

# Entrepreneurship

**David Alvis**

**FIAGR**



# entrepreneurship

ɒntreɪprəˈnɜːʃɪp/

*noun*

1.the activity of setting up a business or businesses, taking on financial risks in the hope of profit.



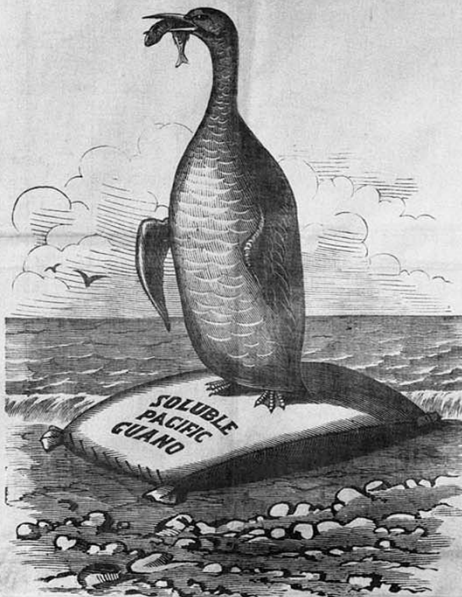


**William Gibbs**  
(1790–1875)

# SOLUBLE PACIFIC GUANO

FOR

**CORN**  
**POTATOES**  
**TOBACCO**  
**GRASS**

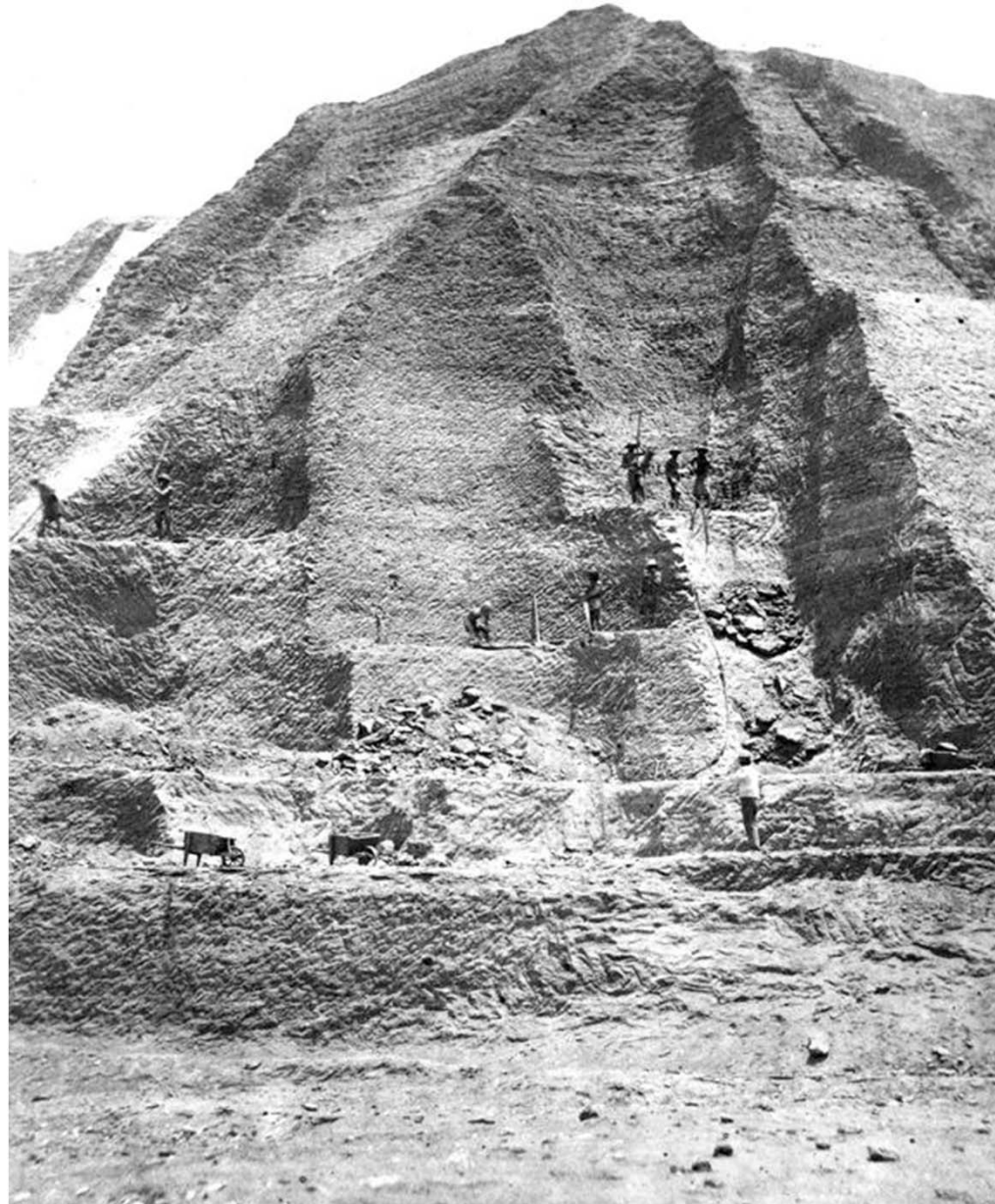


**ROOT**  
AND  
**GRAIN CROPS**  
Of all kinds  
**GARDEN**  
**VEGETABLES**  
&c., &c.

**ITS USE SECURES TO THE FARMER A  
LARGE AND REMUNERATIVE CROP,**  
And has been found to pay better than any other investment.

FOR PARTICULARS CALL ON









