

DEVELOP YOUR BUSINESS

March – May 2017

RAG Status

■ Red: Behind with target ■ Amber: Nearly achieved target ■ Green: Target on track



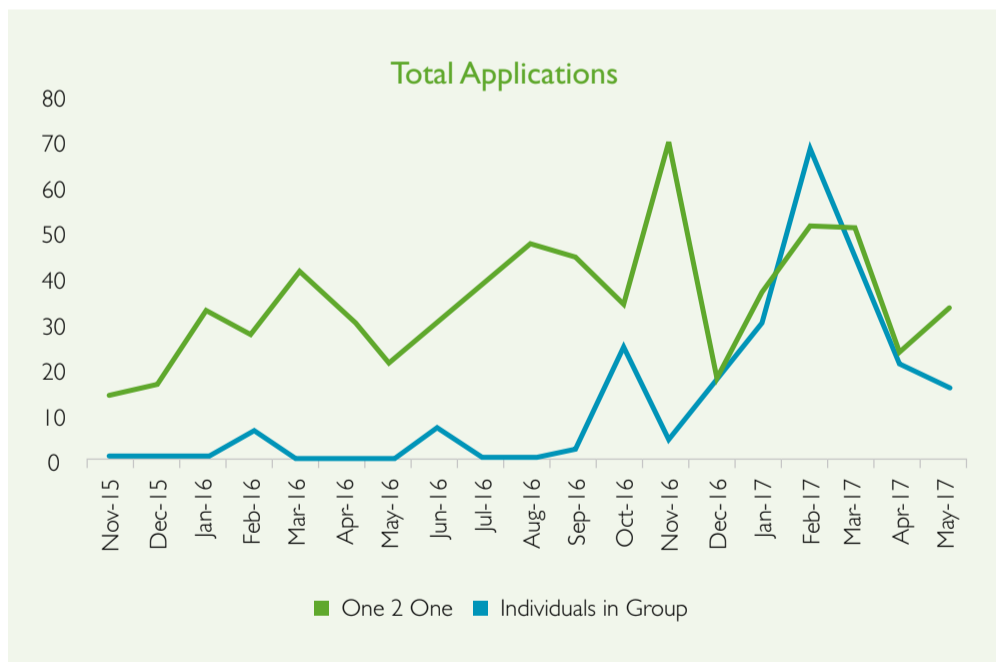
Advisory Service

The Farming Connect Advisory Service provides a range of subsidised, independent, confidential and bespoke advice to:

- Farm and Forestry businesses

An update to the Advisory Service has been confirmed, where a business plan will no longer be a requirement to access technical advice. A named authorised business partner will need to attend a Lot 1 Knowledge Transfer event where the theme will be linked to the importance of business planning and future business development to become more sustainable and resilient. The main events that have been organised are the Farming for the Future Roadshow. Other KT events will be organised with a Business Planning theme.

The Welsh Government have confirmed that multiple access to the same technical categories will be available in order for businesses to:



Target

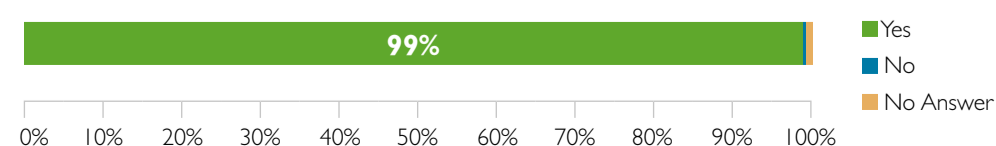
Target Achieved vs Programme Target



*An annual target has been set by The Welsh Government of a 1000 instances of advice per year. The above demonstrates combined year 1 & 2 targets for the programme.

Customer Evaluation:

Did the adviser's guidance assist you in preparing a clear set of recommendations?

