Assessing Farm Sustainability

William Waterfield Farm Consultancy Group

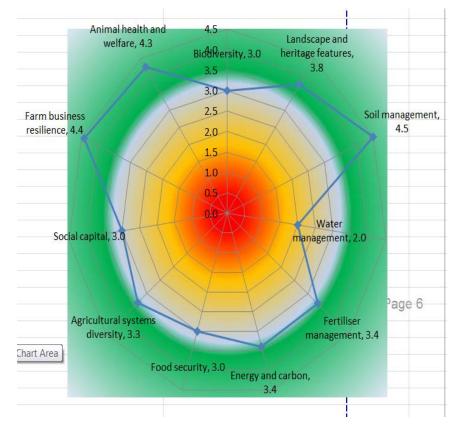
The FAST (PG) Tool Making Changes to the Farm



Assessing Farm Sustainability

Help farmers build robust business that are

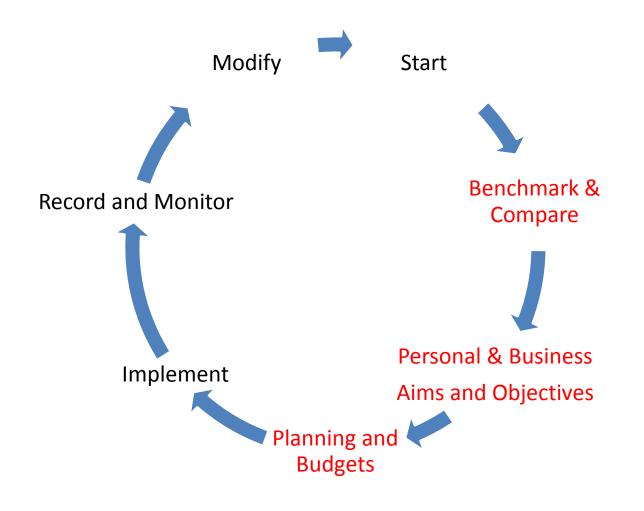
- Productive
- Profitable
- People focused
- Environmentally responsible





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The Business (Change) Cycle





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Setting Business Aims

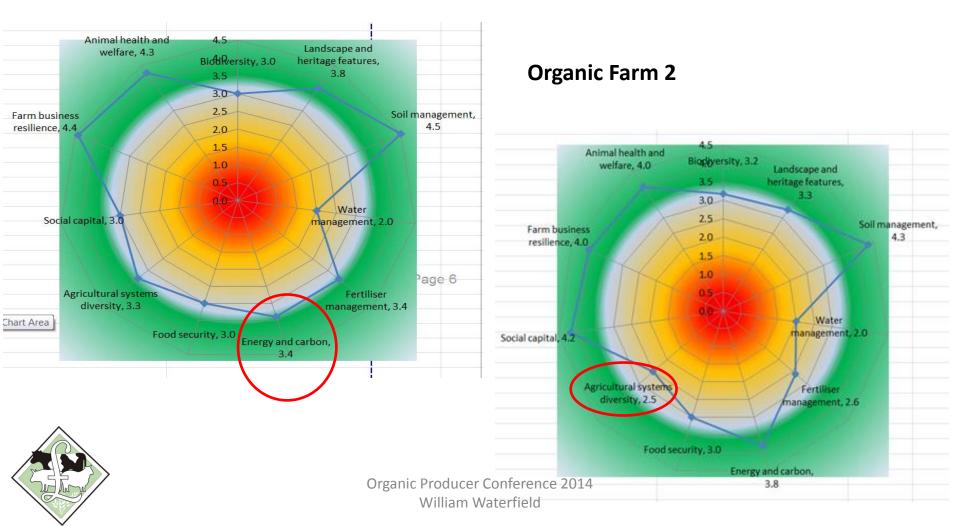
Robust Businesses -do not need to be complex

"Simplicity is a great virtue but it requires hard work to achieve it and education to appreciate it and to make matters worse complexity sells better" Edsger W Dijkstra