*‘William Gibbs made his dibs...  
...Selling the turds of foreign birds’*



Joseph Schumpeter  
(1883-1950)

The Austrian-American economist Joseph Schumpeter was one of the first scholars to theorise about *entrepreneurship* and summarised....

Innovative entry by entrepreneurs was the '*disruptive force that sustained economic growth*', even as it destroyed the value of established companies that enjoyed some degree of monopoly power derived from previous technological, organisational, regulatory, and economic paradigms.

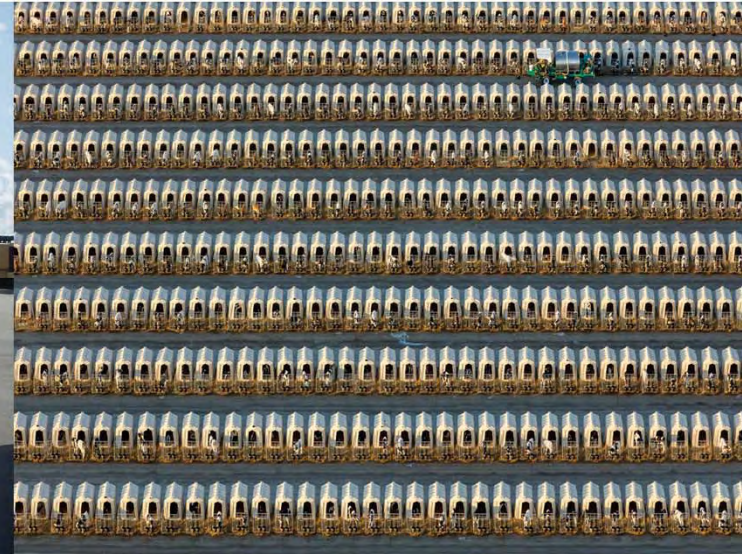
This came to be known as Schumpeter's theory of '*Creative destruction*'







