



FARMING
connect
cyswllt
FFERMIO

08456 000 813

LET'S TALK BUSINESS... PREPARE NOW FOR 2022

One-to-one confidential advice to move your business forward

Are you ready for the challenges and opportunities ahead?

*Can we help your business achieve optimum
efficiency and profit levels?*

Apply for advice NOW!



www.gov.wales/farmingconnect

CONTENTS

Preparing for the future	1
Why every farm and forestry business needs advice NOW!	2
Getting back to basics	3
What your business plan should include	4
Let's talk business	5
Next steps	5
Contact us	6

PREPARING FOR THE FUTURE

Are you prepared for the future and all the changes expected?

What information do you need and what changes should you make to the way you work and manage your business?

- **Brexit** – will it affect you and your business? Standing still may not be an option.
- **Covid 19** – how will you cope? Lives and livelihoods are changing daily.
- **Changes to farm payments** – will your business weather the storm? Can you make better use of the resources you have?

We can help you prepare for all the above and a lot more too.



WHY EVERY FARM AND FORESTRY BUSINESS NEEDS ADVICE **NOW!**

The Advisory Service provides one-to-one confidential, bespoke advice on a wide range of topics.

- 😊 Specialist advice **TODAY** will prepare your business for **TOMORROW...**
- 😬 Don't risk missing out

-
- ➡ Provided you are registered with Farming Connect and eligible, you can apply for funding
 - ➡ Individual applicants can apply for up to 80% funding
 - ➡ Group applications (between three and eight individuals) will be fully funded
 - ➡ You can apply for business advice (financial/management/forward planning) and/or technical advice through the Advisory Service, in a package(s) tailored to your requirements

GETTING BACK TO BASICS

HAVE YOU ALREADY GOT A BUSINESS PLAN?

- Is it robust and fit for what your business needs going forward?
- Does it take account of Brexit, Covid 19, the Basic Payment Scheme and any changes to your personal circumstances?
- Is it time to take another close look at it, make any changes that could make your business more profitable, more sustainable?
- Does it set out your goals, your plan for improvements?

HOW OLD IS YOUR BUSINESS PLAN?

If your plan is more than three years old, then you must revisit it. You will need to ensure your business can adapt to change.

Identify areas which are performing strongly, acknowledge any weaker elements and take the necessary steps to ensure your business moves forward. Prepare for the future **NOW**.



WHAT YOUR BUSINESS PLAN SHOULD INCLUDE

If you haven't got a business plan, then you may not know what steps you should take to ensure your business reaches its potential across all areas of working.

If you are not already aware of how much advice you can access through the Advisory Service, visit our website which sets out all the detail. In brief...

BUSINESS ADVICE INCLUDES:

- Business reviews – advice on where to focus effort, increase efficiency and make most profit
- Evidence you may need for banks, landlords, tenders etc
- Financial planning/information you can share with your bank, accountant or solicitor
- Diversification ventures and the optimum marketing mix (including social media)
- Succession planning

TECHNICAL ADVICE INCLUDES:

- Subsidised soil and forage analysis
- Guidance on all farm livestock, including nutrition and performance
- Ways to improve biodiversity - run a productive farm while also protecting the habitat
- Guidance on farming 'greener' - reduce your carbon footprint, often at little or no cost

For a more detailed list of advice categories available, visit www.gov.wales/farmingconnect

LET'S TALK BUSINESS

Our industry is facing a time of unprecedented time of uncertainty and change. In Wales, help is at hand through Farming Connect and our comprehensive range of support services.

Knowing where you stand **TODAY** will help you plan for **TOMORROW**.

Decide to apply for the Advisory Service **NOW!**

NEXT STEPS...

- Visit our website to browse the list of approved Advisory Service consultancy firms and categories of advice available.
- Make sure you are registered with Farming Connect and eligible – you can do this by calling your local development officer or calling the Farming Connect Service Centre on **08456 000 813**.
- Decide to apply!

Your local development officer will support you at any stage of the online application process, either before you apply or if you require help at any stage.

The Advisory Service application process is straightforward and speedy. All information you provide to your selected adviser and/or local development officer is completely confidential.



WHAT ARE YOU WAITING FOR?

If you are still undecided about whether to apply for subsidised support through the Advisory Service, contact your local development officer for an informal chat.

The contact details for all development officers as well as full guidance on the Advisory Service is available on our website.

➔ Web: www.gov.wales/farmingconnect

➔ Phone: Service Centre - 08456 000 813

➔ E-mail: farmingconnect@menterabusnes.co.uk

