

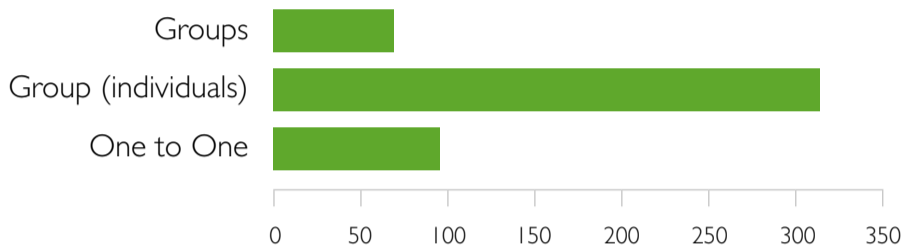
## RAG Status

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

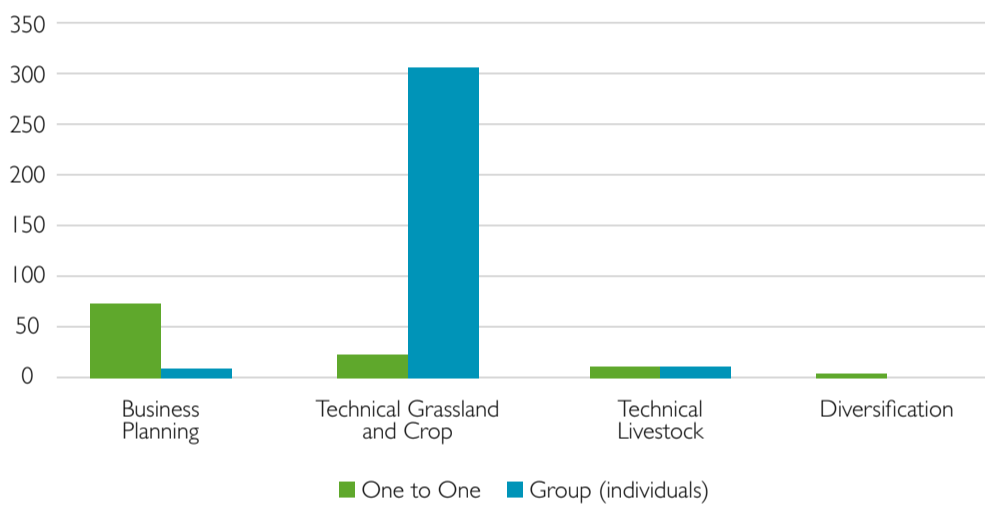


## Advisory Service

### Advisory Service Application Approvals



### Approved Applications by Category



*'Very interesting and informative with surprising results!'*  
*'Over and above what we were expecting. May be interested in attending a marketing and diversification surgery as a follow up to the plan.'*  
*'I'm pleased with the help and advice. Highly recommend!'*

## Case Study

A recent case study focused on Robert and Kath Granville from Gelli Farm, Bridgend, and the business planning support they received from Russell Thomas of Kite Consulting to help transform their business model.



Click [here](#) to learn more about their experience.

