

Duxford Monitor Farm Meeting Report

Meeting 4 – Lessons from outside our industry

18 January 2018

Fowlmere Village Hall

For more information, visit: cereals.ahdb.org.uk/Duxford



Key take-home messages

1. Consider who is your customer and always put your customer first
2. Grow for that customer and work with them to the benefit of your business
3. 80% of business performance is to do with your mindset – are you working in or on your business?

The supplier-customer relationship - Alan Ridealgh, Muntons

- Crucial to “identify who is your customer”
- Do a good job for your customers
- Put your customers first and follow up on all complaints
- Have a strong focus on quality – in 2007 Muntons needed a month to get ready for their audit, now just need an afternoon. Don't be afraid of audits.
- Look to innovate: collaborate > innovate > create
- Make some money = sustainable profitability
- Muntons key customer tips:

Customers



- Give them what they want
- Again and again
- Give them what they don't realise they want (or sometimes value)
- Really understand their requirements
- Manage areas outside of your direct control using quality partners
- Measure stuff - if you can't , you can't manage
- Tell them how good you are! (no pressure!)



The poultry industry – Tom Wornham, T Wornham & Son

- The business has a very strong consideration of the end consumer
- For the UK, demand for breast meat is the priority – 2 million tonnes are imported for this reason
- No one product currently does the job of satisfying the market – standard, free range or organic
- The difference in cost of a bird can be between £3 - £25, but the cost of chicken has remained affordable. Huge increase in performance to keep up with consumer trends.
- T Wornham & Son
 - o 4th generation, bought in 1924
 - o Very heavy clay soils
 - o Combinable cropping, grass and woodland
 - o Embraced technological advances through the years
 - o Poultry litter applied at RB209 rates, but accounts for a lot of nutrient supply for the farm
 - o High energy input but make use of heating for additional income
 - o Have seen large improvements in bird performance and feed conversion ratio from the use of heat
- Tom's tips for arable farmers:
 - How much actually returns a yield?
 - Is there a way to improve the little trust that currently exists between data suppliers for the benefit of the industry?
 - The poultry sector uses 7 million tonnes of wheat and soya a year. Can the arable sector grow wheat specifically for the poultry customer (uses 40% of UK wheat)?

Yield Over Time (42 days)



Business coach – Alan Brighton, ACTIONCOACH

- Are you a FARMER OR BUSINESS OWNER?
- Make use of the: PARETO PRINCIPLE 80:20
- To achieve success: BUSINESS – 20% MINDSET – 80%
- Are you doing £10/hr jobs or £1,000/hr jobs?
 - o **£10** <=
 - o **£100**
 - o **£1000** <= *Spend as much time as possible doing these jobs*
- Are you working IN OR ON your business?
- EAT THE FROG – Do the thing that you don't want to do first in the day!
- The key formula for mindset is:
 - BE X DO = HAVE
 - 2 X 25 = 50
 - 4 X 12.5 = 50

Further Information

AHDB Business Planning tools: <https://ahdb.org.uk/business-planning>

Farmbench for cost of production calculations: <https://ahdb.org.uk/farmbench>

For information about the **wider AHDB industries**, such as Beef & Lamb, Pork, Horticulture, Dairy or Potatoes and their take on the industry, tools and resources, please visit: <https://ahdb.org.uk>

Meetings and Contact Information

Winter Meeting Dates 2018 to 2019

All meetings will start at 9am with a bacon roll at Fowlmere Village Hall, Chrishall Road, Fowlmere, Cambridgeshire, SG8 7RY.

- Friday 15 February 2018 – Spring cropping and the supply chain

For more information about the Duxford Monitor Farm, contact: Teresa Meadows

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To find out more about Farmbench, AHDB's benchmarking tool, contact: Holly Howsam

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