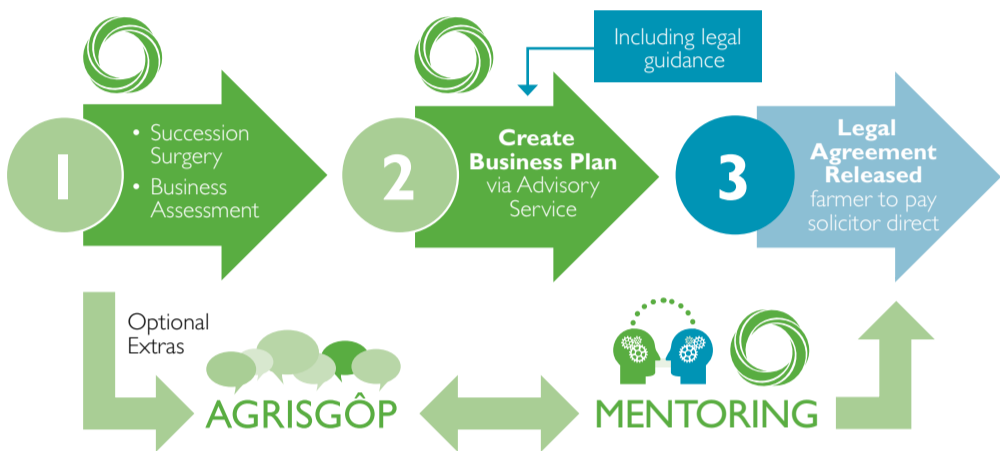


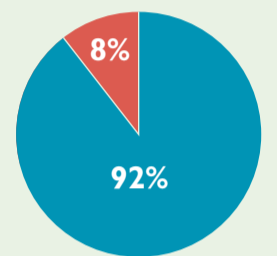
Venture is designed to help match farmers and landowners who are looking to step back from the industry with new entrants looking for a way into farming. It guides people on both sides through the key steps required to find a potential business partner. An integrated package of training, mentoring, specialist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



Percentage of Seekers and Providers (not including those who have found a match)

■ Providers
■ Seekers



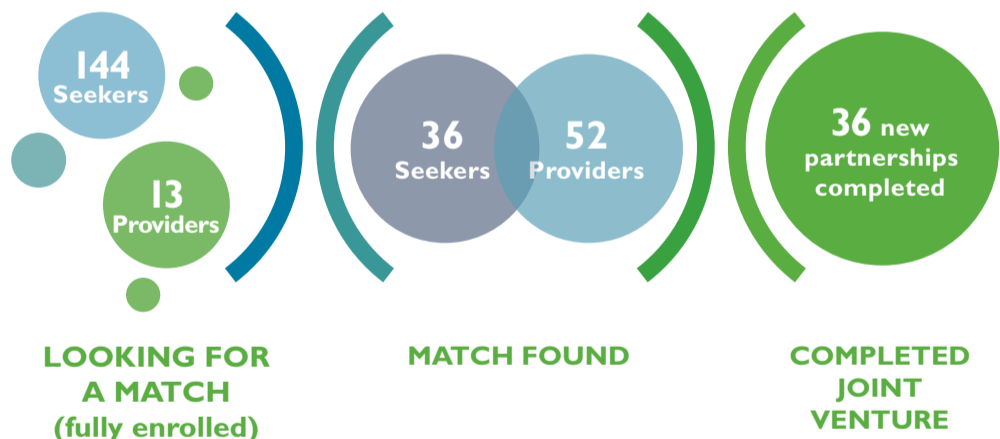
Status



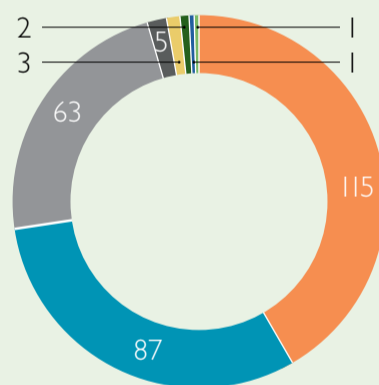
■ Information Gathering ■ Profile Submitted ■ Match Identified
■ Joint Venture Established