# Entrepreneurship in Agriculture



Kaukana, Wisconsin, USA  
1994

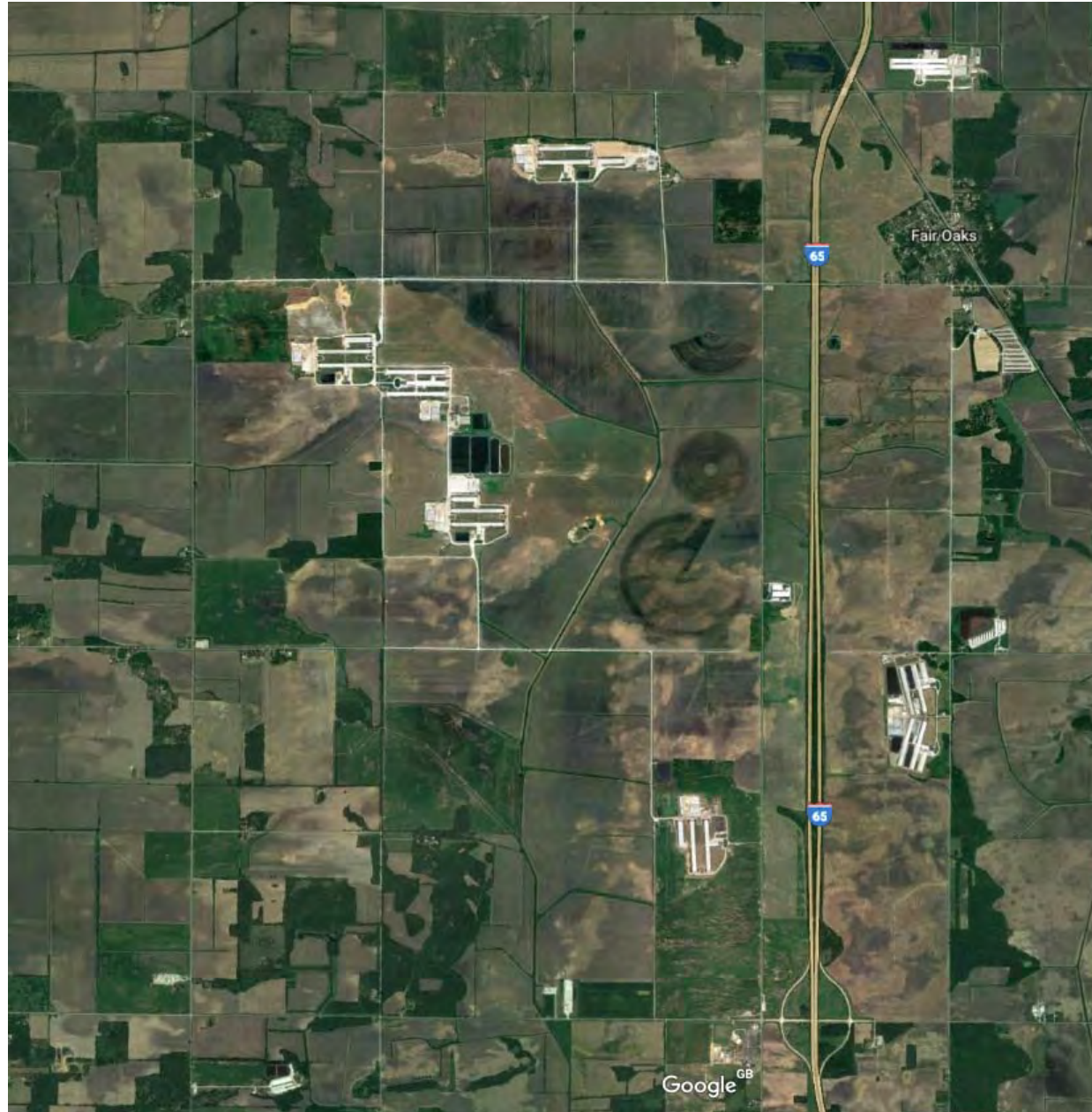






Fair Oaks, Indiana, USA  
1998







## *Powered by Poop...*



*...from 'Stool 'to Fuel*











# fa!rlife®







# Meanwhile... back in Blighty!





**TESCO**

**Sainsbury's**

**Waitrose**



**Fresh from the Farm**  
The natural alternative





