting' more and more nutrients out the soil.
 - increasing 'fertiliser' costs, increasing fuel and other costs, of running large tractors. implements
 - broad acre tillage drying soil, turning Australia into a 'dust bowl', like the USA in 1929, causing millions to starve, and the “Great Depression”.
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- **“Regen”** farming is facing:
 - few input costs, but harder work
 - improving soil quality leading to improving produce quality
 - increasing demand, prices for chem-free, nutrient dense, GM-free, etc. produce.