

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

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



Research & Innovation: Do It Yourself

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



Crop Profitability 2012

Crop	Total cost	Total sold	Return per £1	Notes
Chard	£34.67	£214.20	£6.18	Inside & outside
Leeks	£118.39	£673.43	£5.69	
Kale	£49.53	£281.20	£5.68	
Salad bags	£256.80	£1,295.70	£5.05	
Aubergines	£19.35	£13.16	£0.68	Wet year
Basil	£27.65	£15.50	£0.56	Some used in salad

Research & Innovation: Define It Yourself

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

Suggested growing topics

- λ More tailored research into pests & diseases
- λ Crop varieties (this should be ongoing)
- λ Saving seeds (& storing them)

Define It Yourself: Economics

- λ 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)
- λ 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?

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