**Laverstoke Park Farm**

In 1996, Jody and Clare Scheckter set up their own farm, which produces high quality meat, dairy produce, beer and some wine. Jody and Clare are deeply committed to ethical farming, using organic and biodynamic methods where possible and paying close attention to animal welfare. They avoid using chemical fertilisers, preferring instead to use natural farming methods which they control and which do not cause environmental degradation.

Compost is made by allowing manure and green waste matter (woodland, field and garden rubbish) to rot, turning it into natural fertiliser. Laverstoke Park Farm relies on home-produced compost and manure to fertilise their crops and grass, creating high quality animal feed for meat production.

This, in turn, creates the USP (Unique Selling Point) for the business. Jody and Clare worked hard to collect enough waste to meet their composting needs as their business grew and had already gained valuable experience in compost making at the time when the business environment in the UK developed and local authorities began to recycle organic household waste more seriously. At this point the Scheckters decided to set up a green waste facility in order to meet their increasing need for compost. They offered their services to local authorities in the area, which were searching for convenient ways to recycle. They thought they could offer a cost effective, sustainable alternative to landfill, while at the same time creating natural fertiliser for use on their farm.

They could charge a gate fee for a given quality of waste, giving local authorities a new way of disposing of green waste. This would help the farm to meet the need for more compost, which would enhance to quality of the soil, increase crop yields and improve the grass which feeds their animals.

The project required investment in land, to provide space for the compost facility, and heavy machinery for processing and moving the compost to where it was needed. Employees would need to be trained in the necessary skills. This investment would bring in income from both gate fees and increased output and sales of meat and vegetables. But in the first few years it was unlikely that this income would cover the additional costs incurred.

Laverstoke Park Farm challenges the existing perspective on business enterprise. While traditional waste management businesses concentrate on making a profit from waste disposal, for Laverstoke composting is a core activity that contributes to its whole production process. So the bottom line for this expansion was really about whether it would improve the quality of the soil, not just whether the green waste facility would be independently profitable.

The Scheckters believe that the soil on a farm should be viewed as its key asset. It should be nurtured. Their deep commitment to eco-friendly farming methods led them to believe that if the expanded compost facility would produce a healthier environment for plants and animals, it would also create a foundation for a healthier business.

1. Using examples, outline the differences between characteristics and motives of entrepreneurs. [6]

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1. To what extent are all entrepreneurs driven by profit? [8]

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