**UK's largest Goat Milk producer...**  
**...milking 8,000 goats on 2 sites in**  
**East Yorkshire**



...producing over 10 million





## without upsetting the neighbours!







**Current Herd Average Yield**

**1,400** *litres per annum*

*or 4 litres per goat per day*

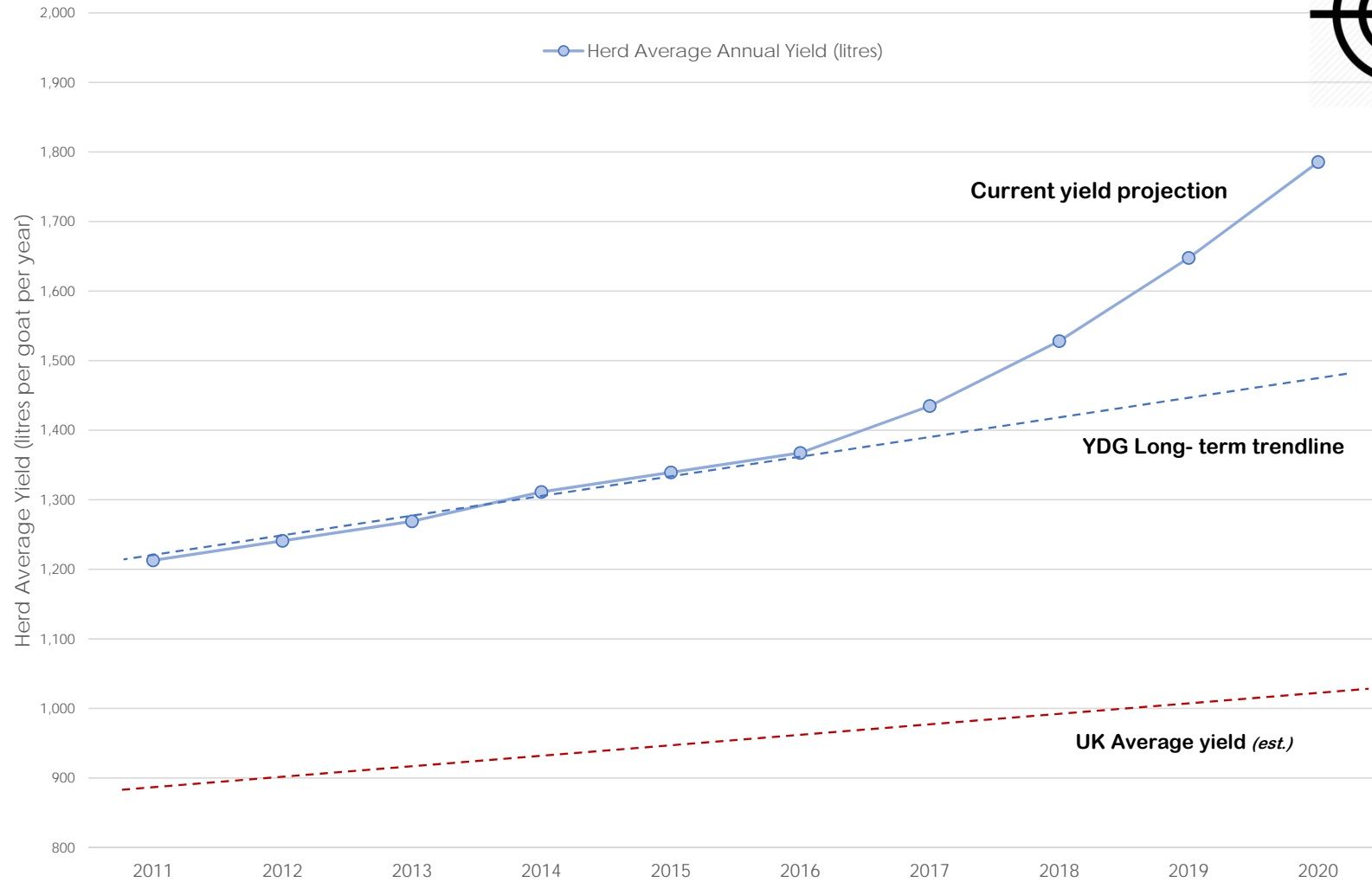
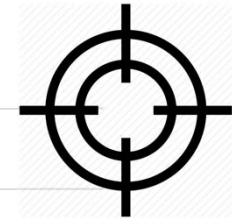
**Vs**

