

DEVELOP YOUR BUSINESS

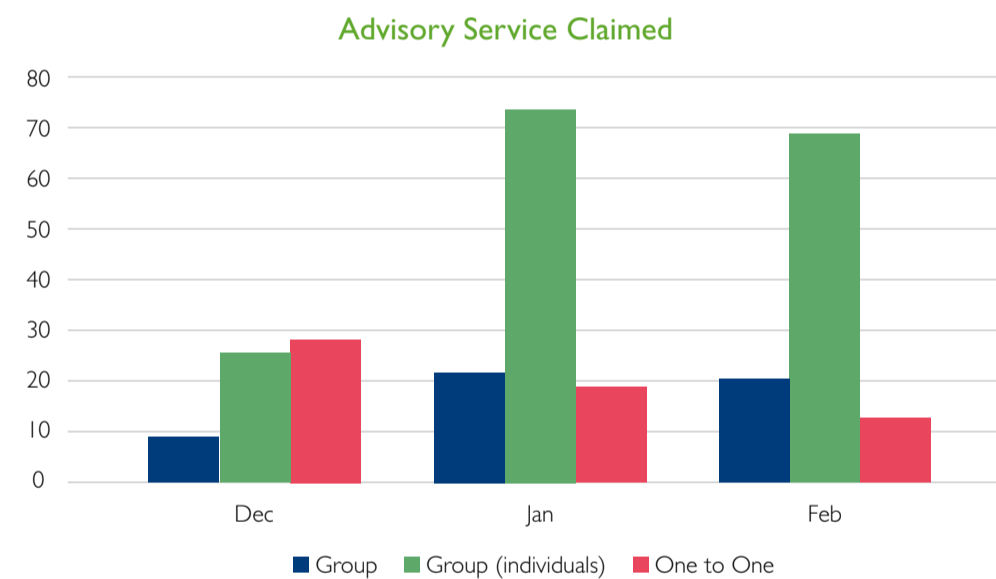
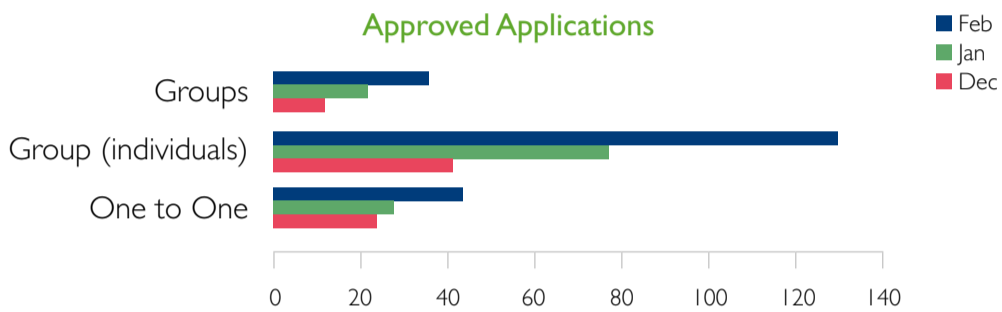
December 2017 – February 2018

RAG Status

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

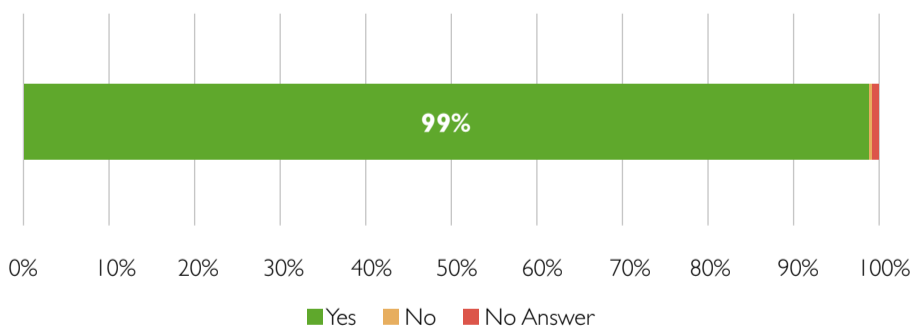


Advisory Service



Advisory Service Evaluation Response 1/10/2015 – 28/2/2018

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



"Very sound advice and a clear vision of knowledge & strategy to build upon for a sustainable future for the next generation of a family farm."

