Session Eight
‘Profit Together’ – addressing grower technology, technology transfer and production communication needs and expectations

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Technology transfer: More than just leading a horse to water

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PEOPLE ARE DIFFERENT. SO ARE THEIR LEVELS OF ASPIRATION

HOW MUCH IS ‘ENOUGH’?

BREAD AND BUTTER?

HOBBY?

LIFESTYLE?

THE COMFORT ZONE
Thou shalt implement EUREPGAP

Sinking ship

Careful analysis of the bottom line usually leads to action. But most growers do not do this probably due to lack of time and a distinct dislike of sums and paperwork.
Two options:

1. Let market forces act. Farmers slow in adopting technology will go out of business and will be bought out by farmers who do adopt new technology

   *Survival of the fittest*

2. Motivate people to want to adopt new technology. This requires **strong leadership**

   *Unity is strength*
Leadership is influence. Nothing more, nothing less.

- John C. Maxwell, Author of “The 21 Irrefutable laws of leadership”
Facets of leadership:
- Communication
- Relationships
- Credibility

Create “peer pressure”
- Be part of the ‘club’
- Keep up with the Joneses
- Fuel one another’s enthusiasm

Nothing breeds success like success