1

00:00:00,710 --> 00:00:05,230

[Music]

2

00:00:02,020 --> 00:00:05,230

[Applause]

3

00:00:09,360 --> 00:00:15,679

Hello and welcome to episode 49 of Ear

4

00:00:12,960 --> 00:00:18,000

to the Ground, the agricultural podcast

5

00:00:15,679 --> 00:00:20,640

brought to you by Farming Connect,

6

00:00:18,000 --> 00:00:21,920

supporting Welsh farmers to adapt and

7

00:00:20,640 --> 00:00:24,480

thrive.

8

00:00:21,920 --> 00:00:26,560

Well, we're now into pumpkin season and

9

00:00:24,480 --> 00:00:29,439

growing pumpkins was the focus of a

10

00:00:26,560 --> 00:00:32,239

recent on-farm Farming Connect event

11

00:00:29,439 --> 00:00:34,640

that Jim and I attended at Aberbran Fawr

12

00:00:32,239 --> 00:00:36,880

on the outskirts of Brecon. Aberbran

13

00:00:34,640 --> 00:00:39,360

Fawr is a mixed beef and sheep farm

14

00:00:36,880 --> 00:00:41,840

which for many years has been home to a

15

00:00:39,360 --> 00:00:44,079

very successful pick-your-own strawberry

16

00:00:41,840 --> 00:00:46,399

business. The farmer, Andy Matthews, and

17

00:00:44,079 --> 00:00:48,640

his family have always embraced

18

00:00:46,399 --> 00:00:50,879

diversification opportunities on the

19

00:00:48,640 --> 00:00:53,440

farm and a couple of years ago they

20

00:00:50,879 --> 00:00:55,920

started a pick-your-own pumpkin business.

21

00:00:53,440 --> 00:00:58,239

It proved to be hugely successful and

22

00:00:55,920 --> 00:00:59,920

last year they sold out of pumpkins in a

23

00:00:58,239 --> 00:01:01,840

matter of days.

24

00:00:59,920 --> 00:01:04,479

I'll be speaking to Andy in just a

25

00:01:01,840 --> 00:01:06,720

moment, but first, I caught up with one of

26

00:01:04,479 --> 00:01:08,400

the consultants from ADAS who was

27

00:01:06,720 --> 00:01:10,159

speaking at the event

28

00:01:08,400 --> 00:01:12,960

to learn more about the process of

29

00:01:10,159 --> 00:01:14,240

growing pumpkins, from seed all the way

30

00:01:12,960 --> 00:01:16,479

to sale.

31

00:01:14,240 --> 00:01:18,080

I’m Chris Creed from ADAS

32

00:01:16,479 --> 00:01:20,240

and I've been with ADAS in Wales since

33

00:01:18,080 --> 00:01:22,720

the late 1980s.

34

00:01:20,240 --> 00:01:23,840

I'm sort of a specialist in soft

35

00:01:22,720 --> 00:01:25,759

fruit and

36

00:01:23,840 --> 00:01:27,600

I do a bit on veg as well, but since

37

00:01:25,759 --> 00:01:28,960

I've been in Wales, we've

38

00:01:27,600 --> 00:01:30,880

started getting a lot more involved in

39

00:01:28,960 --> 00:01:32,960

farm tourism.

40

00:01:30,880 --> 00:01:34,400

That seems to be the common thing now and

41

00:01:32,960 --> 00:01:36,159

that's why we're here today,

42

00:01:34,400 --> 00:01:38,000

looking at crops like pumpkins and

43

00:01:36,159 --> 00:01:39,920

flowers and all sorts of crops

44

00:01:38,000 --> 00:01:41,439

to try and get the public back involved with

45

00:01:39,920 --> 00:01:43,280

farms again.

46

00:01:41,439 --> 00:01:45,520

Well, Chris, first of all, thank you

47

00:01:43,280 --> 00:01:47,360

very much for joining us on the podcast.

48

00:01:45,520 --> 00:01:49,600

You mentioned the reason you’re here and that’s because of

49

00:01:47,360 --> 00:01:52,320

the growth in interest around farm

50

00:01:49,600 --> 00:01:53,840

tourism and pumpkins being

51

00:01:52,320 --> 00:01:55,920

an area where there's quite a lot of

52

00:01:53,840 --> 00:01:57,040

interest in. How would you

53

00:01:55,920 --> 00:02:00,079

gauge

54

00:01:57,040 --> 00:02:01,759

the level of engagement in pumpkin

55

00:02:00,079 --> 00:02:04,320

growing now? There’s a good crowd

56

00:02:01,759 --> 00:02:05,200

turned out here today at Aberfran Fawr.

57

00:02:04,320 --> 00:02:06,719

58

00:02:05,200 --> 00:02:08,720

What's the interest like? Have you

59

00:02:06,719 --> 00:02:10,160

noticed an increase in recent years?

60

00:02:08,720 --> 00:02:12,000

I think

61

00:02:10,160 --> 00:02:14,959

the pumpkin mania came in from the

62

00:02:12,000 --> 00:02:17,120

states about 15 years ago and it's been

63

00:02:14,959 --> 00:02:19,200

growing very rapidly ever since, and I

64

00:02:17,120 --> 00:02:20,959

think it's a big opportunity for people

65

00:02:19,200 --> 00:02:23,120

to get out on farms.

66

00:02:20,959 --> 00:02:24,560

It's probably the last

67

00:02:23,120 --> 00:02:26,800

opportunity of the year for them to get out

68

00:02:24,560 --> 00:02:29,360

being the

69

00:02:26,800 --> 00:02:32,239

October school holidays, and

70

00:02:29,360 --> 00:02:33,920

then they're sort of confined.

71

00:02:32,239 --> 00:02:35,519

Yes, there is the Christmas holidays, but that's mostly done at

72

00:02:33,920 --> 00:02:38,239

home, but this is one of the last chances

73

00:02:35,519 --> 00:02:40,560

they’ll get to go out. They’ll get a big

74

00:02:38,239 --> 00:02:42,239

orange pumpkin and it's a cheap day out.

75

00:02:40,560 --> 00:02:44,480

Somebody said that the average spend was

76

00:02:42,239 --> 00:02:46,400

£18, so it's not costing them much

77

00:02:44,480 --> 00:02:47,920

money. They're going out to a farm, it’s a great

78

00:02:46,400 --> 00:02:49,440

day out for the kids and it’s not

79

00:02:47,920 --> 00:02:51,760

costing them much money, so it's

80

00:02:49,440 --> 00:02:54,400

a win-win.

81

00:02:51,760 --> 00:02:57,440

Pumpkins is a good place to start to see

82

00:02:54,400 --> 00:02:59,280

the public’s response to your

83

00:02:57,440 --> 00:03:01,440

farm tourism. You start off with

84

00:02:59,280 --> 00:03:03,280

pumpkins and then you can develop other

85

00:03:01,440 --> 00:03:04,879

lines and other festivals after that.

86

00:03:03,280 --> 00:03:07,360

87

00:03:04,879 --> 00:03:08,640

Yes, because a lot of the enterprises we

88

00:03:07,360 --> 00:03:10,560

see, and there's a good example here

89

00:03:08,640 --> 00:03:12,159

today, have additional

90

00:03:10,560 --> 00:03:14,400

businesses running alongside the

91

00:03:12,159 --> 00:03:15,840

pumpkins, whether it's a cafe or a farm

92

00:03:14,400 --> 00:03:17,920

shop, and I know

93

00:03:15,840 --> 00:03:19,360

Andy and the family have obviously

94

00:03:17,920 --> 00:03:20,959

got their pick-your-own strawberry

95

00:03:19,360 --> 00:03:23,680

business as well, so all of this is

96

00:03:20,959 --> 00:03:25,040

complementary, but how important is

97

00:03:23,680 --> 00:03:27,360

location

98

00:03:25,040 --> 00:03:29,200

to establishing something like this?

99

00:03:27,360 --> 00:03:30,319

Location helps a lot. If you've got a

100

00:03:29,200 --> 00:03:32,159

road that's

101

00:03:30,319 --> 00:03:34,400

busy but not mad busy. You don't want

102

00:03:32,159 --> 00:03:37,200

a dual carriageway or a motorway.

103

00:03:34,400 --> 00:03:38,720

Something like the A40, a single

104

00:03:37,200 --> 00:03:39,840

track is all right.

105

00:03:38,720 --> 00:03:41,840

It needs to

106

00:03:39,840 --> 00:03:43,440

be visible from the road so that people

107

00:03:41,840 --> 00:03:44,879

could see that there's something going on.

108

00:03:43,440 --> 00:03:47,280

But

109

00:03:44,879 --> 00:03:48,720

now we've got social media, the actual

110

00:03:47,280 --> 00:03:50,879

location of the farm isn't that

111

00:03:48,720 --> 00:03:52,319

important. I go to farms now

112

00:03:50,879 --> 00:03:54,319

and the only way you'll ever find the

113

00:03:52,319 --> 00:03:56,080

farm is to put the name of the farm

114

00:03:54,319 --> 00:03:57,439

into google maps and that takes you straight

115

00:03:56,080 --> 00:03:58,640

there. If you put the postcode in, it takes

116

00:03:57,439 --> 00:04:01,680

you miles away.

117

00:03:58,640 --> 00:04:03,519

The sort of modern

118

00:04:01,680 --> 00:04:05,439

navigation techniques and the modern way

119

00:04:03,519 --> 00:04:06,640

of advertising and promoting is

120

00:04:05,439 --> 00:04:08,239

121

00:04:06,640 --> 00:04:10,480

giving these farms an opportunity to

122

00:04:08,239 --> 00:04:11,920

take off. Since we've had Facebook

123

00:04:10,480 --> 00:04:13,040

and Instagram,

124

00:04:11,920 --> 00:04:14,959

125

00:04:13,040 --> 00:04:16,320

this has taken off exponentially,

126

00:04:14,959 --> 00:04:17,919

and it doesn't matter where you

127

00:04:16,320 --> 00:04:20,160

are and it really suits the

128

00:04:17,919 --> 00:04:22,000

more remote Welsh farms.

129

00:04:20,160 --> 00:04:23,280

And during today's visit, you were

130

00:04:22,000 --> 00:04:25,919

talking about

131

00:04:23,280 --> 00:04:29,759

pumpkins as being one of the

132

00:04:25,919 --> 00:04:31,520

easier type of fruit to grow. It's not

133

00:04:29,759 --> 00:04:34,080

easy by any stretch of the imagination,

134

00:04:31,520 --> 00:04:35,440

but easier than

135

00:04:34,080 --> 00:04:37,600

other produce that you can grow on the

136

00:04:35,440 --> 00:04:38,720

farm. Talk us through the process because

137

00:04:37,600 --> 00:04:40,720

some farmers might be listening to this

138

00:04:38,720 --> 00:04:42,960

podcast and have no idea where to start

139

00:04:40,720 --> 00:04:44,560

with growing pumpkins. How do you start? I

140

00:04:42,960 --> 00:04:47,040

suppose the main thing about pumpkins is

141

00:04:44,560 --> 00:04:49,520

they're only in the ground from

142

00:04:47,040 --> 00:04:51,680

mid-May until October, so

143

00:04:49,520 --> 00:04:53,199

it's a relatively short-term crop.

144

00:04:51,680 --> 00:04:56,240

Things like soft fruit, you're

145

00:04:53,199 --> 00:04:58,160

talking about 12 months and it

146

00:04:56,240 --> 00:04:59,919

takes you a long time to get crops going

147

00:04:58,160 --> 00:05:01,680

and established, especially bush and cane fruit.

148

00:04:59,919 --> 00:05:03,600

Whereas the pumpkins, you

149

00:05:01,680 --> 00:05:06,320

can get a good-looking crop in three

150

00:05:03,600 --> 00:05:08,639

months and that gives people confidence.

151

00:05:06,320 --> 00:05:11,039

Then they can sort of tune

152

00:05:08,639 --> 00:05:12,400

into the advisory networks in Wales and

153

00:05:11,039 --> 00:05:14,320

get the technical help they

154

00:05:12,400 --> 00:05:15,759

need, and that gives them the confidence.

