

# Skills For the Future

**Michael Mack**

## The Rural Enterprise Hub

**Preparing Farm and Rural Businesses for Change**

- ❖ **Rural Development Programme for England (RDPE),  
Leader Approach: Brecks, Norfolk Coast and Broads,  
Waveney Valley**
- ❖ **Norfolk Rural Business Advice Service**
- ❖ **LandSkills East**



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# Lord Leitch, (2006)

- **“Skills will unlock Britain's potential. The prize for our country will be enormous – higher productivity, the creation of wealth and social justice.”**
- **The alternative? Without increased skills, we would condemn ourselves to a lingering decline in competitiveness, diminishing economic growth and a bleaker future for all.**



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# Technical Developments: AI

- Adoption of AI in Cattle
  - 1941 approval of AI in cattle.
  - 1945 milk marketing board showed the way.
  - 1957 half of cows in England and Wales served by AI.
- Adoption of AI in pigs
  - 1950s scientific concept.
  - 1980s commercial product.
  - 1990 half of pig herds were using AI.



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# Managerial Developments: Agre Environment



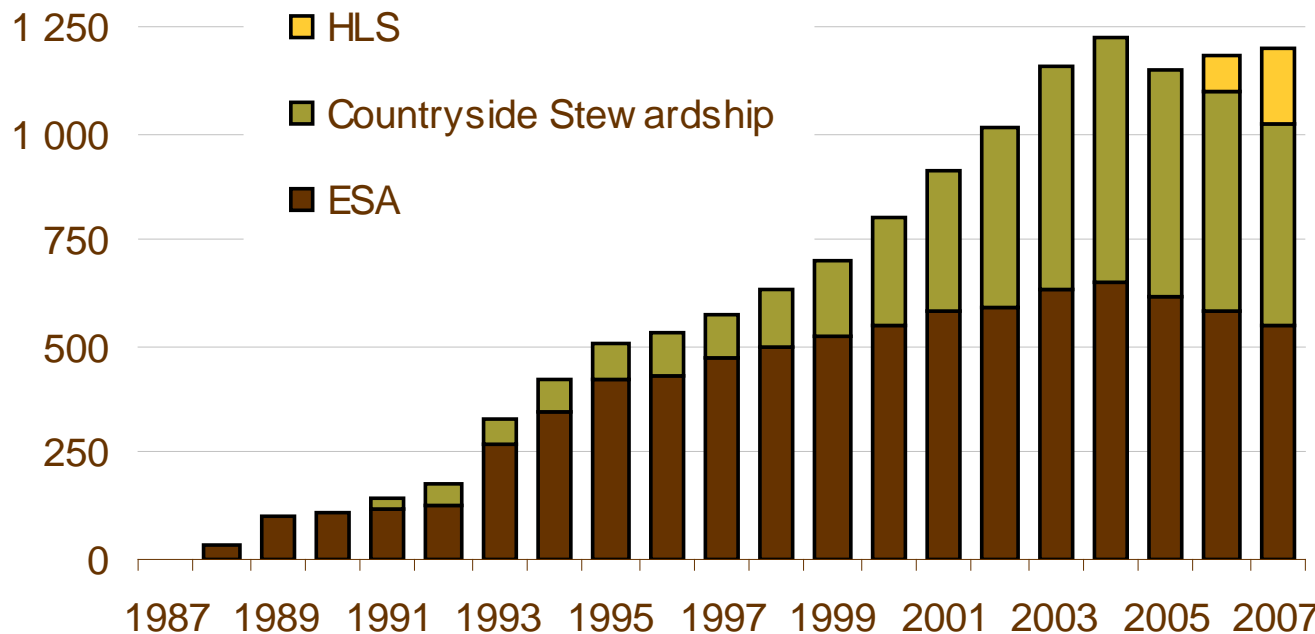
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Areas of land in higher level environment schemes

