



BUILDING
HORTICULTURE
BUSINESS CAPACITY PROGRAM

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High Level detail

- Focus on business and financial management practices
- Connect business owners to farm management experts
- Review of actual business and financial management practices
- Full business financial performance analysis
- 1-2-1 coaching and business planning
- Business data management
- Publish industry averages

Key Foundation Point

Taking on board 3rd party independent expert point of view is an advantage NOT a sign of weakness

Hard Truths

- We don't know what we don't know
- Our base assumptions can so quickly become outdated
- We're all prone to bias'

Misconceptions

- Not there to take over
- Not there to make decisions for you

Recent Experience



Recent Experience – Key Points

- Initially didn't know what they didn't know - it was a suggestion from another source (bank) that they look further
- They knew exactly what they were doing operationally, but they had no idea of the effect this was having on the financials of the business
- Over focus on 'bad debts' rather than truly understanding each cost
- Embedded in their business as a fresh set of eyes with no emotional attachment to the business

Recent Experience – Results in Brief

- Business is running at 78% operating efficiency
- A 1% change in this business equates to a \$98k difference to operating profit
- If this difference was taken from the business and invested into a low-risk share portfolio earning a meager 5% annually, this 1% change in operating efficiency would be worth \$1.8m in 15 years time
- collectively, the little things make a big difference!

Even if you halved the size (still in our target group), a similar performing business could have \$900k off farm in 15 years.

Additional Key Point

Industry data and Knowledge is both an individual and collective advantage

Want to get Involved?

- If you're a veg or pome business grower – come and talk
- Grow another crop – berries, potatoes, stone fruit, citrus – speak with your industry body about being involved (and come talk to us)