"Really pleased with the nutritional advice received – very useful and effective ideas."

"Excellent service!"

One to one surgeries

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

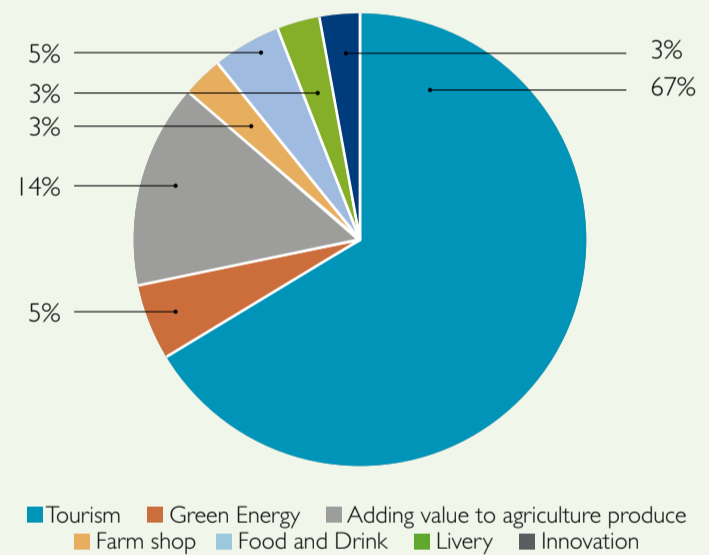
Annual target = 60 Target achieved = 28



Marketing and Diversification Surgeries:



Enquiries by topic



Financial Management Surgeries

4 Financial Management surgeries were held with Pan Wales in January. Topics covered at these surgeries included:



Feedback from beneficiaries:

"I've learnt that there is help available for farmers and that I do not have to be ashamed or feel like a failure for accessing these services."

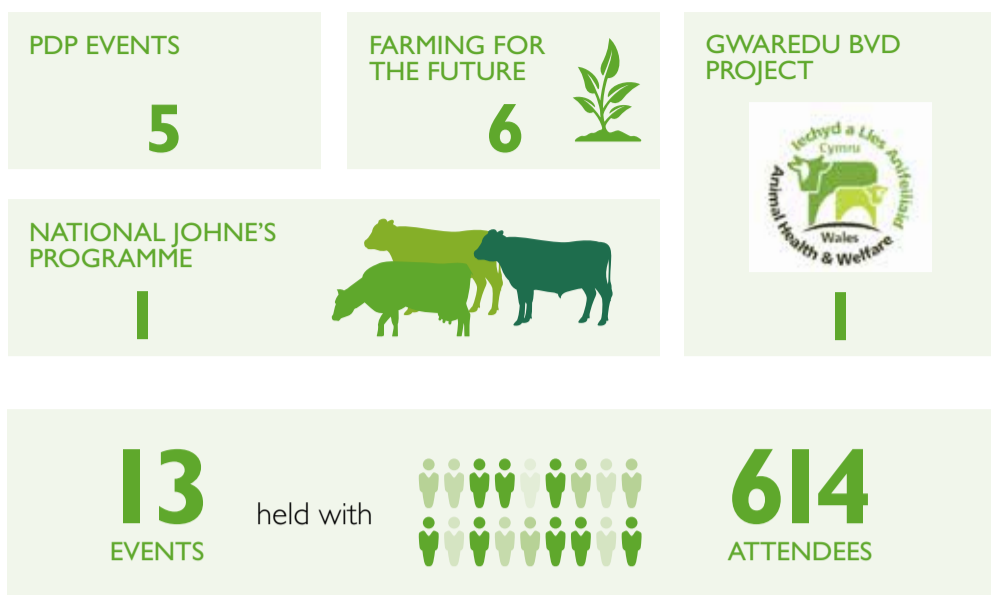
"I need to be aware of financial affairs."

