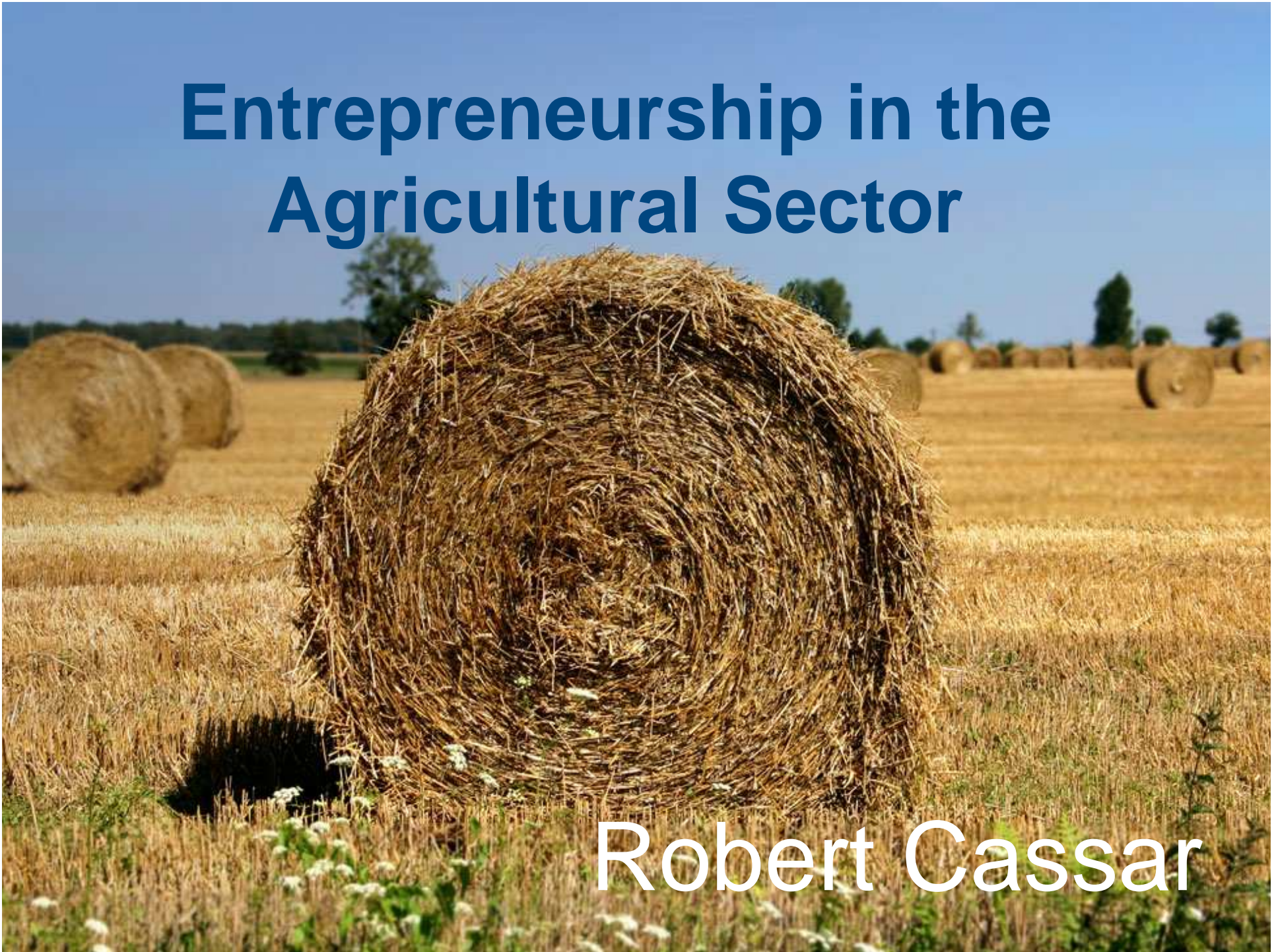


Entrepreneurship in the Agricultural Sector

Robert Cassar



Some facts

- **Food Production:** Very source of the food on our plates.
- The link between agriculture, the environment, biodiversity, climate change and the sustainable management of our natural resources namely, water and land.
- The link between agriculture and the positive economic and social development of the vast rural areas of the EU.
- Thus the CAP (Common Agricultural Policy) ...



Where are we?

- 1.7 % of the Maltese GDP
- Only 12,000 Hectares
- Pricing of Maltese Products
- Increase of Income?



Recession !!

- Uncertainty
- Lack of opportunities
- Lack of funding
- Is the demand lacking?
Really?



Innovation: Buzz word?

- Innovation is not science nor technology but the application of knowledge of all types to achieve desired social & economic outcomes.
- Often innovation combines technical, organizational & other sorts of changes.
- It brings radical and many small improvements & a continuous process of upgrading.



Is the local agriculture economy terminally sick? Can we innovate?

Funding Opportunities

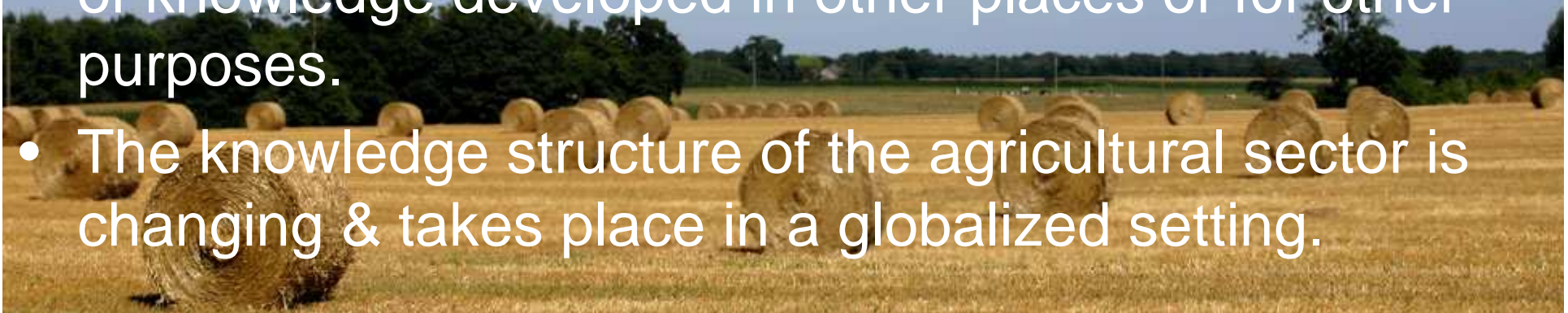
- CIP Eco-Innovation Incentive (EACI Agency)
- Tax credit schemes such as Micro invest Scheme

Are they enough?



Some Truths

- Markets, not production, drive agricultural development.
- The sector is growing more dynamic & unpredictable
- Knowledge & technology are generated & applied through the private sector & the entrepreneurial mindset .
- ICT has transformed the ability to take advantage of knowledge developed in other places or for other purposes.
- The knowledge structure of the agricultural sector is changing & takes place in a globalized setting.



Long Term Planning

- Think Big, Act Small..
- Invest more when others may be cutting back !
- Re-Visit your strengths !
- Go out on the road !
- Don't follow your competitors !





Thank You