PG Tool enables Benchmarking and Identification of Strengths and Weaknesses

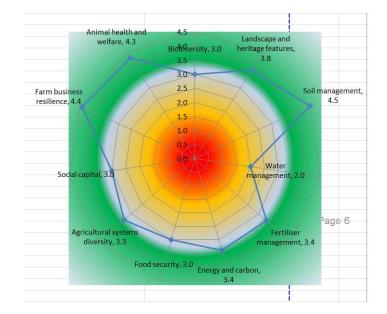
Organic Farm 1



The FAST (PG) Tool

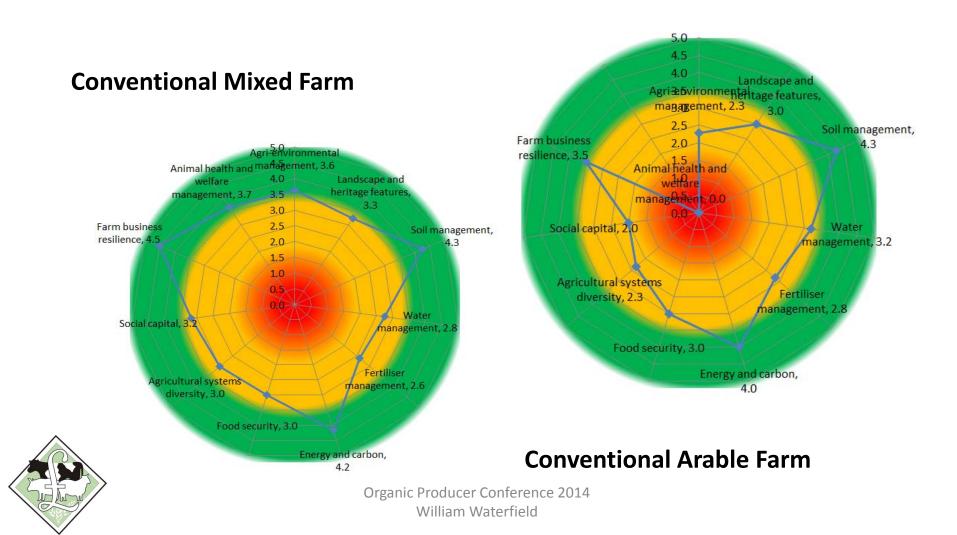
Spurs and Activities

- Soil Management
- Landscape and Heritage
- Agri-environmental Management
- Water Management
- Fertiliser Management and Nutrients
- Energy and Carbon
- Water Management
- Fertiliser Management and Nutrients
- Energy and Carbon
- Food Security
- Agricultural Systems Diversity
- Social Capital
- Farm Business Resilience
- Animal Health and Welfare Management

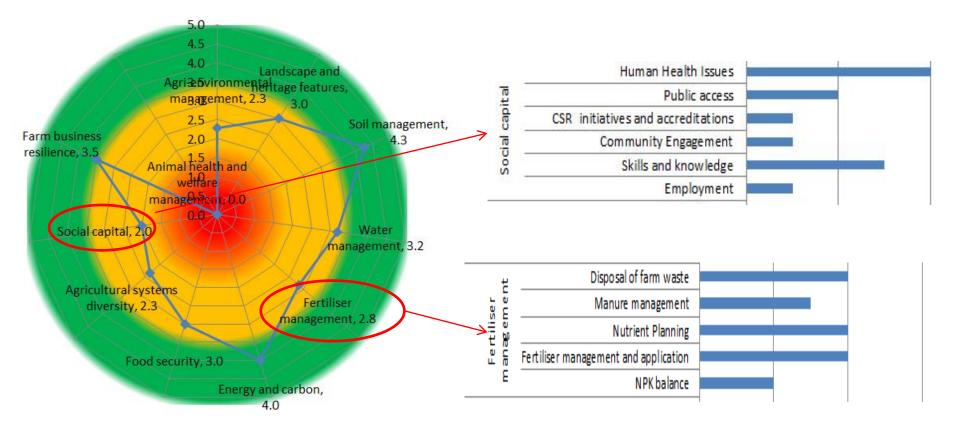




Conventional Farms



Identifying Weaknesses





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