617
EXPRESSIONS OF INTEREST
SUBMITTED SINCE THE
START OF VENTURE

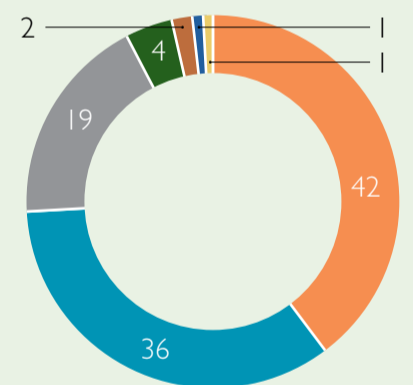
245
ACTIVE
PARTICIPANTS



Seekers' Aspiring Sector



Providers' Current Sector



■ Beef ■ Sheep/Goats/Alpacas ■ Dairy ■ Calf/Heifer Rearing
■ Pigs ■ Poultry ■ Horticulture ■ Arable ■ Forestry

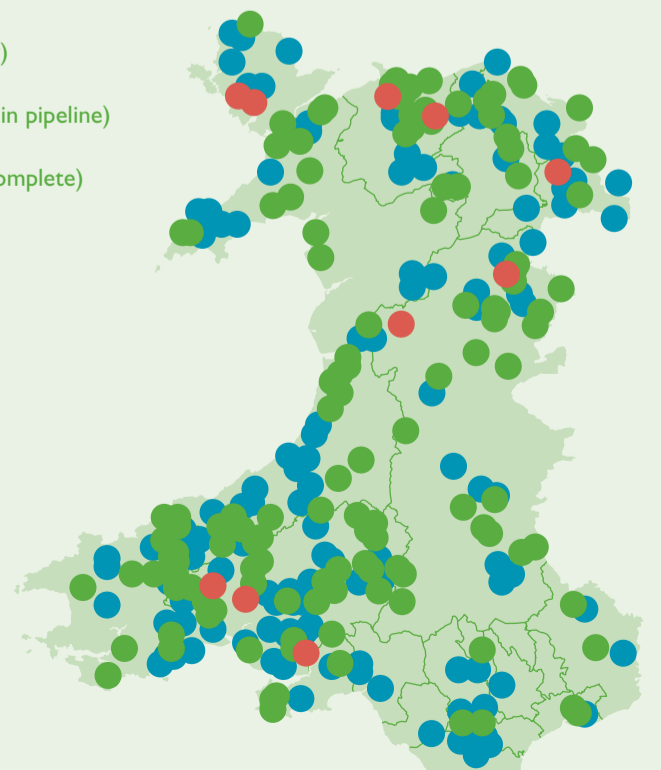
48,874
ACRES
OF LAND
INVOLVED



● **Seekers**
(fully enrolled only)

● **Providers**
(fully enrolled and in pipeline)

● **Matches**
(in progress and complete)



* 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 include 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.

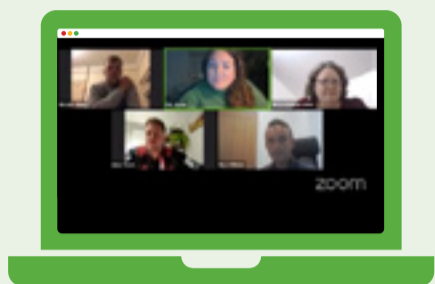
Venture Week

Between 21-25 September 2020, a series of online activities were held to target more Providers and Seekers onto the programme. Online activities included a podcast, webinars, a television advert and case studies which were published online and on social media platforms.

Webinars

Get on the Farming Ladder

During this webinar, Einir Davies from Farming Connect was joined by a panel of experienced speakers, Nerys Llewelyn Jones, a solicitor and farmers Emyr Owen, Peredur Owen and Rhys Williams who have formed different joint ventures. The panel shared their own experiences of forming a joint venture and advice, information and guidance were given on the Venture Programme.



Click [here](#) to watch.

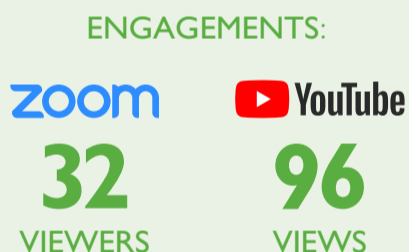


Venture to the next step

Rhodri Jones, a solicitor, discussed the different joint venture structures that can be established and how these partnerships work. He also discussed the dynamic relationship in regards to Basic Payment Scheme payments, exit strategy and other practical matters.

