The Farmer as Entrepreneur-Barriers to Diversification

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Abstract: This paper contains a preliminary report from a study currently underway concerning hill farmers in the North of England. The nature of hill farming in the Yorkshire and Humber region is explored, with particular emphasis on the pressures to diversify. Barriers to diversification are then identified. The paper concludes with a discussion as to how theories of entrepreneurship and of marketing may require development to address this situation. The report draws on a qualitative study of a group of sheep farmers in upland regions of North Yorkshire. A sample case study is presented.