## One to one surgeries

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

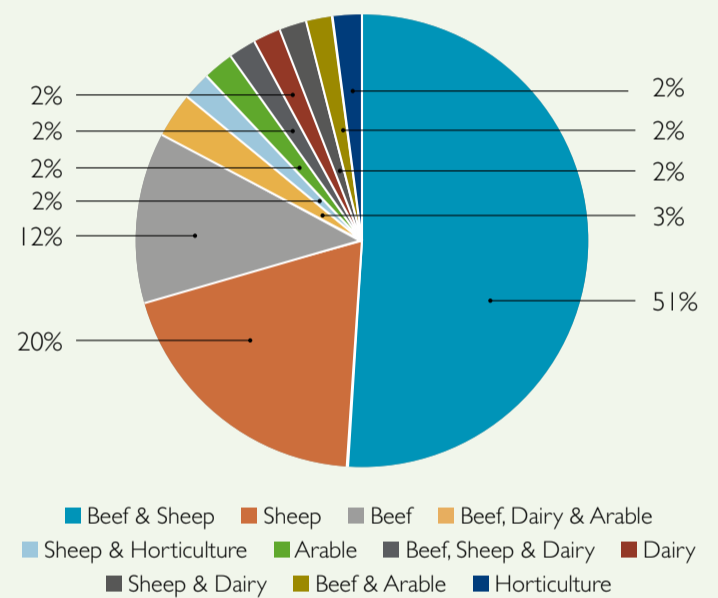
Annual target = 60 Target achieved = 31



## Marketing and Diversification Surgeries:



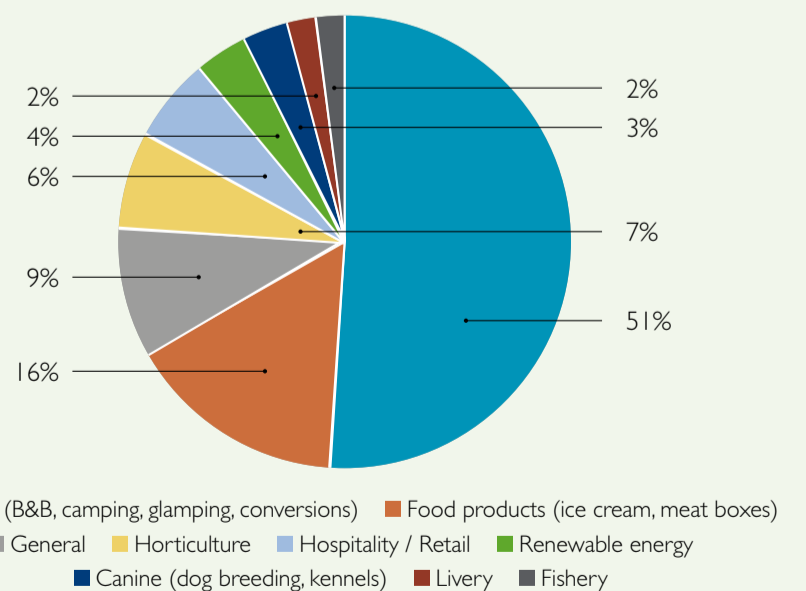
### Businesses by Sector



% of businesses already started their enterprise / diversification activity = 34%

% of businesses thinking or in the initial steps of setting up a diversification activity = 66%

### Diversification Activity by Sector



## Type of enquires received:

- Marketing strategies
- Setting up a diversification enterprise
- Funding available and financing an enterprise
- Planning permissions
- Feasibility studies
- Utilisation of current marketing activity
- Appropriate branding and logo



### Case Study

Marketing and Diversification Surgeries provide attendees with the opportunity to discuss current diversification businesses or ideas, and how to develop them further.

**Location:** Wrexham

**Month:** October

**Consultant:** Jeremy Bowen-Rees, Landsker

**Attendees:** 7 businesses

**Feedback:** 100% rated the surgery as good or excellent

#### Quote from beneficiary:

*'The surgery gave us additional things to think about such as ensuring that our products are more tailored to meet specific customers'.*

### Strategic Awareness Events ■

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

**Annual target = 70    Targets achieved = 32**



### Case Study

Benchmarking Suckler Cow events held in November were very successful with 145 individuals attending.

The speaker, Steven Sandison from Orkney in Scotland, sent us a short video to use to promote the events – this proved to be a successful tool to engage with our followers.

English post and video:  
3,118 views (via Facebook)

Welsh post and video:  
1,268 views (via Facebook)



Click on the TV screen to view.

### 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.



### Case Study

A Beef Discussion Group from Anglesey benefitted from a meeting with Aled Roberts, RSK ADAS, discussing Beef Nutrition.

The group were aware that two main factors influence beef enterprise profit – beef ration cost and the time the animal takes to finish on farm. The members were eager to have a discussion that compared their own enterprises and to draw from the experience of a Beef Nutritionist.

The two main systems of finishing beef were explored:

- Concentrating on home grown forage, which is lower in cost but also has lower DLWG. Best done with lower stocking.
- 'Lorry acres' which depends on buying in the animal's ration. Best done when beef prices are high, but then throughput can be increased as stocking rates can be increased accordingly.

Aled stressed that good technical management is essential, as is correct targeted rationing.

#### Quote from group member:

*"Now that I've had an insight into the importance of correct beef rationing, I'm interested in benefiting from Aled's expertise in more detail through the Farming Connect Advisory Service."*

### 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.

Click [here](#) to learn more.

### Farming Connect Website and Social Media ■

Number of unique page views (September – November 2017)	67,256
Average time spent on website	00:01:49
Number of followers on Twitter as of 30.11.2017	3,837
Number of likes on facebook as of 30.11.2017	6,836

### Some highlights from our online and social media platforms:

#### Twitter 06/09/2017

Calling all women in agriculture! Come along to our forum this year in [#Cardigan](#) + [#Portmeirion](#) [#WednesdayWisdom](#) [#networking](#) [#FarmHer](#)

Impressions: **4,571**

Engagements: **105**

#### Facebook 21/09/2017

Facebook live video from the Women in Agriculture forum in Cardigan (Laughing Therapy)

Views: **947**

#### Facebook 22/11/2017

*"We get a very broad cross section of customers, people from different ethnic backgrounds. Some of those customers buy it to make cheese, clotted cream and yogurt but many others just buy it to drink or to pour on their bowl of cereal."*

People Reached: **2,332**

Likes, Comments & Shares: **9**

