



MADFIG & FEAR Project

Lucy Anderton & Tanya Kilminster



Our story.....

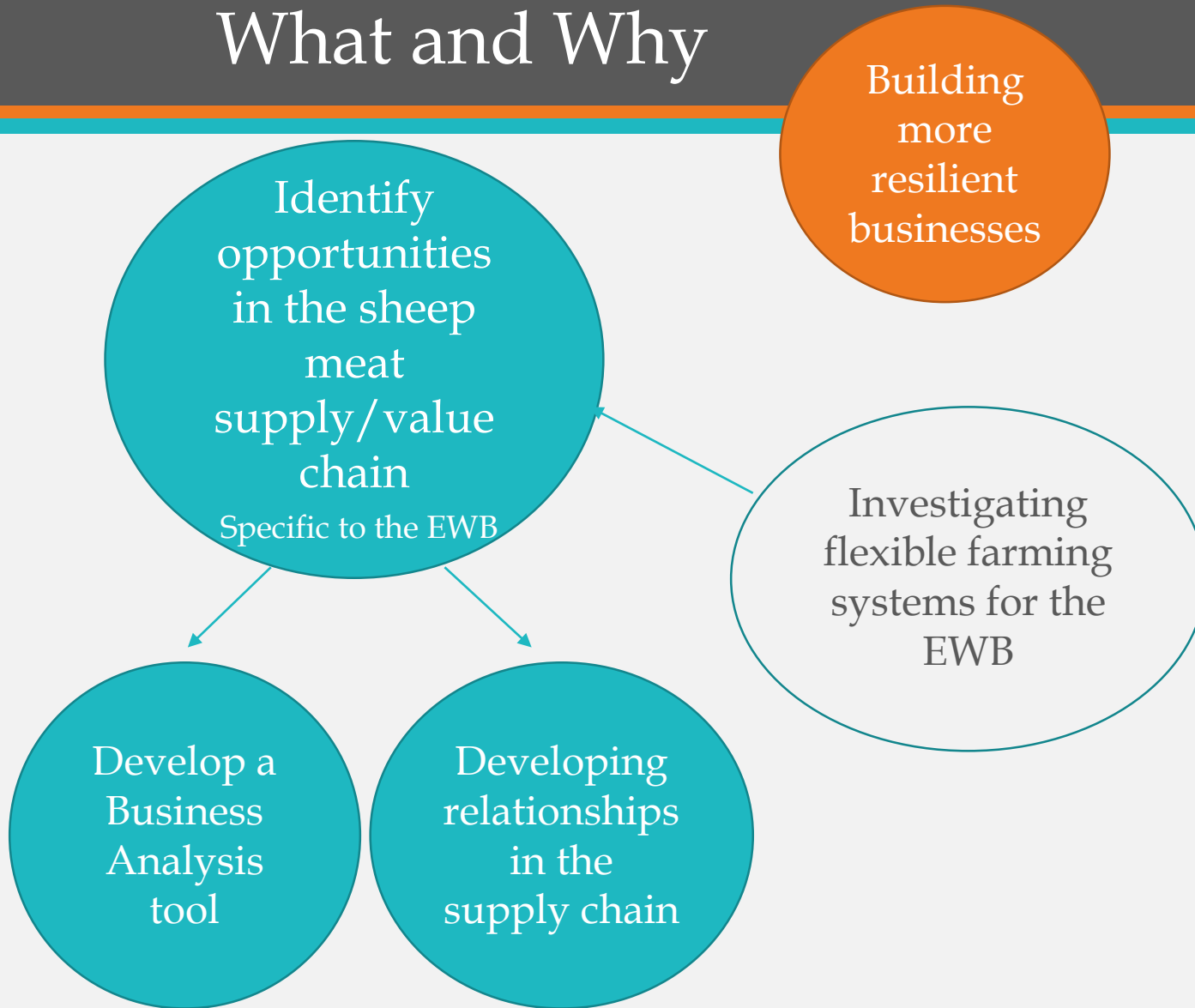
.....In pursuit of building more resilient farm business with the capacity to adapt.

- **What we are doing**
- **Why,**
- **and How**

*The method of creating **innovation** is to discover, create, and develop ideas, to refine them into useful forms, and to use them to earn profits, increase efficiency, and/or reduce costs. (Langdon, 2013)*



What and Why



- EWB farms had a series of droughts and frost events and by 2013 they were holding crisis meetings
- High crop percentage is high reward but high risk
- Management & timing are key for success
- Decision support tools are innovations which have the potential to improve resilience
- Relationships are key to achieving transparency and trust in market transactions

HOW: Two parallel processes

A. Building the business analysis tool



B. Investigating opportunities in the sheep meat supply/value chain



Summary

- Grass roots consultation.
- End user
- Research
- Relationships
- Analysis

Building
more
resilient
businesses

Innovation in motion