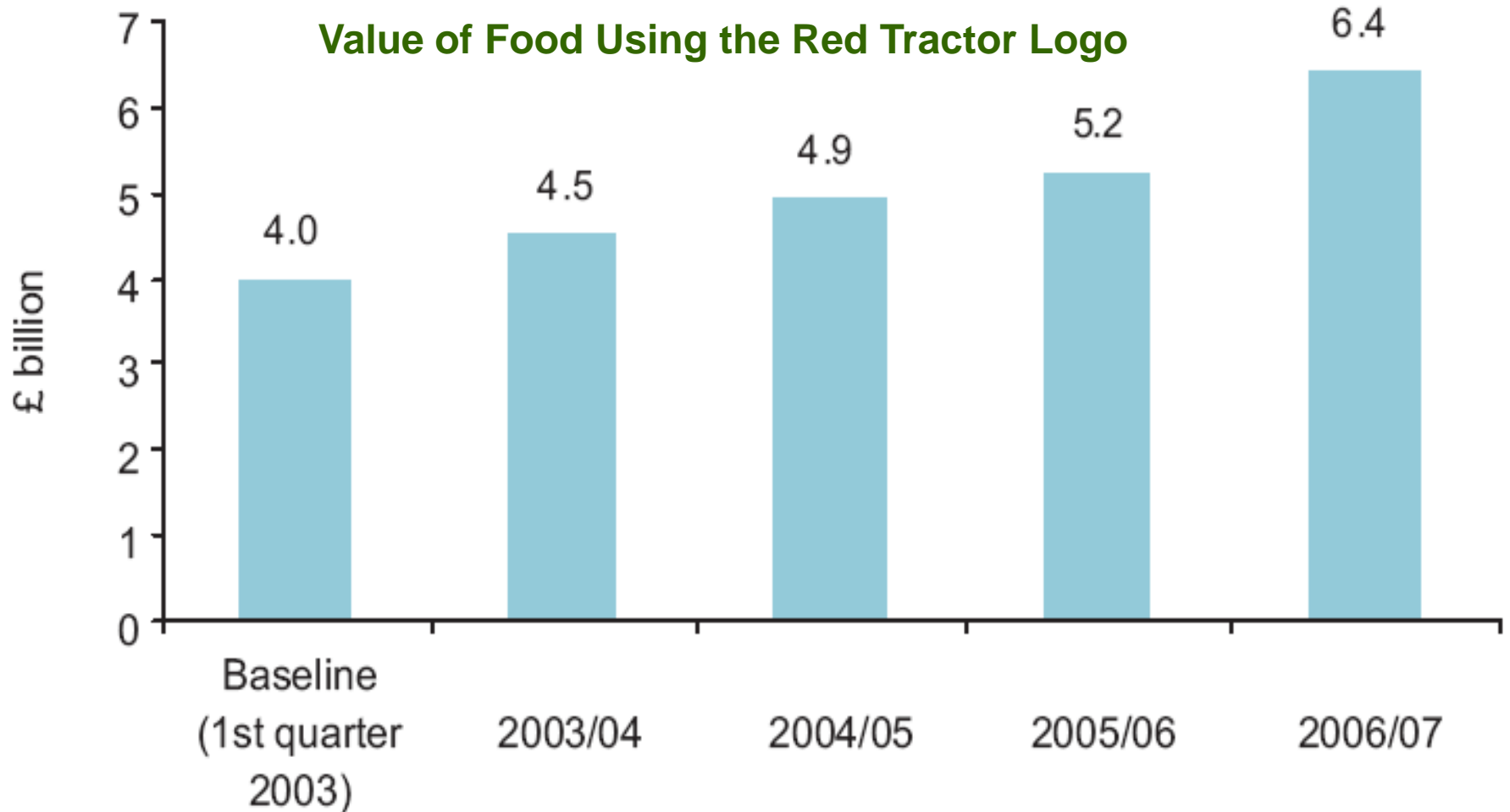
thousand hectares



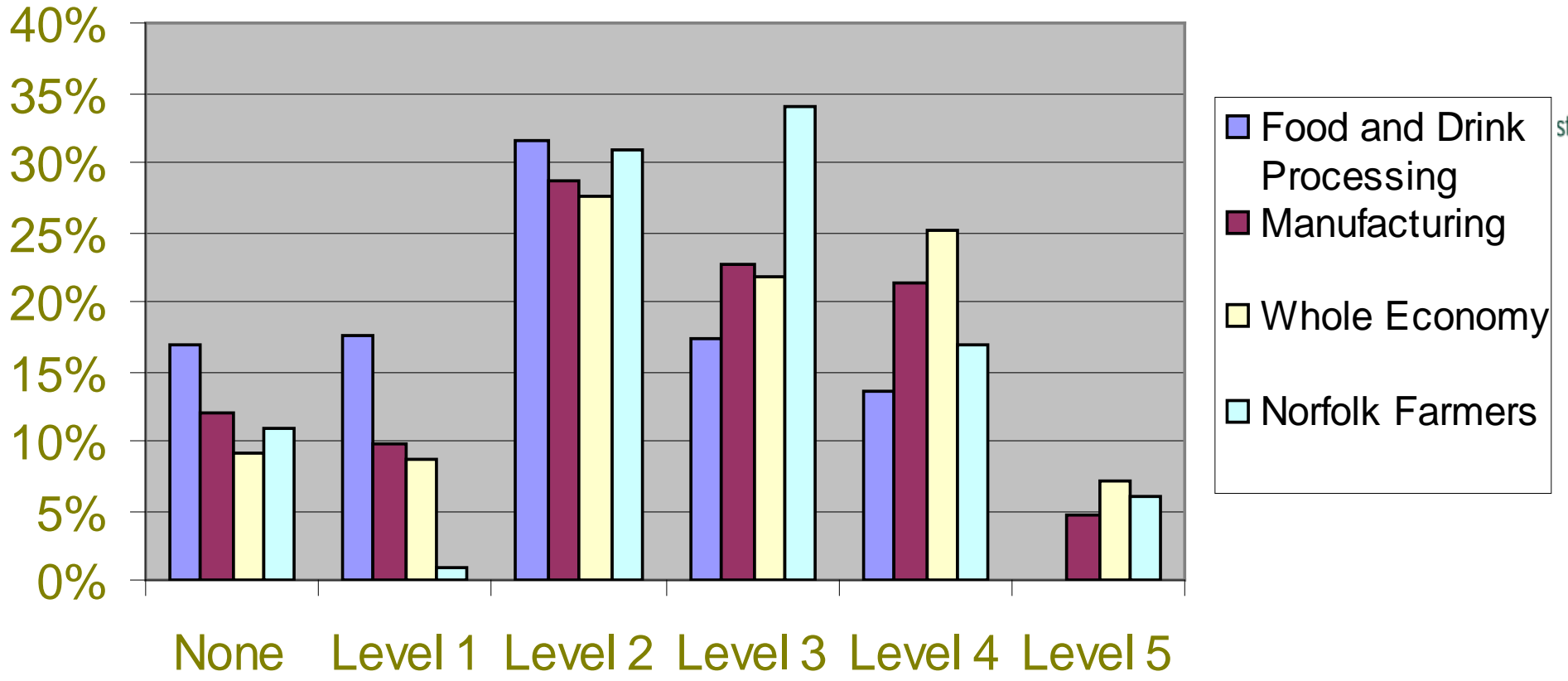
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Source: Defra, Natural England

