

Farming in 2040 and Beyond

Consulting to the Scintillating 500

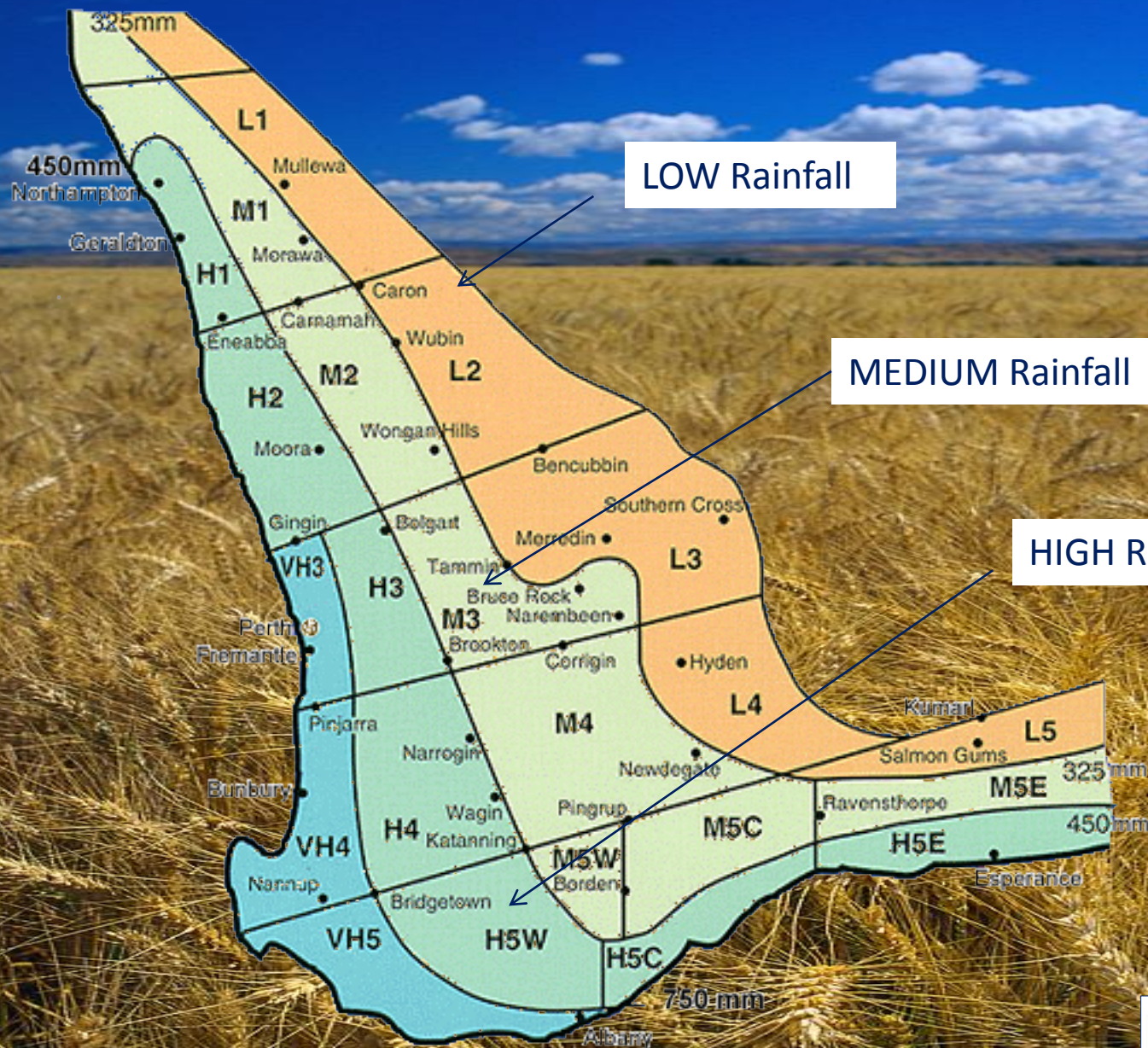


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Things to Happen 2025 - 2050

- **20/20 Rule will apply – 20m. sheep and 20mt. crop.**
- **25% farmland owned by Corporate Owners and/or Sovereign Food Funds.**
- **New capital – New Players – New Ideas.**
- **Total Factor Productivity Boom.**
- **Crop Industry – Scintillating 500 – 20mt. crop.**

Farm Numbers and Distribution

	<u>2013</u>	<u>2025</u>
Australia	53,317*	40,000
WA	6,442*	5,000
Key Farmers	3,003	2,500
Key Grain Growers	601	500

*ABARE July 2013

Farming Clients of the FUTURE

- Larger Scale Operators
- Well Educated
- E-Literate and Tech Savvy
- Enterprise Diverse
- Performance Focussed
- Innovative Marketers
- Lifestyle Aware
- Information Thirsty
- Time Poor

What is to be our **GENERIC** Strategy?

How do we position ourselves relative to our competitors make ourselves **UNIQUE**?

