

Ühistegevusest marjakasvatuses

- *Eesti tootja kogemus Euroopast*

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- Farmcare Trading Ltd
- Wellcome Trust
- Šotimaa
maasikakasvatus



Farmcare Trading Ltd

- 16,000ha põllumaad (20,000ha koos rendimaaga)
- 15 Farmi, 3 pakkimiskeskust
- 102 elamut
- 27 kommertshoonet ja 2 lennuvälja
- € 314M – The Co-operative Group →
Wellcome Trust



ARAN PM

Growing Environment

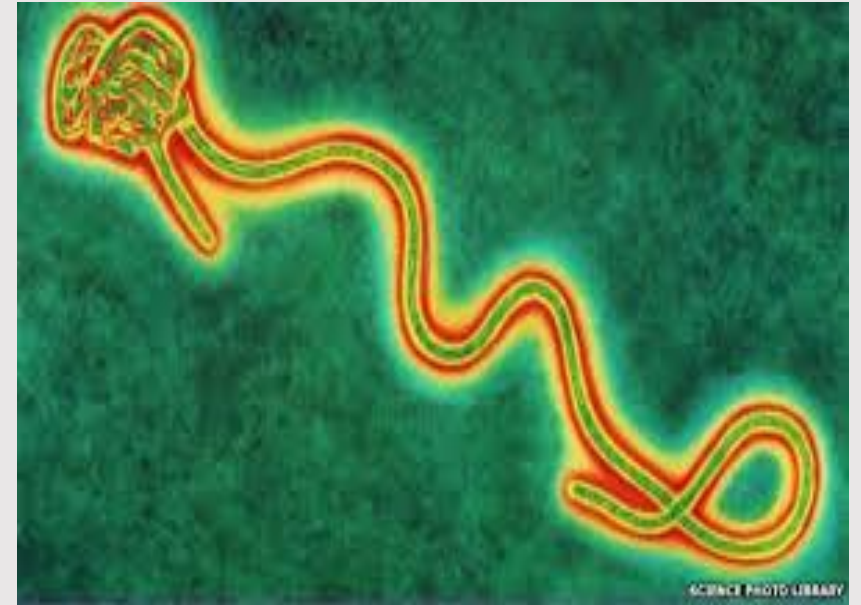
Visioon

To be the UK's leading rural growing business.

