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# The Future of the Family Farm

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Kelvedon Estate

# Background

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- family farmer from Swansea
  - super fine Merinos
    - fleece weight 4.5kg
    - micron 15.5 $\mu$
  - 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

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





# Why Nuffield?

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



# Key Nuffield learnings

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- 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

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



# Top three take home messages

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







# RED MEAT UPDATES

## T A S M A N I A

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*Rabobank*

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