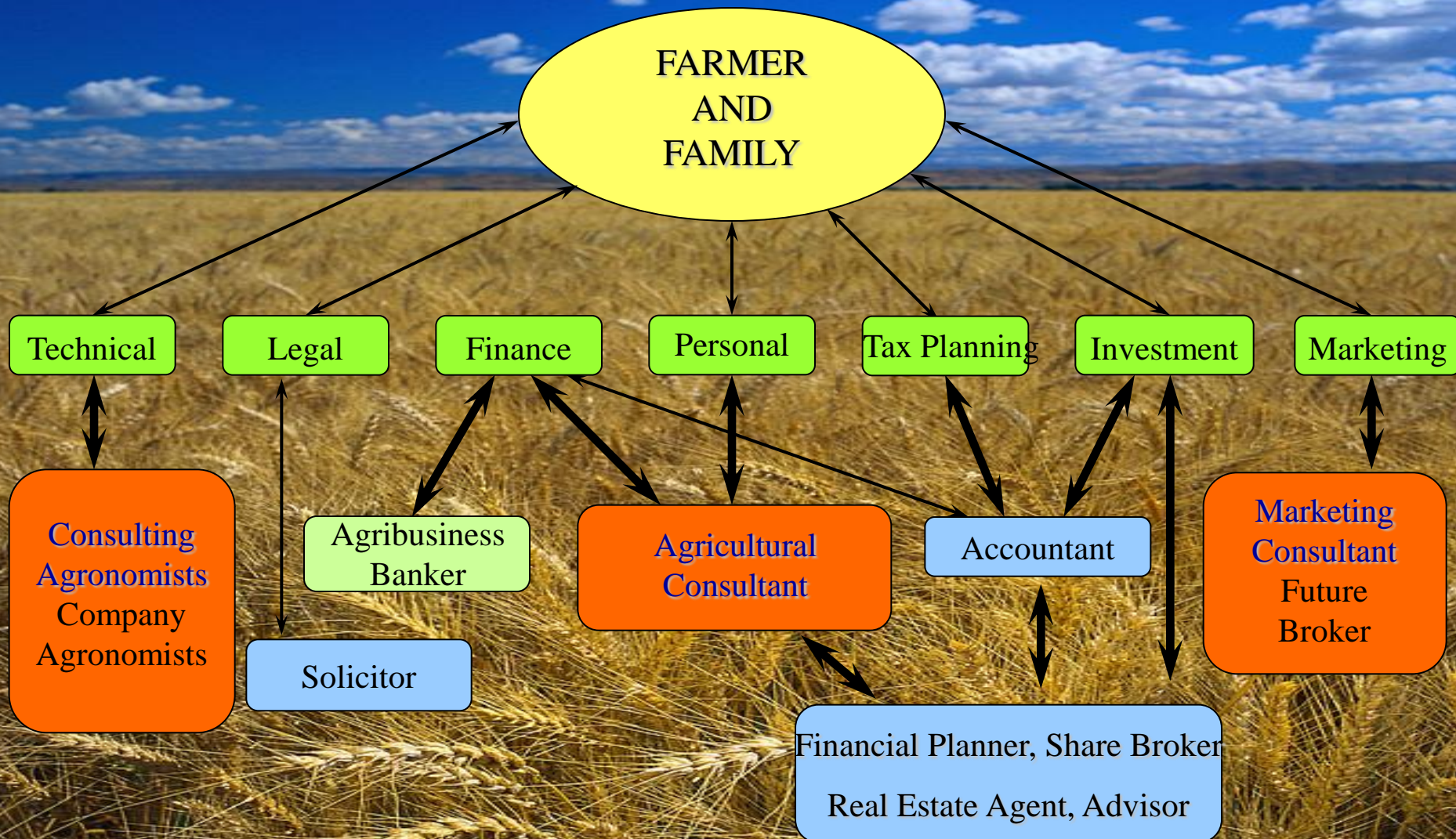
- Do something **DIFFERENT** from our competitors.
- Do something **BETTER** than competitors do it.

Agricultural Consulting Company Analysis (Western Australia)

<i>Number of Consultants per Company</i>	<i>Company Name</i>	<i>Total Consultants in WA</i>
15 - 20	Farmanco, Plan Farm, Consult Ag and Market Ag Synergy & Co	63
5 – 10	-	
2 - 5	Bedbrook Johnston & Williams Business Ag, Ag Asset, Ag Vise, ICON Agriculture, Agrarian Management	18
1	8 – 12* Individuals *some part time/semi retired	12
	Total Companies 22 (15%<)	Total 93 (+22%)

Source AAAC + Personal 28/07/07. Updated 22/4/15.

Farm Business Network




Consultancy Products

- **Herbicide Guide (Pest Book)**
- **Newsletter (Hard / E copy)**
- **Profit Series (Benchmarks)**
- **Agonomic Research**
- **Marketing Products (Price Protection)**
- **Grain Marketing Newsletter**
- **Outlook Days (Seminars/Field Days)**
- **Grower Group Affiliations**

Strategic Consultancy Issues

- **Client Fees**
- **Consultant Profitability**
- **Consultant Efficiency and Leverage on Fees**
- **Reward for Effort**
- **Ability to Recruit New Consultants and shallow Consultant Pool**
- **Travel and Location Issues**
- **Declining Farm Business Numbers (9% every 5 years)**
- **Competition for Services**



There are many ways of
going forward, but only
one way of standing still.

Franklin D. Roosevelt (1882-1945)



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