

FARMLAND INVESTING: CULTIVATING NEW INVESTMENT OPPORTUNITIES

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BNY Mellon is always looking for innovation in investing. And, in farmland, there are unique opportunities around the world – like this cattle station in Australia.

Reza Vishkai: Within the Northern Territory in Australia, there are some very large-scale cattle stations. Some of those cattle stations are really underdeveloped. From that perspective, we think it's a very good time to be a commodity producer that can grow production.

There are a few aspects of farmland which make it exciting. A lot of our clients are looking for consistent sources of income. They're looking for assets which are quite diversified from other investments that they make, and farmland provides all of those and then some.

We're in an environment where demand for agricultural commodities is growing. We expect demand to grow by around 60 percent between now and 2050, which is a peak in population. And this is happening at a time when it is difficult for the supply side to respond to that.

Jamie Lewin: The multi-boutique operating model as employed by BNY Mellon is based on the core belief that investment performance for our clients is best achieved by having specialists deliver that performance, rather than generalists. That's what we think is really important from an investor's perspective – giving them the “best of” in each individual capability.

I think our industry is recognizing the need to be able to deliver customized solutions for the investor. Insight identified an opportunity where they believe they have a comparative advantage to deliver a great outcome for a client in a part of the market where relatively few people thus far really recognized the benefits of an owner-occupied approach to farmland.

Reza: Integrated farm management is about balancing the requirement for generating profits with care for the environment. It's bringing all of that together to manage a better, higher-quality investment.

Socially responsible investing, SRI investing, is a big part of what we do. Not only is that the best way to mitigate risk but, at the same time, it's the best way to create value.

Jamie: What makes Insight an attractive partner for BNY Mellon is that they have built a very successful business based firmly on the belief that delivering value for investors is based on delivering risk-aware, outcome-focused investment strategies.



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Reza: I love my job, because this is an activity I'm very excited about, and quite different than what some of my other colleagues are involved in on the asset management side.

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