

HUGH WE FARMS



Family-owned farming group

- Hugh Lowe Farms Ltd – berries
- Blaise Plants Ltd – soft fruit propagation
- Regan Partnership – arable
- L J Betts Ltd – leafy salads



- 5th generation family business founded in 1893, in Kent
- Strong focus on quality, sustainability and innovation
- IPM a cornerstone approach and priority for innovation
- 5000 tonnes of strawberries
- 1000 tonnes of raspberries & blackberries
- Marketed through Berry Gardens Growers /Driscolls



Monitoring and Decision-Making

- Scouting and sampling techniques
- Monitoring and action threshold levels
- Economy injury levels
- Precision and digital techniques



Prevention and Cultural Methods

- Site preparation, habitat and water management
- Varietal choices (rotations?)
- Propagation phase
- Harvesting, hygiene & sanitation
- Microclimate management





microclimate management

Biological Control - challenges

- Conservation and augmentation of natural enemies
- Classical biological control
 - *Orius laevigatus*
- Novel bio control
 - BigSis
 - biofungicides



Chemical Control - challenges

- Selective and targeted pesticide use
- Resistance management strategies – alternating FRAC/IRAC
- Withdrawal of certain active substances
 - Myclobutanil
 - dimethomorph
 - abamectin)
- Change in policies limiting the use of Active Ingredients (AI)

