



# Business

## Accredited Training



**79 individuals** completed training in this period



**54 businesses** were supported

Popular courses included:

Course	Number of claims
Emergency First Aid at Work	45
St John Ambulance – First aid for Farmers	7
Marketing your business	5
Business planning and development	4
Level 3 Award in Food Safety in Catering, Manufacturing or Retail	4
Digital marketing strategy	3
Level 2 Award in Health & Safety in the Workplace	3
Level 2 Award in Food Safety in Catering, Manufacturing or Retail	2

### Feedback from Individual Supported:

“Made me more aware of on farm dangers and now I have the know how to act if necessary.” (St John’s Ambulance course)  
 “I learnt how to choose and use the right tools for planning and marketing major events to ensure that they are successful and that my investment of time and money is well spent.” (Business Planning course).

## Horticulture



**7 Horticulture events** supported 42 individuals from 32 different businesses

Events included: How to sell flowers, Cultivating Elders for UK production and Reducing Post Harvest losses in horticulture crops.



**35 business support sessions** 37 individuals 30 businesses

Topics included: Routes to market and consideration of new fruit crops for Wales, Plant Health – challenges in weeding crops when growing organically.

### Feedback:

“Having the consultant on site and being able to learn from his wealth of experience is invaluable. He takes time to clearly explain how we can get the best out of our horticulture setting”.

## Supply chain cluster



**3 Meetings**



**11 Participants**



**10 Businesses**

Developing a grower standard to effectively and safely supply into public procurement opportunities.

## Agrisgôp



**212 Agrisgôp meetings** have taken place:



**180 total attendance**



**29 hours spent**

Groups focused on:

1. Constructive discussions between the farmers who are renewable energy producers on: repowering, Smart Export Guarantee (SEG), Power purchase agreements, additional grid connections, and site sale. Next steps: Group seeking further clarification on how SEG work by next meeting.
2. Exploring different routes to market for the herbs they are growing, identified several themes they would like to explore during the Agrisgôp meetings, including: legislation and regulations, appropriate varieties for the climate, technical information on growing, technical information on drying and processing, business planning and opportunity for collaboration.
3. Investigating how to target new customers and increase visitor frequency and their purchasing amount. Discussions held on how to use marketing data more effectively and the different types of customers and their different reasons behind buying from milk vending machines.

## E-learning



**261 Individuals Supported**



**181 Businesses Supported**

Courses completed included:

Course	Number of claims
Mandatory Unit: Health and Safety – Risk Management in Forestry and Farming	204
Mandatory Unit: Fundamentals to a Successful Business	19
Mandatory Unit: Developing, Leading and People Skills for a successful business	5
Diversification and Adding Value	4
Protect and Enhance Farm Ecosystem	3
Benchmarking & business planning	3
Benefit to People, Animals and Places	3
Overview of Resilience and Production	3
Succession – It’s Not Just About Tax!	2
Joint ventures, Succession Planning & New Entrants	2
Collaborative & Share Farming	1
Farm Human Resources	1

## Strategic Awareness Events



3 Events

51

Attendees



Events included:

Do's & Don't's of Diversification

Feedback:

"This was my first time attending a FC meeting I will definitely attend again; the speaker was really interesting and inspiring and I hope to implement some of the ideas I heard at the event"

"Very interesting discussions! It touched on the important factors of sustainable farming. Inspiring!"

## Surgeries



110

Surgeries completed

Surgery topics included:  
Diversification, Benchmarking

Feedback:

"Very efficient, the solicitor knows the farming industry well which made me appreciate the advice more."

"Excellent session and I'm really energized about the business idea. Will proceed to the Advisory Service for a Business Plan."

## Advisory Service



The Advisory Service supported the following instances of advice to eligible businesses in Wales:

36

Business Planning

5

Carbon Advice

1

Diversification

Farmer feedback:

"Managed to buy the additional 5 holiday lets with the support of the funding from the business plan"

"Looking at contract farming agreement, better calf rearing, more kpi's and efficiency. Saved money."

## Discussion Groups



29 discussion group meetings took place

255

Attendees



55 hours of CPD

Keywords: Goal Setting, Business Management, LEAN Management, Proportional Analysis, Inputs, Animal Health impact on the Business

## Our Farms Network



11 Our Farms Projects focussing on business, including:



### Langtons Farm:

- › Extending the season of tomato production for wholesale distribution supply chains



### Lower House Farm:

- › Establishing a PYO pumpkin horticulture venture



### Tyddyn Cae:

- › Streamlining the milking routine for greater efficiency

## Mentoring



24 Individuals have accessed mentoring



97 hours of mentoring



42 mentoring sessions



16% of all sessions were related to this theme

Topics covered in mentoring sessions include:

- Vineyard business management
- Business admin and organisation
- Developing and expansion of flower business
- Diversifying – glamping pod
- Creating a food product
- Dairy production business planning
- Succession planning

Extracts from mentoring diaries include :

1. Discussed the mentee's current business plans involving his current lamb and beef box sales direct from farm. Established what the 3 and 5 year goals were. Actions for the mentee include: research viability of vending machines, and collect customer feedback on their needs.
2. Catch up and to go back over the existing glamping business. Discussed planning and scaling up of potential new site from 1 pod to 3 pods.
3. A discussion on the current monthly projections on key farm data, e.g milk from forage, yield per cow, historical annual performance and projections.