"I've learnt how to finance a new project."

Strategic Awareness Events ■

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

Annual target = 70 Targets achieved = 13



Case Study

2 Diversification Seminars were held, the events concentrated on farming alternative livestock which aren't that common in the UK agriculture industry, thus giving an informative insight to attendees on the markets and opportunities there are in British Farming.

3 guest speakers were invited to speak about their experiences and share their knowledge about diversifying into alternative livestock. Carrie Rimes, an award-winning sheep milk cheese maker, talked about her experience learning the trade of cheese production in France and the growth her business has experienced in recent times. Rob Cumine gave an insight into his Natural Wagyu company which supplies grass fed Wagyu beef to London markets at a premium. He explained the genetic driven policy that ensures top quality products. Alan Sneddon from Venison Advisory Service shared his vast knowledge of deer farming following his experience as a driving force in establishing and managing the UK's largest deer herd. He also discussed the time management involved in managing large deer genetic programs as well as how he established himself as a highly respected figure in the industry.

Discussion Groups ■

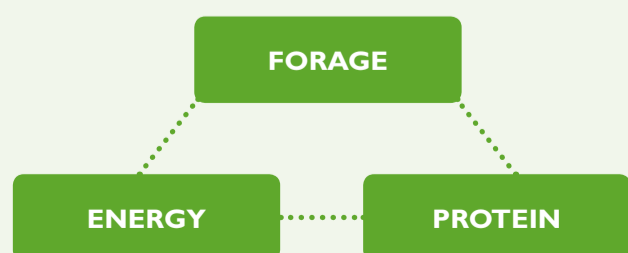
Farming Connect discussion groups allow businesses to learn from each other, discuss challenges, consider opportunities and potentially find new and improved ways of doing things.



Case Study

The Gower Beef Discussion Group met in January with David Hendy to discuss beef nutrition for rearing, growing and finishing beef animals. This topic had been identified by the group as a priority area for their businesses. Group members wanted to gain knowledge around the key factors for providing their livestock with the correct rations so that they can achieve the best growth rates and finishing timescales for their livestock enterprises.

David highlighted the three key areas of feed rations for rearing, growing and finishing beef cattle.



These three areas were:

The farmers within the group were told that they are rumen managers when it comes to feeding their livestock and it is important that they get the animals' rumens working efficiently, which will not only benefit the production from the animal but also the animal's overall health. David reminded the farmers that the ideal rumen pH needs to be between 6.2-6.5, and if this Ph is wrong it can have serious issues on the animal's health. It is important to try and provide the animals with the same feed for 365 days/year.

Businesses should be focusing on:

Selecting the right animal using the right system with the right management and nutrition for the right market outlet.

Key points to remember:

- Rumen takes three weeks to establish to a new ration
- Feed the animals with what they want to eat and not when you want to feed it. Ensure that a constant supply of the same feed is available to them
- Get the animals finished and gone asap
- Rumen will adapt to more forage based rations (rearing and growing rations)
- With regard to feeding concentrates for finishing rations, start with ½ kilo a day and then by the third day start to build it up
- Native breeds can tend to be finished on a growing ration

Farming Connect Website and Social Media ■

Number of unique page views (December 17 – February 18)	63,443
Average time spent on website	00:01:44
Number of followers on Twitter as of 28.02.2018	3,997
Number of likes on facebook as of 28.02.2018	7,042

Some key highlights on our **Website** and **Social Media** platforms recently...

Facebook 12/12/2017

Join us for our 'Farming for the Future' events (3rd application window). We will be travelling across Wales during January and early February. Remember that attendance is essential in order to qualify for the Farm Business Grant (FBG).

People Reached – **5,049**
Likes, Comments & Shares – **22**

Facebook 06/01/2018

What do you know about Wagyu beef?
Come along to 'Livestock Diversification Opportunities' 09/01/2018 in Nantyllyn, Pembrokeshire to find out more!
Justin Scale will be there to discuss free-range poultry too!

People Reached – **4,010**
Likes, Comments & Shares – **26**

