

PRODUCE fresh from the croft

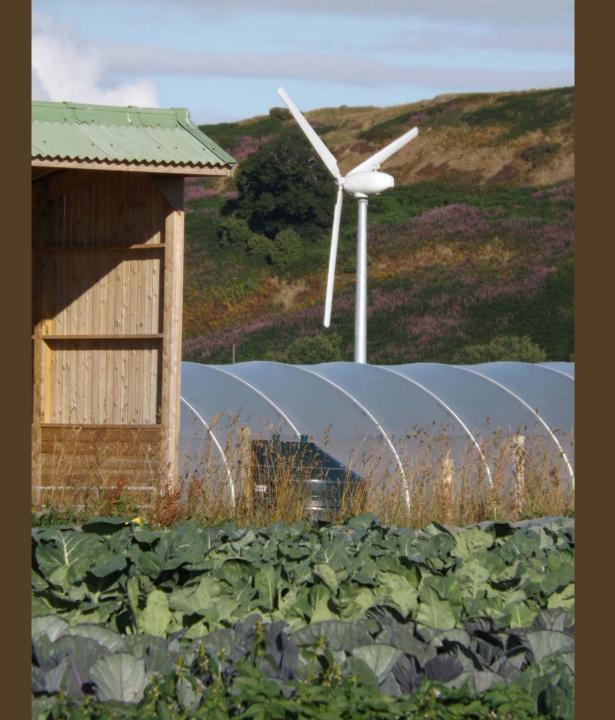


What we produce....

- Carbon lock-up and avoided emissions
 - c90T CO2E a year
- Real jobs
 - 4 jobs FTE
- Healthy food
 - Feed 400 people approx 25% of diet
- We do NOT produce a cash surplus (profit)



















What support do we get?

- Customers pay 20% more
- They like it 'fresh and local'
- Supportive of a local business less bothered about the carbon

 We receive NO farm subsidy (SFP) as we are new entrants with no 'entitlement' and produce veg and fruit.

Is this business sustainable?

It is on target....

- Efficient use of LAND£9000/acre
- Inefficient use of labour – 11 acres per person

But is does NOT...

- Cover depreciation
- Pay a living wage
- Give a return on investment

True cost accounting....

- Carbon lock-up and avoided emissions
 - c90T CO2E a year
 - Carbon worth \$150 a tonne (David Mackay)
 - We produce £9000 of carbon savig a year
- Real jobs created
 - 4 jobs FTE
 - Rural jobs cost £3400 each to create
 - We produce £13400 of rural employment
- Healthy food
 - Feed 400 people approx 25% of diet
 - Healthy diet c£170 in health benefits/savings
 - We produce £17000 of health benefits

Current value = Food sales £45000

 Full value = food sales + carbon lock-up + jobs created + healthy diets

$$=$$
£45000 + £39400 = **£84400**

Only half of what we produce is valued

What would we do if we received the full value of what we produce...

- Pay a living wage of £11.40/hr
- Reduce benefit claims for Child Tax
 Credits and Working Credit by £21000
- Reinvest in more efficient equipment as it depreciates
- Expand business and rent more land
- Incentivise other producers to deliver similar benefits

