

ANDREW GREENWELL

Farm Manager,
Capel St Andrew Farms





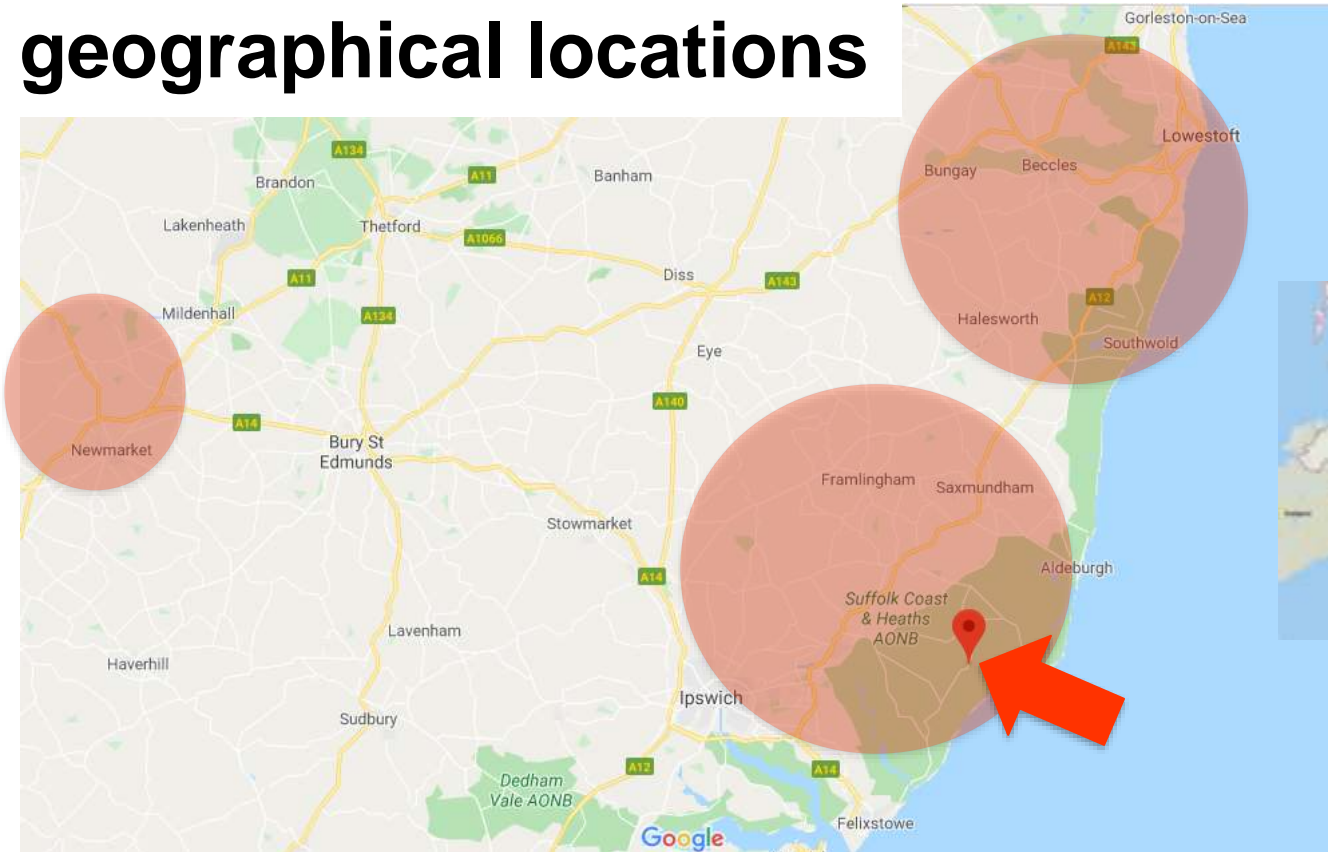
The Next Generation



Capel St Andrew farms



Capel St Andrew Farms geographical locations



Capel St Andrew Farms

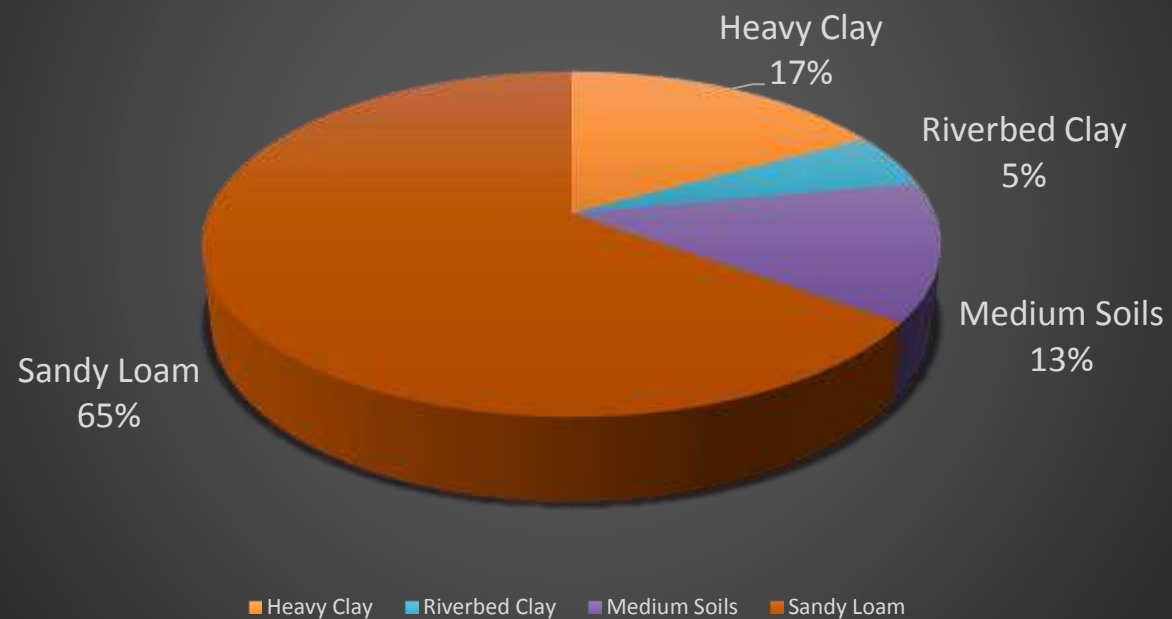
- Cropped area 1800 Ha
- Woodland 83 Ha
- Saltings 38 Ha
- Permanent Pasture 114 Ha
- Fallow / Temporary Grass 65 Ha



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Capel St Andrew farms land types



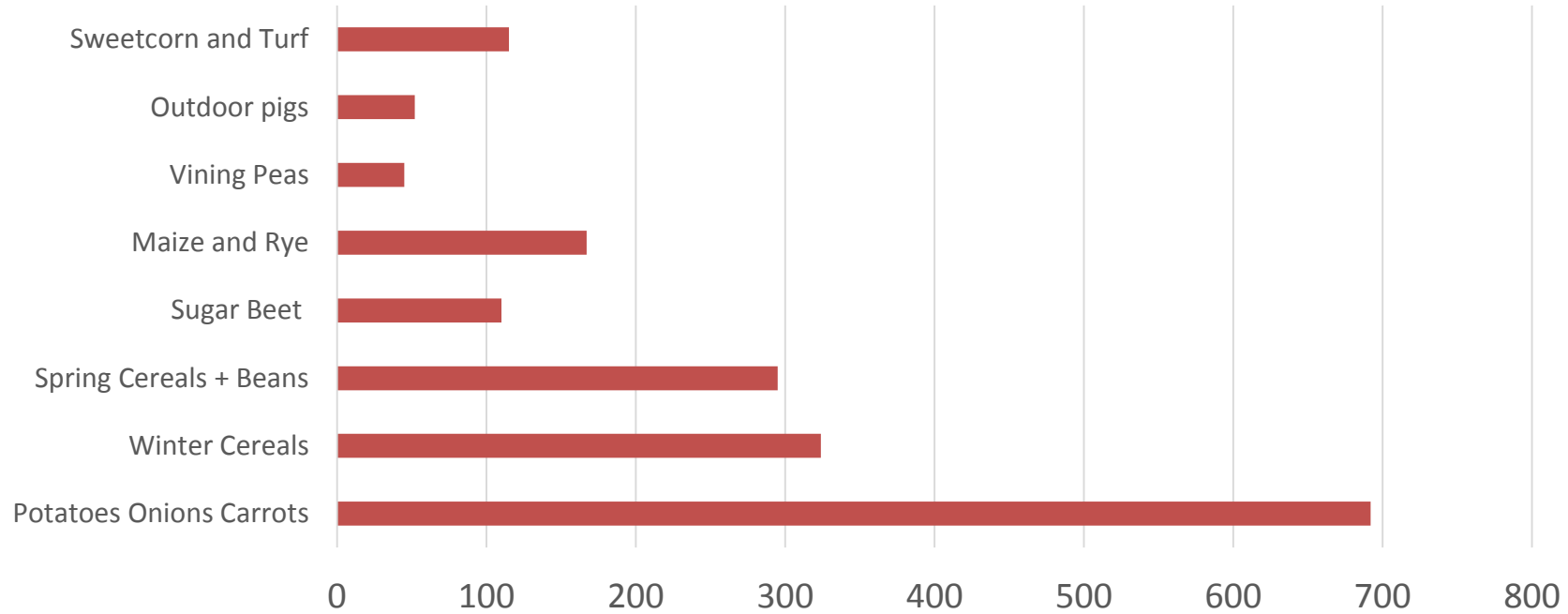


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2020 Crop Ha





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Current structure and team

- **Partnership Capel St Andrew Farms**
 - Grows the crop, buys inputs, receives crop revenue
- **Capel Farming Ltd (2011)**
 - Contract farming
 - Contracting services to CSA
 - Employs staff
 - Owns and hires machinery
- **The Team**
 - All of the family...
 - Farm manager / 12 machine/ tractor drivers / Workshop / Agronomist