155

00:05:14,320 --> 00:05:17,440

When they get actual people

156

00:05:15,759 --> 00:05:18,880

turning up and buying stuff, because

157

00:05:17,440 --> 00:05:20,560

a lot of them

158

00:05:18,880 --> 00:05:22,639

have been doing sort of beef and sheep

159

00:05:20,560 --> 00:05:25,039

and arable and they've been quite remote

160

00:05:22,639 --> 00:05:27,120

from the market. To suddenly find the

161

00:05:25,039 --> 00:05:28,240

market on your farm is quite a novelty

162

00:05:27,120 --> 00:05:29,759

to them,

163

00:05:28,240 --> 00:05:31,840

when that works, it gives them a great

164

00:05:29,759 --> 00:05:33,360

deal of encouragement. We're

165

00:05:31,840 --> 00:05:35,600

finding it

166

00:05:33,360 --> 00:05:37,360

quite easy because

167

00:05:35,600 --> 00:05:38,800

you can grow most crops in Wales but the marketing

168

00:05:37,360 --> 00:05:40,240

is quite difficult. If the market's

169

00:05:38,800 --> 00:05:42,000

coming to you then it makes it a lot

170

00:05:40,240 --> 00:05:44,560

simpler. Yes, and it's much easier to see

171

00:05:42,000 --> 00:05:46,800

that route to market and it

172

00:05:44,560 --> 00:05:50,000

gives farmers confidence when they're

173

00:05:46,800 --> 00:05:52,639

investing time and money to establishing

174

00:05:50,000 --> 00:05:54,479

the crop which you plant in

175

00:05:52,639 --> 00:05:55,440

June. Is that the typically time of year you plant?

176

00:05:54,479 --> 00:05:57,520

You've got to do it

177

00:05:55,440 --> 00:05:59,360

late May/early June.

178

00:05:57,520 --> 00:06:00,960

In Wales, we're on a lot of marginal

179

00:05:59,360 --> 00:06:03,520

sites. Here in Brecon, we're sort of

180

00:06:00,960 --> 00:06:05,440

quite high up and we don't get an early

181

00:06:03,520 --> 00:06:07,840

spring up here, so we'd be looking at

182

00:06:05,440 --> 00:06:09,680

early June or some farms would start

183

00:06:07,840 --> 00:06:12,479

with pumpkins in April, but very

184

00:06:09,680 --> 00:06:14,560

few in Wales. If

185

00:06:12,479 --> 00:06:16,319

you get a decent summer, as

186

00:06:14,560 --> 00:06:18,319

long as you get planting in early June,

187

00:06:16,319 --> 00:06:20,960

that’s soon enough. To some extent, you

188

00:06:18,319 --> 00:06:22,560

want the crop to mature as near to

189

00:06:20,960 --> 00:06:24,639

Halloween as you can so they're not

190

00:06:22,560 --> 00:06:25,440

stuck in the field for a long time.

191

00:06:24,639 --> 00:06:27,840

192

00:06:25,440 --> 00:06:29,840

The sort of later crops do suit us in

193

00:06:27,840 --> 00:06:31,680

Wales and we do often time it right, like

194

00:06:29,840 --> 00:06:34,160

we've seen today. A lot of the crop

195

00:06:31,680 --> 00:06:36,240

will be ready for Halloween. And do

196

00:06:34,160 --> 00:06:37,360

you plant them as a seed or do you tend

197

00:06:36,240 --> 00:06:38,560

to

198

00:06:37,360 --> 00:06:40,560

buy the plants having been in a

199

00:06:38,560 --> 00:06:42,479

polytunnel for a couple of weeks?

200

00:06:40,560 --> 00:06:45,280

There are two sorts of

201

00:06:42,479 --> 00:06:47,919

propagation really. There's sowing seed

202

00:06:45,280 --> 00:06:49,680

direct in the ground with some sort of

203

00:06:47,919 --> 00:06:52,080

vacuum assisted drill that they use for

204

00:06:49,680 --> 00:06:54,400

maize, or you can grow plants in a

205

00:06:52,080 --> 00:06:57,039

polytunnel or buy plants from a

206

00:06:54,400 --> 00:06:58,479

propagator. On the more marginal

207

00:06:57,039 --> 00:06:59,759

sites,

208

00:06:58,479 --> 00:07:01,360

the greater the

209

00:06:59,759 --> 00:07:02,479

lack of knowledge,

210

00:07:01,360 --> 00:07:04,479

you're better off probably going

211

00:07:02,479 --> 00:07:06,319

for plants as you get more experience

212

00:07:04,479 --> 00:07:07,440

and you learn a bit about the

213

00:07:06,319 --> 00:07:09,520

agronomy.

214

00:07:07,440 --> 00:07:11,199

Seed is a good option, but weed control is much harder

215

00:07:09,520 --> 00:07:12,479

and

216

00:07:11,199 --> 00:07:14,160

everything is a little bit more

217

00:07:12,479 --> 00:07:17,280

difficult.

218

00:07:14,160 --> 00:07:18,720

Is it an expensive crop to establish?

219

00:07:17,280 --> 00:07:20,479

What’s the investment

220

00:07:18,720 --> 00:07:22,560

required? I would think about

221

00:07:20,479 --> 00:07:23,680

£5,000/ha,

222

00:07:22,560 --> 00:07:25,599

which is quite a lot of

223

00:07:23,680 --> 00:07:27,120

money, but it's not a huge investment.

224

00:07:25,599 --> 00:07:28,560

If you did a hectare of fruit, it'd

225

00:07:27,120 --> 00:07:30,160

probably cost you about

226

00:07:28,560 --> 00:07:32,400

£200,000. If you did a hectare of

227

00:07:30,160 --> 00:07:34,560

pumpkins, it's

228

00:07:32,400 --> 00:07:37,520

£5,000/ha,

229

00:07:34,560 --> 00:07:39,120

230

00:07:37,520 --> 00:07:40,160

and you’ll probably get that back on a good

231

00:07:39,120 --> 00:07:42,319

day.

232

00:07:40,160 --> 00:07:44,160

233

00:07:42,319 --> 00:07:45,840

This farm has got a bit of

234

00:07:44,160 --> 00:07:47,599

infrastructure now with the farm shop

235

00:07:45,840 --> 00:07:49,759

and some catering that they've developed

236

00:07:47,599 --> 00:07:51,680

from the pick-your-own. Developing

237

00:07:49,759 --> 00:07:53,919

infrastructure

238

00:07:51,680 --> 00:07:56,240

in itself can be money-making

239

00:07:53,919 --> 00:07:57,360

and it adds an extra attraction to

240

00:07:56,240 --> 00:07:59,440

the farm.

241

00:07:57,360 --> 00:08:00,720

I'm sure this will depend on the variety,

242

00:07:59,440 --> 00:08:02,400

the weather conditions and the

243

00:08:00,720 --> 00:08:04,879

success of the crop, but how many

244

00:08:02,400 --> 00:08:06,400

pumpkins would you expect to see per

245

00:08:04,879 --> 00:08:08,400

hectare if you've had a fairly good year

246

00:08:06,400 --> 00:08:10,000

and a good run at it? Well, we are aiming towards

247

00:08:08,400 --> 00:08:12,080

a population of

248

00:08:10,000 --> 00:08:14,639

12,000/ha or

249

00:08:12,080 --> 00:08:16,400

1.25/m2, and I

250

00:08:14,639 --> 00:08:18,560

reckon if you've got

251

00:08:16,400 --> 00:08:20,000

0.8/m2 saleable

252

00:08:18,560 --> 00:08:22,720

to the public, that would be a really

253

00:08:20,000 --> 00:08:25,039

good yield.

254

00:08:22,720 --> 00:08:27,199

0.8/m2 per plant is the top

255

00:08:25,039 --> 00:08:28,800

end yield, even on a large

256

00:08:27,199 --> 00:08:30,639

farm doing sort of supermarket type

257

00:08:28,800 --> 00:08:33,039

production and that's good

258

00:08:30,639 --> 00:08:35,120

going. Also, you need a range of sizes

259

00:08:33,039 --> 00:08:37,680

because families will want some smaller

260

00:08:35,120 --> 00:08:39,200

pumpkins for the kids to carve and then

261

00:08:37,680 --> 00:08:41,039

obviously, you need your larger ones, and

262

00:08:39,200 --> 00:08:42,959

potentially, some huge ones, the ones that

263

00:08:41,039 --> 00:08:44,000

264

00:08:42,959 --> 00:08:45,760

you've got to

265

00:08:44,000 --> 00:08:47,120

get for the dad to pick up and

266

00:08:45,760 --> 00:08:48,560

it's got to be something as big as he

267

00:08:47,120 --> 00:08:50,320

can pick up, and then the

268

00:08:48,560 --> 00:08:51,760

kids have small ones and everybody gets

269

00:08:50,320 --> 00:08:53,839

a pumpkin.

270

00:08:51,760 --> 00:08:55,600

If there's

271

00:08:53,839 --> 00:08:56,800

variety then they’ll buy more, so

272

00:08:55,600 --> 00:08:58,240

you've got to grow some whites, you've

273

00:08:56,800 --> 00:09:00,080

got to grow some warts, you've got to

274

00:08:58,240 --> 00:09:02,240

grow small ones and then some real

275

00:09:00,080 --> 00:09:03,360

whoppers, and even maybe do some

276

00:09:02,240 --> 00:09:05,200

277

00:09:03,360 --> 00:09:06,720

real showcase ones that you need a

278

00:09:05,200 --> 00:09:09,200

tractor to pick up, the sort of

279

00:09:06,720 --> 00:09:11,040

200kg ones.

280

00:09:09,200 --> 00:09:13,279

And what's the pricing structure then?

281

00:09:11,040 --> 00:09:14,640

How do you grade and price a pumpkin?

282

00:09:13,279 --> 00:09:16,399

It's a lot to do with just farm

283

00:09:14,640 --> 00:09:17,760

confidence, but farms that has been

284

00:09:16,399 --> 00:09:20,000

doing it for a long time tend to keep their

285

00:09:17,760 --> 00:09:22,320

prices high. Typically, it'd be £10

286

00:09:20,000 --> 00:09:24,800

for a big pumpkin and some farms set the

287

00:09:22,320 --> 00:09:26,320

ceiling at £7 and others selling

288

00:09:24,800 --> 00:09:28,480

by the kg which is a nightmare when

289

00:09:26,320 --> 00:09:31,040

you come to the sales point,

290

00:09:28,480 --> 00:09:33,279

then £5-£6 for

291

00:09:31,040 --> 00:09:35,440

a medium size and £1-£2

292

00:09:33,279 --> 00:09:37,360

for a small, but obviously, if you

293

00:09:35,440 --> 00:09:39,040

sell the smalls at £1, it's a lot

294

00:09:37,360 --> 00:09:41,279

different to your gross margin than if

295

00:09:39,040 --> 00:09:43,920

you sell them for £2.

296

00:09:41,279 --> 00:09:45,600

Pricing can have more effect

297

00:09:43,920 --> 00:09:48,080

on your gross margin or your gross

298

00:09:45,600 --> 00:09:49,920

output than any form of agronomy.

299

00:09:48,080 --> 00:09:52,880

We find if you double the cost of

300

00:09:49,920 --> 00:09:55,680

the pumpkins, the gross output grows and

301

00:09:52,880 --> 00:09:57,920

the actual growing cost is the same, so

302

00:09:55,680 --> 00:09:59,600

you’re almost bound to

303

00:09:57,920 --> 00:10:01,040

try and sell as much as you can.

304

00:09:59,600 --> 00:10:03,920

And if

305

00:10:01,040 --> 00:10:05,920

people take home

306

00:10:03,920 --> 00:10:06,720

£15-£18 worth of pumpkins,

307

00:10:05,920 --> 00:10:08,959

if

308

00:10:06,720 --> 00:10:10,880

you go to any other attraction

309

00:10:08,959 --> 00:10:12,959

like the zoo or a theme park, it's going to

310

00:10:10,880 --> 00:10:14,640

cost you £200-£300 if you've got kids

311

00:10:12,959 --> 00:10:16,320

and you have a lunch and that, so

312

00:10:14,640 --> 00:10:17,920

it's just a win-win situation really. And it's

313

00:10:16,320 --> 00:10:20,000

remembering that you're not only selling

314

00:10:17,920 --> 00:10:22,560

the pumpkins, the physical fruit, you're

315

00:10:20,000 --> 00:10:24,720

selling the experience, the fact that they can

316

00:10:22,560 --> 00:10:27,040

roam the fields, choose their own pumpkins

317

00:10:24,720 --> 00:10:28,560

and explore the countryside.

318

00:10:27,040 --> 00:10:30,560

Yes, because anybody can go into

319

00:10:28,560 --> 00:10:32,240

a supermarket and buy a

320

00:10:30,560 --> 00:10:34,560

football size standard pumpkin for

321

00:10:32,240 --> 00:10:36,160

probably under £1, but that doesn't

322

00:10:34,560 --> 00:10:37,600

give them the farm experience, it doesn't

323

00:10:36,160 --> 00:10:39,360

give them the day out on a farm that

324

00:10:37,600 --> 00:10:40,240

they all seem to be craving these days.

