

Industry Interface Support Initiative

"Our Flexiseeder Production Model" (2009 onward)

www.slu.se/faltforsk

John Stevens
John Hampton
Torbjorn Leuchovius
Alan Marshall
Travis P. Ryan-Salter



stevensj@flexiseeder.com
john.hampton@lincoln.ac.nz
torbjorn.leuchovius@slu.se
alan.marshall@lincoln.ac.nz
travis.ryansalt@lincoln.ac.nz



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

Co-ordinated Group of Specialized Family-Owned / Owner-Operated Entities

New Zealand has many highly skilled, well resourced and specialized small family businesses supplying the local and export market – Flexiseeder is part of this

- ✓ Flexiseeder production is focused in Christchurch, New Zealand where all core members of this production group and associated suppliers are within 20 minutes driving time – also near to Lincoln University Seed Research Centre, which is the umbrella technical entity.
- ✓ Core elements are within walking distance of the base factory (Geoff Gray Ltd) which is also the focal point of Flexiseeder Ltd (the risk taking / financing / coordinating entity).
- ✓ Each independent entity runs its own operation. Flexiseeder work is only part of their respective portfolios. This is a common approach within NZ industry.
- ✓ It allows and facilitates small businesses to operate and grow successfully incorporating modern technologies.
- ✓ Keeping in mind that for small runs, R&D and pre-commercial production, very often simple / older technologies are both more affordable and more appropriate, ensuring a very short and highly flexible response time.
- ✓ This has provided the key to the success of Flexiseeder thus far.
- ✓ Volume production of stabilized modules wherever we have a comparative advantage can continue economically within New Zealand for local use and export – others elements must move off shore.
- ✓ Shipping a container from Christchurch to Gothenburg for example costs less than sourcing from much of Europe. Freight is not a problem – timely delivery however needs advanced planning, including adequate pre-positioning of stock / kit-set approach.
- ✓ Alternatives for a more diversified global base are needed, including hedging against currency fluctuations.
- ✓ The combined life-time experience of our applied team of 9 founding members within those core entities featured in this poster is over 400 years – succession is of concern.
- ✓ Most of us are nearing retirement and wish to hand over - systematically.
- ✓ Hence our open and strong mentoring policy which includes placing key elements into trust for future / subsequent generations and providing hands-on training.
- ✓ We are open to suggestions.



Geoff Gray Ltd



CUSTOM TOOLING & ENGINEERING LTD.

McCLAY TOOLING LTD



Lincoln University
Seed Research Centre
www.seedcentre.org.nz

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

Lincoln University
The Otago Waikato & Aotearoa
CHRISTCHURCH-NEW ZEALAND
New Zealand's specialist land-based university

Smallaire
AMAZONE
VÅDERSTAD
agresearch
grasslanz
SEMEG-ORG-NZ
HALDRUP
Plant Research (NZ) LTD.
Kverneland
PGG Wrightson Seeds
FARMGARD
Sparex
GLOBAL OATS
Carr GROUP
Seed Force
JAMFF
EFFICIENCY AND RESILIENCE IN NEW ZEALAND

Friel & Sons Ltd Positive Electric 2010 Ltd John Brooks Ltd Simons Hill Station Sawdon Station