**UK Average Yield**

**<1,000** *litres per annum*

*or <3 litres / goat per day*

# YDG Herd Historic & Projected Average Yield





# Genomics



# What can Genomics do for us?

Earlier & more accurate identification of Elite Animals

Shorter Generation Interval

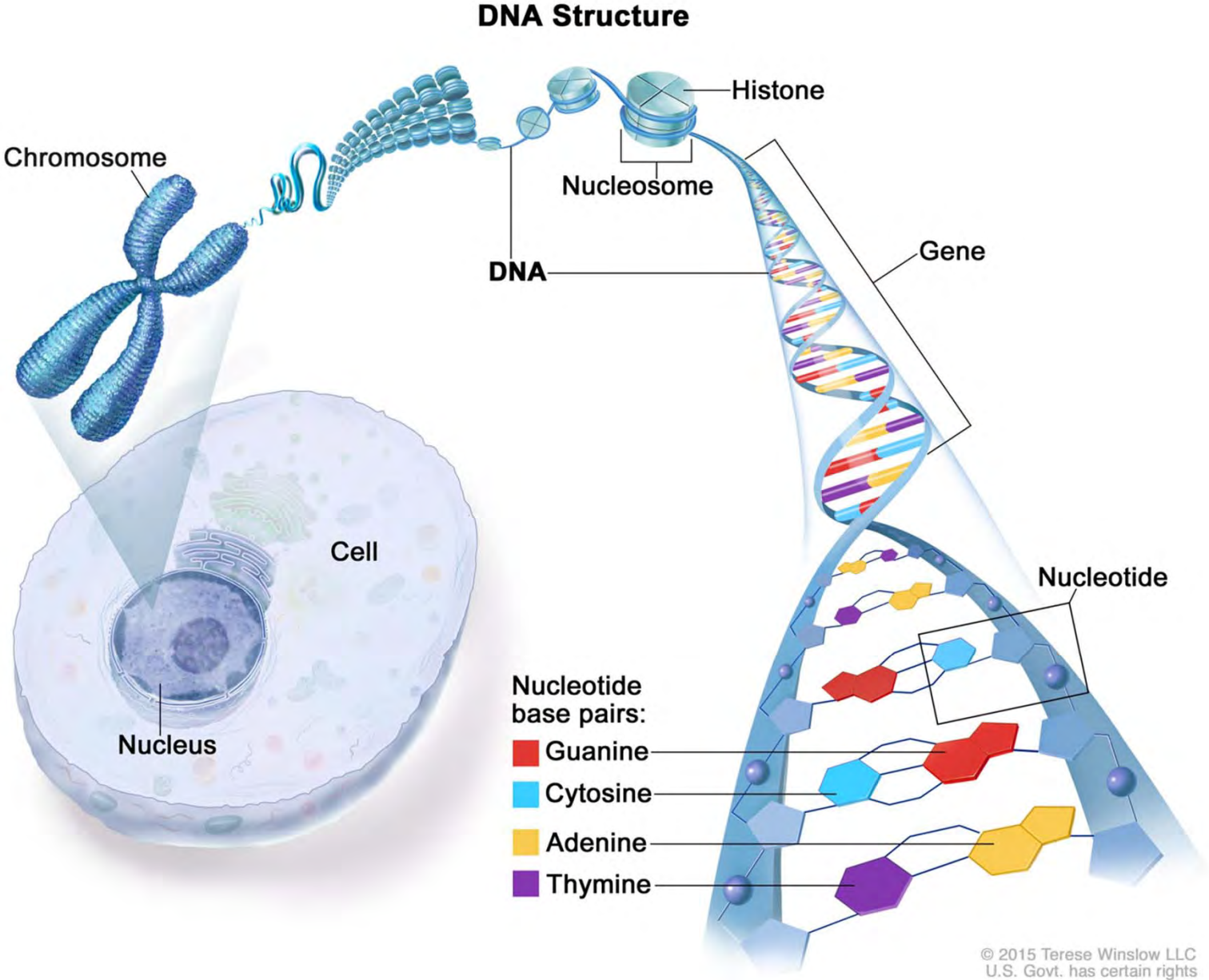
Faster Genetic Improvement



# Genomics

How it works...