325

00:10:39,360 --> 00:10:41,760

326

00:10:40,240 --> 00:10:43,600

There's still something in the roots of

327

00:10:41,760 --> 00:10:45,200

people that make them want to get out

328

00:10:43,600 --> 00:10:46,399

and get the kids out into the

329

00:10:45,200 --> 00:10:47,920

country even though they perhaps haven't

330

00:10:46,399 --> 00:10:49,519

got a heritage of it, but they just

331

00:10:47,920 --> 00:10:52,399

sort of feel it's right, and to get out

332

00:10:49,519 --> 00:10:55,279

on a farm is a

333

00:10:52,399 --> 00:10:56,959

real treat. How challenging is it

334

00:10:55,279 --> 00:10:58,720

to grow a pumpkin? A lot of farmers might

335

00:10:56,959 --> 00:11:00,240

be listening to this podcast who are

336

00:10:58,720 --> 00:11:02,079

livestock farmers and very familiar with

337

00:11:00,240 --> 00:11:03,839

growing grass and exceptionally good at

338

00:11:02,079 --> 00:11:06,079

growing grass, but growing pumpkins is a different

339

00:11:03,839 --> 00:11:07,920

business. Weed

340

00:11:06,079 --> 00:11:09,360

control can be a challenge and so on.

341

00:11:07,920 --> 00:11:10,560

It's a difficult business because

342

00:11:09,360 --> 00:11:12,399

you've got weed, pests and disease

343

00:11:10,560 --> 00:11:13,600

control that you wouldn't say with grass

344

00:11:12,399 --> 00:11:15,200

management, but the good thing about

345

00:11:13,600 --> 00:11:16,880

Wales is that there are various

346

00:11:15,200 --> 00:11:19,040

funding streams and you can get the

347

00:11:16,880 --> 00:11:20,079

agronomy help you want.

348

00:11:19,040 --> 00:11:21,600

349

00:11:20,079 --> 00:11:22,800

You don't have to learn it all. You can

350

00:11:21,600 --> 00:11:24,880

get somebody on your

351

00:11:22,800 --> 00:11:26,320

farm either for free or very cheaply

352

00:11:24,880 --> 00:11:28,320

that's going to know the crop

353

00:11:26,320 --> 00:11:29,600

inside out and they can take you through

354

00:11:28,320 --> 00:11:31,360

the pitfalls because they've

355

00:11:29,600 --> 00:11:33,120

worked on the crop for many years and

356

00:11:31,360 --> 00:11:35,040

they know everything that can go wrong.

357

00:11:33,120 --> 00:11:36,480

They will then give you the confidence

358

00:11:35,040 --> 00:11:38,560

and you’ll learn the agronomy yourself as

359

00:11:36,480 --> 00:11:40,240

you go on. You’ll come to events like this

360

00:11:38,560 --> 00:11:42,079

today and you might

361

00:11:40,240 --> 00:11:43,839

even meet your neighbours or meet

362

00:11:42,079 --> 00:11:46,560

other farmers and you can share information.

363

00:11:43,839 --> 00:11:48,720

There are various group

364

00:11:46,560 --> 00:11:50,399

sessions in Wales that you can join and

365

00:11:48,720 --> 00:11:51,519

you get to learn about the crop and then you

366

00:11:50,399 --> 00:11:53,040

can add your

367

00:11:51,519 --> 00:11:55,200

experiences to the overall

368

00:11:53,040 --> 00:11:57,120

experience of the farm.

369

00:11:55,200 --> 00:11:58,639

You develop relationships with other farmers

370

00:11:57,120 --> 00:12:00,320

and if you run out of pumpkins, you can

371

00:11:58,639 --> 00:12:01,519

probably buy some off somebody else or

372

00:12:00,320 --> 00:12:02,880

you can sell some if you've got a

373

00:12:01,519 --> 00:12:04,399

surplus. The whole

374

00:12:02,880 --> 00:12:07,200

networking system is working well

375

00:12:04,399 --> 00:12:09,040

because you’ve got this short supply

376

00:12:07,200 --> 00:12:10,560

chain and

377

00:12:09,040 --> 00:12:12,800

you're basically selling a product that

378

00:12:10,560 --> 00:12:15,040

nobody really knows the true value of, so

379

00:12:12,800 --> 00:12:16,720

you can work out the prices

380

00:12:15,040 --> 00:12:19,040

between yourselves and

381

00:12:16,720 --> 00:12:20,480

keep your gross output as high

382

00:12:19,040 --> 00:12:21,760

as you possibly can.

383

00:12:20,480 --> 00:12:23,760

One of the things that I've

384

00:12:21,760 --> 00:12:26,480

taken from today's event is there's a

385

00:12:23,760 --> 00:12:28,399

lot of trial and error involved in this.

386

00:12:26,480 --> 00:12:30,720

Certain varieties will work well on

387

00:12:28,399 --> 00:12:32,399

some farms and not on others, certain

388

00:12:30,720 --> 00:12:34,560

patches, certain fields will work

389

00:12:32,399 --> 00:12:36,800

better than others and every year

390

00:12:34,560 --> 00:12:39,600

is different, even down to the weather.

391

00:12:36,800 --> 00:12:41,200

A really wet spell can

392

00:12:39,600 --> 00:12:43,519

present some challenges, particularly if

393

00:12:41,200 --> 00:12:46,000

you're trying to time the ripening

394

00:12:43,519 --> 00:12:47,760

of your pumpkins to be spot on

395

00:12:46,000 --> 00:12:50,000

come the second part of October.

396

00:12:47,760 --> 00:12:51,920

We find two things really.

397

00:12:50,000 --> 00:12:53,839

Different varieties do suit different farms and then you’ll

398

00:12:51,920 --> 00:12:55,600

find that the variety you've always

399

00:12:53,839 --> 00:12:56,880

grown will next year disappear because all

400

00:12:55,600 --> 00:12:58,800

the seed comes from the States and we've

401

00:12:56,880 --> 00:13:01,279

got no control over what varieties are

402

00:12:58,800 --> 00:13:02,639

available. People try a lot of varieties

403

00:13:01,279 --> 00:13:04,880

which is what the public want. They want

404

00:13:02,639 --> 00:13:06,480

different sizes, different sorts and

405

00:13:04,880 --> 00:13:09,360

a nice range of

406

00:13:06,480 --> 00:13:11,920

varieties, but the best advice is to

407

00:13:09,360 --> 00:13:13,680

grow as many as you can. In

408

00:13:11,920 --> 00:13:16,800

Wales obviously, the season can be a bit iffy.

409

00:13:13,680 --> 00:13:19,279

Ideally, you want a really good June

410

00:13:16,800 --> 00:13:21,040

with a drop of rain, hopefully a dry July and a

411

00:13:19,279 --> 00:13:23,440

dry August, and then it's the simplest

412

00:13:21,040 --> 00:13:25,519

crop to grow. A wet August

413

00:13:23,440 --> 00:13:26,560

and a wet September can be one of the

414

00:13:25,519 --> 00:13:28,240

hardest

415

00:13:26,560 --> 00:13:30,399

but you can't control that so you’ve just

416

00:13:28,240 --> 00:13:32,399

got to learn and just go with it

417

00:13:30,399 --> 00:13:34,959

and spread the risk. Spread the risk indeed.

418

00:13:32,399 --> 00:13:37,120

Ideally, I think you

419

00:13:34,959 --> 00:13:40,560

mentioned earlier, you would go for a

420

00:13:37,120 --> 00:13:42,480

a one in five-year rotation, (Ideally), but

421

00:13:40,560 --> 00:13:44,399

clearly site selection is dependent

422

00:13:42,480 --> 00:13:46,000

where you've got your infrastructure.

423

00:13:44,399 --> 00:13:47,920

If you've got your car park in one area then you

424

00:13:46,000 --> 00:13:49,120

don't want the public to walk too far to

425

00:13:47,920 --> 00:13:51,600

the field, so

426

00:13:49,120 --> 00:13:52,560

that can restrict your ability to rotate.

427

00:13:51,600 --> 00:13:54,959

428

00:13:52,560 --> 00:13:56,639

In 2019 we had rain from mid-

429

00:13:54,959 --> 00:13:58,240

September until March the

430

00:13:56,639 --> 00:14:00,399

following year and the infrastructure

431

00:13:58,240 --> 00:14:02,720

then, well it basically favoured farms that

432

00:14:00,399 --> 00:14:04,639

had gone hard parking. The

433

00:14:02,720 --> 00:14:06,240

more infrastructure you develop, the more

434

00:14:04,639 --> 00:14:08,000

resilient you are with the weather. And

435

00:14:06,240 --> 00:14:10,240

if we get bad weather, then it's

436

00:14:08,000 --> 00:14:12,079

difficult to park on grass and

437

00:14:10,240 --> 00:14:13,680

it's difficult to manage the

438

00:14:12,079 --> 00:14:15,519

whole setup then.

439

00:14:13,680 --> 00:14:16,880

The interesting thing is

440

00:14:15,519 --> 00:14:18,560

people still wanted to come out when it

441

00:14:16,880 --> 00:14:20,240

was all mud and you wouldn't have

442

00:14:18,560 --> 00:14:22,079

expected that. With fruit, we often find

443

00:14:20,240 --> 00:14:23,920

it's governed by the weather, but with pumpkins, we

444

00:14:22,079 --> 00:14:25,440

find it isn't. People get their wellies

445

00:14:23,920 --> 00:14:28,480

on and they come out.

446

00:14:25,440 --> 00:14:30,480

And some farmers use straw to

447

00:14:28,480 --> 00:14:32,480

protect the pumpkins or even just to

448

00:14:30,480 --> 00:14:34,880

try and create a bit of a dryer, cleaner

449

00:14:32,480 --> 00:14:36,320

bed for them. There are

450

00:14:34,880 --> 00:14:37,680

farmers

451

00:14:36,320 --> 00:14:38,959

that sell all their own pumpkins and

452

00:14:37,680 --> 00:14:41,440

there are other farmers that do a

453

00:14:38,959 --> 00:14:43,440

relatively small field and then arrange

454

00:14:41,440 --> 00:14:46,639

a wholesale supply

455

00:14:43,440 --> 00:14:48,959

to top the field up. Both

456

00:14:46,639 --> 00:14:51,040

systems are perfectly satisfactory.

457

00:14:48,959 --> 00:14:52,720

You can have a two-acre pumpkin

458

00:14:51,040 --> 00:14:54,639

patch that will cope with 10,000

459

00:14:52,720 --> 00:14:56,800

people and top it up every

460

00:14:54,639 --> 00:14:58,160

night, but you’ve got to be well

461

00:14:56,800 --> 00:14:59,920

organised on that and you've got to have

462

00:14:58,160 --> 00:15:01,519

good grow supplying into that chain.

463

00:14:59,920 --> 00:15:03,680

That can be doable and it’s

464

00:15:01,519 --> 00:15:05,920

an opportunity for

465

00:15:03,680 --> 00:15:08,399

growers in Wales that are too remote to have

466

00:15:05,920 --> 00:15:09,680

a pick-your-own enterprise on their farms.

467

00:15:08,399 --> 00:15:11,440

And that was another interesting point

468

00:15:09,680 --> 00:15:13,920

that I hadn't appreciated until you

469

00:15:11,440 --> 00:15:16,320

spoke earlier, Chris, and that was the wholesale

470

00:15:13,920 --> 00:15:18,320

growing opportunities if you have a farm

471

00:15:16,320 --> 00:15:20,240

and you've got a good well-suited land

472

00:15:18,320 --> 00:15:22,000

for growing pumpkins but not in a

473

00:15:20,240 --> 00:15:23,839

location where you think you could

474

00:15:22,000 --> 00:15:25,839

retail direct to the public or perhaps

475

00:15:23,839 --> 00:15:28,399

you don't have the infrastructure nor

476

00:15:25,839 --> 00:15:30,240

the desire possibly to deal directly

477

00:15:28,399 --> 00:15:31,839

with customers,

478

00:15:30,240 --> 00:15:34,000

there is that wholesale

479

00:15:31,839 --> 00:15:36,000

market which last year proved to be very

480

00:15:34,000 --> 00:15:37,440

successful because there was a shortage

481

00:15:36,000 --> 00:15:38,880

of pumpkins. Well, there's always been

482

00:15:37,440 --> 00:15:40,000

a shortage of pumpkins every year I've

483

00:15:38,880 --> 00:15:41,759

been in the crop and I've been doing

484

00:15:40,000 --> 00:15:43,279

them for 20 years now, so I've had a fair bit

485

00:15:41,759 --> 00:15:45,120

of experience and we've always run out.

486

00:15:43,279 --> 00:15:47,279

487

00:15:45,120 --> 00:15:48,880

It's just getting that

488

00:15:47,279 --> 00:15:50,240

supply organised because it's no

489

00:15:48,880 --> 00:15:51,680

good ringing around at the last minute

490

00:15:50,240 --> 00:15:53,440

trying to chase it up, but

491

00:15:51,680 --> 00:15:55,279

if you sell them to a

492

00:15:53,440 --> 00:15:58,240

wholesale market, you're probably talking

493

00:15:55,279 --> 00:16:00,240

about 40p home to grower, a similar sort of

494

00:15:58,240 --> 00:16:02,160

return from a supermarket and

495

00:16:00,240 --> 00:16:03,680

supermarket specs are very tight so you

496

00:16:02,160 --> 00:16:05,839

can't have big ones or small ones,

497

00:16:03,680 --> 00:16:07,920

they've all got to be standard size and

498

00:16:05,839 --> 00:16:09,279

they've got to be clean.