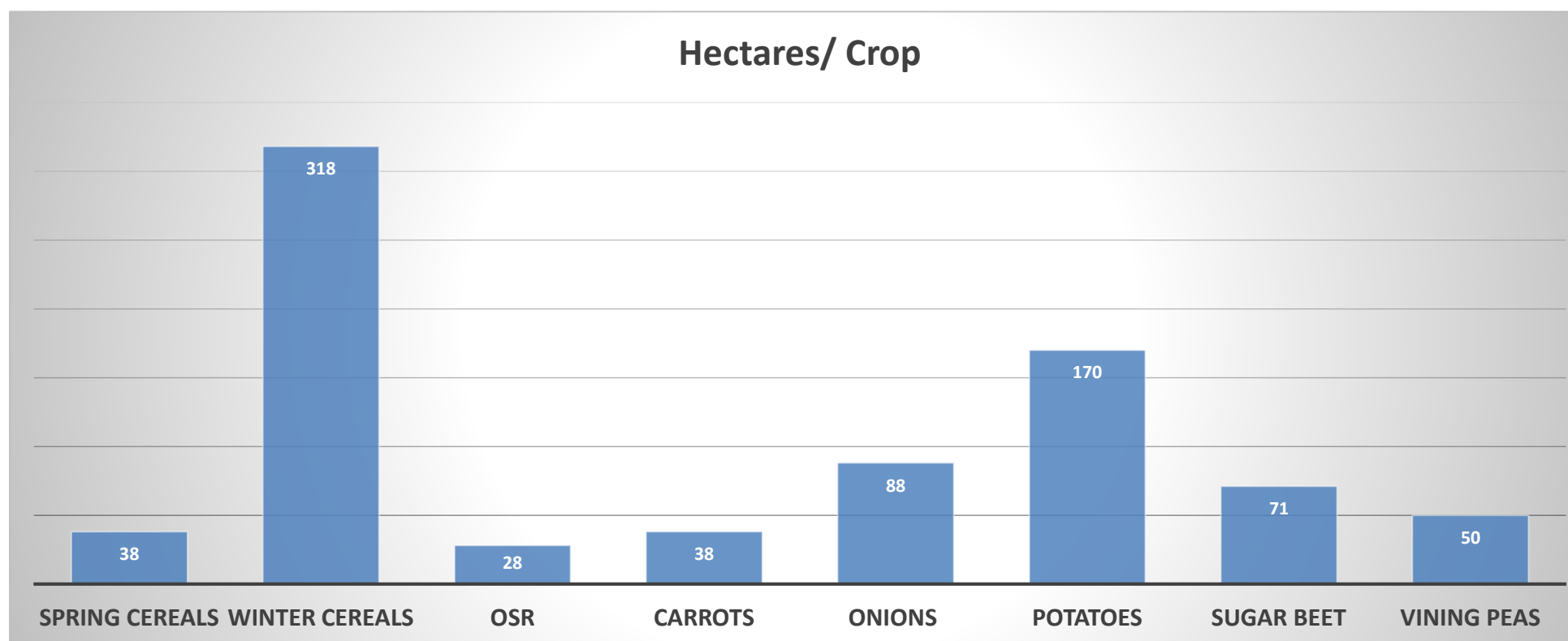


CSA farm background pre 2006

- Land purchased by Great Grandfather in 1930's
- Farmed by Grandfather after WW2
- Capel St Andrew Farms 1983
- Cereals, cattle and sugar beet
- Late 1980's potatoes and indoor pigs
- 2002 vegetable marketing group (3M's)
- Carrots and onions



Capel St Andrew farms cropping 2006





My background

- Local farm work
- Australia 2001-02
- Newcastle University 2002-05
- Australian harvest 2005
- Started at Capel St Andrew 2006



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My 2006 objectives

- Improve soil health and fertility
- Understand margins, costs and efficiencies
- Improve my background knowledge (BASIS + FACTS)
- Grow the business
- Try new ideas - diversify





Diversification Haulage 2008 – 2010

- Bulk Haulage
- 1 lorry + tipper trailer + driver
- HGV test + Operators CPC
- **Positives**
 - Extra Income
 - Accounting & business lesson
- **Negatives**
 - Staffing
 - Legislation
 - Risk vs Reward
 - Distraction from core business