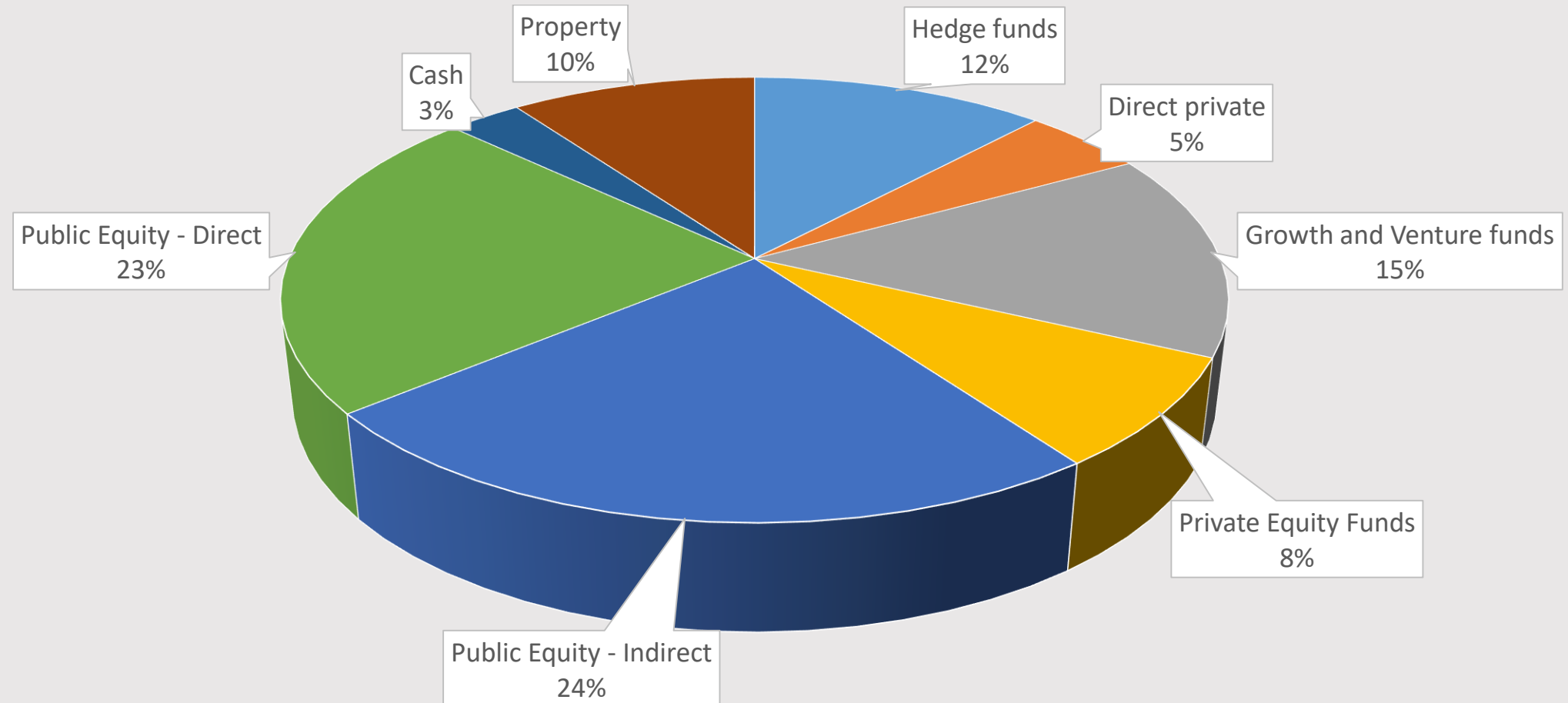


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Growing Environment

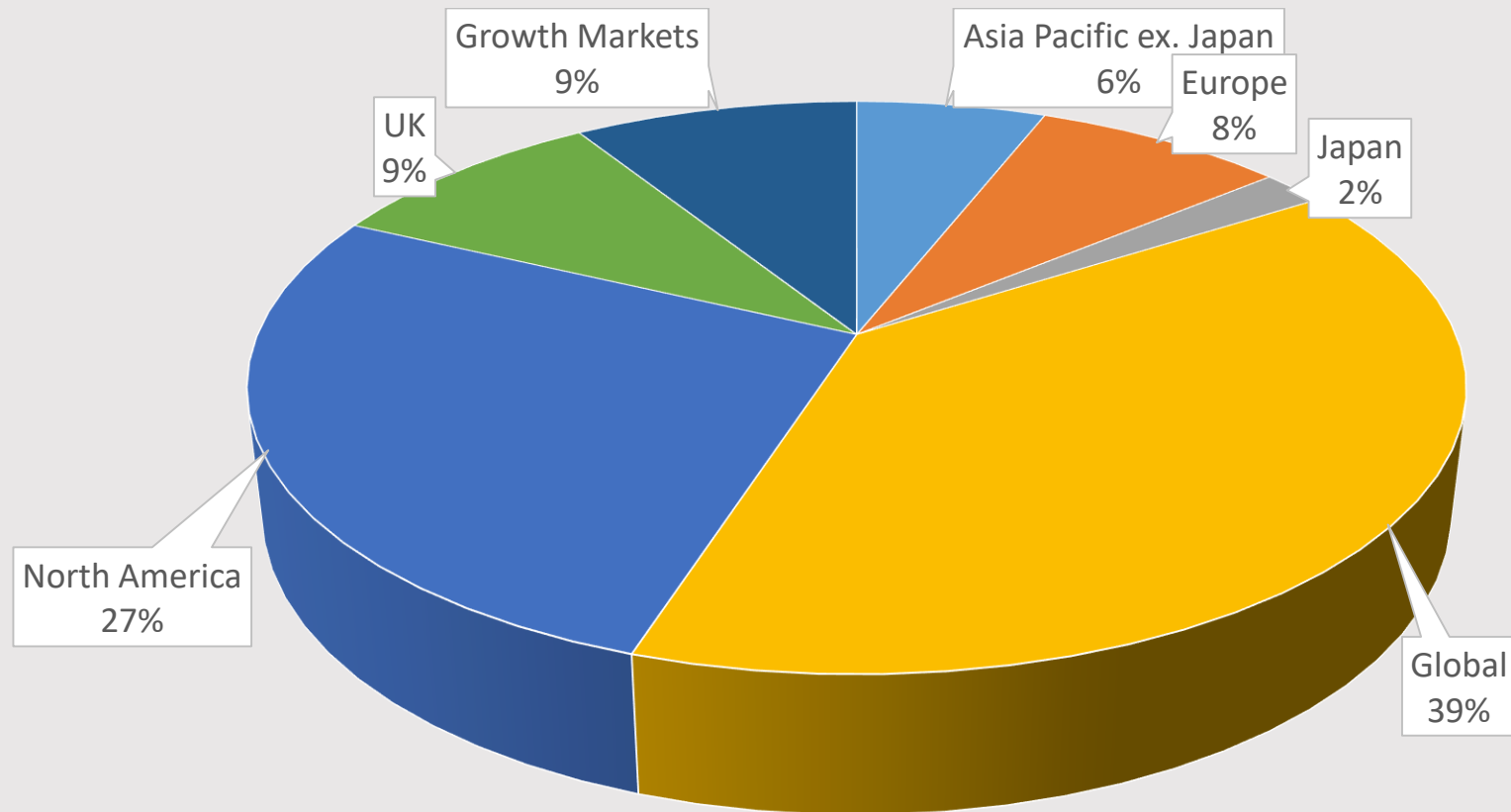
- 2014: €23bn varade väärtus (unaudited)
- Maailma suuruselt teine heategevusorganisatsioon
- Eelmine aasta toetati missiooni €882M
- Järgneva 5a jooksul annetakse €4.4bl



Portfolio



Investeeringute asukohad



Kuulsamad investeringud

welcometrust



The Coca-Cola Company



Johnson & Johnson

Google™

NOVARTIS

Itaú



JPMORGAN CHASE & CO.

