

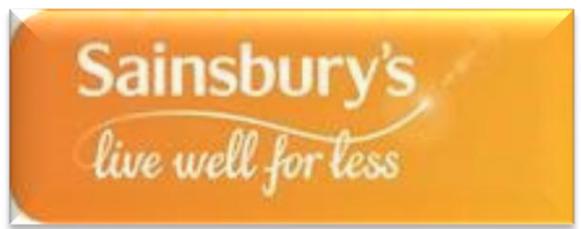
WHERE DOES THE FUTURE COME FROM?

Julian Marks

Managing Director,
Barfoots of Botley Ltd



Customer & Product Portfolio



UK

Sweetcorn, Courgette,
Legumes, Asparagus, Squash,
TSB, Chillies

Spain

Sweetcorn, Courgette,
Legumes, TSB, Sweet
Potatoes, Squash

Peru

Asparagus
Squash
Legumes

Senegal

Sweetcorn, Courgette,
Legumes, Squash,
Sweet Potato, Chillies

● Regional Offices

Barfoots Global Supply



GLOBAL HUBS: UK



GLOBAL HUBS: UK



GLOBAL HUBS: UK



GLOBAL HUBS: UK



GLOBAL HUBS: UK



GLOBAL HUBS: SENEGAL



GLOBAL HUBS: SENEGAL



GLOBAL HUBS: SENEGAL



GLOBAL HUBS: SENEGAL



GLOBAL HUBS: SENEGAL

GLOBAL HUBS: SPAIN



GLOBAL HUBS: SPAIN



GLOBAL HUBS: SPAIN



GLOBAL HUBS: PERU



GLOBAL HUBS: PERU



GLOBAL HUBS: PERU



GLOBAL HUBS: PERU

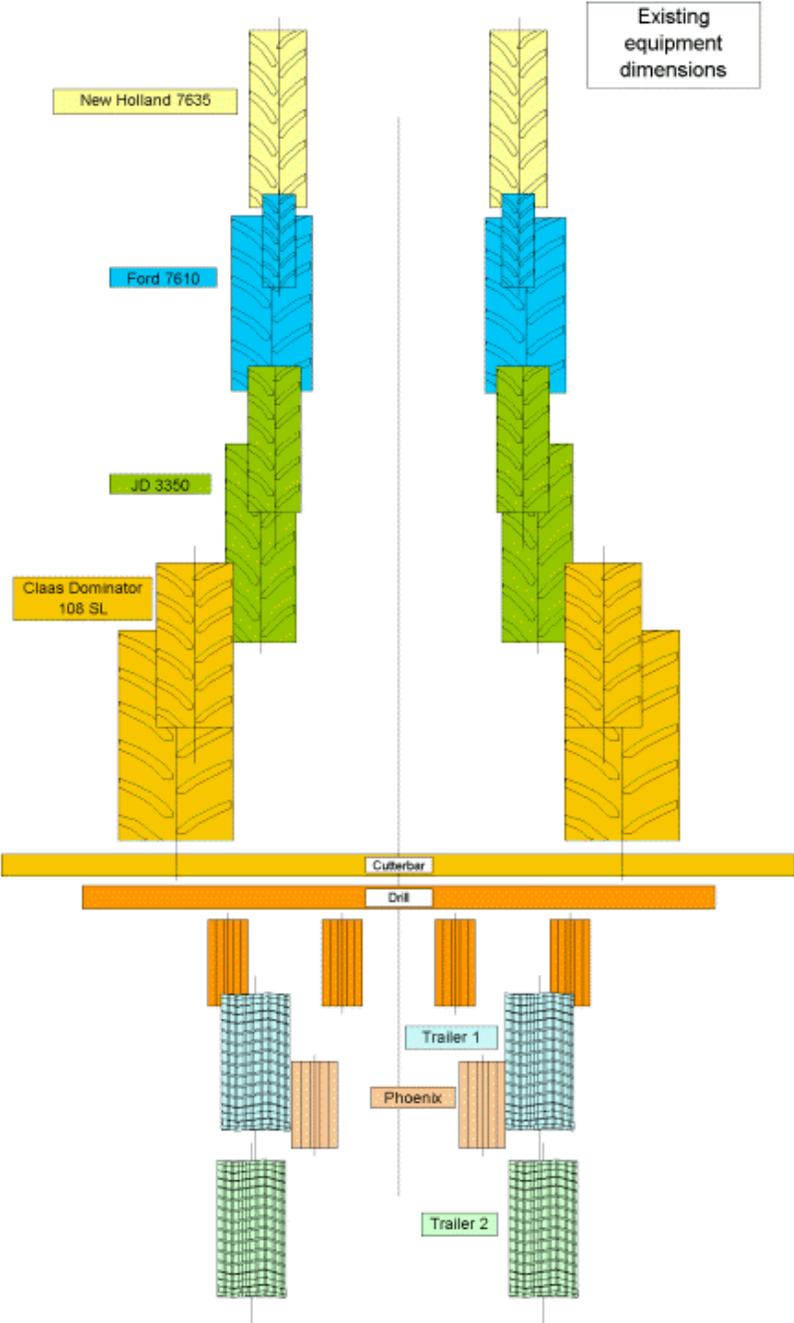
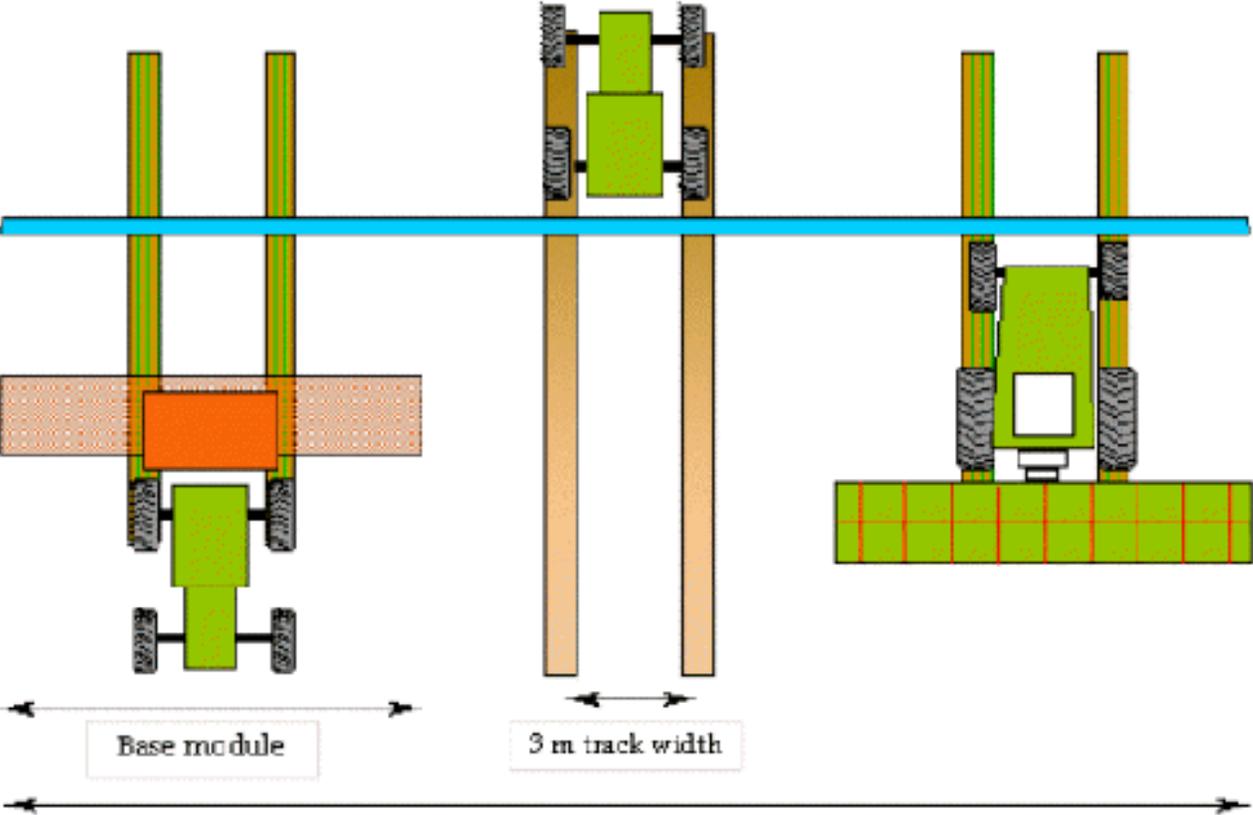


CASE STUDY #1

CONTROLLED TRAFFIC



IT'S NOT THAT EASY....