499

00:16:07,920 --> 00:16:11,519

The logistics of getting them off the

500

00:16:09,279 --> 00:16:13,040

field are hard, but with sort of semi

501

00:16:11,519 --> 00:16:14,880

wholesale where you sell to another farm,

502

00:16:13,040 --> 00:16:16,720

if they're selling a pumpkin for

503

00:16:14,880 --> 00:16:18,800

£10, then they're quite happy to buy

504

00:16:16,720 --> 00:16:21,199

one off you for £5 and then

505

00:16:18,800 --> 00:16:23,120

everybody's happy.

506

00:16:21,199 --> 00:16:24,959

507

00:16:23,120 --> 00:16:26,480

They reckon you could get about 6,000

508

00:16:24,959 --> 00:16:28,800

pumpkins on an ar-tic so you could

509

00:16:26,480 --> 00:16:31,279

have 6,000 go in one hit

510

00:16:28,800 --> 00:16:33,199

and take the money from them and not

511

00:16:31,279 --> 00:16:34,800

have to do all the complicated supply

512

00:16:33,199 --> 00:16:37,360

chain work. And that's what we found out

513

00:16:34,800 --> 00:16:39,600

in 2020 with the lockdown.

514

00:16:37,360 --> 00:16:41,680

The Welsh farms that had surplus pumpkins,

515

00:16:39,600 --> 00:16:43,440

they were reasonably easy to sell

516

00:16:41,680 --> 00:16:45,120

to farms in England that were

517

00:16:43,440 --> 00:16:46,800

still going.

518

00:16:45,120 --> 00:16:49,040

Interestingly, I think one of

519

00:16:46,800 --> 00:16:51,199

the most amusing things you said earlier was the

520

00:16:49,040 --> 00:16:52,959

the behaviour of some of the customers.

521

00:16:51,199 --> 00:16:55,279

Some of them

522

00:16:52,959 --> 00:16:57,279

are only driven by that ability to

523

00:16:55,279 --> 00:16:59,279

walk around the field, choose a pumpkin

524

00:16:57,279 --> 00:17:00,000

and have a photo opportunity with the pumpkin, and

525

00:16:59,279 --> 00:17:01,600

you

526

00:17:00,000 --> 00:17:04,480

surprised me with the number of people that

527

00:17:01,600 --> 00:17:06,559

leave the pumpkin there.

528

00:17:04,480 --> 00:17:08,640

529

00:17:06,559 --> 00:17:10,480

I think in horticulture we have become

530

00:17:08,640 --> 00:17:11,679

production obsessed and we think people

531

00:17:10,480 --> 00:17:13,360

want to go to a farm and buy

532

00:17:11,679 --> 00:17:14,720

something, but they don't. A lot of them

533

00:17:13,360 --> 00:17:16,880

just want to go to a farm. If you've

534

00:17:14,720 --> 00:17:18,480

got a field of lavender or a field of

535

00:17:16,880 --> 00:17:19,839

sunflowers,

536

00:17:18,480 --> 00:17:21,280

you don't necessarily have to sell

537

00:17:19,839 --> 00:17:23,120

anything. They just go there and they take

538

00:17:21,280 --> 00:17:25,600

pictures and it gives them

539

00:17:23,120 --> 00:17:27,039

something to put up on the social media

540

00:17:25,600 --> 00:17:28,799

platform to say what they've been doing

541

00:17:27,039 --> 00:17:30,640

at the weekend, and then people

542

00:17:28,799 --> 00:17:32,559

will follow and like it.

543

00:17:30,640 --> 00:17:34,240

I’ve got a

544

00:17:32,559 --> 00:17:35,760

couple of farms now that have been doing

545

00:17:34,240 --> 00:17:36,880

really good on social media. They've had

546

00:17:35,760 --> 00:17:38,720

a bit of help with it and they’ve got

547

00:17:36,880 --> 00:17:41,280

really professional at it. They

548

00:17:38,720 --> 00:17:43,120

find that people are posting videos and stuff

549

00:17:41,280 --> 00:17:44,880

on their own sites, so they don't

550

00:17:43,120 --> 00:17:46,240

even have to do anything. People say

551

00:17:44,880 --> 00:17:47,520

that it was the best day out they've ever had and

552

00:17:46,240 --> 00:17:49,280

it was the cheapest and all they did was walk

553

00:17:47,520 --> 00:17:51,360

through a field of sunflowers.

554

00:17:49,280 --> 00:17:52,960

I don't

555

00:17:51,360 --> 00:17:55,039

get it but

556

00:17:52,960 --> 00:17:57,039

I’m on farms all the time and I

557

00:17:55,039 --> 00:17:59,360

do enjoy going to a farm so I can

558

00:17:57,039 --> 00:18:01,360

see it. It's coming back

559

00:17:59,360 --> 00:18:03,440

to that point about farm tourism and the

560

00:18:01,360 --> 00:18:05,360

experience economy and the value that

561

00:18:03,440 --> 00:18:07,760

there is in that. You don't

562

00:18:05,360 --> 00:18:09,039

necessarily need any production.

563

00:18:07,760 --> 00:18:10,559

You haven't got to think “We've got to

564

00:18:09,039 --> 00:18:13,039

grow this and we've got to grow that”.

565

00:18:10,559 --> 00:18:15,679

If you make a nice farm visit and

566

00:18:13,039 --> 00:18:17,679

maybe do picnics or whatever. You

567

00:18:15,679 --> 00:18:18,960

might have a river or donkeys

568

00:18:17,679 --> 00:18:20,400

or something that you never even thought of

569

00:18:18,960 --> 00:18:22,559

and that in

570

00:18:20,400 --> 00:18:24,160

itself could work. The funny thing

571

00:18:22,559 --> 00:18:25,120

is if somebody buys a pumpkin and leaves

572

00:18:24,160 --> 00:18:26,080

it, then you've got it to sell to

573

00:18:25,120 --> 00:18:27,679

somebody else.

574

00:18:26,080 --> 00:18:29,600

That's the ideal world and that's what

575

00:18:27,679 --> 00:18:31,760

your average beef and sheep farmer can't

576

00:18:29,600 --> 00:18:33,840

understand. People aren't

577

00:18:31,760 --> 00:18:35,120

absolutely obsessed

578

00:18:33,840 --> 00:18:36,640

because what are they going to

579

00:18:35,120 --> 00:18:37,840

do with them when they get home?

580

00:18:36,640 --> 00:18:40,000

581

00:18:37,840 --> 00:18:42,000

But the most successful enterprises, and

582

00:18:40,000 --> 00:18:44,400

you've worked and seen a lot of these,

583

00:18:42,000 --> 00:18:46,880

tend to have added value alongside them, be it

584

00:18:44,400 --> 00:18:49,520

a farm shop, a café, and that can really

585

00:18:46,880 --> 00:18:50,400

boost sales and takings. It

586

00:18:49,520 --> 00:18:53,120

boosts

587

00:18:50,400 --> 00:18:54,880

the sort of credibility and the value

588

00:18:53,120 --> 00:18:56,480

of the farm experience and you can also

589

00:18:54,880 --> 00:18:59,360

take a third of the money, so a third of

590

00:18:56,480 --> 00:19:02,000

your gross output can come from a

591

00:18:59,360 --> 00:19:03,760

relatively small café. We've been

592

00:19:02,000 --> 00:19:05,679

quite surprised in soft fruit and in

593

00:19:03,760 --> 00:19:07,679

pumpkins with

594

00:19:05,679 --> 00:19:09,360

doing soups and

595

00:19:07,679 --> 00:19:11,360

very simple catering and it

596

00:19:09,360 --> 00:19:12,799

does bring a lot of money. People,

597

00:19:11,360 --> 00:19:14,559

they just want to get to a farm and

598

00:19:12,799 --> 00:19:17,039

if they can get some cheap food there

599

00:19:14,559 --> 00:19:19,440

then everybody’s happy. You’ve

600

00:19:17,039 --> 00:19:22,000

often got some talent on

601

00:19:19,440 --> 00:19:23,919

a farm to do social media and some

602

00:19:22,000 --> 00:19:26,160

culinary talent either on the farm

603

00:19:23,919 --> 00:19:28,640

or nearby that can do cakes and stuff.

604

00:19:26,160 --> 00:19:30,400

Again, short supply chains

605

00:19:28,640 --> 00:19:33,600

can feed direct into

606

00:19:30,400 --> 00:19:35,760

that farm tourism market.

607

00:19:33,600 --> 00:19:37,520

What examples of good social media have

608

00:19:35,760 --> 00:19:39,919

you seen? Does it tend to be the really

609

00:19:37,520 --> 00:19:41,679

striking images/videos. Do they tend to

610

00:19:39,919 --> 00:19:44,000

be the most successful content?

611

00:19:41,679 --> 00:19:45,840

Apparently, they say the

612

00:19:44,000 --> 00:19:47,360

best platform of all is to have a really

613

00:19:45,840 --> 00:19:49,039

good website. If you get a good

614

00:19:47,360 --> 00:19:52,080

website set up then you can do all your

615

00:19:49,039 --> 00:19:54,160

booking systems etc through that.

616

00:19:52,080 --> 00:19:56,640

Obviously, Facebook and Instagram seem to

617

00:19:54,160 --> 00:19:58,799

be the key platforms and you

618

00:19:56,640 --> 00:20:00,480

can get people who posts videos of

619

00:19:58,799 --> 00:20:01,919

what they've done at the weekend and all

620

00:20:00,480 --> 00:20:03,679

their friends like it and then they'll go

621

00:20:01,919 --> 00:20:05,200

to that farm just from seeing their own

622

00:20:03,679 --> 00:20:06,720

friends go there.

623

00:20:05,200 --> 00:20:08,640

That works in sort of

624

00:20:06,720 --> 00:20:10,799

self-supporting without the farm

625

00:20:08,640 --> 00:20:13,360

although you've got to initially spark

626

00:20:10,799 --> 00:20:14,640

it to get it working. With some farms,

627

00:20:13,360 --> 00:20:16,400

there's somebody on the farm

628

00:20:14,640 --> 00:20:18,159

who's very good at social

629

00:20:16,400 --> 00:20:19,600

media and that wouldn't normally have had a

630

00:20:18,159 --> 00:20:20,960

place on the farm and then they start

631

00:20:19,600 --> 00:20:22,799

fitting in with the farm and they get a

632

00:20:20,960 --> 00:20:25,760

bit more interested in it.

633

00:20:22,799 --> 00:20:27,360

I’ve had people on farms that

634

00:20:25,760 --> 00:20:29,120

previously weren't involved in the farm

635

00:20:27,360 --> 00:20:30,960

at all and now they’ve become sort of

636

00:20:29,120 --> 00:20:32,559

an events manager and

637

00:20:30,960 --> 00:20:34,240

they're really good at it and they're

638

00:20:32,559 --> 00:20:35,760

always asking “well, what can we do? What

639

00:20:34,240 --> 00:20:37,919

can we do in May for the bank

640

00:20:35,760 --> 00:20:39,840

holiday? What can we do in June?”,

641

00:20:37,919 --> 00:20:41,039

and then

642

00:20:39,840 --> 00:20:42,320

you can build your

643

00:20:41,039 --> 00:20:44,559

infrastructure and you can have people

644

00:20:42,320 --> 00:20:46,799

there all the time. It's all those

645

00:20:44,559 --> 00:20:48,320

new skills that suddenly is required.

646

00:20:46,799 --> 00:20:50,559

They're often

647

00:20:48,320 --> 00:20:51,919

sort of latent on a farm and

648

00:20:50,559 --> 00:20:53,760

I found that people

649

00:20:51,919 --> 00:20:55,760

who weren’t previously involved in the

650

00:20:53,760 --> 00:20:57,840

farm could suddenly do like a monthly

651

00:20:55,760 --> 00:21:00,000

video of a pumpkin field and

652

00:20:57,840 --> 00:21:02,559

653

00:21:00,000 --> 00:21:05,039

it's got like a thousand likes on it.

654

00:21:02,559 --> 00:21:06,960

You've

655

00:21:05,039 --> 00:21:09,440

got to do likes and comments to

656

00:21:06,960 --> 00:21:11,440

get the

657

00:21:09,440 --> 00:21:12,880

post sent to other people and

658

00:21:11,440 --> 00:21:15,039

that soon starts happening by

659

00:21:12,880 --> 00:21:16,240

itself. I've learned all that and

660

00:21:15,039 --> 00:21:17,919

I don't even know anything about

661

00:21:16,240 --> 00:21:19,200

social media.

