

Where does the Future Come From. Step change from applying innovation

Barfoots of Botley Ltd. supplies a range of vegetables to many of the major retailers, restaurant groups, food service operators and processors in the UK and Europe. The business founded by Peter Barfoot in the 1970's has grown year on year and now operates from four main farming hubs around the world. The UK, Spain, North/West Africa, and South America. We supply a range of vegetables into the UK 52 weeks a year. These are products that can be described as vegetables consumers want to eat rather than need to eat

As a 'private label' business we have to accept the realities that brings. We have no consumer brand with which to differentiate, and so to compete we have to do three things

- Be better
- Remove the causes of customer dissatisfaction
- Innovate to differentiate and maintain competitiveness

Achieving Step Change through the application of science technology and innovation to our business.

3 Case Studies where we are seeing Step Change out of approximately 30 projects ongoing within the business.

Objectives

- Maintaining our competitiveness.
- Differentiating our offer
- Reducing our environmental impact
- Enhancing the sustainability of the business whilst delivering products consumers want to eat rather than need to eat.

The Case Studies

- Controlled Traffic Farming
- Controlled Atmosphere Logistics
- Controlled Plant Breeding

So where does the future come from ?

Are we re-inventing the wheel or in reality following in the footsteps of innovative farmers, engineers and agriculturalists farmers from previous generations.

What lessons have the farming pioneers of the past learnt that we forget at our peril.

If we look back in history are we true to the likes of

Townsend, Hosier, Street, Parker.

- Crop Rotation
- Nutrient Building
- Soil Management
- Applied Technology for increased output
- Add value to your product
- Control your overheads
- Get close to your customer

- Utilise all available techniques for varietal improvement
- Grow a Field Full, and sell it.

Summary

Sustainable profitable farming continues to apply the principles and techniques of many of the pioneers that have gone before us. The application of technology whether through independent investment or through collaboration with Government, Business, Academia, and Technology Developers continues to deliver step change in farming and food production. Maintaining competitiveness in an ever changing market whilst being truly sustainable needs continuous investment, cooperation and motivation.