

## **Growing For The Customer**

**Guy Poskitt** 





#### Introduction To The Business

- Founded over 40 years ago
- Guy Poskitt Managing Director
- Diversity Arable farmer also grows vegetables and potatoes supplying retailers, food processor's, wholesale markets and factories direct
- Farm over 6000 acres, owned, rented, share farmed
- On site growing, washing, packing and distributing
- 280 colleagues employed by MH Poskitt
- Investment in people to develop professional team



# In the Beginning......1976......10 Employees



## Changes To Meet The Market

- Identifying the market
- Understanding the customer
- Building the team
- Diversifying the business
- Manage risk
- Environmental
- NPD





## Challenges On Farm

- Land purchase
- Land rental
- Share farm
- Long term relationships
- Water
- Crop rotation
- Year round supply





## **Identify The Customer**



## Identify The Market

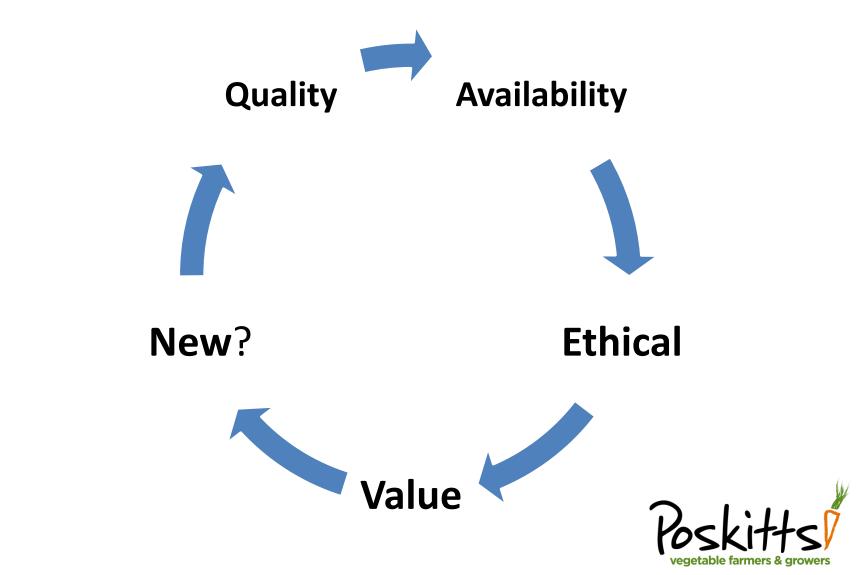
How shopping has changed!



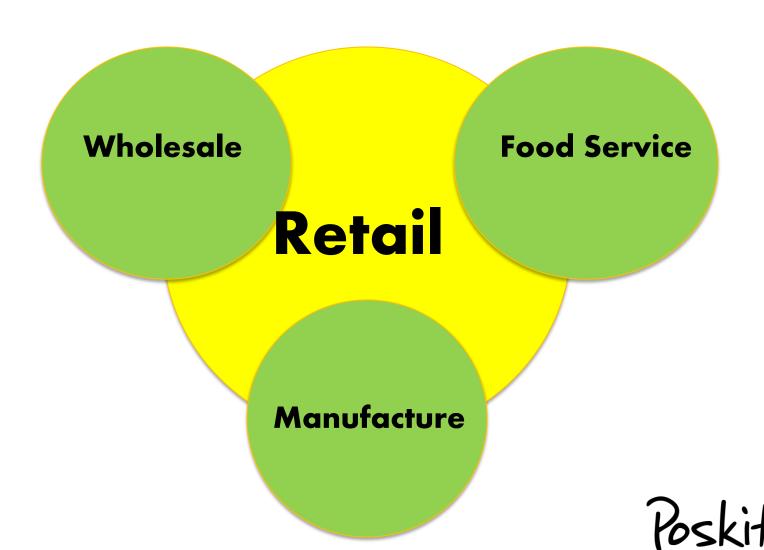




## **Understanding The Customer**



#### **Our Customers**



### Diversification



From this.....

## To this!!



## **Growing The Farm**

- Land acquisition cash!
- Rotation
- Water
- Water trading







#### **Land Rentals**

- No deal is straight forward
- Premium rate short term lets
- Longer term deals to give rotation and investment
- Need for non veg land to supply straw
- Reduce exposure