## Goat genome

2.9 Billion base pairs  
60 Chromosomes



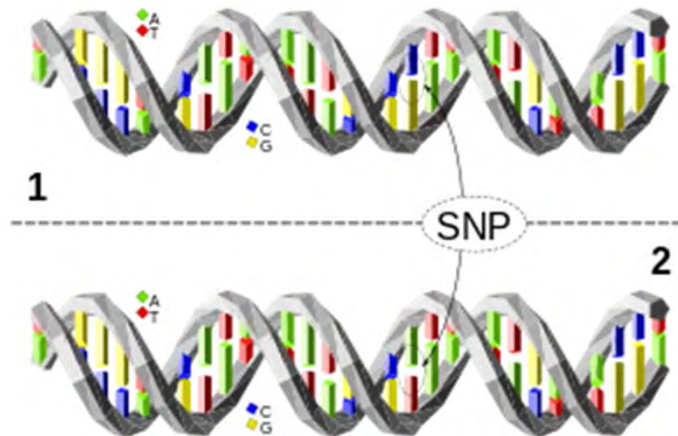
## Human Genome

3 Billion base pairs  
46 Chromosomes

**Each contains over 20,000 individual genes...**

**...of which 80% are common to both species**

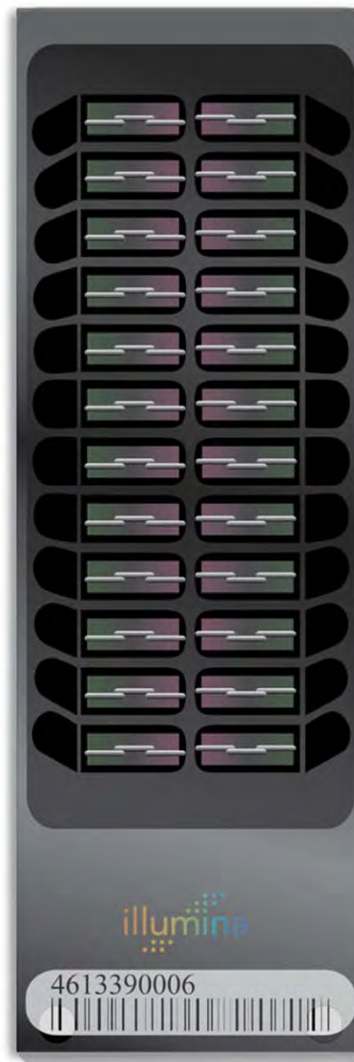
# Single Nucleotide Polymorphism (SNP)



A single nucleotide polymorphism (SNP), a variation at a single site in DNA, is the most frequent type of variation in the genome..

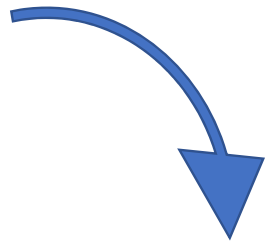
..as 'SNPs' are highly conserved throughout evolution and within a population, a map of SNPs serves as an excellent genotypic marker for research

Cross referencing SNP markers with observed 'Phenotype' or trait data enables increasingly accurate Genomic Estimated Breeding Value (GEBV) predictions





15,000 Genotypes



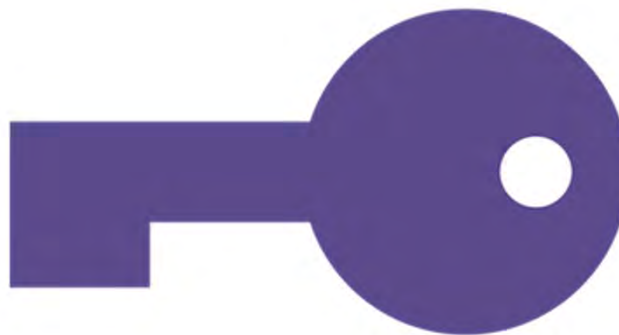
£2.5 million



>1,000,000 phenotypic records

From > 40,000 animals





# **G**enomic **E**stimated **B**reeding **V**alues

# Dairy Goat Genomics - *Phase 2*

18,000 animals will be Genotyped by 2018, increasing the accuracy of existing Genomic Breeding Values and establishing GEBVs for new target management traits ...



**Mastitis Resistance**



**Out of Season Breeding**



**Feed Conversion Efficiency & Longevity**

# External Validation

The Genomic 'Key' has been successfully tested on Dairy Goat herds from...



