OLW Land Use Change Diversification Project

Objectives:

- Increase economic understanding around the comparison of alternative land uses
- Facilitate and encourage a due diligence process for diversification into alternative land uses
- Understand the considerations for making diversification or land use change decisions
- Understand the impediment to farmers making land use change.

Process

3 Workshops:
1ˢᵗ
- **Understand reasons for land use change**
- **Options for land use change**
- **Discuss issues that need to be considered**
- **Due diligence process**

2ⁿᵈ
- **Discussion on due diligence to date – issues arising**
- **Presentation from industry re options/farmer who has made the change**

3ʳᵈ ⁻ Outcomes
- **Did land use change proceed**
- **What were the barriers**
- **Challenges overcome – decision making process**

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Reason for Change/Issues

Reasons to investigate land use change:

Very largely "economic" based:

- Diversification of income as a risk management strategy
- Increase in business income – part of succession planning

Other – desire to try something new, environmental [Noting most options under consideration had a lower environmental impact]

Expectation of main barrier:

- Financial
- Skills/human capital
- Still not sure this is a good idea

Key issue – access to information

- If established export-orientated industry – usually some information around
- Domestic or new industry – very little information available, especially financial
- If information available – usually very dispersed

Process#2

Have a standardised questionnaire – participants filled this in at the start, & will do so again at the 2nd & 3rd workshops, so we can track progress/change in thinking.
Covering:
- Motivation for change
- Land use options considered
- Knowledge levels of options considered
- Key barriers – anticipated and encountered
- Disadvantages to change land use
- Partners in the process

End/Discussion

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