

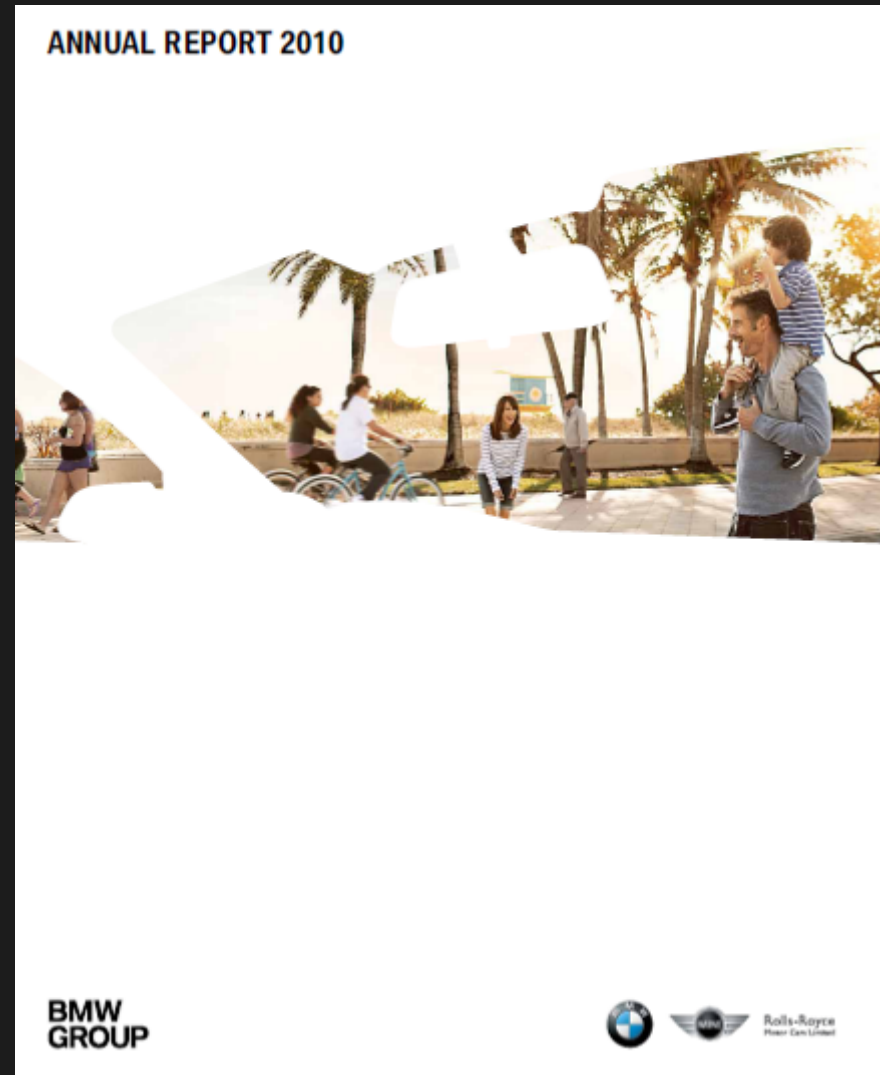
The Kent Rural PLC Concept:

If Kent's food sector was a PLC it would be worth
£2.6 billion to our economy every year

How does this **compare** with established PLCs?

BMW Group Europe

£2.84 billion operating
profit in 2010



Horticulture and **agriculture** are the
lynch pin of Kent's £2.6 billion food sector