UK

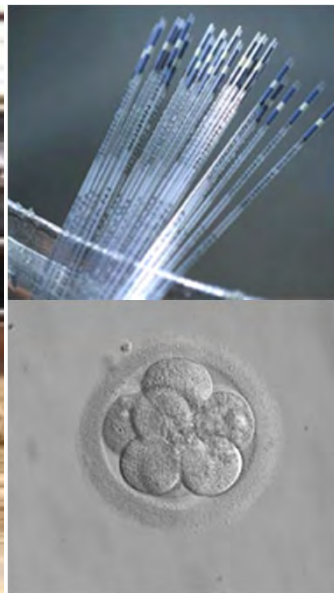


Netherlands



New Zealand







LOGIN

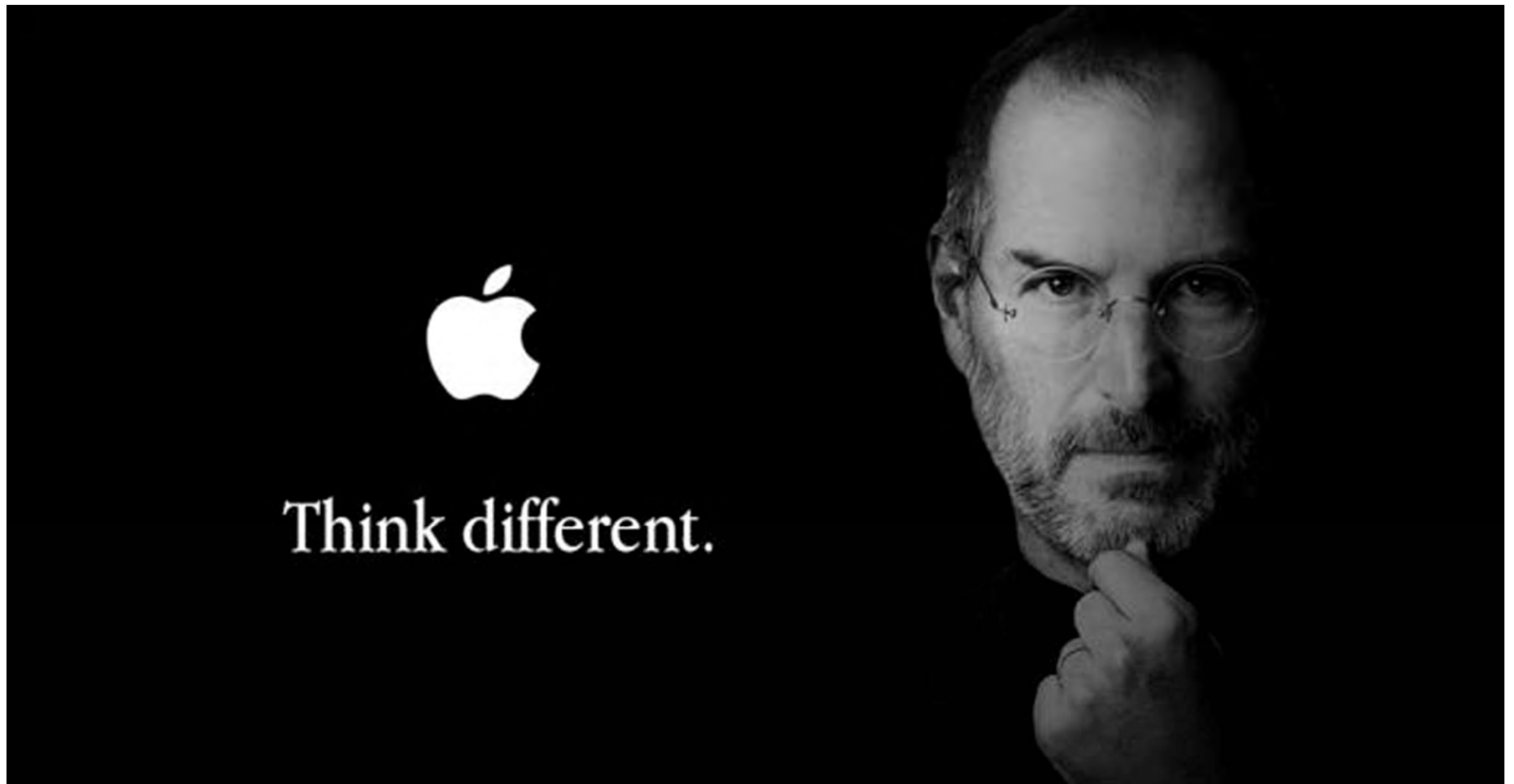
ABOUT

GENOMICS

OFFERING

REGISTER YOUR INTEREST







Thank you

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