



ASOSIASI AHLI NUTRISI DAN PAKAN INDONESIA (AINI)

Gd. Fakultas Peternakan Lt.1 Wing 107-109 Jln Agatis Kampus IPB Dramaga, Bogor, Indonesia

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“Maintaining Optimism in The Animal Industry in 2021”

Prof. Dr. Ir. Nahrowi, M.Sc

Chairman of AINI



Desember, 12th 2020

VUCA and New Skill

V

Volatility

Rapid and unstable change

Future orientation,
adaptive, mindset,
commitment to a
better future

U

Uncertainty

Difficult to predict accurately

Engagement,
flexibility,
collaboration

C

Complexity

The confounding of issues

Complex problem-
solving,
communication,
data analysis, clarity

A

Ambiguity

Potential for misreads

Accountability,
change advocacy,
innovative
characters,
technology-centric

Source: Carlisle Barracks, PA: U.S. Army War College, 1991

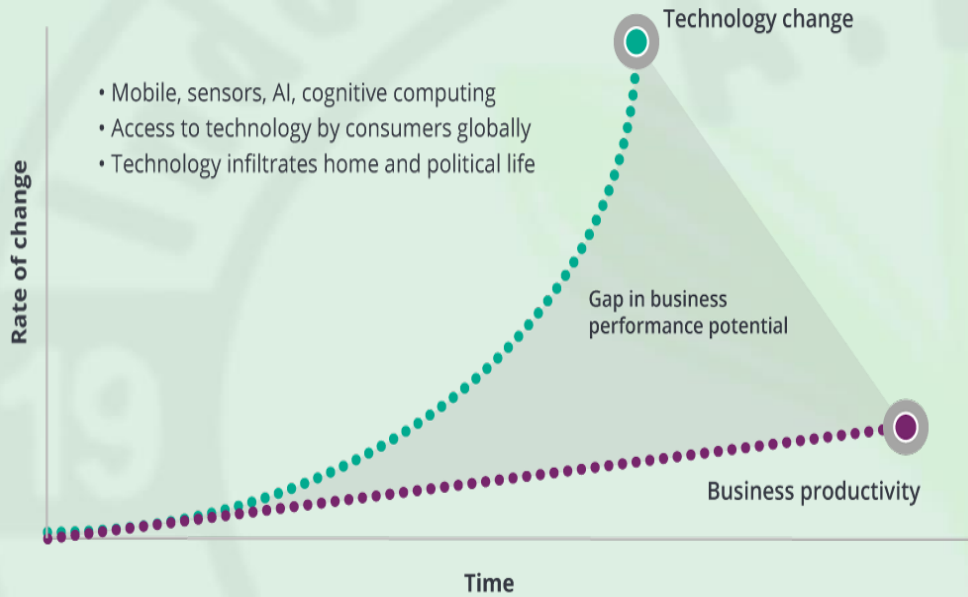


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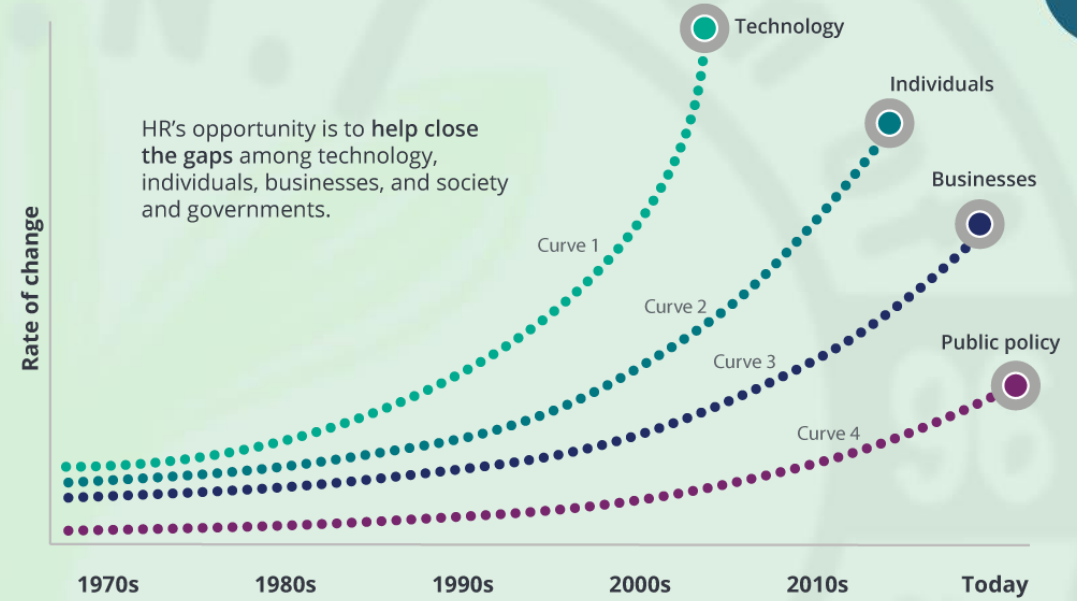
Technology Grows Faster than Others

