

*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**

# NECESSITY IS THE MOTHER OF INVENTION

*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**



## COMMUNITY OR INDIVIDUAL?

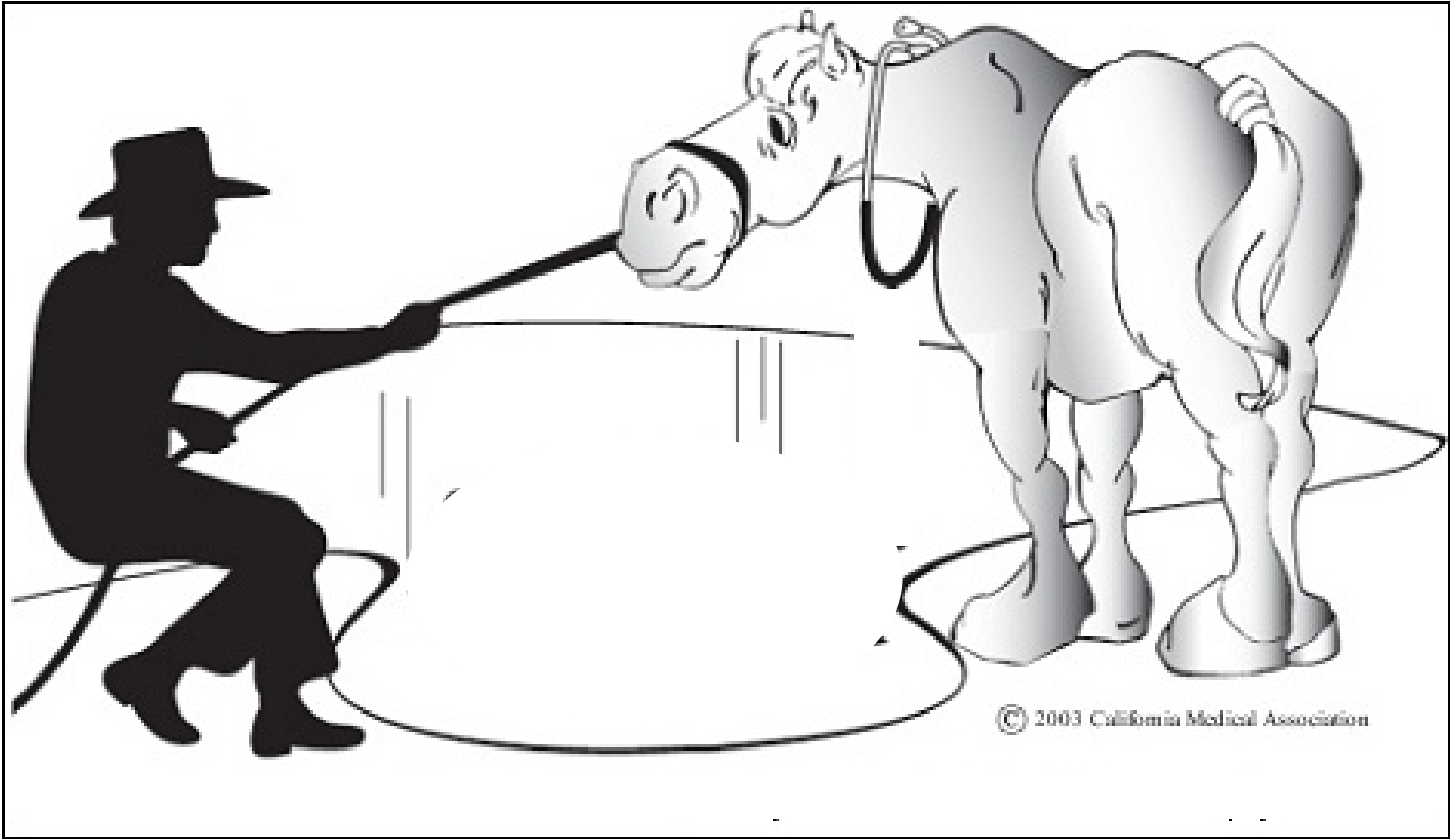
Two options:

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***