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Diversification – pigs

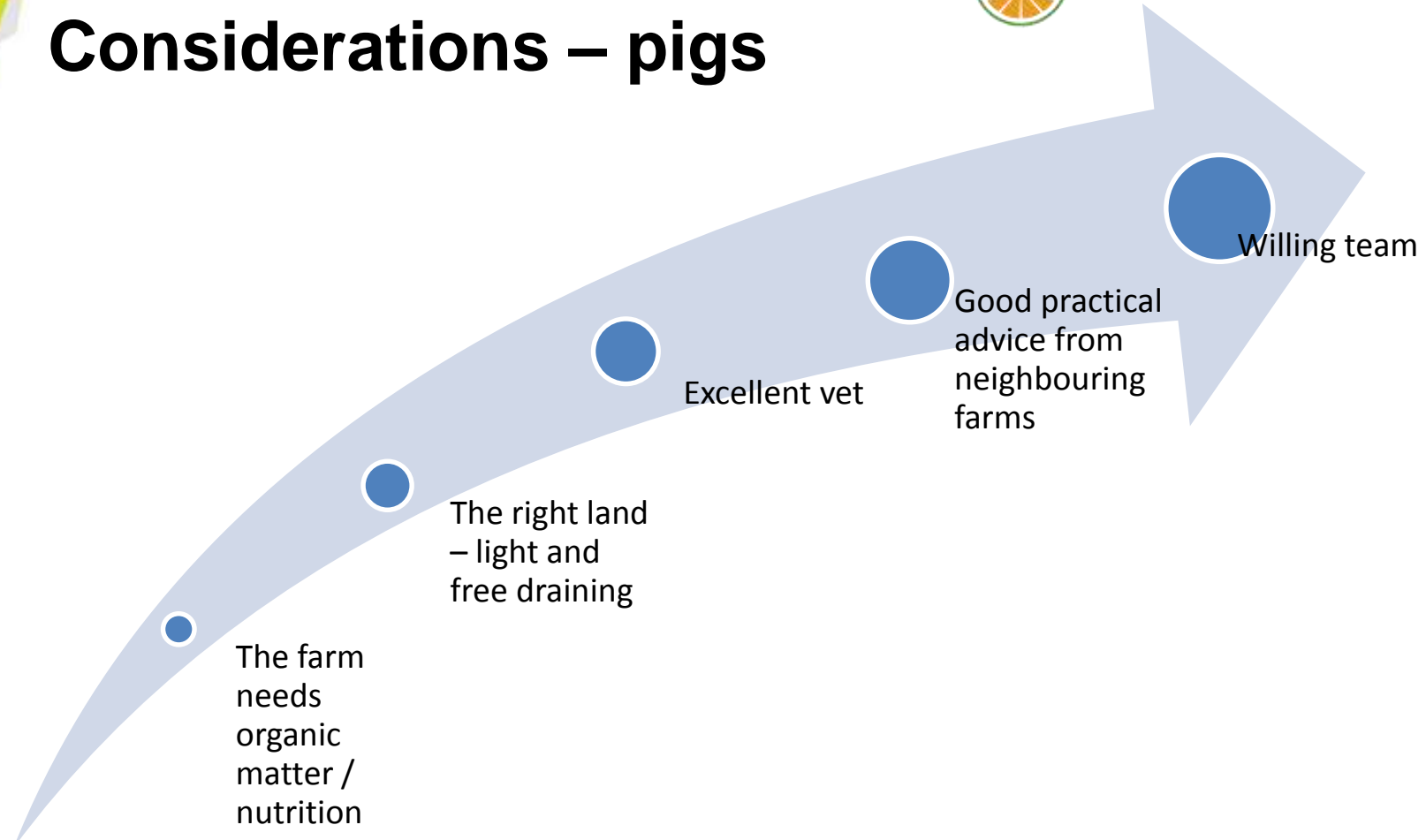




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Considerations – pigs

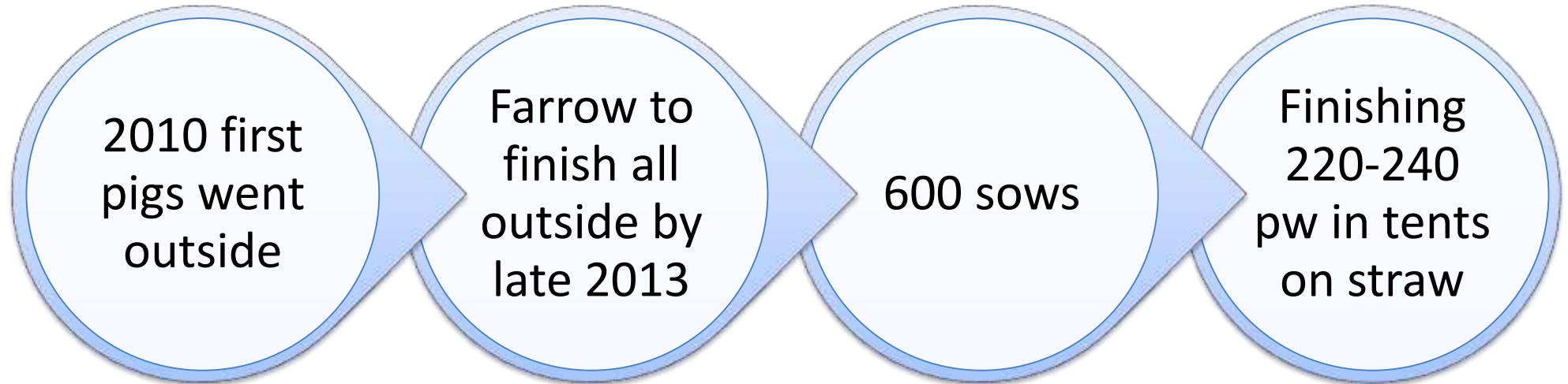




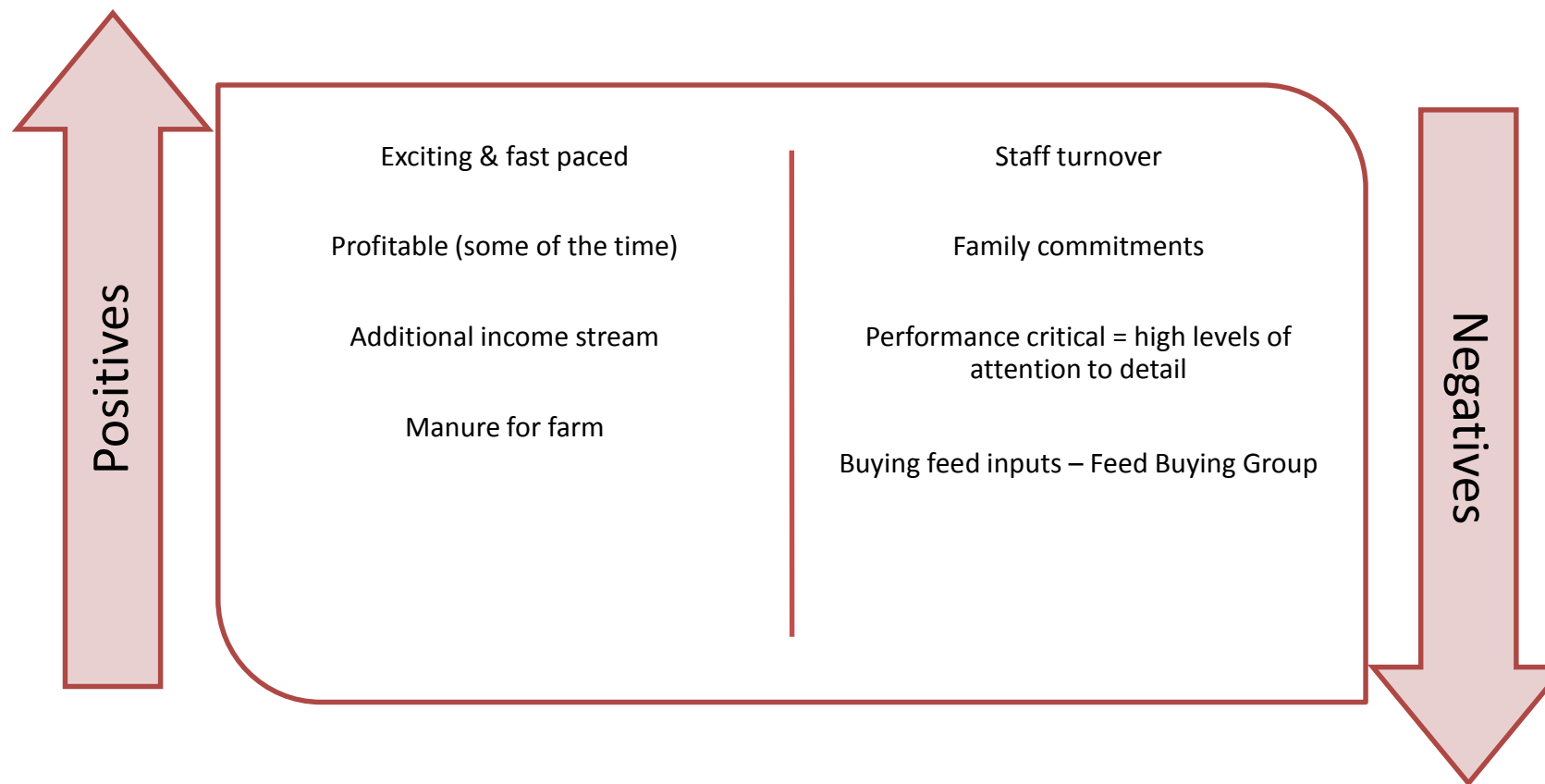
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Outcome – pigs



Outdoor Pigs – The challenges



Diversification Energy Crops

- 2010 invested in AD plant
- 3.8 Mw
- 6000 T feed stock produced by us
- Maize and Rye
- Digestate
- Good margins – yield is key





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Diversified cropping

- Pickling Onions 2010-2012
 - Very similar to bulb onions, storage, machinery, growing
 - Small area, keen buyer & margins looked good
 - Difficult to achieve yields
 - Margin below expectations
- **Niche Crop = Low sales volume = difficult to sell crop quickly**





Blueberries

- Large market growth
- Proactive customer
- Good margins – on paper
- Machine picking and automated irrigation
- Free draining sandy soils
- Visited crops, nurseries & growers in Holland, Oregon and Washington



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Blueberry Trial

- 3.5 Ha Trial Site established December 2017
- 3 main varieties + 15 others
- Funded customer and Agri tech East grant
- Very expensive establishment
- Peat + Plants + Irrigation + Labour
- A lot of work done by many others to support this trial





Blueberry Planting



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Blueberry Planting



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Blueberry Planting



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Blueberries – Future for CSA?

