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### The Future of the Family Farm

Anna Cotton Kelvedon Estate

# Background

- family farmer from Swansea
  - super fine Merinos
    - fleece weight 4.5kg
    - micron 15.5μ
  - vineyard
    - Pinot noir
    - Chardonnay
    - Sauvignon blanc
- 2024 Nuffield Scholar
  - What is next for family farms?





### Risk mitigation at Kelvedon Estate

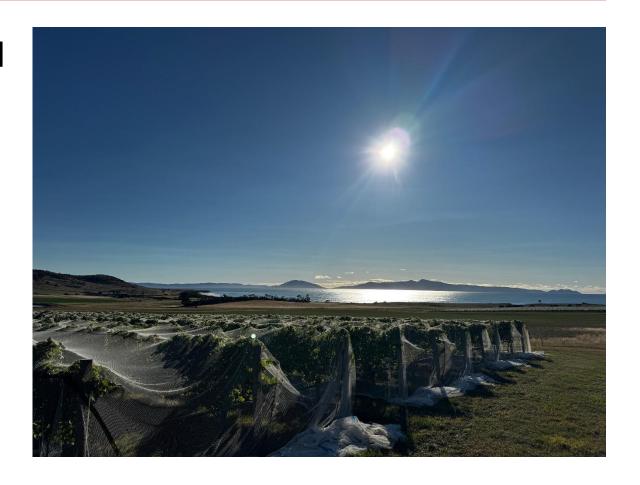
- diversification
  - wool
  - wine
  - grape sales
  - surplus sheep sales
- brand recognition
- quality assurance schemes
  - Responsible Wool Standard (RWS)
  - Wine Sustainability.





#### Changes to Kelvedon Estate

- sale of land to the Tasmanian Land Conservancy
- centre pivot irrigation further plans to increase this.





# Why Nuffield?

- wanting to explore the question: What is next for family farms?
- challenge
- learn
- global network of like-minded individuals.





# Key Nuffield learnings

- emotion can hold you back
- diversify in a way that complements your business
- finding a balance between nature conservation and agriculture.





#### Future plans for Kelvedon Estate

- Tempus retirement village
- Agri-tourism
  - cellar door?
  - farm tours
  - accommodation
- explore low/no alcohol options
- micron testing individual animals.





## Top three take home messages

- 1. To keep an open mind and be curious.
- 2. The importance of a voice in the room.
- 3. Embrace change.







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