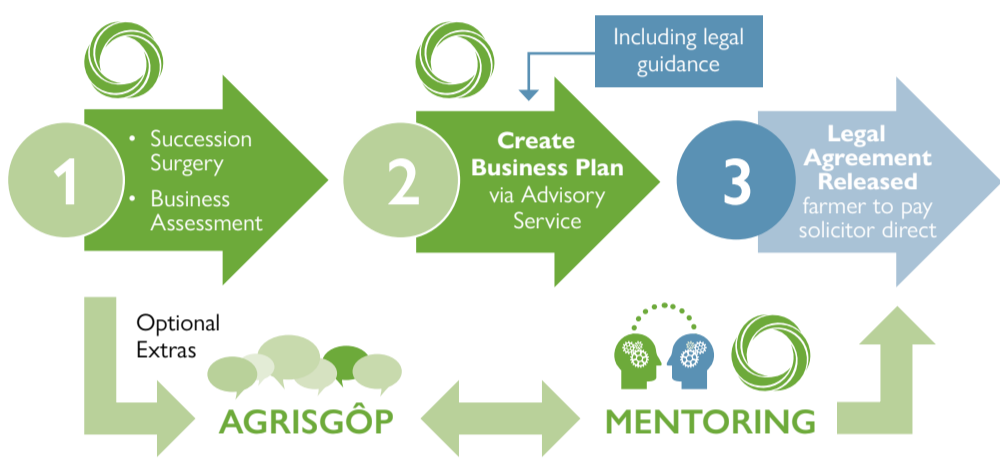


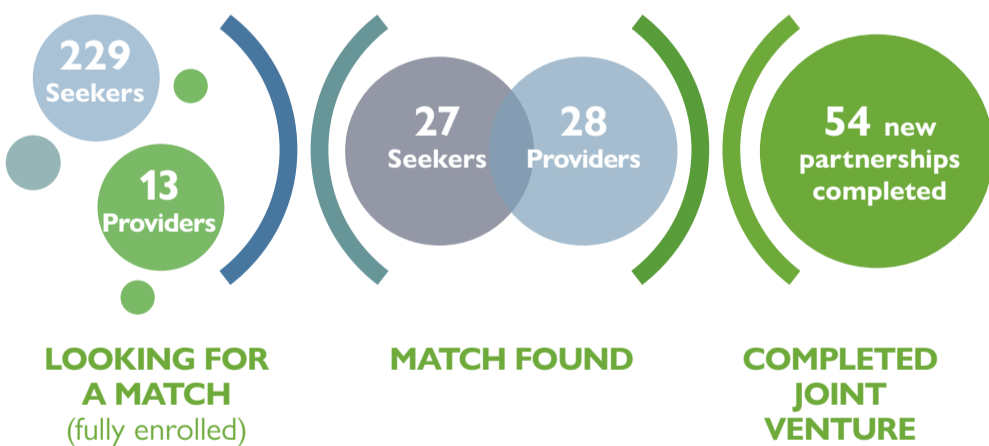
Venture is designed to help match farmers and landowners who are looking to step back from the industry with new entrants looking for a way into farming. It guides people on both sides through the key steps required to find a potential business partner. An integrated package of training, mentoring, specialist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



**813**  
**EXPRESSIONS OF INTEREST**  
SUBMITTED SINCE THE  
START OF VENTURE

**320**  
**ACTIVE PARTICIPANTS**



**52,198**  
**ACRES OF LAND INVOLVED**

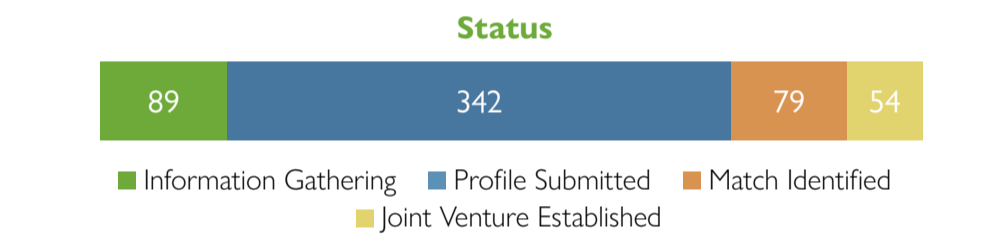


\* Active participants refer to those who have fully enrolled by completing a Venture profile or are currently receiving business planning advice to establish a joint venture.