Matthew Jackson, a joint venture farmer, discussed his journey from a non-farming background into the farming industry. He also shared advice and guidance on how he started his journey through different joint-venture agreements to eventually be in a position to give others the opportunity to get on the farming ladder.

Click [here](#) to view.



Ear to the Ground Podcast

Stronger together – Neighbouring farms move from the conventional to set up a dairy joint venture



In this episode we met two progressive farmers, Emyr Owen and Gwydion Jones who have decided to join forces and set up a spring calving herd on the hills above Llanrwst.

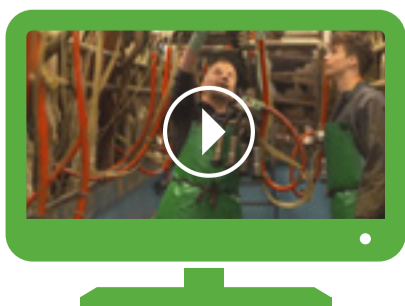
Click [here](#) to listen.



REACH: **3,221** ENGAGEMENT: **39**

Television Advert

To promote more Providers onto the Venture Programme a television advert was commissioned and was aired for a number of weeks before and after the S4C 'Ffermio' programme.



Case Studies

Four case studies were published during Venture Week. Two centred on joint ventures that have already been formed and two promoted opportunities searching for potential seekers.

A new entrant to dairying, who is farming in his own right thanks to a forward-thinking farm owner, says the opportunity could be a stepping stone to one day buying his own holding.

Arfon James is milking 100 British Friesian cows after securing a Farm Business Tenancy (FBT) with David Brooke in an agreement that benefitted from fully funded business planning through the Venture programme. The pair came together when Arfon was earning his living by milking on three dairy farms and David was scaling back his farming commitments at 160-acre Tanycoed, near the Carmarthenshire village of Pentrecwrt.

Now, nearly a year on, it is providing what both parties had hoped for. At the end of the five-year FBT, there may even be an opportunity to take their agreement to the next level – if Arfon accrues sufficient capital, he may be offered the chance to buy the farm.

Venture programme notches up a success story

The future looks bright for two farming families from the Conwy valley. They have joined two farming businesses to run as a single state of the art dairy business. Young farmer Emyr Owen (30) from Bodrach, near Pandy Tudur, who farms in partnership with his parents on a 185 acre former beef and sheep farm and his next door neighbour Gwydion Jones (38), whose family formerly farmed a herd of 150 dairy cattle at the neighbouring 95 acre Ty'n Ffynnon farm, have combined forces in a new joint venture business partnership. Emyr's family sold all their beef and sheep in order to purchase dairy heifers and focus entirely on the new dairy enterprise. For Gwydion and his family, this was an opportunity to increase the size of their original spring calving New Zealand herd from 150 through the purchase of 300 bought-in dairy heifers which are now owned equally by both families.

Share farming opportunity for farmer who shares brothers' farming philosophy

Two brothers are aiming to build on the success they have achieved in their large-scale dairy farming business by providing an opportunity for a share farmer.

Alun and Paul Price run a herd of 800 Holstein Friesian cows and followers on 240-hectare Gelliargwellt Farm near Nelson. Attention to detail is central to their farming philosophy – they recently installed a 64-point rotary parlour and cow health and fertility are monitored with ear tags.

But managing all areas of the business to such a high standard is becoming a greater challenge now that they are in their sixties so, to maintain this and to take the business forward, they want to establish a share farming agreement. "We had read about the success other farmers have had with Venture and thought it could help with our situation," said Paul. They would like to repeat the success of those share-farming ventures on their own farm by offering an agreement to a prospective dairy farmer.

This opportunity is still available.

Opportunity for young farmers to follow the footsteps of milk producer who built enterprise from nothing

A young farmer whose impressive rise within dairying took him from owning no cows to more than 1,300 within just 11 years is creating an opportunity for a farm worker to build up equity in the industry. Matthew Jackson grew up in the city yet harboured an ambition to one day milk his own cows.

He has not only achieved that but now owns 150 hectares (ha) of land in west Wales. With the help of Farming Connect's Venture programme, Matthew now plans to help another individual gain a foothold in the industry, with a job that could lead to a profit share agreement. "I'm looking for a keen individual, a third person to work between our two farms, who will be able to upskill and who I'm very keen to give more responsibility to after a period of time by looking at different options such as performance and profit share agreements," explained Matthew.

This opportunity is still available.