- Awaiting to establish yield potential 5/6/7 years
- Understand customer requirements and volumes
- How it will fit into our business
- In the short term we will continue to support



Contract Farming

- Bridge and Ivy Farms
- 325 Ha Arable with irrigation
- Contracting > CFA
- 2010 formalised with CFA to form a mechanism for sharing results
- A true farming partnership – Communication, decision making and working together



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Specialisation

- What are we good at?
- Why?
- What do we enjoy?



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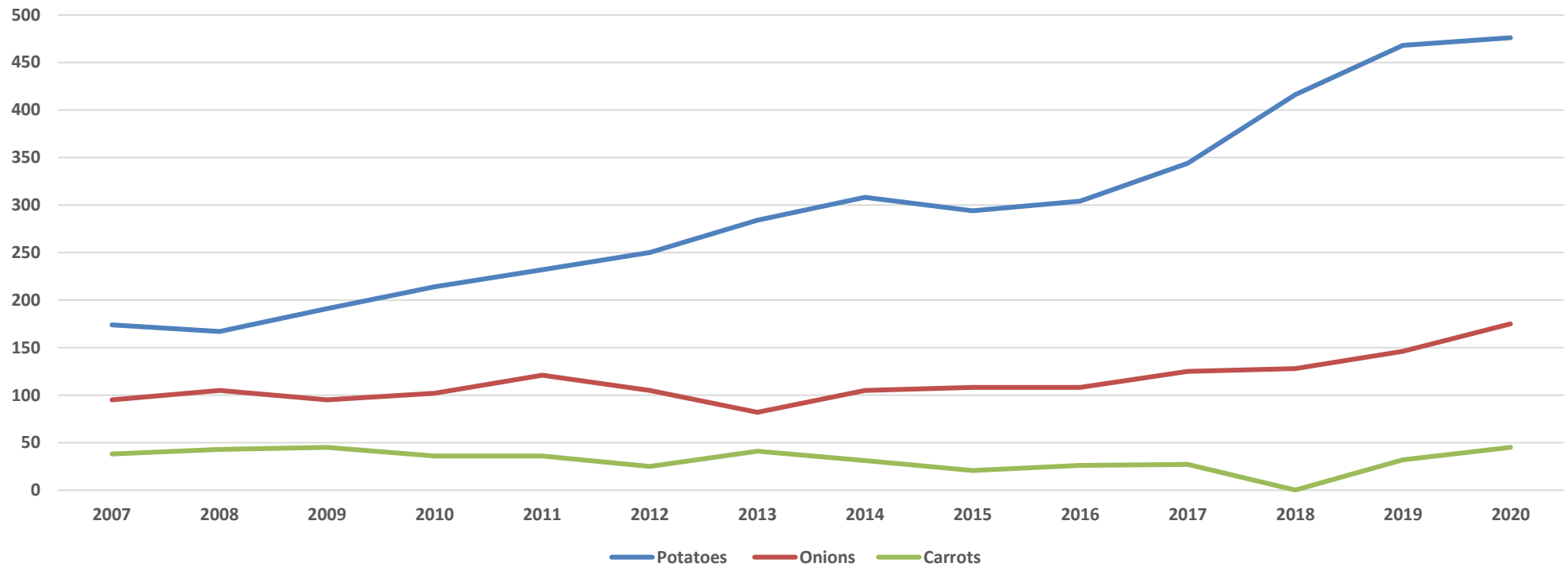
CSA Specialisation



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Root Crops - Ha / Year



Specialisation and Collaboration

- Land swap agreements
 - Sweetcorn, turf and potatoes
- Pigs and straw for muck
- Winter vegetable cropping
- Annual licence arrangements
 - Contracting services
- Crop marketing