662

00:21:17,919 --> 00:21:21,039

You mentioned earlier a really good

663

00:21:19,200 --> 00:21:22,960

point about having a booking system. I

664

00:21:21,039 --> 00:21:26,000

know that it’s been possibly a

665

00:21:22,960 --> 00:21:28,320

requirement on the back of COVID,

666

00:21:26,000 --> 00:21:30,320

but it's also quite a clever way

667

00:21:28,320 --> 00:21:32,240

of increasing sales because you get

668

00:21:30,320 --> 00:21:34,640

people to pay for their certain slots

669

00:21:32,240 --> 00:21:35,679

and that commits them to coming and

670

00:21:34,640 --> 00:21:37,360

potentially

671

00:21:35,679 --> 00:21:38,880

you're driving a bit more interest or

672

00:21:37,360 --> 00:21:40,400

at least buying some more commitment.

673

00:21:38,880 --> 00:21:42,000

In the olden days, we were getting

674

00:21:40,400 --> 00:21:44,400

overwhelmed in the pumpkin fortnight

675

00:21:42,000 --> 00:21:45,760

which is the school half

676

00:21:44,400 --> 00:21:48,240

term and

677

00:21:45,760 --> 00:21:50,880

the COVID booking system enabled

678

00:21:48,240 --> 00:21:53,200

us to get control over it. Now we can

679

00:21:50,880 --> 00:21:55,039

just get people on the farm

680

00:21:53,200 --> 00:21:56,640

for relatively short periods. It gives you

681

00:21:55,039 --> 00:21:58,000

some structure and you don't start blocking

682

00:21:56,640 --> 00:22:00,159

all the roads. We've had motorways

683

00:21:58,000 --> 00:22:02,000

blocked in England with pumpkin traffic.

684

00:22:00,159 --> 00:22:04,000

You might get

685

00:22:02,000 --> 00:22:05,520

10,000 people turn up on one Saturday

686

00:22:04,000 --> 00:22:07,360

and that just doesn't work. You just

687

00:22:05,520 --> 00:22:10,720

can't do the logistics of it. So you can

688

00:22:07,360 --> 00:22:12,559

book between 6-50 cars every

689

00:22:10,720 --> 00:22:14,640

half hour. They can easy distance on the

690

00:22:12,559 --> 00:22:15,760

farm because the farm is a big place.

691

00:22:14,640 --> 00:22:16,880

It doesn't really

692

00:22:15,760 --> 00:22:18,400

matter when they go because they can

693

00:22:16,880 --> 00:22:20,320

always be away from other people,

694

00:22:18,400 --> 00:22:22,480

but it's just controlling the flow of

695

00:22:20,320 --> 00:22:23,840

people onto the farm.

696

00:22:22,480 --> 00:22:26,159

697

00:22:23,840 --> 00:22:26,960

The other opportunity is that you

698

00:22:26,159 --> 00:22:28,640

can

699

00:22:26,960 --> 00:22:29,919

book people in and also charge them for

700

00:22:28,640 --> 00:22:32,159

the booking which gives them a

701

00:22:29,919 --> 00:22:33,440

commitment to actually come and it also

702

00:22:32,159 --> 00:22:35,520

gives them the commitment that you've

703

00:22:33,440 --> 00:22:37,840

got a pumpkin to sell. You can

704

00:22:35,520 --> 00:22:39,520

also make money out of the booking.

705

00:22:37,840 --> 00:22:41,200

If you're booking on cars at

706

00:22:39,520 --> 00:22:42,880

£2 a car,

707

00:22:41,200 --> 00:22:44,400

if you get thousand cars, you've

708

00:22:42,880 --> 00:22:46,000

made £2,000 without even

709

00:22:44,400 --> 00:22:47,679

having anybody on the farm and then

710

00:22:46,000 --> 00:22:49,520

you can predict who's coming and

711

00:22:47,679 --> 00:22:50,640

they'll buy pumpkins on top of

712

00:22:49,520 --> 00:22:51,919

that. And that helps them, particularly

713

00:22:50,640 --> 00:22:53,440

around staffing and resource

714

00:22:51,919 --> 00:22:55,520

requirements.

715

00:22:53,440 --> 00:22:56,960

It gives the whole

716

00:22:55,520 --> 00:22:58,159

marketing thing much more

717

00:22:56,960 --> 00:23:00,000

structure and we've only learned that

718

00:22:58,159 --> 00:23:01,600

through COVID. It's a bad

719

00:23:00,000 --> 00:23:03,520

thing but it has helped us just to

720

00:23:01,600 --> 00:23:06,159

organise things. In some ways, there are some

721

00:23:03,520 --> 00:23:07,919

positives to come from it. As a

722

00:23:06,159 --> 00:23:09,360

final question, Chris,

723

00:23:07,919 --> 00:23:11,120

for people listening to this podcast

724

00:23:09,360 --> 00:23:12,799

that might be interested in having a go

725

00:23:11,120 --> 00:23:15,039

at setting up their own pumpkin pick-

726

00:23:12,799 --> 00:23:17,760

your-own business enterprise, what would

727

00:23:15,039 --> 00:23:20,080

be your piece of advice to them? My piece

728

00:23:17,760 --> 00:23:22,960

of advice is just to access the

729

00:23:20,080 --> 00:23:25,280

help that you can get in Wales for

730

00:23:22,960 --> 00:23:27,600

mentoring and agronomy, so I'd be

731

00:23:25,280 --> 00:23:29,919

looking at Facebook,

732

00:23:27,600 --> 00:23:31,520

Farming Connect and Tyfu Cymru

733

00:23:29,919 --> 00:23:32,480

and all the platforms

734

00:23:31,520 --> 00:23:35,360

that's going to

735

00:23:32,480 --> 00:23:37,120

get an advisor to work with you and

736

00:23:35,360 --> 00:23:38,320

help you to make friends with farmers

737

00:23:37,120 --> 00:23:40,400

and just give you the confidence that

738

00:23:38,320 --> 00:23:42,799

probably is there lately,

739

00:23:40,400 --> 00:23:45,760

but you just need it to

740

00:23:42,799 --> 00:23:47,039

let your ideas blossom.

741

00:23:45,760 --> 00:23:48,000

The other good thing about it is that

742

00:23:47,039 --> 00:23:49,520

I'm always getting people

743

00:23:48,000 --> 00:23:51,279

coming up with ideas and saying “Chris, what

744

00:23:49,520 --> 00:23:53,760

happens if we grew

745

00:23:51,279 --> 00:23:55,760

saffron or if we grew melons or whatever?”,

746

00:23:53,760 --> 00:23:57,679

You can help develop ideas

747

00:23:55,760 --> 00:23:58,720

along with the sort of basic

748

00:23:57,679 --> 00:23:59,919

749

00:23:58,720 --> 00:24:02,559

crops that we know are going to be

750

00:23:59,919 --> 00:24:05,200

successful. I wholeheartedly

751

00:24:02,559 --> 00:24:07,520

endorse that advice, Chris. Thank you ever

752

00:24:05,200 --> 00:24:10,180

so much for joining us on the podcast.

753

00:24:07,520 --> 00:24:17,120

Best wishes. Thank you

754

00:24:10,180 --> 00:24:19,440

[Music]

755

00:24:17,120 --> 00:24:22,400

Hi, I'm Andy Matthews.

756

00:24:19,440 --> 00:24:25,039

I've been living here for

757

00:24:22,400 --> 00:24:26,960

over 30 years now.

758

00:24:25,039 --> 00:24:28,799

My parents were farming

759

00:24:26,960 --> 00:24:30,880

Aberbran Fawr

760

00:24:28,799 --> 00:24:32,160

since I was 13. We moved up from

761

00:24:30,880 --> 00:24:33,279

Herefordshire.

762

00:24:32,160 --> 00:24:35,600

[Music]

763

00:24:33,279 --> 00:24:37,600

Myself and my partner, Kay,

764

00:24:35,600 --> 00:24:40,559

took over the business

765

00:24:37,600 --> 00:24:43,120

14 years ago, when my father passed away

766

00:24:40,559 --> 00:24:44,559

and we moved into the house and

767

00:24:43,120 --> 00:24:47,039

hopefully moved the business forward

768

00:24:44,559 --> 00:24:50,640

since then.

769

00:24:47,039 --> 00:24:53,120

We've always been interested in

770

00:24:50,640 --> 00:24:56,080

growing soft fruit and diversifying. My

771

00:24:53,120 --> 00:24:58,000

father started a pick-your-own business

772

00:24:56,080 --> 00:24:59,760

about 20 years ago

773

00:24:58,000 --> 00:25:01,600

774

00:24:59,760 --> 00:25:03,440

just growing strawberries, raspberries

775

00:25:01,600 --> 00:25:05,840

and a bit of soft fruit

776

00:25:03,440 --> 00:25:07,440

which was really popular at the time.

777

00:25:05,840 --> 00:25:09,600

It has sort of gone full circle

778

00:25:07,440 --> 00:25:11,520

because we went through a period of five

779

00:25:09,600 --> 00:25:13,520

or six years when

780

00:25:11,520 --> 00:25:15,760

the pick-your-own trade really

781

00:25:13,520 --> 00:25:17,679

dropped off.

782

00:25:15,760 --> 00:25:18,880

We had a series of wet summers and I

783

00:25:17,679 --> 00:25:20,080

think the

784

00:25:18,880 --> 00:25:21,279

785

00:25:20,080 --> 00:25:23,679

786

00:25:21,279 --> 00:25:26,559

enthusiasm from the public went away for

787

00:25:23,679 --> 00:25:28,480

a few years. We found in the last five to

788

00:25:26,559 --> 00:25:30,320

six years that it has really picked up again,

789

00:25:28,480 --> 00:25:31,679

especially since COVID outbreak

790

00:25:30,320 --> 00:25:33,200

last year.

791

00:25:31,679 --> 00:25:35,440

The

792

00:25:33,200 --> 00:25:36,559

appetite's really grown and

793

00:25:35,440 --> 00:25:37,760

794

00:25:36,559 --> 00:25:39,760

people

795

00:25:37,760 --> 00:25:41,840

are interested in coming out on-farm

796

00:25:39,760 --> 00:25:44,799

for whatever experiences you can offer

797

00:25:41,840 --> 00:25:48,000

them, whether it's picking fruit,

798

00:25:44,799 --> 00:25:49,200

maize, pumpkin.

799

00:25:48,000 --> 00:25:50,400

We've got a

800

00:25:49,200 --> 00:25:54,240

nice little campsite which we've

801

00:25:50,400 --> 00:25:56,720

developed and it’s going really well.

802

00:25:54,240 --> 00:25:58,799

That's all on the back of a beef

803

00:25:56,720 --> 00:26:00,400

and sheep farm

804

00:25:58,799 --> 00:26:01,679

which was the main stay of the business

805

00:26:00,400 --> 00:26:04,559

for years.

806

00:26:01,679 --> 00:26:07,279

We just found that historically,

807

00:26:04,559 --> 00:26:09,120

beef and sheep farming and arable can

808

00:26:07,279 --> 00:26:10,880

have its ups and downs and you can work

809

00:26:09,120 --> 00:26:12,720

very hard for

810

00:26:10,880 --> 00:26:14,000

not too much reward if you're not

811

00:26:12,720 --> 00:26:15,679

careful.

812

00:26:14,000 --> 00:26:17,760

We've added the campsite and the

813

00:26:15,679 --> 00:26:18,720

pick your own business which is

814

00:26:17,760 --> 00:26:20,400

just

815

00:26:18,720 --> 00:26:22,400

sort of strengthened the business really

816

00:26:20,400 --> 00:26:25,279

and giving it a bit of backbone

817

00:26:22,400 --> 00:26:26,720

and sort of made us a little bit more

818

00:26:25,279 --> 00:26:28,400

resilient.

819

00:26:26,720 --> 00:26:30,480

820

00:26:28,400 --> 00:26:32,240

821

00:26:30,480 --> 00:26:34,159

How do you fit it all in, Andy, between

822

00:26:32,240 --> 00:26:36,159

the farming, the strawberries, the

823

00:26:34,159 --> 00:26:39,440

pumpkins, the campsite? Where do you get

824

00:26:36,159 --> 00:26:41,120

enough time to do it all?

825

00:26:39,440 --> 00:26:42,080

We’re obviously working fairly hard.

826

00:26:41,120 --> 00:26:43,919

Kay,

827

00:26:42,080 --> 00:26:45,840

my partner, she does a lot of the admin,

828

00:26:43,919 --> 00:26:47,440

a lot of the bookings and

829

00:26:45,840 --> 00:26:49,440

runs the shop and the pick-your-own

830

00:26:47,440 --> 00:26:51,039

in the summer. I do the growing, the sort

831

00:26:49,440 --> 00:26:52,720

of hands-on stuff.