RioTinto

HSBC

Microsoft®

SIEMENS



facebook®



Santander

Nestlé
Good Food, Good Life

TOYOTA



Roche

Telefonica

Bank of America

CISCO

vodafone

IBM

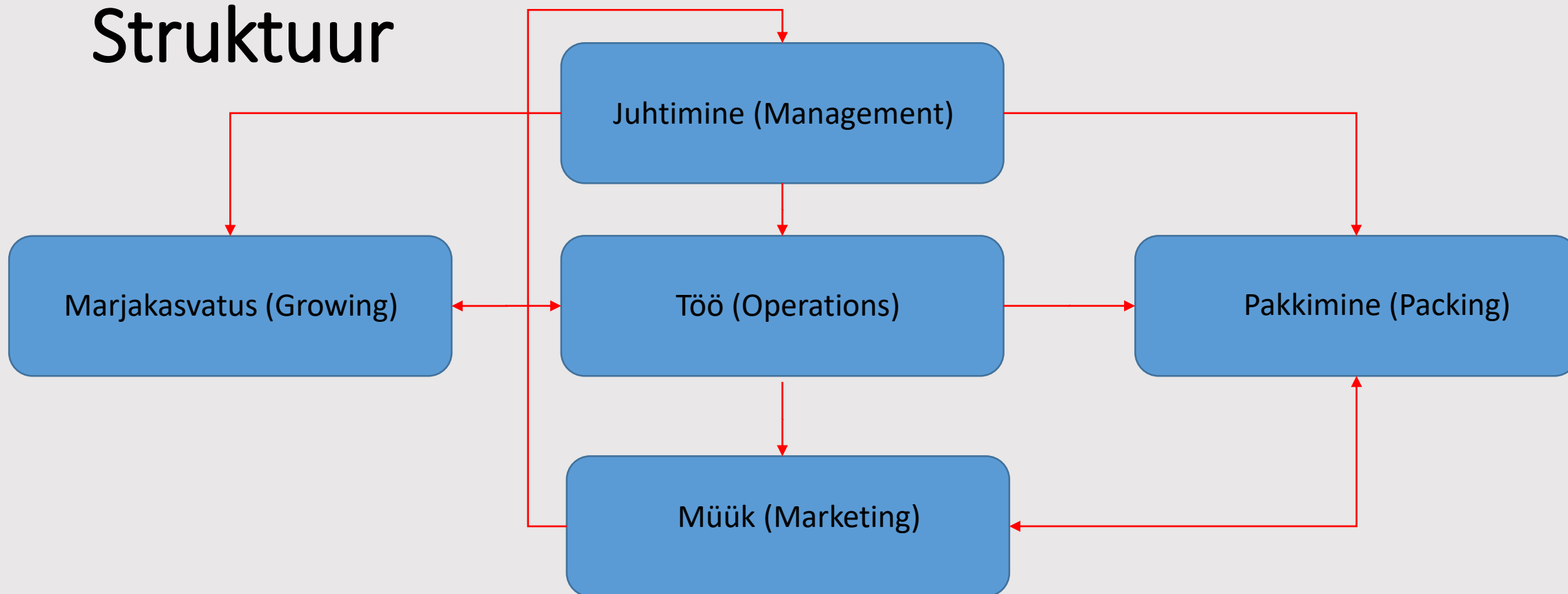
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Maasikakasvatus - **Blairgowrie Estates**



- 400ha – 46ha maasikaid, ülejäänud teravili, kartul, porgand
- 1400t maasikaid (2014)
- Käive – € 4.8M (*Farm maasikad 2014*)
- Pakkimiskeskus – 4.5M pakendit aastas (2014)
- Käive – € 0.7M (*Pakkimine marjad 2014*)
- Töölised – 7 täiskohaga, 400 hooajalist

Struktuur



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Tootjaorganisatsioon



- 18 tootjat



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AG Tootjaorganisatsioon **eesmärk**

Et tõlkes midagi väärtuslikku kaduma ei läheks ...

- Market our growers' fruit effectively, using our combined size to access profitable markets
- Work together to co-ordinate our production to meet the needs of our key customers
- Pack our growers' fruit so it arrives on the table as fresh as it leaves the field
- Develop branded premium lines that our customers will recognise and trust
- Deliver cutting edge advice, technology and Quality Management Systems to our growers
- Help new growers by sharing our knowledge and skills
- Recognise our responsibilities to our people and our planet
- Work together to achieve more

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Mida võiks teha natuke paremini ...



**TURNOVER
IS VANITY**

PROFIT IS SANITY

CASH IS KING

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Edu võti tulevikuks

Visioon, „Suur pilt“



Paindlikkus, riskide
majandamine



Koostöö



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"YOUR **FUTURE** IS CREATED BY WHAT
YOU DO { **TODAY** }
NOT { ~~TOMORROW~~ }

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Tänud tähelepanu eest!