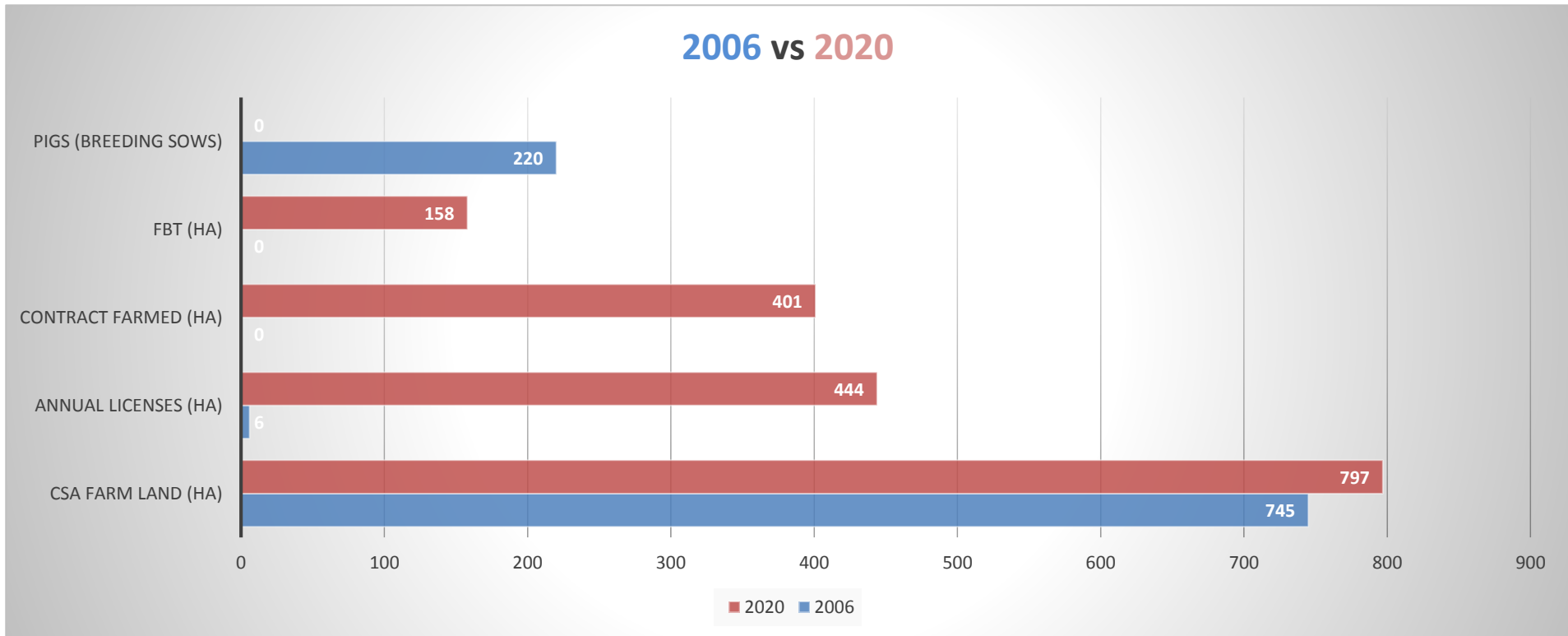




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Up until now...



Marketing

- Group Marketing
- Three Musketeers and Suffolk Produce Ltd
 - Marketing expertise + Specialisation
 - Access to new markets
 - Continuity of supply
 - Multiple outlets for produce
 - Development of new varieties (PCN)
- Working closely with other growers
- Knowledge transfer – best practice with growers



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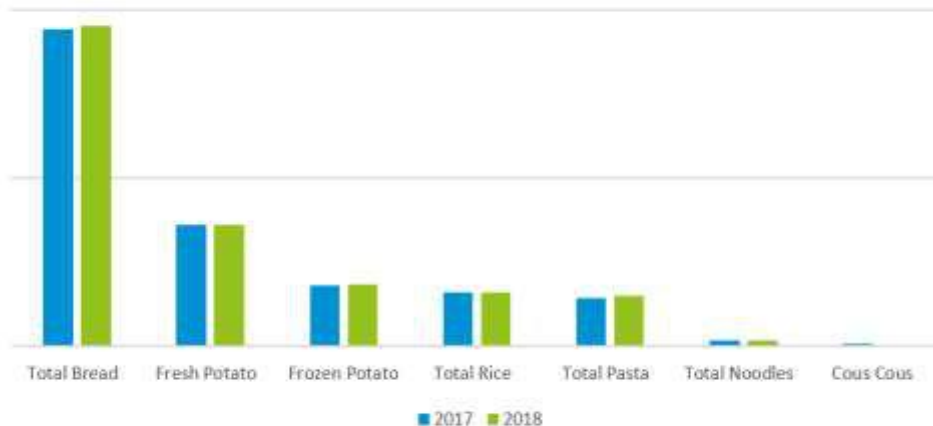
THREE MUSKETEERS LTD 2014

3M's

Potatoes

- Understand / meet the demands of the market

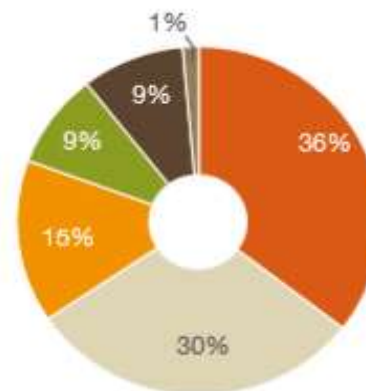
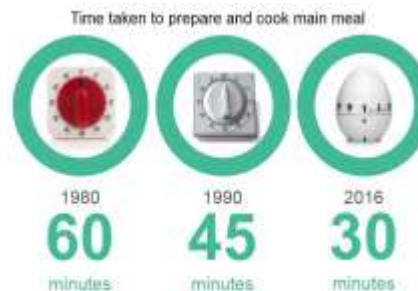
Carbohydrate consumption