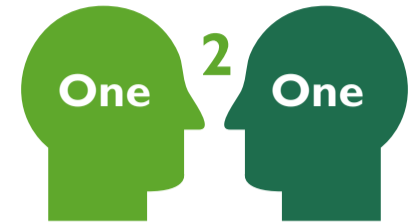


One to one surgeries

Surgeries are one hour one-to-one advice with a consultant at designated venues.

Annual target = 60 Targets achieved = 64

- 12 Digital Business Review
- 2 Information Technology
- 41 PDP
- 3 Succession
- 3 Marketing and Diversification
- 3 Planning



Planning surgery:

Understand the planning process – well informed is well prepared

Key learning outcomes following a private consultation with an independent planning adviser:

- A better understanding of the processes involved with planning permissions (e.g. for new agricultural sheds and builds, renovations and conversions or a diversification venture)
- Improved awareness of the relevant policies and factors that influence whether planning permission is needed/will be granted
- Increased knowledge of the levels of supporting documentation required within the Local Development Plan process

Industry feedback:

15 Attendees

93% RATED THE SURGERY AS VERY GOOD OR EXCELLENT

100% LEARNED SOMETHING NEW

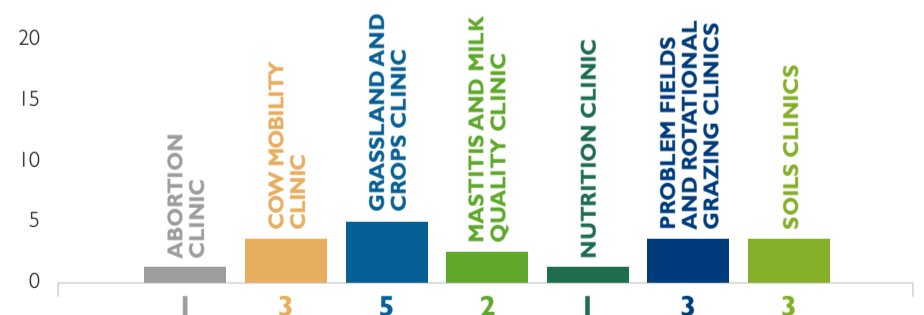


Clinics

One-to-one sessions to gain advice and guidance specific to the business.

Annual target = 21

Target achieved = 18



Mastitis and Milk Quality Clinics

2 Clinics

Clinic Outcomes:-:

- Be able to create an Action Plan aimed at improving mastitis treatment and control (clinical and environmental)
- Reduced Somatic Cell Count (SCC)
- Improved overall animal welfare levels on farm
- Reduced Culling levels as a consequence of Mastitis

"This clinic was excellent and there is no doubt that the consultant vet James Breen really is top quality. The clinic has given me all of the information I need to target my efforts to drive improvements within the herd."

Strategic Awareness Events... ■

...Sector specific roadshows, drop in events and workshops.

Annual target = 70 Target achieved = 29



Farming for the Future events

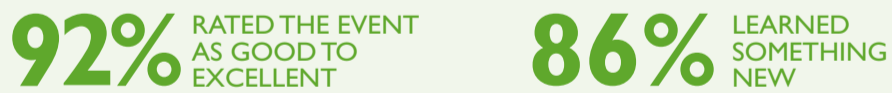


The primary objective of these events were to:

- Actively encourage farmers to start planning for their future in light of the current political changes and economical challenges that will impact on the industry
- Promote the support available through the Farming Connect Advisory Service such as:
 - To the benefits of effective business planning
 - The benefits of Technical Advice such as Nutritional advice, Nutrient Management Planning advice, Infrastructure advice and Diversification advice
- To promote farmer Mentors and Demonstration Network farmers



Industry feedback:



“I have learnt so much about the importance of business planning and the need to improve my own knowledge across a number of areas. I should be tapping into far more services from Farming Connect. This meeting made me realise I can do a lot more to prepare for the challenges ahead.”