CONTROLLED TRAFFIC FARMING

Diesel usage
reduced by 15%

Worm counts up by
300%

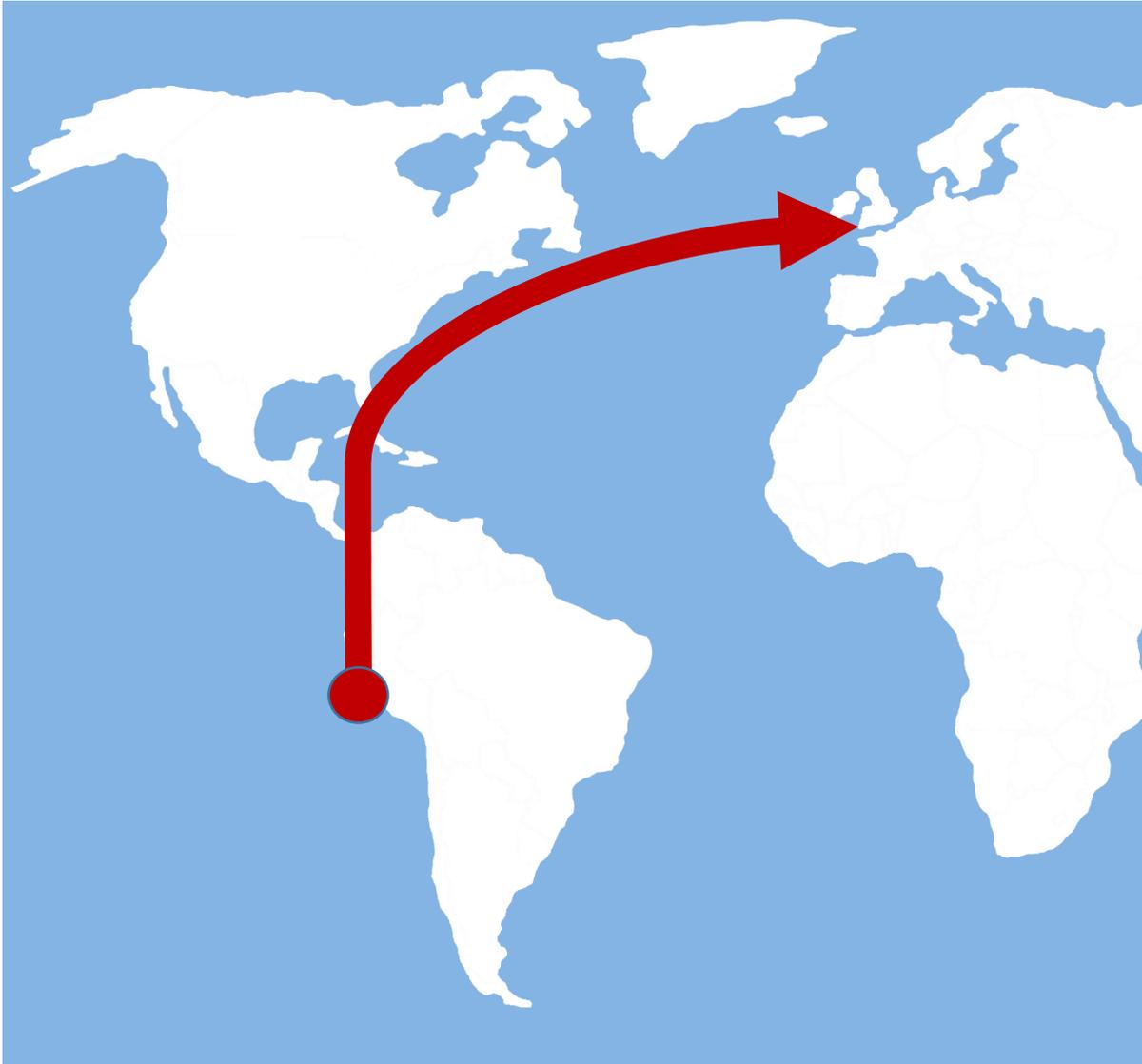
Faster draining land

Artificial Fertiliser
usage reduced by
30% per annum

Soil compaction
significantly
reduced

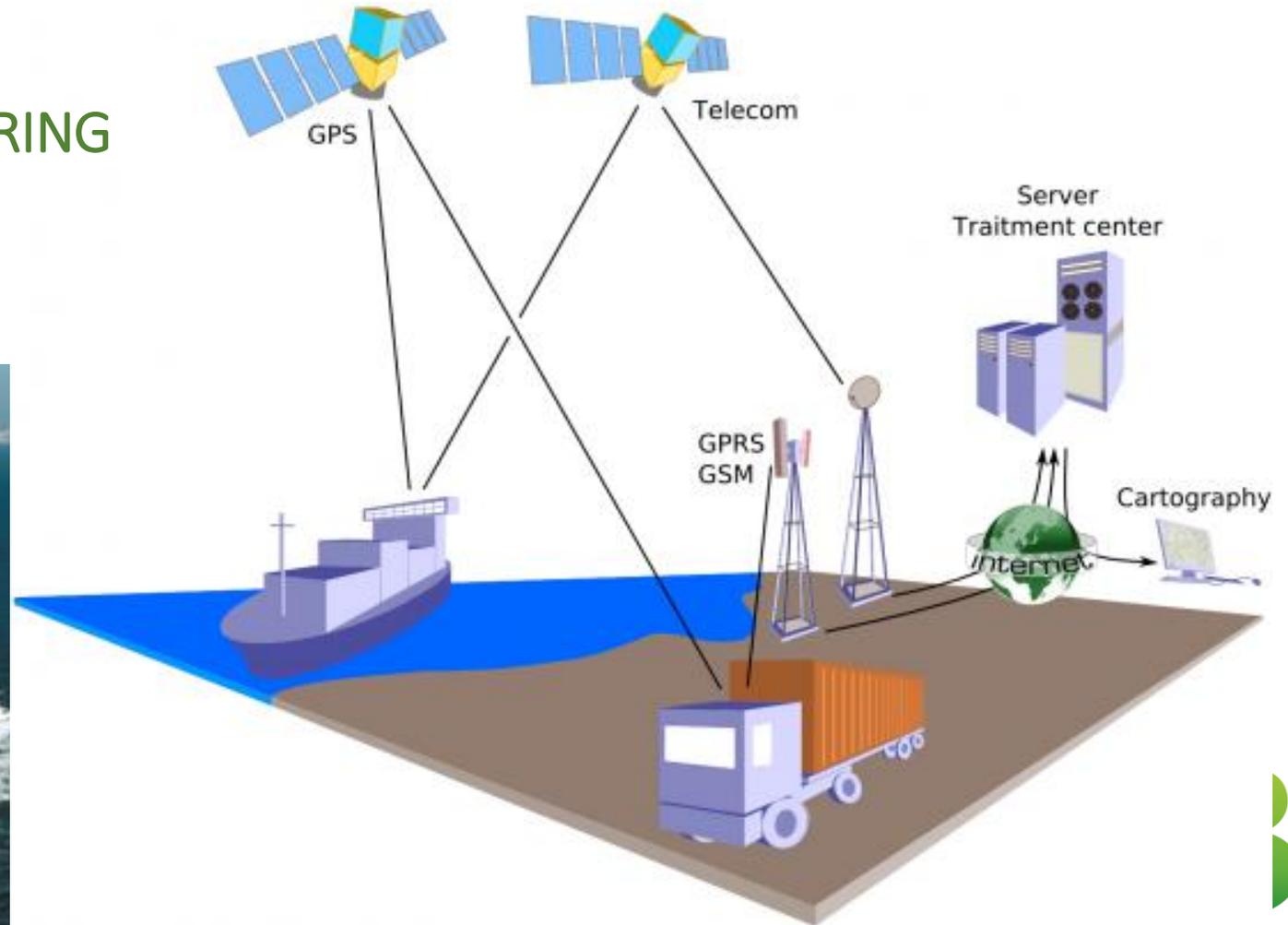


CASE STUDY #2: ASPARAGUS PERU

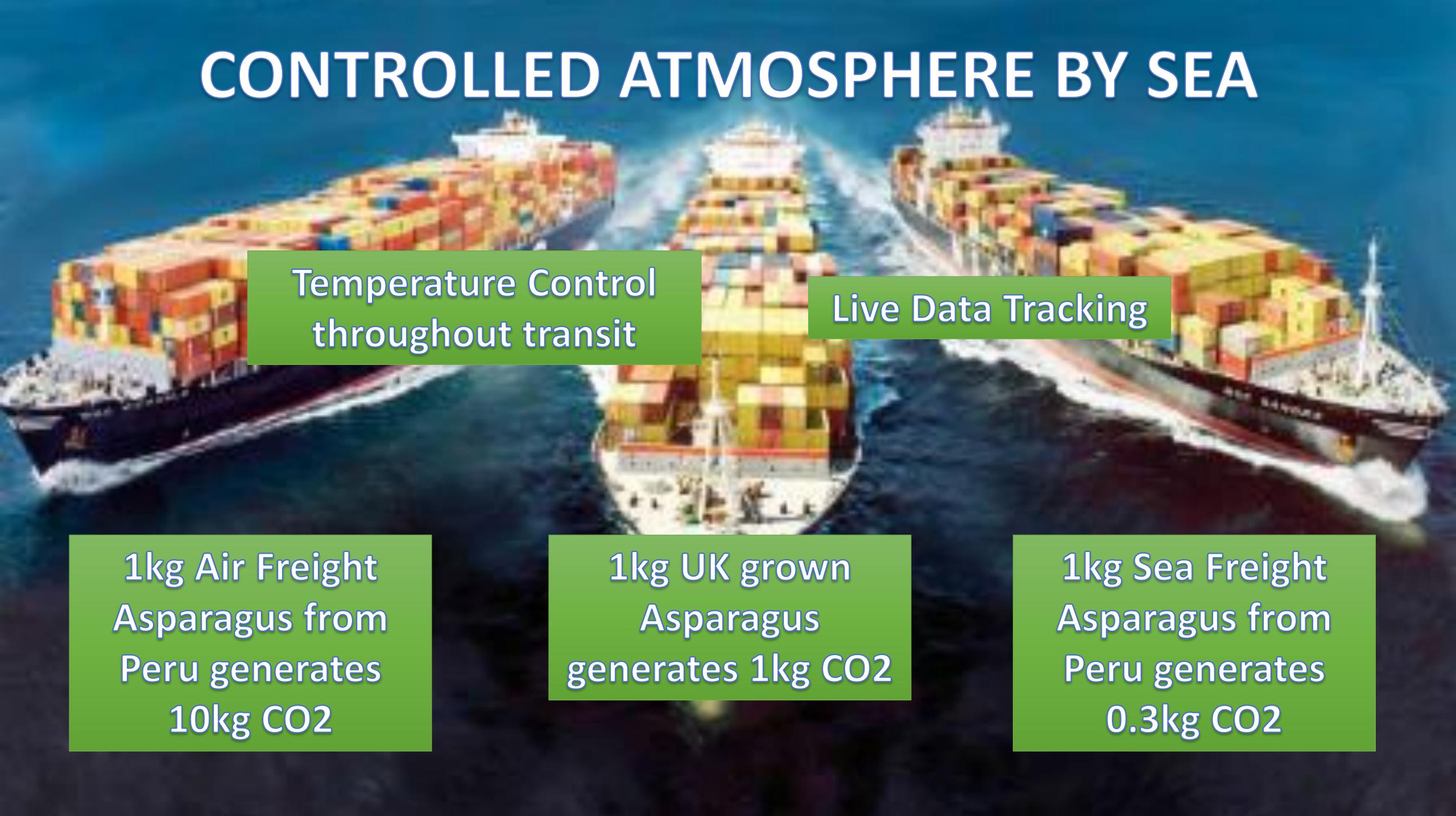


SEAFREIGHT & CONTAINER TRACKING

- ✓ REAL TIME LOCATION DATA
- ✓ TEMPERATURE MONITORING
- ✓ CONTROLLED ATMOSPHERE MONITORING
- ✓ LESSER CARBON IMPACT
- ✓ CONTROLLED ENVIRONMENT



CONTROLLED ATMOSPHERE BY SEA



Temperature Control
throughout transit

Live Data Tracking

1kg Air Freight
Asparagus from
Peru generates
10kg CO₂

1kg UK grown
Asparagus
generates 1kg CO₂

1kg Sea Freight
Asparagus from
Peru generates
0.3kg CO₂

CASE STUDY #3 MARKER ASSISTED SELECTION

Targeted seed selection

Breeding time can be reduced by up to 80%

Consumer focused varietal development

Yield focused varietal development

The future in breeding



AG STREET



CHARLES 'TURNIP'
TOWNSEND



- ✓ **REDUCE OVERHEADS**
 - ✓ **ADD VALUE**
- ✓ **APPLY TECHNOLOGY FOR EFFICIENCY**
- ✓ **GET CLOSER TO YOUR CUSTOMER**
- ✓ **'GROW A FIELD FULL' SELL IT ALL**
 - ✓ **ROTATION**
 - ✓ **SOIL MANAGEMENT**
 - ✓ **NUTRITION**

