

## Harvest Clean

Harvest Clean is a small manufacturing company in a very niche segment within the wider agricultural business sector.

Being a small business it has been able to adapt to changes in demand but it still must follow market needs.

The niche in which Harvest Clean operates is in the grain handling and cleaning, which ultimately is responsible for the value adding of the markets output.

Harvest Clean manufactures large scale on farm machinery to allow for the separation of grains to allow the end user to value add if the scenario of need exists.

However in reality the market could dispense of this niche and still market its output however at a nil bargaining situation.

Niche markets are in essence small and the market for Harvest Clean is for the farming business that sees value adding as an important façade of their business, we may be talking in the numbers of 5000 farming business at present, this could be increased if markets changed.

How to boost markets is to provide incentives and to allow funding solutions.

OK to Robush  
David Gebert 2013

Competition within the cereal growing market is or should be on quality however markets are and have been manipulated (not for this discussion)

Incentives for the market would boost competitiveness only if these incentives would be targeted:

Value adding incentives (premiums to differing levels of product)

Funding solutions for targeted outcomes

## **FARM BANK**

To boost competitiveness would be to set up a government sponsored bank for funding of Australian owned and operated farming businesses, this would target funding to gain specific outcomes.

Interest would be capped to RBA levels

Red tape and government funding disincentives;

Business registration charges ASIC

Rates land and water

Land taxes

## **Tax scenario**

Tax paid on stock which cannot be sold until markets are motivated leads to cash flow disincentives.