Give real life examples for each of the these influences impacting on the viability of a business

**Environmental**

* Biosecurity (painted apple moth)
* Carbon footprints re transport exporting
* Climate change ie grapes growing in different regions than before
* Pollution example ie nitrogen leaching into Lake Taupo

**Social**

* Animal welfare (bobby calves)
* Traceability (cattle drenching and tags)
* Negative publicity (melanin in milk formula - China)

**Cultural**

* Food usage and preparation )fruit in Japan, Halal meat, roasts in China)

**Economic**

* TPP, tariffs, dairy global auctions, stockpiling products

**Ethical**

* Bioethics (horsemeat, genetically modified organisms or not)

**Technological**

* Drones for mapping and ground analysis