832

00:26:51,039 --> 00:26:53,600

We've got one full-time member of

833

00:26:52,720 --> 00:26:56,480

staff

834

00:26:53,600 --> 00:26:58,960

and a couple of family members

835

00:26:56,480 --> 00:27:00,880

and we get some local labouring as

836

00:26:58,960 --> 00:27:03,600

and when we need it really. We

837

00:27:00,880 --> 00:27:04,799

do most tasks ourselves because I find

838

00:27:03,600 --> 00:27:06,240

especially with the fruit

839

00:27:04,799 --> 00:27:07,679

that there's not a lot of specialist labour

840

00:27:06,240 --> 00:27:08,799

around here, so

841

00:27:07,679 --> 00:27:11,679

you've got to be there and either

842

00:27:08,799 --> 00:27:13,360

supervise it or do it yourself.

843

00:27:11,679 --> 00:27:15,840

I enjoy the growing side of

844

00:27:13,360 --> 00:27:18,080

things

845

00:27:15,840 --> 00:27:20,159

and we are very busy, but we enjoy it.

846

00:27:18,080 --> 00:27:21,760

That’s what makes us tick

847

00:27:20,159 --> 00:27:23,200

really. You get a buzz from it.

848

00:27:21,760 --> 00:27:24,880

When the car park is full of cars, I'm

849

00:27:23,200 --> 00:27:26,399

sure it gives you that warm feeling

850

00:27:24,880 --> 00:27:28,320

and that things are good

851

00:27:26,399 --> 00:27:30,399

and going well. You’ve been

852

00:27:28,320 --> 00:27:32,159

involved in the soft fruit side for

853

00:27:30,399 --> 00:27:35,039

many years, but you took some persuasion

854

00:27:32,159 --> 00:27:36,000

to start on the pumpkins. Yes. I sort

855

00:27:35,039 --> 00:27:38,240

of

856

00:27:36,000 --> 00:27:41,840

did a few years when I was in college.

857

00:27:38,240 --> 00:27:44,399

I did a three-year HND in Harper Adams

858

00:27:41,840 --> 00:27:46,320

and then I went as part of my course

859

00:27:44,399 --> 00:27:48,000

down to Kent on a big soft fruit and arable

860

00:27:46,320 --> 00:27:49,600

farm which we

861

00:27:48,000 --> 00:27:52,000

got some experience growing soft fruit

862

00:27:49,600 --> 00:27:53,600

which really

863

00:27:52,000 --> 00:27:54,799

got me interested.

864

00:27:53,600 --> 00:27:55,919

865

00:27:54,799 --> 00:27:57,520

866

00:27:55,919 --> 00:27:59,520

I think because we're busy on the farm

867

00:27:57,520 --> 00:28:01,600

anyway, we sort of stuck with doing the

868

00:27:59,520 --> 00:28:03,760

fruit because you've got a sort of

869

00:28:01,600 --> 00:28:06,159

season from sort of mid-June through to

870

00:28:03,760 --> 00:28:07,679

the end of August and then you can shut shop

871

00:28:06,159 --> 00:28:09,360

and concentrate on the rest of the farm

872

00:28:07,679 --> 00:28:11,039

for the rest of the year. Although

873

00:28:09,360 --> 00:28:13,840

we've been encouraged for many years to

874

00:28:11,039 --> 00:28:16,080

grow pumpkins,

875

00:28:13,840 --> 00:28:18,000

we just found that it was our closed

876

00:28:16,080 --> 00:28:20,000

period and we didn't really want to open

877

00:28:18,000 --> 00:28:21,760

up and be busy again. It was

878

00:28:20,000 --> 00:28:23,760

your down time,

879

00:28:21,760 --> 00:28:24,640

your quiet time, catch up time.

880

00:28:23,760 --> 00:28:25,440

881

00:28:24,640 --> 00:28:29,279

882

00:28:25,440 --> 00:28:31,039

As the years have gone by,

883

00:28:29,279 --> 00:28:32,880

especially with the rejuvenation of

884

00:28:31,039 --> 00:28:34,799

the pick-your-own and

885

00:28:32,880 --> 00:28:36,799

the enthusiasm of the public, we

886

00:28:34,799 --> 00:28:38,799

decided to give it a go two years ago in

887

00:28:36,799 --> 00:28:40,399

2019

888

00:28:38,799 --> 00:28:42,640

after Chris Creed from ADAS had

889

00:28:40,399 --> 00:28:45,279

encouraged us.

890

00:28:42,640 --> 00:28:47,360

And that year actually,

891

00:28:45,279 --> 00:28:48,240

ironically, was a really tough year. We

892

00:28:47,360 --> 00:28:49,919

had a

893

00:28:48,240 --> 00:28:51,520

wet spell after we planted the pumpkins

894

00:28:49,919 --> 00:28:52,720

and they struggled a bit, but we did end

895

00:28:51,520 --> 00:28:55,679

up with a crop

896

00:28:52,720 --> 00:28:57,120

and we bought some in as well.

897

00:28:55,679 --> 00:28:58,640

We managed to clear everything and sell

898

00:28:57,120 --> 00:29:00,720

everything but we had a really wet autumn.

899

00:28:58,640 --> 00:29:02,320

From the first

900

00:29:00,720 --> 00:29:04,000

week of October right through to the end

901

00:29:02,320 --> 00:29:06,240

of October we had rain pretty much every

902

00:29:04,000 --> 00:29:07,919

day so it absolutely killed the season,

903

00:29:06,240 --> 00:29:10,559

although we still sold everything we had.

904

00:29:07,919 --> 00:29:13,120

It was a year to forget

905

00:29:10,559 --> 00:29:15,200

not to remember.

906

00:29:13,120 --> 00:29:18,240

Not being deterred, we had another go

907

00:29:15,200 --> 00:29:19,840

last year. I think we only grew about

908

00:29:18,240 --> 00:29:22,080

4,000 plants.

909

00:29:19,840 --> 00:29:23,600

I think you averaged just over a pumpkin

910

00:29:22,080 --> 00:29:25,279

per plant so we probably had like

911

00:29:23,600 --> 00:29:26,399

between 4,000-6,000 pumpkins

912

00:29:25,279 --> 00:29:29,120

to sell.

913

00:29:26,399 --> 00:29:32,159

And it was a phenomenal response

914

00:29:29,120 --> 00:29:33,520

last year. We sold out in basically

915

00:29:32,159 --> 00:29:35,600

three weekends and

916

00:29:33,520 --> 00:29:37,840

just a few days before half

917

00:29:35,600 --> 00:29:39,760

term. I think everybody knew that the

918

00:29:37,840 --> 00:29:41,600

lockdown was coming in half term so

919

00:29:39,760 --> 00:29:42,880

everyone rushed out and got

920

00:29:41,600 --> 00:29:44,799

their pumpkins and did what they could

921

00:29:42,880 --> 00:29:47,279

before the lockdown.

922

00:29:44,799 --> 00:29:49,600

We had a total clearance in

923

00:29:47,279 --> 00:29:51,039

about 10 days which is good

924

00:29:49,600 --> 00:29:52,720

going really.

925

00:29:51,039 --> 00:29:55,200

And what happened then? Can you buy more

926

00:29:52,720 --> 00:29:56,720

pumpkins in? What happens? I think in a

927

00:29:55,200 --> 00:29:59,200

sort of normal year, if there ever is a

928

00:29:56,720 --> 00:30:00,799

normal year these days, you would just

929

00:29:59,200 --> 00:30:02,559

go on the open market and buy some in,

930

00:30:00,799 --> 00:30:04,399

but last year,

931

00:30:02,559 --> 00:30:06,399

because there were no events for the

932

00:30:04,399 --> 00:30:08,480

public,

933

00:30:06,399 --> 00:30:09,840

pumpkin picking and farm shops was

934

00:30:08,480 --> 00:30:12,000

one of the few things people could go

935

00:30:09,840 --> 00:30:13,679

and do, so I think it was just blitzed

936

00:30:12,000 --> 00:30:15,440

and I think

937

00:30:13,679 --> 00:30:17,679

938

00:30:15,440 --> 00:30:19,440

with a poor pumpkin crop in England,

939

00:30:17,679 --> 00:30:21,360

I don't think the Welsh pumpkin

940

00:30:19,440 --> 00:30:22,880

crops are particularly big, but

941

00:30:21,360 --> 00:30:24,240

the massive pumpkins are grown

942

00:30:22,880 --> 00:30:25,919

in the southeast of England and I think

943

00:30:24,240 --> 00:30:27,120

they had a poor growing summer, so

944

00:30:25,919 --> 00:30:28,320

there was probably a slight shortage

945

00:30:27,120 --> 00:30:30,320

anyway and

946

00:30:28,320 --> 00:30:32,559

I think

947

00:30:30,320 --> 00:30:34,799

everybody just sold out. We had people

948

00:30:32,559 --> 00:30:36,159

ringing up other farms, ringing up asking

949

00:30:34,799 --> 00:30:37,919

if they could have 4,000-5,000

950

00:30:36,159 --> 00:30:39,600

at a time (wow) and it's

951

00:30:37,919 --> 00:30:41,840

just phenomenal.

952

00:30:39,600 --> 00:30:44,159

There was none about. I've

953

00:30:41,840 --> 00:30:46,480

got a couple of friends nearby who grew

954

00:30:44,159 --> 00:30:48,000

like a commercial crop.

955

00:30:46,480 --> 00:30:49,679

They had a similar amount to what I had and

956

00:30:48,000 --> 00:30:51,200

they just sold out in three weeks.

957

00:30:49,679 --> 00:30:53,120

They had people ringing them and

958

00:30:51,200 --> 00:30:55,520

there was nothing left.

959

00:30:53,120 --> 00:30:58,080

Have you grown more this year?

960

00:30:55,520 --> 00:30:59,679

We did. We doubled up this year.

961

00:30:58,080 --> 00:31:01,279

Although I think the pumpkin crop is

962

00:30:59,679 --> 00:31:03,360

slightly

963

00:31:01,279 --> 00:31:05,200

smaller in terms of how many

964

00:31:03,360 --> 00:31:06,480

pumpkins per plant there is, we've

965

00:31:05,200 --> 00:31:08,399

got

966

00:31:06,480 --> 00:31:09,919

more blank plants than

967

00:31:08,399 --> 00:31:11,679

last year, but we've got more plants so

968

00:31:09,919 --> 00:31:13,279

we've got plenty of pumpkins. If we

969

00:31:11,679 --> 00:31:15,279

sell them all again, we'll be pretty

970

00:31:13,279 --> 00:31:16,399

happy with that. I

971

00:31:15,279 --> 00:31:18,559

think that's what it's all about,

972

00:31:16,399 --> 00:31:20,320

pitching yourself and you can always

973

00:31:18,559 --> 00:31:21,760

do more and sell more, but

974

00:31:20,320 --> 00:31:23,039

if you set yourself a goal and you

975

00:31:21,760 --> 00:31:24,159

achieve that,

976

00:31:23,039 --> 00:31:25,840

you can't do much better than that.

977

00:31:24,159 --> 00:31:27,200

And in terms of

978

00:31:25,840 --> 00:31:29,360

site selection, have you got to choose

979

00:31:27,200 --> 00:31:30,480

fields which are nearby your car park

980

00:31:29,360 --> 00:31:32,080

because you've got the

981

00:31:30,480 --> 00:31:33,679

infrastructure here which is a massive

982

00:31:32,080 --> 00:31:34,799

boost to start with, but then you've got

983

00:31:33,679 --> 00:31:36,640

to make sure that things are within

984

00:31:34,799 --> 00:31:38,320

walking distance. Definitely.

985

00:31:36,640 --> 00:31:39,840

986

00:31:38,320 --> 00:31:41,600

We’ve got three patches this year

987

00:31:39,840 --> 00:31:44,000

which we've walked around today.

988

00:31:41,600 --> 00:31:45,679

The first patch is the poorest patch

989

00:31:44,000 --> 00:31:47,039

and it's on a

990

00:31:45,679 --> 00:31:48,720

patch of ground which has historically

991

00:31:47,039 --> 00:31:51,200

been cropped a lot over the last 20

992

00:31:48,720 --> 00:31:52,480

years and it's probably

993

00:31:51,200 --> 00:31:54,640

994

00:31:52,480 --> 00:31:57,120

showing signs of that really.

