VENTURE
December 2019 – May 2020

Venture is designed to help match farmers and landowners who are looking to step back from the industry with new entrants looking for a way into farming. It guides people on both sides through the key steps required to find a potential business partner. An integrated package of training, mentoring, specialist advice and business support equips participants with the skills, knowledge and confidence needed to help them achieve their goals.

The key steps in the Venture journey could include...

![Diagram showing the key steps in the Venture journey: Matchmaker, Knowledge Transfer, Mentoring & Facilitation, Business Planning, and Legal Guidance.]

RAG Score
- **Green**: Project and events are on target

**RATIO OF SEEKERS AND PROVIDERS**
(not including those who have found a match)
- Provider
- Seeker
- 25%
- 75%

**Status**
- Information Gathering
- Profile Submitted
- Match Identified
- Joint Venture Established

**Provider’s Current Sector**
- Beef
- Sheep/Goats/Alpacas
- Dairy
- Calf/Heifer Rearing
- Pigs
- Poultry
- Horticulture
- Arable
- Forestry

**Seeker’s Aspiring Sector**
- Beef
- Sheep/Goats/Alpacas
- Dairy
- Calf/Heifer Rearing
- Pigs
- Poultry
- Horticulture
- Arable
- Forestry

**EXPRESSIONS OF INTEREST**
- 585 Expressions of Interest submitted since the start of Venture

**ACTIVE PARTICIPANTS**
- 231 active participants

**LOOKING FOR A MATCH**
- (fully enrolled)
- 139 seekers
- 66 providers

**MATCH FOUND**
- 48 providers
- 66 seekers

**COMPLETED JOINT VENTURE**
- 33 new partnerships completed
- 55 matches in progress and complete
- 114 matches (in progress and complete)
- 47,727 acres of land involved

**HAVE FOUND A MATCH**
- 114

* Active participants refer to those who have fully enrolled by completing a Venture profile or are currently receiving business planning advice to establish a joint venture.
* Acres of land involved included land area of all Providers enrolled in the Venture programme, including land being advertised, land which has a potential Seeker assigned to it, land which is involved in a completed joint venture and the land of those who are in the early stages of the process.
* Providers offering an opportunity refer to landowners who are currently publicly advertising their opportunity.
* Those who have found a match includes those developing a new joint venture with a potential business partner and also those who have completed the process and established a new joint venture.

* Provider (fully enrolled and in pipeline)
* Seeker (fully enrolled only)
* Matches (in progress and complete)
Bryan and his wife Mary have been owner occupiers at Berllan Dywyll in Llangathen, Carmarthenshire since the early 90s. About ten years ago, aware that they needed to start planning for the future as both their sons had followed careers away from the farm, Bryan and Mary commissioned John Crimes, a partner with agriculture consultancy CARA Wales, to help them map out the future strategic direction of the farm business to ensure its long term sustainability.

Keen to help, when John was introduced to Dyfrig Davies, the younger brother of one of his local dairy clients, he spotted an opportunity. The ‘match’ was made and ten years later, Dyfrig freely admits that Bryan’s offer was ‘the chance of a lifetime’. The trial arrangement proved so satisfactory for both families, that months extended seamlessly into years. In 2015, thanks to the support which had become available through Farming Connect’s Venture programme, the partnership received fully funded business, financial and legal advice which enabled them to create a balanced formal agreement, working out how best to share both the rewards and risks of the joint venture.

‘Thanks to the Venture programme, both parties received customised support which enabled them to address the technical and relationship-building aspects of creating a strong and successful business-to-business relationship so that they have a formal balanced agreement within an appropriate legal framework,” says John.

For Bryan and Mary, the arrangement means they have been able to stay at their family farm while also scaling back their involvement and day to day commitment, knowing that the future direction of the farm will one day be in Dyfrig’s very competent and loyal hands. The partnership was able to commission John to produce an updated business plan, with a three year financial forecast, fully funded through Farming Connect’s Advisory Service as part of the Venture process.

Click here to read the full article.