

MAKING LINKS WORK FOR THE RELU

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Perspectives on commercialisation and knowledge exchange in the rural economy



What is commercialisation?



Within the context of:

- * Sustainable consumption and production
- * Sustainable farming and food industries
- * Public goods and services
- * Private and public partnerships
- * Technological and economic innovation



What do we want rural policy to achieve?

- * Sustainable food production
- * Safe food - reduce anti-carcinogenic properties of beef
 - * Farming producing more lapwings instead of lambs
 - * Curlews instead of cows
- * Greater contribution to the Health Service objectives
 - * Water storage - Flood control
 - * Clean Water
 - * Fuel
 - * Welsh speakers
- * Recreation and leisure



**What are the strategic
outcomes of
commercialisation in
relation to the rural
economy and land use?**



1. Sustainable rural communities

- * viable strong rural communities
- * develop tourism
- * vibrant rural enterprises
- * production of safe food
- * produce environmental goods and services
- * safeguard Welsh language and culture



2. Business take-up

**3. New technologies
in action**

**4. Economic growth and
development - diversification in
the rural economy**



**What would be
appropriate measures of
success within the
context of
commercialisation and
what types of indicators
could we use?**



- * Policy making and implementation - delivery of schemes within the rural economy of Wales
- * Knowledge transfer - marriage of public and private sector
- * Private sector implementation of new schemes
- * Balance and integrate social, economic and environmental sustainability objectives
- * Social justice in the rural economy



How do we strengthen

1. Public / Private partnerships?
2. Knowledge exchange?



Some examples of commercialisation in relation to the rural economy



1. Farming Connect



What is Farming Connect?

- * Service to maximise the contribution the farming community makes to the rural community
- * A uniquely Welsh service for farming families focused on business development and technology transfer
 - * Service introduced in September 2001
- * The National Assembly for Wales working together with agricultural organisations and the rural community
 - * Consumer focused



2. Centre of Alternative Land Use (*CALU*)



CALU is:

- * funded by the Welsh Assembly Government and the WDA.
- * the fifth Farming Connect Development Centre.
- * a partnership between: the University of Wales, Bangor, the Welsh College of Horticulture, ADAS Wales Ltd., Coed Cymru and Coleg Llysfasi.
- * A vehicle to transfer technology to any business in Wales that is interested in horticulture, biomass, alternative crops, alternative livestock and/or farm woodlands.



Some examples of *CALU*'s technology transfer projects:

- * Alternative horticultural crops trialled so that Welsh agriculture can take advantage of developments.
- * Flagship biomass heating projects across Wales - giving the fledgling biomass industry a boost.
- * Developing new techniques and improving existing methods of utilising Welsh farm woodlands - creating new jobs and wealth
- * Alternative livestock enterprises



3. The BioComposites Centre



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

*** The Centre was established in 1989 at the University of Wales, Bangor with the assistance of the WDA and industry.**

*** The aims of the Centre are:**

- a) to provide world leading fundamental and applied research into products and processes, based upon wood, industrial crops, recycled materials and industrial residues**
- b) to transfer these technologies to industry.**



Some examples of the Centre's technology transfer

- * Environmentally friendly bio-oils developed from novel renewable resources for use in business and industry.
- * Flax and hemp project developed links between Welsh farming community and the new Welsh Bio-fibre industry.
- * Integrated hemp and flax fibre bioprocessing - providing Welsh farmers with opportunities to diversify.

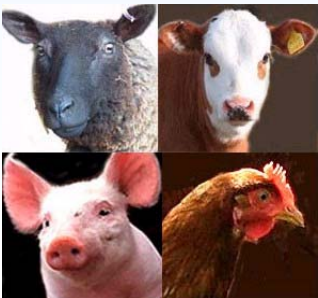


4. DEFRA'S LINK Programme

- * LINK encourages collaborative research for innovative and industrially-relevant research to support its wealth creation and quality of life goals.
- * LINK projects aim to deliver high-quality pre-commercial research and technological development projects with significant potential for commercial exploitation.
- * LINK seeks to promote exploitation of public research innovation for the benefit of the industry.
- * Defra provides grants of approximately £5 million of research per year to various consortia in five Farming and Food Science LINK programmes.
- * LINK funded projects form an integral part of the sustainable farming and food science R&D portfolio.

Example of LINK Programme:

- * Sustainable Livestock Production (SLP) LINK
- * SLP LINK was set up in 1996 to bring industry and academia closer together to work on problems that would be of direct benefit to the livestock industry and is set to run until June 2008.
- * Aim of programme: to initiate collaborative, pre-commercial research and development projects so that UK livestock production can maintain its economic competitiveness.
- * One priority area is research into genetic approaches to improve efficiency and quality of UK livestock production.



Example of Public/Private partnership working on GI (Geographic Information):

- * WAG recently purchased a range of All Wales satellite imagery and digital aerial photography as part of the development of the Tir Cynnal agri-environment scheme.
- * Working in partnership with CCW, private consultants and the University of Wales to improve opportunities for the private sector.



Conclusion and for discussion

- * What is commercialisation?
 - * What are the strategic outcomes of commercialisation in relation to the RELU?
- * What would be appropriate indicators of success and how do we measure success within the context of commercialisation?
- * Given budgetary pressures, what are the priorities for commercialisation?



Thank you

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