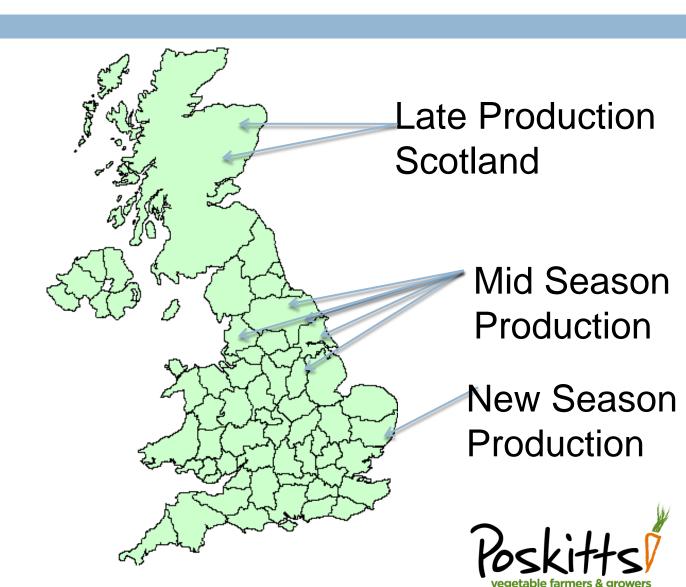


## **Share and Contract Farming**

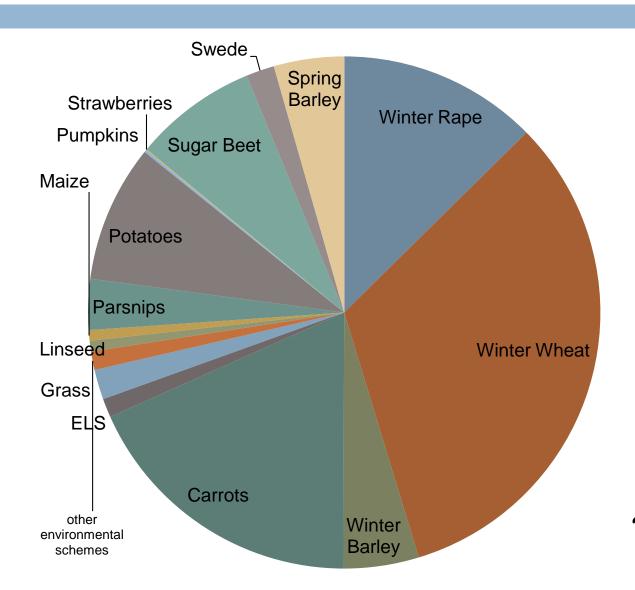
- Share the risk and the reward
- Jointly invest
- Good crop rotation
- Efficient use of machinery



## Managing the Risk

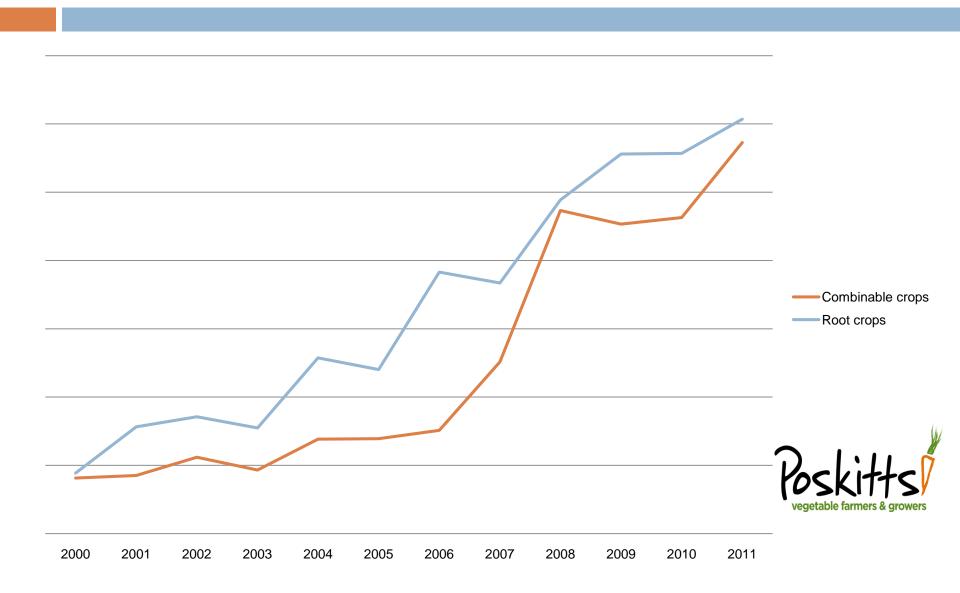


## Crop Split





#### Combinables/Root Sales



## Farming 200 miles From Home

- Establish reliable contractors
- Engage agronomists
- Understand the costs
- People, people people!





#### The Results!

- Low unit cost
- Efficient
- Competitive
- Capable of managing large contracts
- Diverse





#### THE FUTURE

- Land Rental/Grain Prices
- Rising production costs (increases in variable costs)
- Overall reduction in approved pesticides forced to use cultural controls – higher production costs
- To remain competitive while constantly improving quality, service & value
- Next generation
- Weather





## flouring



#### Questions?