Measure to Manage ■

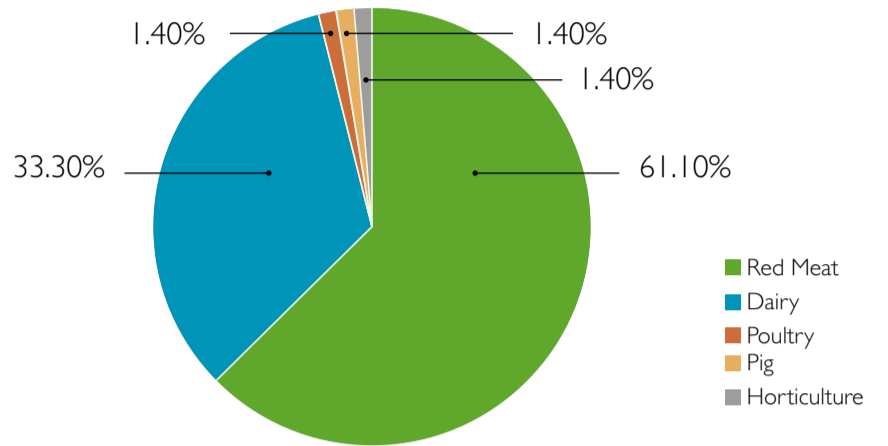
Measure to Manage is a process where one business uses their performance data (physical and/or financial) to compare with a similar business in order to identify areas where performance can be improved. An online Measure to Manage tool has been developed for Red Meat farmers and will be available soon.

Discussion Groups ■

Farming Connect discussion groups allow businesses to learn from each other, discuss challenges, consider opportunities and potentially find new and improved ways of doing things.



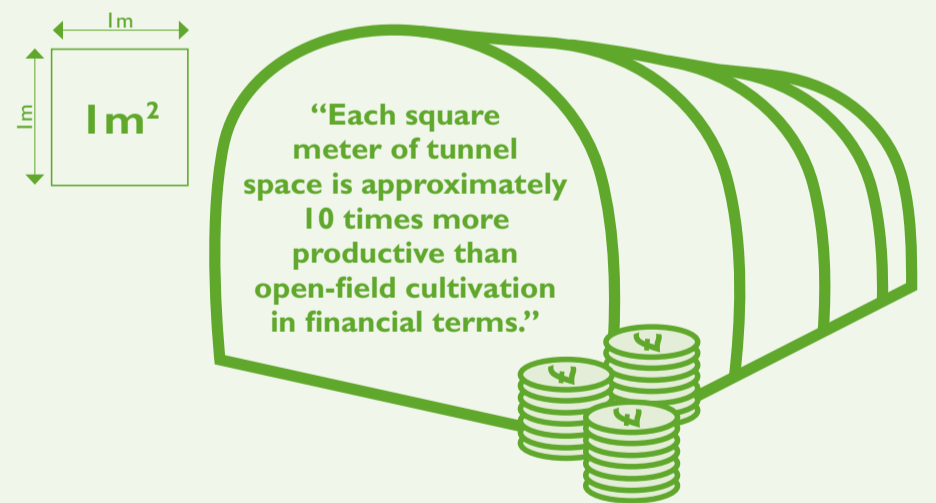
Discussion Groups by Sector



Horticultural discussion group in North Wales

The group of growers identified key performance indicators for their businesses and set about establishing monitoring systems to reduce crop wastage, minimise pest and disease pressures, and to optimise yields to match trends in local demand for fresh produce.

Their plan in the next 2 or 3 meetings is to focus more on identifying better ways of controlling weeds and to reduce the risk of pests and diseases affecting their crops both outside and under protection.



Farming Connect Website and Social Media ■

Number of unique page views (March – May 2017)	49,024
Average time spent on website	00:01:33
Number of followers on Twitter as of 31.05.2017	3,287
Number of likes on facebook as of 31.05.2017	5,411