Figure 1. What *appears* to be happening



Deloitte University Press | dupress.deloitte.com

Figure 2. What is *really* happening



Deloitte University Press | dupress.deloitte.com

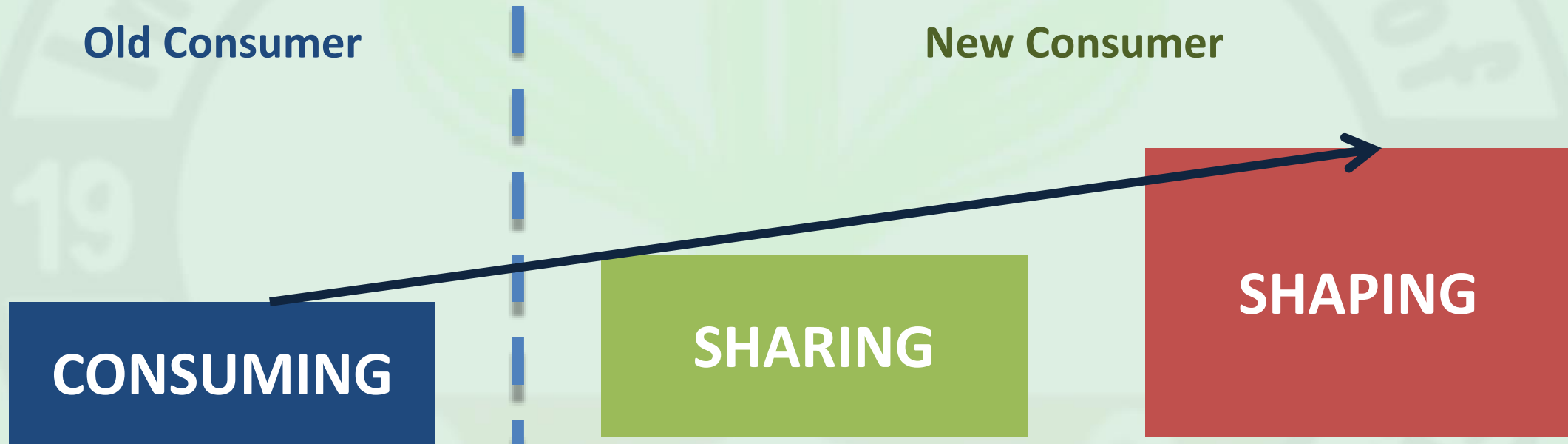
TECHNOLOGY ... Create **More Jobs,**
than it destroys ... Mainly **Outside** The industry itself



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Disruptive Business



Consumers do not only consume products,
but they **do rating, sharing, and shaping**



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Feed Issue and Solution



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Hope and Message

- Although the challenges faced by the livestock industry are very complex, unpredictable and changing very quickly, as well as the COVID-19 pandemic which we don't know when it will end, I am still optimistic that the livestock industry in Indonesia in 2021 can run normally by considering three things: 1. Food and Beverage business as well as hotel and restaurant accommodation at the end of 2020 has been running close to normal; 2. Government support; and 3. Resilient and optimistic attitude of our livestock business actors.



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Hope and Message

- Business of feed, of course, following the positive developments of the Livestock Industry above. Problems related to the availability and price of feed ingredients, especially corn for monogastric animal feed and forage for ruminants, InsyaAllah, will not be repeated in 2021. Palm kernel meal or Palm Kernel Cake in 2021 will be mainstay alternative feed ingredient for corn and soybean meal.
- The development of the livestock and feed industry that I mentioned above will certainly be better if we all (entrepreneurs, authorities / government and academics) always think positively, and work hand in hand in advancing animal industry in Indonesia.



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Hope and Message

- Finally, we invite all those present here to be able to start and set an example with an attitude of always being optimistic, positive thinking, and working hand in hand in advancing the livestock industry in Indonesia. Hopefully what we do can be positive energy for livestock business actors in Indonesia. Fight... Ganbarimashouuu....



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Thank You



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