



WHAT IS MSO?

- Nature is blessed with ‘free-issue’ energy from sunlight and converts this into plant growth
- Farmers have been encouraged to use industrial energy-based inputs to drive output
- The free-issue and the industrial energy inputs must be accounted for separately
- There will be a point of inflexion between the two different costs at the MSO point
- At MSO:
 - Farm profitability is maximised
 - Nature is optimised
 - The energy burden is minimised
 - Natural capital is maximised

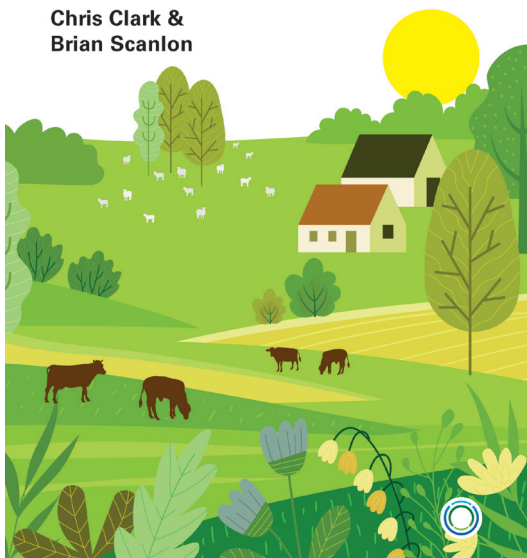


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