995

00:31:54,640 --> 00:31:58,799

You need a close patch

996

00:31:57,120 --> 00:32:00,880

within walking distance or wheelbarrow

997

00:31:58,799 --> 00:32:02,640

distance. Then we grow in another

998

00:32:00,880 --> 00:32:04,480

patch further away so we can

999

00:32:02,640 --> 00:32:06,080

transport the pumpkins in and top the

1000

00:32:04,480 --> 00:32:08,000

field up every day

1001

00:32:06,080 --> 00:32:09,679

which is important because

1002

00:32:08,000 --> 00:32:11,120

what you'll find is you get your

1003

00:32:09,679 --> 00:32:12,799

first weekend and everyone comes and they'll

1004

00:32:11,120 --> 00:32:14,159

take the cream off

1005

00:32:12,799 --> 00:32:15,440

and they’ll leave all the other ones.

1006

00:32:14,159 --> 00:32:17,200

You need to be able to top it up

1007

00:32:15,440 --> 00:32:18,880

otherwise after two weeks, all the really

1008

00:32:17,200 --> 00:32:21,279

good ones are gone and you’ll end up with a

1009

00:32:18,880 --> 00:32:22,480

lot of average stuff left. It's nice

1010

00:32:21,279 --> 00:32:24,399

to be able to freshen it up every

1011

00:32:22,480 --> 00:32:25,679

weekend (of course) and that works well.

1012

00:32:24,399 --> 00:32:27,679

1013

00:32:25,679 --> 00:32:29,360

One thing I will say,

1014

00:32:27,679 --> 00:32:31,120

if you can grow pumpkins close

1015

00:32:29,360 --> 00:32:32,799

by and leave them in the field,

1016

00:32:31,120 --> 00:32:34,399

you'll keep your labour to a minimum,

1017

00:32:32,799 --> 00:32:36,000

but if you're harvesting them, they're

1018

00:32:34,399 --> 00:32:36,720

quite labour intensive to harvest.

1019

00:32:36,000 --> 00:32:38,080

1020

00:32:36,720 --> 00:32:40,000

It's one at a time and you've got to pick

1021

00:32:38,080 --> 00:32:41,440

each one up. We either put them in

1022

00:32:40,000 --> 00:32:42,799

crates and move them or put them on a

1023

00:32:41,440 --> 00:32:44,000

trailer and it's quite labour

1024

00:32:42,799 --> 00:32:45,679

intensive.

1025

00:32:44,000 --> 00:32:46,960

1026

00:32:45,679 --> 00:32:49,519

It’s quite rewarding and well

1027

00:32:46,960 --> 00:32:51,360

worthwhile if it goes well. And

1028

00:32:49,519 --> 00:32:52,960

clearly having established the

1029

00:32:51,360 --> 00:32:55,200

strawberry pick-your-own and the cafe

1030

00:32:52,960 --> 00:32:57,120

you have here and the farm shop, you've

1031

00:32:55,200 --> 00:32:58,799

already got a relationship with your

1032

00:32:57,120 --> 00:33:00,880

customers. You had a customer base but

1033

00:32:58,799 --> 00:33:03,039

also, you have people skills because

1034

00:33:00,880 --> 00:33:04,559

running this enterprise requires a

1035

00:33:03,039 --> 00:33:06,399

completely different skill set to

1036

00:33:04,559 --> 00:33:08,720

running the beef and sheep

1037

00:33:06,399 --> 00:33:10,320

enterprise. Absolutely.

1038

00:33:08,720 --> 00:33:11,919

We've always been involved in the public

1039

00:33:10,320 --> 00:33:13,279

a lot with the pick-your-own and

1040

00:33:11,919 --> 00:33:14,960

the campsite.

1041

00:33:13,279 --> 00:33:16,880

We deal with a lot of people

1042

00:33:14,960 --> 00:33:18,480

throughout the year

1043

00:33:16,880 --> 00:33:21,039

and that's something that

1044

00:33:18,480 --> 00:33:22,320

you either enjoy doing or you don't.

1045

00:33:21,039 --> 00:33:23,760

1046

00:33:22,320 --> 00:33:24,960

You have your

1047

00:33:23,760 --> 00:33:26,720

ups and downs when the public are

1048

00:33:24,960 --> 00:33:29,200

involved. Most people are really grateful

1049

00:33:26,720 --> 00:33:31,440

and it's very rewarding seeing them come

1050

00:33:29,200 --> 00:33:32,960

and they enjoy the experience and

1051

00:33:31,440 --> 00:33:34,720

they're really interested to know what

1052

00:33:32,960 --> 00:33:35,440

you're growing and how you're doing it.

1053

00:33:34,720 --> 00:33:37,120

1054

00:33:35,440 --> 00:33:38,880

Most people just want to ask you

1055

00:33:37,120 --> 00:33:39,919

questions and talk.

1056

00:33:38,880 --> 00:33:42,960

1057

00:33:39,919 --> 00:33:46,080

It's good to see.

1058

00:33:42,960 --> 00:33:47,360

We've teamed up

1059

00:33:46,080 --> 00:33:50,000

recently with some other local

1060

00:33:47,360 --> 00:33:51,679

businesses.

1061

00:33:50,000 --> 00:33:53,519

A friend of mine nearby has just started

1062

00:33:51,679 --> 00:33:54,559

doing alpaca trekking.

1063

00:33:53,519 --> 00:33:56,159

1064

00:33:54,559 --> 00:33:57,279

Their business is Alpaca my Boots

1065

00:33:56,159 --> 00:33:59,600

and

1066

00:33:57,279 --> 00:34:01,760

we market our businesses side by side. We

1067

00:33:59,600 --> 00:34:04,080

do little promotions and marketing

1068

00:34:01,760 --> 00:34:05,519

things on Facebook and social media

1069

00:34:04,080 --> 00:34:07,440

and

1070

00:34:05,519 --> 00:34:09,919

then your businesses bounce off each other

1071

00:34:07,440 --> 00:34:11,280

then and you get really positive

1072

00:34:09,919 --> 00:34:13,919

feedback.

1073

00:34:11,280 --> 00:34:16,159

We had some visits from the alpacas last

1074

00:34:13,919 --> 00:34:18,240

year, sort of ‘meet the alpaca day’.

1075

00:34:16,159 --> 00:34:20,079

Our neighbours said it was really

1076

00:34:18,240 --> 00:34:21,839

positive. They had lots of hits and

1077

00:34:20,079 --> 00:34:24,399

bookings after they brought the alpacas

1078

00:34:21,839 --> 00:34:26,320

to us and it also brought sort of record

1079

00:34:24,399 --> 00:34:28,159

crowds for our enterprise

1080

00:34:26,320 --> 00:34:30,079

when we had the alpacas here.

1081

00:34:28,159 --> 00:34:31,200

It’s a real boost for both

1082

00:34:30,079 --> 00:34:32,960

businesses.

1083

00:34:31,200 --> 00:34:34,399

We're thinking of doing that with

1084

00:34:32,960 --> 00:34:36,320

some other enterprises, maybe getting

1085

00:34:34,399 --> 00:34:38,800

hawks

1086

00:34:36,320 --> 00:34:40,320

and things like that in just

1087

00:34:38,800 --> 00:34:42,320

to

1088

00:34:40,320 --> 00:34:43,919

sort of help each other out. I

1089

00:34:42,320 --> 00:34:45,679

think it's really positive. If you

1090

00:34:43,919 --> 00:34:48,240

work together you can

1091

00:34:45,679 --> 00:34:50,560

achieve good things. It's a really

1092

00:34:48,240 --> 00:34:52,480

clever business marketing tool, isn't it?

1093

00:34:50,560 --> 00:34:54,560

I love the phrase business bouncing

1094

00:34:52,480 --> 00:34:56,240

off each other because even examples you

1095

00:34:54,560 --> 00:34:58,560

shared with us earlier about the fresh

1096

00:34:56,240 --> 00:35:00,720

cakes are done by a local business and the

1097

00:34:58,560 --> 00:35:02,800

scones. Everything

1098

00:35:00,720 --> 00:35:04,560

benefits, not just you as a business,

1099

00:35:02,800 --> 00:35:06,160

but other businesses as well.

1100

00:35:04,560 --> 00:35:07,520

Absolutely.

1101

00:35:06,160 --> 00:35:09,200

Again, with the cakes we're

1102

00:35:07,520 --> 00:35:11,680

really lucky. Our

1103

00:35:09,200 --> 00:35:13,359

neighbour, Sophie Jones, has got a

1104

00:35:11,680 --> 00:35:15,680

little business and she supplies a

1105

00:35:13,359 --> 00:35:16,960

lot of the fresh produce to us for

1106

00:35:15,680 --> 00:35:17,920

the café.

1107

00:35:16,960 --> 00:35:21,280

1108

00:35:17,920 --> 00:35:22,640

She does

1109

00:35:21,280 --> 00:35:24,240

daily deliveries so you can't

1110

00:35:22,640 --> 00:35:26,720

get any fresher, and everyone likes the

1111

00:35:24,240 --> 00:35:28,960

fact that it's coming from down the road. They

1112

00:35:26,720 --> 00:35:30,560

like to know where it's from

1113

00:35:28,960 --> 00:35:32,320

and Sophie does other

1114

00:35:30,560 --> 00:35:34,720

events and birthday cakes so she picks

1115

00:35:32,320 --> 00:35:36,320

up a bit of business off the back of

1116

00:35:34,720 --> 00:35:38,320

supplying us, so it works for

1117

00:35:36,320 --> 00:35:40,960

both of us again. We use a couple

1118

00:35:38,320 --> 00:35:41,680

of other local bakery businesses and

1119

00:35:40,960 --> 00:35:43,119

1120

00:35:41,680 --> 00:35:45,280

it's really positive for everyone.

1121

00:35:43,119 --> 00:35:46,560

Everything we grow here is

1122

00:35:45,280 --> 00:35:49,200

either

1123

00:35:46,560 --> 00:35:51,760

grown on the farm or produced

1124

00:35:49,200 --> 00:35:53,920

fairly locally, and

1125

00:35:51,760 --> 00:35:56,160

that’s what people like. It

1126

00:35:53,920 --> 00:35:57,440

really ticks the boxes I think and they

1127

00:35:56,160 --> 00:35:59,599

want to hear that.

1128

00:35:57,440 --> 00:36:00,960

We sell

1129

00:35:59,599 --> 00:36:02,880

a small amount of meat at the moment.

1130

00:36:00,960 --> 00:36:05,440

We've got some pigs and we do some

1131

00:36:02,880 --> 00:36:08,400

flavoured sausages which are processed

1132

00:36:05,440 --> 00:36:09,839

at a local abattoir

1133

00:36:08,400 --> 00:36:12,000

which again people really like and it’s

1134

00:36:09,839 --> 00:36:14,160

something we are probably looking to branch into,

1135

00:36:12,000 --> 00:36:16,800

go more into the direct meat sales

1136

00:36:14,160 --> 00:36:18,240

as well. There's a little

1137

00:36:16,800 --> 00:36:19,920

bit more to that in terms of

1138

00:36:18,240 --> 00:36:21,040

infrastructure but it's all

1139

00:36:19,920 --> 00:36:23,839

doable.

1140

00:36:21,040 --> 00:36:25,200

I've got some friends

1141

00:36:23,839 --> 00:36:27,200

just about 20 miles away and they've just

1142

00:36:25,200 --> 00:36:28,800

put a farm shop up

1143

00:36:27,200 --> 00:36:30,960

selling fresh meat and it's 100%

1144

00:36:28,800 --> 00:36:32,640

through vending machines.

1145

00:36:30,960 --> 00:36:33,760

It’s an incredible setup. It’s just

1146

00:36:32,640 --> 00:36:35,440

like

1147

00:36:33,760 --> 00:36:36,800

going to the leisure centre and buying

1148

00:36:35,440 --> 00:36:38,800

a mars bar. You go in there and buy a

1149

00:36:36,800 --> 00:36:40,720

leg of lamb or some chops,

1150

00:36:38,800 --> 00:36:42,800

you put your card in and it's really

1151

00:36:40,720 --> 00:36:44,720

impressive. They do a lot of poultry and

1152

00:36:42,800 --> 00:36:46,000

red meat.

1153

00:36:44,720 --> 00:36:47,920

1154

00:36:46,000 --> 00:36:49,359

There are lots of possibilities, a

1155

00:36:47,920 --> 00:36:52,000

bit like direct milk sales. There's a big boom in

1156

00:36:49,359 --> 00:36:54,240

that, isn’t there? (Absolutely) That

1157

00:36:52,000 --> 00:36:56,640

could work for us as

1158

00:36:54,240 --> 00:36:58,720

well in out the season

1159

00:36:56,640 --> 00:37:00,079

when you can't afford to have somebody

1160

00:36:58,720 --> 00:37:01,839

full time in the shop. Vending machines perhaps

1161

00:37:00,079 --> 00:37:03,119

would

1162

00:37:01,839 --> 00:37:05,119

sort of tick us through the quiet

1163

00:37:03,119 --> 00:37:07,119

periods to keep things going.

