Research & Innovation For Commercial Smallholders

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Author of Gardening For Profit: From Home Plot to Market Garden (Green Books)
Grown Green @ Hartley Farm

- Studied 2 year apprenticeship 2008
- Sustainable micro business 2010
- 2 acres 'field scale'
- 3 polytunnels + module tunnel(s)
- Very local outlets: farm shop, cafés, pubs, restaurants, direct sales & box schemes
Research & Innovation: Do It Yourself

- Innovations & research taking place
- Local networks & groups
- Events & skill share
- Future innovation: apprentices & training
- Crop research: trials
- Economic research: crop profitability
## Crop Profitability 2012

<table>
<thead>
<tr>
<th>Crop</th>
<th>Total cost</th>
<th>Total sold</th>
<th>Return per £1</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chard</td>
<td>£34.67</td>
<td>£214.20</td>
<td>£6.18</td>
<td>Inside &amp; outside</td>
</tr>
<tr>
<td>Leeks</td>
<td>£118.39</td>
<td>£673.43</td>
<td>£5.69</td>
<td></td>
</tr>
<tr>
<td>Kale</td>
<td>£49.53</td>
<td>£281.20</td>
<td>£5.68</td>
<td></td>
</tr>
<tr>
<td>Salad bags</td>
<td>£256.80</td>
<td>£1,295.70</td>
<td>£5.05</td>
<td></td>
</tr>
<tr>
<td>Aubergines</td>
<td>£19.35</td>
<td>£13.16</td>
<td>£0.68</td>
<td>Wet year</td>
</tr>
<tr>
<td>Basil</td>
<td>£27.65</td>
<td>£15.50</td>
<td>£0.56</td>
<td>Some used in salad</td>
</tr>
</tbody>
</table>
Research & Innovation: Define It Yourself

- My wish list of research includes topics around growing, economics & perception

Suggested growing topics

- More tailored research into pests & diseases
- Crop varieties (this should be ongoing)
- Saving seeds (& storing them)
Define It Yourself: Economics

- How much does it cost the average tax/bill payer to clean up after unsustainable food production (water cleansing, road cleaning/maintenance, NHS/poor nutrition, higher insurance from flooding due to soil erosion & climate change, diseased livestock cull compensation, council waste recycling)

- Innovation ideas: affordable, practical & sustainable micro energy sources
Define It Yourself: Perception & Market Research

- Do you think food is important?
- What do you think the average farmer/grower/smallholder's income is? (Also farming under 100 ha/under 10ha/under 1 ha)
- Describe an average mixed farm/your nearest farm/smallholding?
- Do you grow any of your own food?
- The local challenge game: all the main roads have been taken over by zombies. Can you live off food produced in your local area?