

IFMA CONFERENCE

FARM INNOVATION AND PROPOSED SYSTEM FOR
ENTREPRENEURS AND FARMERS TO OPERATE FOR MUTUAL
BENEFIT

SIMON.WARD@INCREMENT.CO.UK

INNOVATION

Innovation is hard

Failure to attract ideas from outside the industry

Introduction of new income streams

Lack of scale of production for new products

Insufficient time and thus focus

Capital

DIVERSIFICATION

Fresh look at innovation:

1. Promote farm opportunities beyond the farm gate
2. New products
3. New production methods
4. Supply chain innovation
 1. Different delivery mechanisms
 2. Increased consumer confidence

DIVERSIFICATION

Starter farms are not the solution:

- Too small

- Under capitalised

- A good idea often necessitates conventional production on an uneconomic scale and with dilution of focus

DIVERSIFICATION

Introduction of shared input into production:

Established farmer supplies scale economies for niche production in exchange for payment and land rent.

Entrepreneur provides idea, marketing skill and contracts.

Examples:

- Coriander and gin botanicals
- Wagu beef
- High protein milk for coffee chains