

# Who am I?

- David Eagle, farmer
- Farm in Northeast Essex
- 2 farms separated by Walton on Naze (250 & 350 ac)

# Why am I looking at alternative crops?

- 50 years
- Climate change
- Sea level rise/flooding
- Reduce farms to 150ac each.

# Choice ( what to do for the future)

- Sell farm or adapt
- Issue for next generation
- Find viable income from 300 ac

# Concept

- Mixed enterprise:
- Property rental/ tourism
- Agri-environmental/ high value crop
- Add value on farm

# High value crop

- Needs to hold value( niche not national enterprise)
- Needs to be competition proof ( high risk, unattractive to majority of farmers)
- Offers diverse products ( scope for growth for the future)

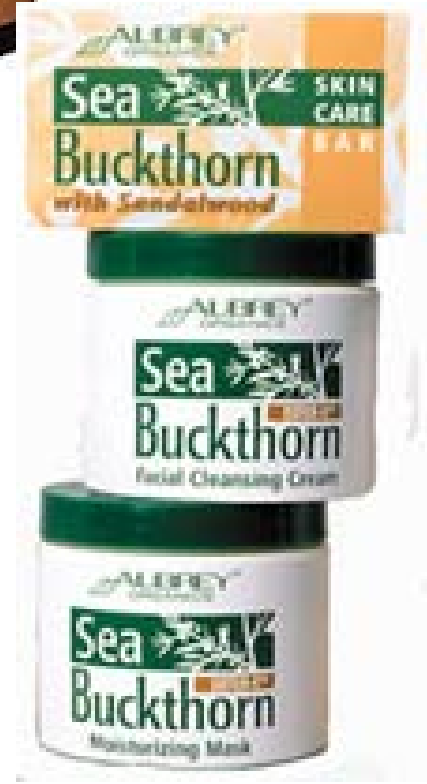
# What Crop?

- Sea Buckthorn
- Native to the UK
- Known for over 1000 years
- Farmed in Asia, Europe, N & S America
- Well studied – growing global R&D

# What is it?

- 6m tall shrub
- Wind pollinated
- Nitrogen fixer
- Produces berries
- Crops for 20 years
- 200 active ingredient phyto chemicals
- Tolerant of varied climates
- 16 subspecies globally
- Modern commercial farming since the 1930s





# High Value

- Berry : Produces juice – functional foods
- Pulp oil – pharmaceutical
- Seed oil – cosmetics
- Plus leaves & bark
- Ex-farm value of berry – as a commodity crop – competition on world market.
- Must add value

# Basic gross margin

- 20kg per plant
- 1250/4000 plants per hectare
- £10 per kg after primary processing.
- $1250 \times 20\text{kg} = 25,000$  kg per hectare
- $25,000\text{kg} \times £10 = £250,000$  per hectare.

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# BUT...

- 5 years to mature
- Variable yields worldwide
- Hard to source plants
- Inefficient harvesting
- Short harvesting window
- Must maintain optimum active ingredient quality
- High capital investment in processing
- No established market in UK
- Potential of 10 years to profitability.

# Needs

- Research in UK behaviour of global varieties
- Develop UK orchard design
- Optimise harvesting methods
- Create committed farm based co-op partnered with processors
- Establish links with market
- Maintain added value profit on farm
- Establish acceptance in UK marketplace
- Target 1500 hectares of mixed variety orchards
- UK Seabuckthorn Association
- Global recognition of UK quality with assurance scheme
- Breeding programme for varieties delivering for juice, pharmaceutical and cosmetic specific markets.

# What do I want from InCrops?

1. Access to R & D:
  - Research resources and brains
  - Plant breeding/multiplication/agronomy
  - Harvesting/storage/processing
  - Management of active ingredients
  - Quality standards

## 2. Access to funding:

- Incubation funding for R & D
- Developing feasibility
- UK Seabuckthorn Association
- Developing quality standards system

## 3. Access to markets:

- Product development and innovation
- Develop links at all levels
- Support quality assurance
- Brand & its launch.

#### 4. Business support:

- Bringing together committed development group & support for development forum
- Facilitate and monitor development process
- Support UK Seabuckthorn Association as a member of the International Seabuckthorn Association.

# Conclusion: Future for Seabuckthorn as a novel crop

- High Risk
- Requires long term commitment
- Needs development as a co-operative
- Promises high rates of return