Source: Kantar Worldpanel Usage | 52 w/e Dec 17 vs 52 w/e Dec 18

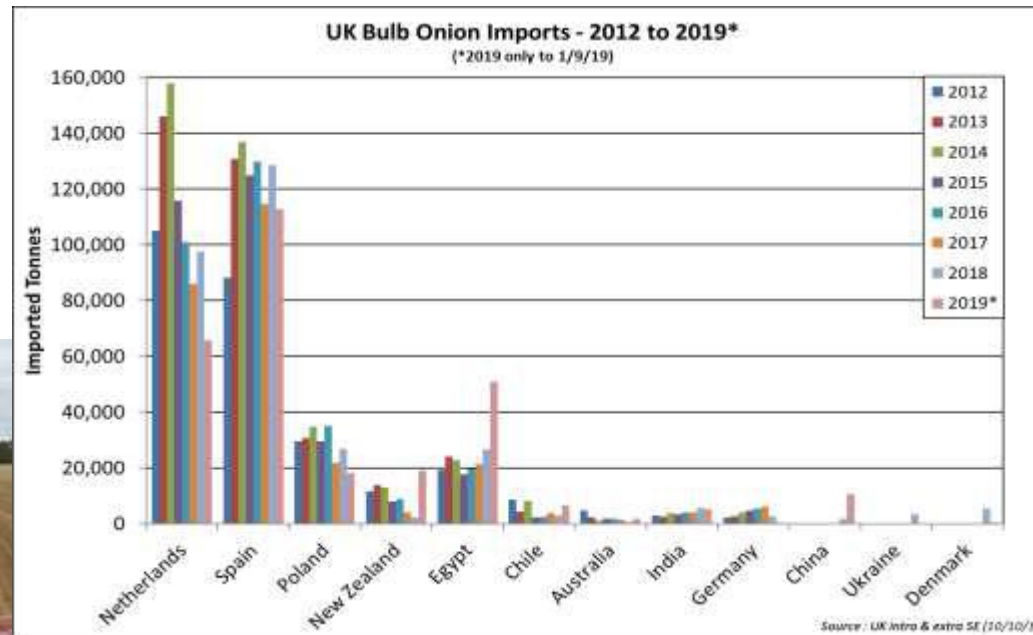


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- Fresh Potatoes
- Crisps
- Frozen chips
- Frozen potato products
- Chilled potatoes
- Reconstructed, convenience and canned potatoes

Future – Onions



UK IMPORTS

Typically 290 – 310,000 tonnes per year

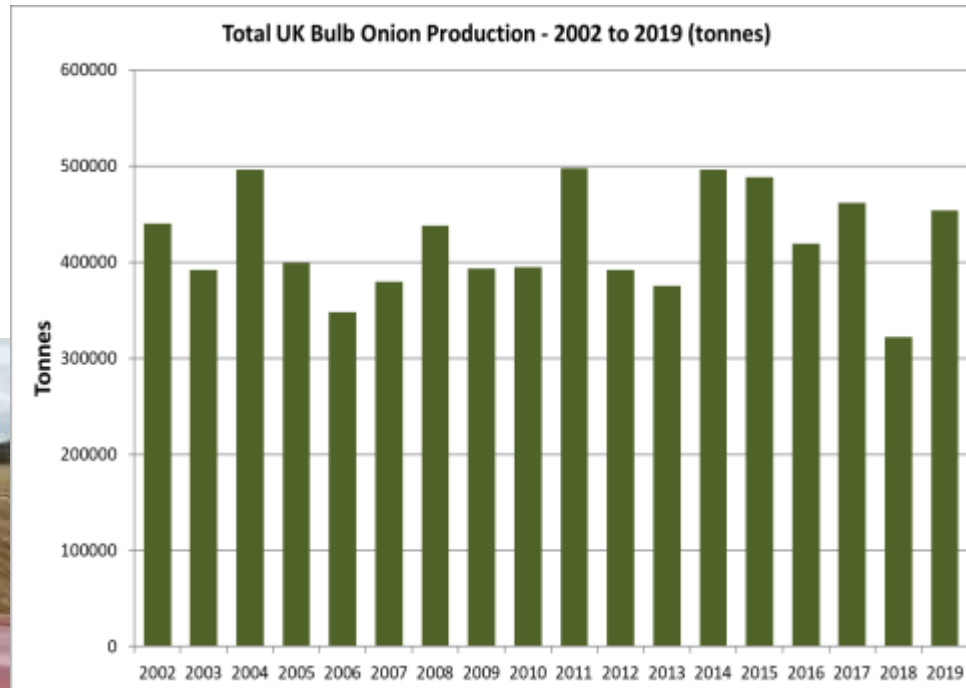




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Future – Onions

- Production Splits
- 55% Multiples
- 35% Processing
- 10% Wholesale





The Challenges:

- Irrigation – future???
 - Investing in winter storage
- Cost of machinery
- Loss of chemistry Succession



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Where next?



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www.capelstandrewfarms.com

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