# Market understanding; Changing attitudes



# Qualification Levels in Norfolk farmers compared to other sectors



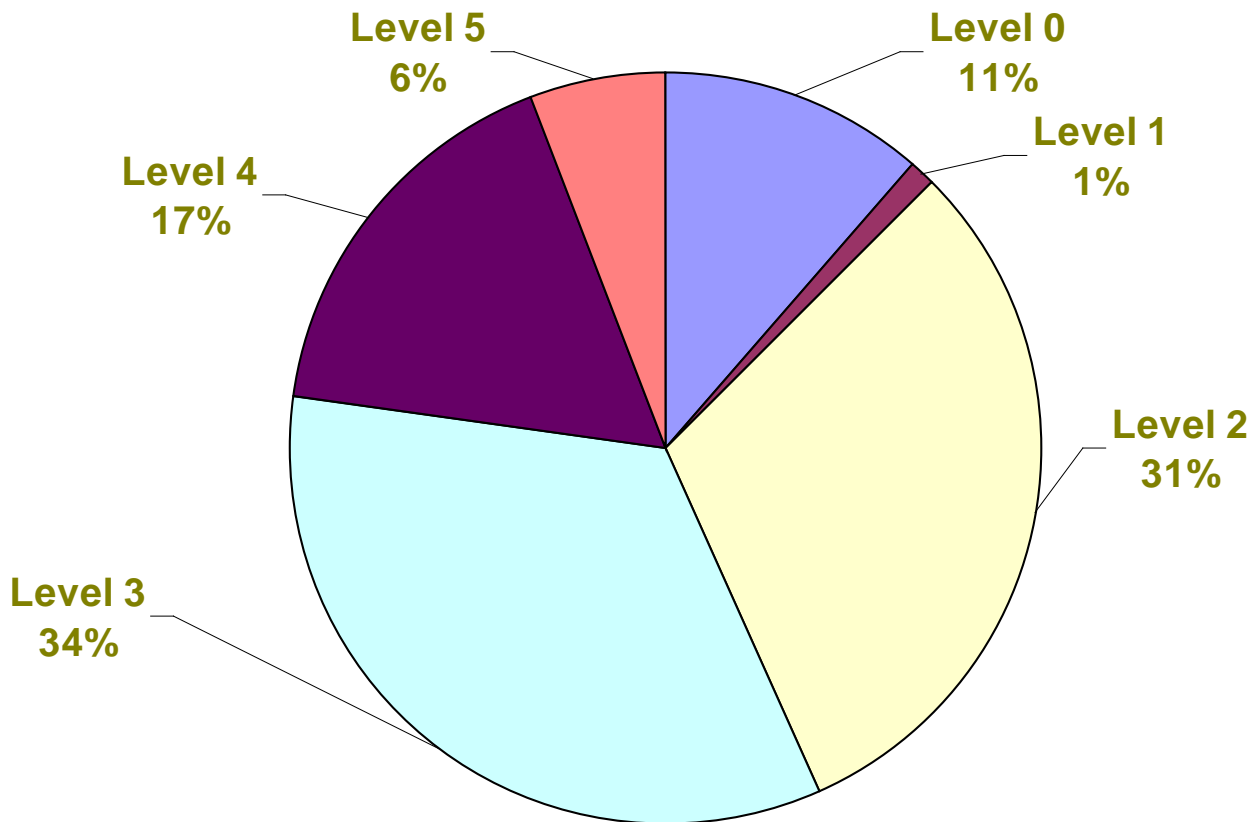
# How Do Norfolk Farmers Fare

Qualification levels for 412 Norfolk farmers.



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## Quentin Seddon (1989)

“Farming has traditionally been the most generous of industries in sharing its resources and know how. Any farmer who found out how to grow a better crop or raise healthier animal has been only too willing to share his understanding and good fortune with a neighbour.”



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# What makes a good farmer

- Technically strong.
- Strong manager.
- High level of understanding your customer.



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# How do you rate yourselves in these areas?

