

Industry Interface Support Initiative "The Help Group 2000-2014"

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Integrating and Supporting Seed, Machinery and Livestock Value-Added Chains

End-User / Seed Driven North-South approach including lateral outreach on the basis of agro-ecological overlap

Constraints faced: Global shortage of small / medium scale seeding equipment, suitable also for difficult soils, reduced tillage & zero cultivation

Requiring:

- Hoe and disc coulters which penetrate with <50 kg down pressure
- Combined drilling of seed, fertilizer and other products in single pass
- Air delivery and digital drive + large sample / high volume portion feed
- Space planting and eco farming / weeding combinations
- Affordable tyre rollers to improve soil-seed contact
- All modular componentry adaptable and adoptable across brands
- Up-grade and integration of farm machinery components
- Critical lack of funding

Globalization of Seed Trade

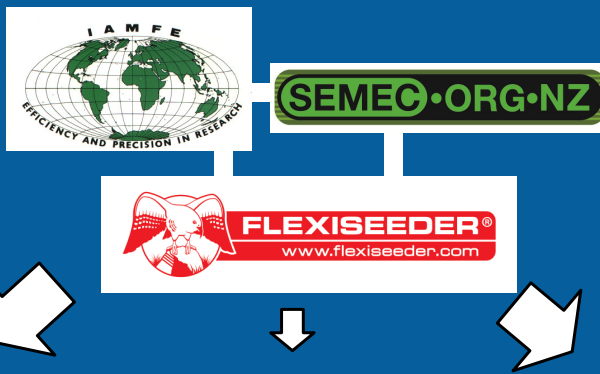
- Global seed market worth USD 47b in 2012 of which 9.9b traded internationally, up from 4.5b in 2003 (Ref: Int. Seed Federation).
- NZ exports seed to >60 countries / overlapping agro-ecologies.
- Nordic / NZ regions work closely for year round seed production.
- Nordic + NZ = significant share of international seed trade.
- Seed central to livestock Production
- Overlapping equipment & technology needs - including farmer.

Innovation

- Formed broad-based ad hoc end user Flexiseeder group comprising farmers, plant breeders, specialist seeds and livestock persons, researchers and production experts.
- Identified and assembled skilled core of self employed engineers (fabrication, CNC profile cutting, folding, machining, foundry, spring making, etc) plus parts suppliers and logistics able to integrate our needs with their overall operation.
- Overlaid this equipment R&D and production model with established year-round Nth / Sth seed pathway.
- Utilized Flexiseeder Ltd (Stevens Family Trust) as major risk-taking and financing entity, incorporating the group's strong philanthropic ethos.

Feasibility of Development

- ✓ Rapid development of the internet
- ✓ Global agro-ecological overlap
- ✓ Applied industry approach
- ✓ Integrated public – private sector team
- ✓ Institutional recognition & involvement
- ✓ Private philanthropic support



Remediation-2014

- Portfolio of unique equipment modules developed, tested and placed in trust for wider use.
- Entered market with pre-commercial and commercial production models / including integration across brands.
- Range of upgraded modules for research / early generation seed, tested & offered back to suppliers free of cost.
- Resulting technologies leveraged by end users/clients to secure 3rd party project funding for its applied use.
- Second hand equipment identified / refurbished / delivered to end users.
- Graduate and Honours students mentored and assisted with field training and equipment.
- Trade-level work experience given.
- Professional and material assistance for project identification, formulation and start-up.



Understand the Need - Design and Build Accordingly - Provide Back-up Support