1164

00:37:05,119 --> 00:37:09,040

Is that the direction you're seeing

1165

00:37:07,119 --> 00:37:10,400

the farm tourism element going? Is it something you’re going to

1166

00:37:09,040 --> 00:37:11,440

be focusing on? Because I know

1167

00:37:10,400 --> 00:37:13,520

you mentioned earlier when you were

1168

00:37:11,440 --> 00:37:16,480

talking in the on-farm

1169

00:37:13,520 --> 00:37:18,720

event here with Farming Connect that you were

1170

00:37:16,480 --> 00:37:20,880

to some extent concerned with Brexit and

1171

00:37:18,720 --> 00:37:22,400

concerned with the effects of subsidies

1172

00:37:20,880 --> 00:37:24,079

changing and diminishing.

1173

00:37:22,400 --> 00:37:25,599

Could you see this is where your focus

1174

00:37:24,079 --> 00:37:28,000

is going to be now going forward? We

1175

00:37:25,599 --> 00:37:30,079

were hugely concerned

1176

00:37:28,000 --> 00:37:32,720

two years or 18 months ago, just as

1177

00:37:30,079 --> 00:37:35,599

everybody was.

1178

00:37:32,720 --> 00:37:37,520

The combination of

1179

00:37:35,599 --> 00:37:39,200

Brexit and

1180

00:37:37,520 --> 00:37:40,640

subsidies coming

1181

00:37:39,200 --> 00:37:42,000

to an end,

1182

00:37:40,640 --> 00:37:43,839

it's a

1183

00:37:42,000 --> 00:37:45,520

cocktail, a recipe for disaster for

1184

00:37:43,839 --> 00:37:46,960

farmers really.

1185

00:37:45,520 --> 00:37:48,960

As much as you can

1186

00:37:46,960 --> 00:37:50,560

diversify, certain elements of the business

1187

00:37:48,960 --> 00:37:52,240

are heavily reliant on subsidies still.

1188

00:37:50,560 --> 00:37:54,320

1189

00:37:52,240 --> 00:37:56,400

There's no getting away from

1190

00:37:54,320 --> 00:37:57,920

that. This certainly strengthens the

1191

00:37:56,400 --> 00:37:59,599

business,

1192

00:37:57,920 --> 00:38:01,280

adding these extra strings to your

1193

00:37:59,599 --> 00:38:02,960

bow. The closer

1194

00:38:01,280 --> 00:38:05,440

you can get to your consumer,

1195

00:38:02,960 --> 00:38:08,240

the better price you're going to get and

1196

00:38:05,440 --> 00:38:09,359

the more sustainable it’s going to be.

1197

00:38:08,240 --> 00:38:11,680

1198

00:38:09,359 --> 00:38:12,800

The way things have turned out

1199

00:38:11,680 --> 00:38:14,480

with

1200

00:38:12,800 --> 00:38:17,200

COVID and Brexit, it's

1201

00:38:14,480 --> 00:38:19,280

turned out fairly well for farmers so

1202

00:38:17,200 --> 00:38:20,480

far, but I'm not sure if we're out of

1203

00:38:19,280 --> 00:38:23,200

the woods yet.

1204

00:38:20,480 --> 00:38:24,880

We're at the mercy of

1205

00:38:23,200 --> 00:38:27,760

our end price which we’ve got no control

1206

00:38:24,880 --> 00:38:29,520

of. We were seriously

1207

00:38:27,760 --> 00:38:31,599

thinking of cutting back if

1208

00:38:29,520 --> 00:38:33,040

livestock prices were

1209

00:38:31,599 --> 00:38:34,720

going to

1210

00:38:33,040 --> 00:38:36,320

drop any further. With the

1211

00:38:34,720 --> 00:38:38,480

lack of subsidy, we were going to cut

1212

00:38:36,320 --> 00:38:40,320

back heavily on the livestock and go

1213

00:38:38,480 --> 00:38:42,800

more direct to the public and just keep less

1214

00:38:40,320 --> 00:38:43,760

and sell direct and cut our expenses back

1215

00:38:42,800 --> 00:38:45,920

that way,

1216

00:38:43,760 --> 00:38:46,720

As it happens,

1217

00:38:45,920 --> 00:38:47,920

1218

00:38:46,720 --> 00:38:50,400

things are going

1219

00:38:47,920 --> 00:38:52,480

well at the moment, but

1220

00:38:50,400 --> 00:38:53,359

1221

00:38:52,480 --> 00:38:54,720

you just don't know what's around the

1222

00:38:53,359 --> 00:38:55,760

corner. You've got to be open-minded.

1223

00:38:54,720 --> 00:38:57,520

1224

00:38:55,760 --> 00:38:59,280

The days of just plodding

1225

00:38:57,520 --> 00:39:01,359

along with

1226

00:38:59,280 --> 00:39:02,560

your beef and sheep enterprises have gone.

1227

00:39:01,359 --> 00:39:04,320

You’ve got to have something

1228

00:39:02,560 --> 00:39:06,640

else to back it up, to

1229

00:39:04,320 --> 00:39:08,880

strength it. That’s my opinion.

1230

00:39:06,640 --> 00:39:10,320

And as we draw this podcast to a close, I

1231

00:39:08,880 --> 00:39:11,599

just want to pick your brains quickly.

1232

00:39:10,320 --> 00:39:13,440

People who might be listening

1233

00:39:11,599 --> 00:39:14,960

to this podcast might be thinking about

1234

00:39:13,440 --> 00:39:16,800

dipping their toe in the water and starting

1235

00:39:14,960 --> 00:39:18,640

their own pick-your-own pumpkin

1236

00:39:16,800 --> 00:39:20,000

enterprise. What would be your advice to

1237

00:39:18,640 --> 00:39:20,880

them?

1238

00:39:20,000 --> 00:39:22,720

1239

00:39:20,880 --> 00:39:24,320

Go for it. I'm a big

1240

00:39:22,720 --> 00:39:26,320

believer in you’ve got to have

1241

00:39:24,320 --> 00:39:27,599

the will to want to do it. If it's

1242

00:39:26,320 --> 00:39:29,680

something you've been thinking of then

1243

00:39:27,599 --> 00:39:32,560

there are lots of advice out there

1244

00:39:29,680 --> 00:39:33,839

through the Tyfu Cymru network or if

1245

00:39:32,560 --> 00:39:35,920

you get hold of your local Farming

1246

00:39:33,839 --> 00:39:37,359

Connect facilitator, they'll put you in

1247

00:39:35,920 --> 00:39:39,599

contact with somebody who can give you

1248

00:39:37,359 --> 00:39:41,520

some really good advice.

1249

00:39:39,599 --> 00:39:42,400

Our business has benefited

1250

00:39:41,520 --> 00:39:44,240

from the

1251

00:39:42,400 --> 00:39:47,200

Tyfu Cymru network

1252

00:39:44,240 --> 00:39:49,599

and the advice from that. We’ve also used

1253

00:39:47,200 --> 00:39:51,440

a lot of the Farming Connect

1254

00:39:49,599 --> 00:39:55,200

grants for

1255

00:39:51,440 --> 00:39:57,200

soil sampling and mentoring and

1256

00:39:55,200 --> 00:39:58,880

it's really helped our business. I

1257

00:39:57,200 --> 00:40:00,640

encourage everyone

1258

00:39:58,880 --> 00:40:02,240

to use those services because it will

1259

00:40:00,640 --> 00:40:03,839

make the difference between having a

1260

00:40:02,240 --> 00:40:06,400

successful business

1261

00:40:03,839 --> 00:40:08,160

and a non-successful business. Don’t be

1262

00:40:06,400 --> 00:40:10,000

frightened to talk to people. Ask for

1263

00:40:08,160 --> 00:40:11,680

help.

1264

00:40:10,000 --> 00:40:13,839

The more people you talk to the better

1265

00:40:11,680 --> 00:40:15,839

off you'll be and

1266

00:40:13,839 --> 00:40:16,560

just go for it. Don’t be frightened

1267

00:40:15,839 --> 00:40:17,920

1268

00:40:16,560 --> 00:40:19,520

to dip your toe in the water. You don't

1269

00:40:17,920 --> 00:40:20,560

have to jump in two feet first.

1270

00:40:19,520 --> 00:40:22,319

Start off

1271

00:40:20,560 --> 00:40:25,040

small and

1272

00:40:22,319 --> 00:40:26,640

plan ahead. You need to plan for

1273

00:40:25,040 --> 00:40:28,880

stuff like that, you need to be planning

1274

00:40:26,640 --> 00:40:30,480

now for next year's crop

1275

00:40:28,880 --> 00:40:32,960

as to where you're going to put it

1276

00:40:30,480 --> 00:40:34,720

and getting your lime, pH levels

1277

00:40:32,960 --> 00:40:36,720

right. You need to decide how you're going to

1278

00:40:34,720 --> 00:40:38,800

market your produce, whether you're going

1279

00:40:36,720 --> 00:40:40,720

to sell direct to the public or sell

1280

00:40:38,800 --> 00:40:42,240

on a wholesale market. Make

1281

00:40:40,720 --> 00:40:44,319

these decisions now so you're not

1282

00:40:42,240 --> 00:40:45,920

panicking at the last-minute.

1283

00:40:44,319 --> 00:40:47,440

Don't be afraid to have a go

1284

00:40:45,920 --> 00:40:49,119

because

1285

00:40:47,440 --> 00:40:50,800

you won't regret it.

1286

00:40:49,119 --> 00:40:52,880

You'll regret not doing it. You

1287

00:40:50,800 --> 00:40:54,880

won't regret having a go.

1288

00:40:52,880 --> 00:40:57,119

That's very true, and one final question

1289

00:40:54,880 --> 00:40:58,400

before I let you go, Andy, and this is a

1290

00:40:57,119 --> 00:41:00,800

question we've been asking all our

1291

00:40:58,400 --> 00:41:02,240

guests on the podcast this year.

1292

00:41:00,800 --> 00:41:07,079

In your opinion,

1293

00:41:02,240 --> 00:41:07,079

what makes a successful farmer?

1294

00:41:07,599 --> 00:41:11,520

I think you've got to have a bit of grit and

1295

00:41:09,280 --> 00:41:12,319

determination.

1296

00:41:11,520 --> 00:41:14,480

You've got to have some

1297

00:41:12,319 --> 00:41:16,480

expertise as well but there's

1298

00:41:14,480 --> 00:41:17,599

plenty of help on offer. At the end

1299

00:41:16,480 --> 00:41:19,200

of the day, you've got to have the

1300

00:41:17,599 --> 00:41:20,960

willpower to stick at it and do it

1301

00:41:19,200 --> 00:41:22,240

because you'll face lots of challenges,

1302

00:41:20,960 --> 00:41:25,359

like we all do,

1303

00:41:22,240 --> 00:41:26,560

but if you stick at it and do the

1304

00:41:25,359 --> 00:41:28,720

best you can,

1305

00:41:26,560 --> 00:41:30,800

I think you'll come out on the other side.

1306

00:41:28,720 --> 00:41:33,440

That's a brilliant way to end this

1307

00:41:30,800 --> 00:41:34,640

episode. Andy, on behalf of Jim, myself and

1308

00:41:33,440 --> 00:41:36,480

the team at Farming Connect, thank you

1309

00:41:34,640 --> 00:41:38,319

ever so much for the welcome here

1310

00:41:36,480 --> 00:41:40,960

and best wishes for the future. No

1311

00:41:38,319 --> 00:41:40,960

problem. Thank you.

1312

00:41:43,440 --> 00:41:46,720

If you would like more information about

1313

00:41:45,200 --> 00:41:49,040

the support available through

1314

00:41:46,720 --> 00:41:51,280

Farming Connect then please contact your

1315

00:41:49,040 --> 00:41:54,400

local development officer or the service

1316

00:41:51,280 --> 00:41:56,880

Centre on 08456 000 813.

1317

00:41:54,400 --> 00:41:58,640

1318

00:41:56,880 --> 00:42:01,280

And there we are, we've reached the end

1319

00:41:58,640 --> 00:42:03,280

of yet another episode. We'll be back in

1320

00:42:01,280 --> 00:42:05,520

two weeks time with plenty more to talk

1321

00:42:03,280 --> 00:42:07,680

about, but in the meantime, don't forget

1322

00:42:05,520 --> 00:42:10,079

to hit subscribe on whichever platform

1323

00:42:07,680 --> 00:42:12,560

you use to keep notified of all new

1324

00:42:10,079 --> 00:42:14,319

episodes of Ear to the Ground.

1325

00:42:12,560 --> 00:42:16,560

On behalf of the team at Farming

1326

00:42:14,319 --> 00:42:18,240

Connect and myself Aled Jones, thank you

1327

00:42:16,560 --> 00:42:21,240

for listening and goodbye for now.

1328

00:42:18,240 --> 00:42:21,240

1329

00:42:26,320 --> 00:42:33,800

[Music]

1330

00:42:38,560 --> 00:42:40,640