- Technical
- Managerial
- Marketing



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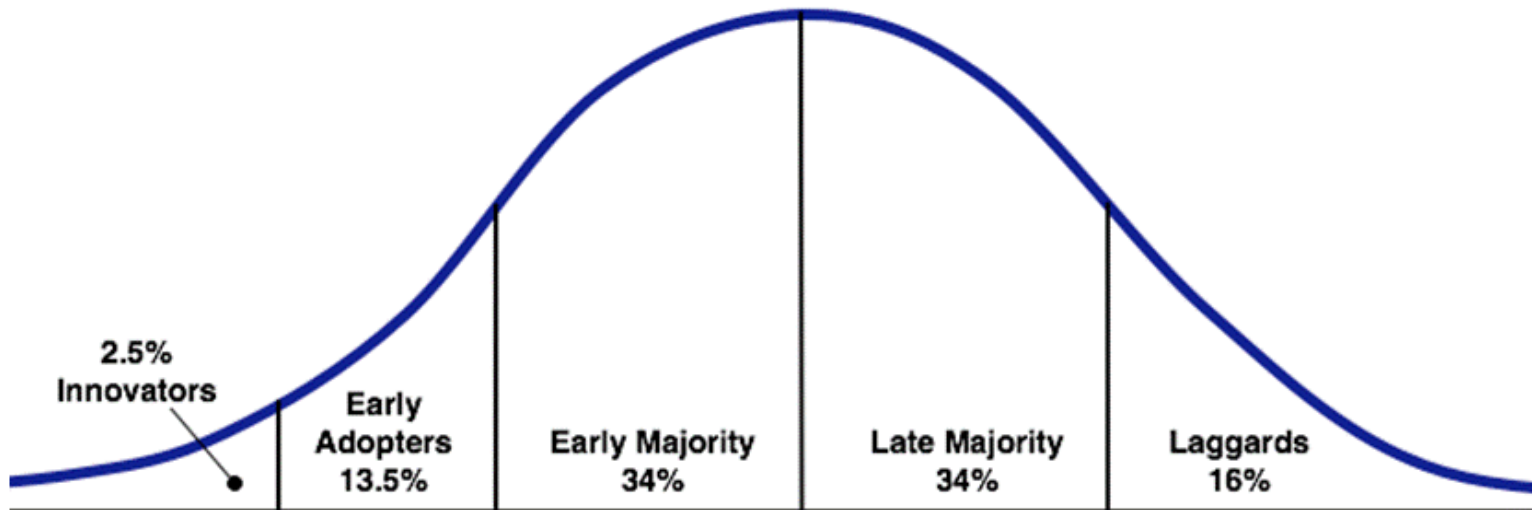


# The Diffusion of Innovation



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Source: Everett Rogers Diffusion of Innovations model

# What do we need for both the known and unknown developments?

- The skill to learn,
- A professional approach to farming,
- Clear communication skills,
- The ability to set strategic targets,
- Openness for new ideas,
- Readiness to adapt.



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Provide innovative training which is valued by the trainee and the industry.

LANTRA  
Agricultural and Horticultural  
Development Board  
Broads Authority  
Business Link East  
CLA  
East of England Brokerage Consortium  
East of England Grazing Forum  
Fresh Start  
Food from Britain  
Federation of Young Farmers  
Improve – Sector Skills Council  
NFU  
Museums Libraries Archives  
Easton College (Lead partner)  
Cranfield University  
Laurence Gould Partnership  
Norfolk Rural Business Advice Service (NRBAS)  
Poultec Training Limited  
Shuttleworth College  
Writtle College  
ADAS  
Anglia Rural Training  
Bidwells  
BPEX  
Brown & Co.  
College of West Anglia  
EBLEX  
English Farming and Food  
Partnership  
Essex County Council  
Essex University (Business School)  
HGCA  
IGD  
East of England Pig Training Group  
Otley College  
Smiths Gore  
Tastes of Anglia  
The Arable Group  
University of East Anglia  
National Skills Academy for Food and Drink  
Abacus Organics  
AARC Associates



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# Arable and Horticulture

- Advanced crop management
- Adoption of research
- Technical skills in horticulture
- Water management.



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# Livestock

- Disease management and bio-security
- Advanced husbandry
- Carcass selection
- Carbon management



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# Management and International Trade

- Strategic decision making and planning
- Staff management
- Identifying new market places
- Understanding the different market needs
- Financial control
- Risk management.



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# New Entrants and Leadership

- Fresh Start and Farmers and Business Forum
- Succession planning
- Providing leadership
- Mentoring
- Working with the media.



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# Food, Diversification and Rural Craft

- Developing a business case
- Product development
- Market research
- Project implementation
- Technical craft skills.



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