ARTHUR HOSIER



TOM PARKER



Innovate UK
Technology Strategy Board

CATAPULT
Satellite Applications

US
University of Sussex

 UNIVERSITY
of
GREENWICH




Department
for International
Development

THE
**TECHNOLOGY
RESEARCH**
CENTRE

MANCHESTER
1824
The University of Manchester

LANCASTER
UNIVERSITY 

 **KTN**
the
Knowledge Transfer
Network

 **hip**
HORTICULTURE
INNOVATION
PARTNERSHIP

 UNIVERSITY OF
LIVERPOOL

Cranfield
UNIVERSITY

AgriTech

NERC SCIENCE OF THE
ENVIRONMENT

Campden BRI 
food and drink innovation


WARWICK
THE UNIVERSITY OF WARWICK

 **BBSRC**
bioscience for the future

UNIVERSITY OF
Southampton

 **University of
Reading**

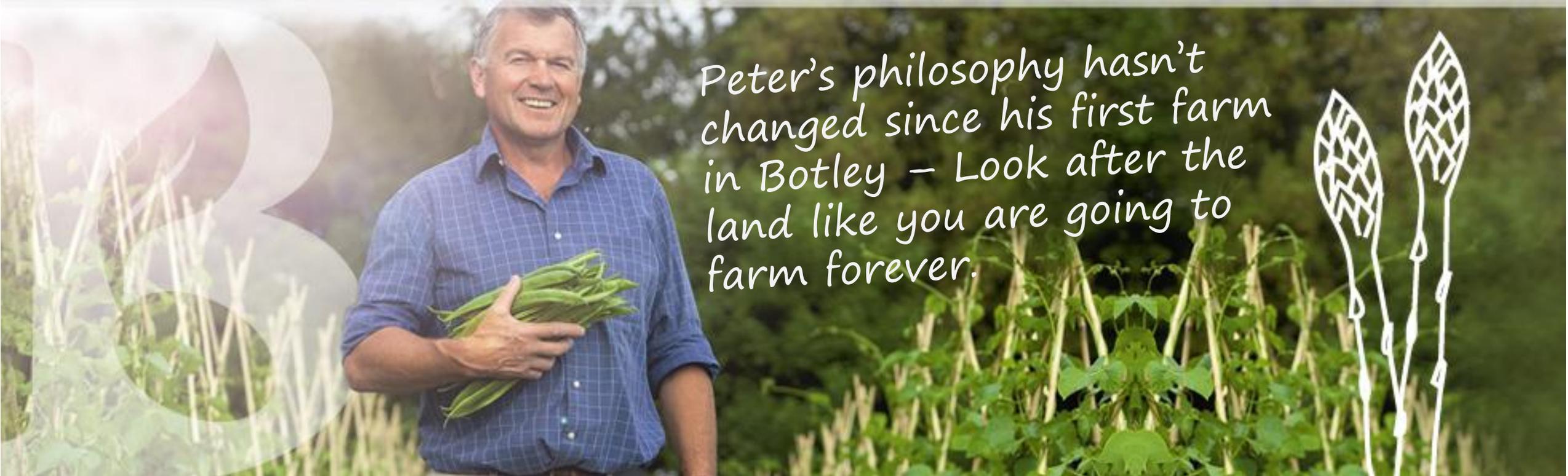
AHDB
AGRICULTURE & HORTICULTURE
DEVELOPMENT BOARD

Leatherhead 
Food Research

 The James
**Hutton
Institute**

 University of
Portsmouth

SUMMARY

A photograph of a middle-aged man with grey hair, wearing a blue checkered shirt, smiling and holding a bunch of green beans. He is standing in a field of tall green plants. The background is slightly blurred, showing more of the field and some trees. There are some white line-art drawings of leaves on the right side of the image.

Peter's philosophy hasn't changed since his first farm in Botley – Look after the land like you are going to farm forever.

THANK YOU