....but their economic impact is much wider



BMW's brand has been estimated to be worth

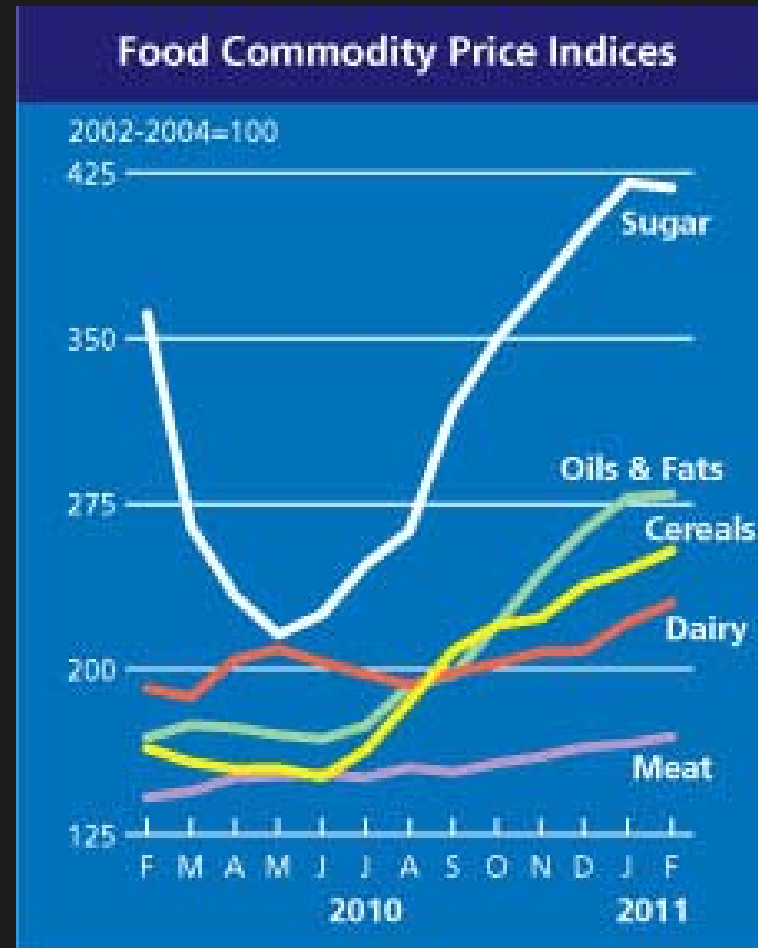
£15,290 million

How much is the Garden of England brand worth to Kent?



With increasing food price inflation and concerns over global food security...

What is the strategic importance of Kent's food sector to UK PLC?



If Kent's food sector was a leading PLC,
it would have:

- a household brand image
- investment & finance
- access to an appropriately skilled workforce
- R&D investment
- a regulatory environment conducive to business growth
- business critical infrastructure (broadband, utilities etc)
- a long-term plan

The Kent Rural PLC initiative is a call
for action to....

Create a strong statement of value for
Kent's food production sector



Kent Rural PLC
Annual Report

Explore new mechanisms for accessing finance



Develop skills: the new 'Gardeners of England'



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Build upon Kent's **R&D strengths** for local and global markets

The screenshot shows the Driscoll's website with the following elements:

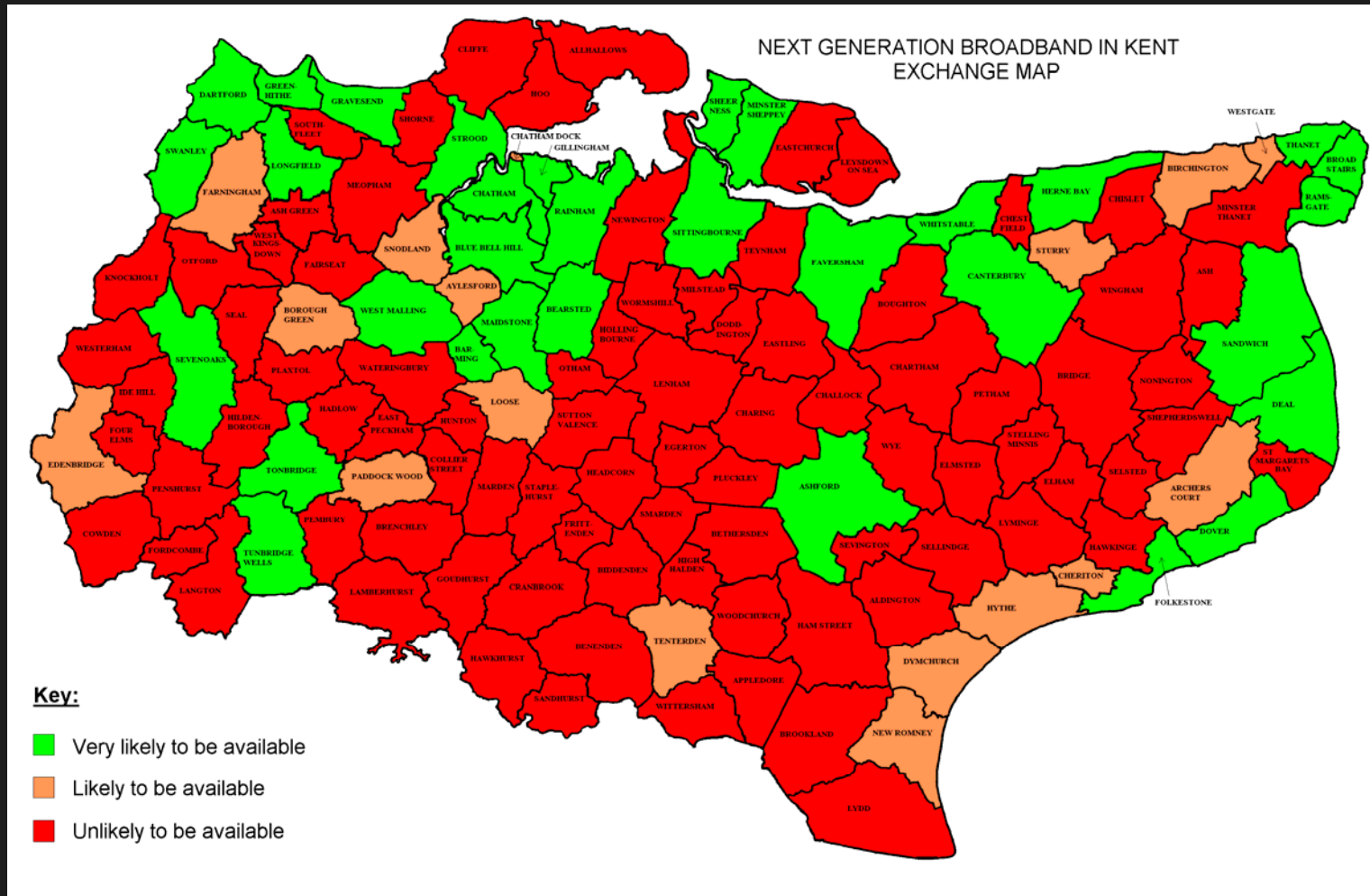
- Header:** Driscoll's logo with the tagline "ONLY THE FINEST BERRIES". Navigation links include "our berries", "recipes & ideas", "art of growing", "live healthy", and "about Driscoll's".
- Left Sidebar:** A list of navigation items: "ART OF GROWING", "The Farmers", "Growing Methods" (with sub-items "Conventional Growing" and "Organic Growing"), "Research and Development", "Where We Grow", "Berry Delivery", and "Food Safety".
- Main Content Area:**
 - Section Header:** "Art of Growing"
 - Text:** "Growing the finest berries in the world requires care, commitment and dedication. Driscoll's patented berry varieties are developed through years of research using only natural breeding methods. That's the science of farming. The berries are then grown with great care. Our farmers pick by hand then carefully pack in field, to ensure freshness and quality. That's the art of growing."
 - Link:** "[Learn More About The Art of Growing >](#)"
 - Image:** A large photograph of a green leaf with a white insect on it.
 - Text on Image:** "Conventional Growing" and "At Driscoll's we work w know-how to get the w read more >"
- Bottom Row:** Three small images with captions: "Conventional Growing" (leaf), "Organic Growing" (white flowers), and "Where We Grow" (landscape).

Build upon Kent's **R&D strengths** for local and global markets



Lobby for a more conducive regulatory environment to enable
sustainable **economic growth**

Secure greater investment in superfast broadband infrastructure



Kent Rural PLC Concept:

An action plan to grow Kent's food sector by:

Creating a strong image for the sector

Attracting serious investment

Developing the new 'Gardeners of England'

Building upon our R&D strengths

Establishing a conducive regulatory environment

Securing investment in broadband



Kent Rural PLC

Annual Report 2012