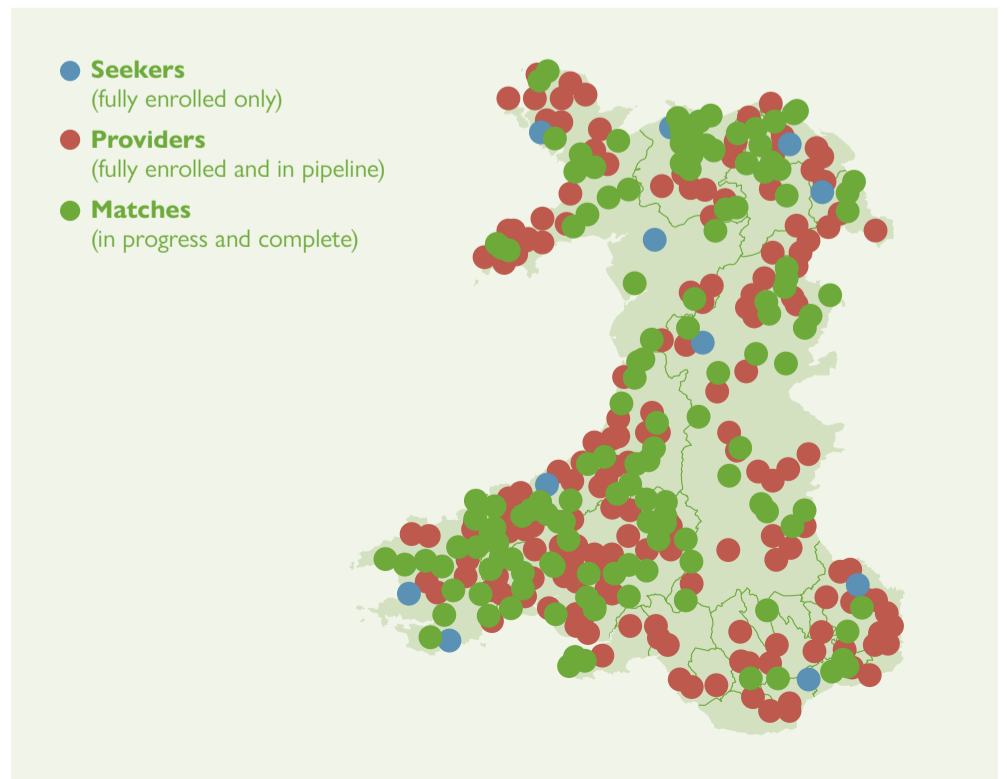
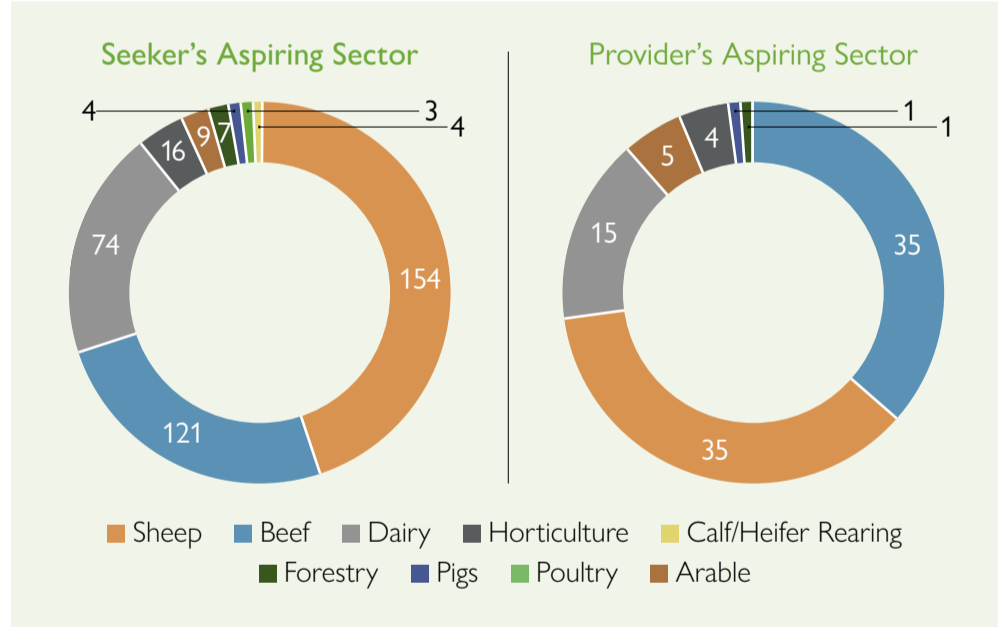
\* Acres of land involved included land area of all Providers enrolled in the Venture programme, including land being advertised, land which has a potential Seeker assigned to it, land which is involved in a completed joint venture and the land of those who are in the early stages of the process.

\* 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.



**Sectors** (active participants only)



## Events



Seekers on the Venture programme were invited to attend a **Farming Connect Business Bootcamp**, where three sessions were held. The Business Bootcamp was designed to give new entrants into agriculture the confidence, skills and motivation to grasp opportunities, develop efficient businesses and build a successful career. The first session was held virtually in January, the second a residential stay in Glanllyn Isaf, near Bala, in February, and the third was a day session held in the Moody Cow, near Aberaeron, in May.

Speakers included bank managers, farm business consultants, financial experts, succession mentors, and entrepreneurial farmers who have ventured into new businesses.

Feedback from the sessions included:

- Informative, and eye opening
- A good session to see like-minded young people who are in similar situations to yourself and a great environment to talk and get questions answered by professionals.
- Motivating to do more with farming business, and meet a great group of farmers.



Applicants on the Farming Connect Business Bootcamp program during the three sessions.

## Case Study



Becca Morris & Bryn Perry.

**Pembrokeshire 'dairy sheep' farmer Bryn Perry recently won the prestigious Brynle Williams Memorial Award, which recognises the achievements of a young farmer who has found their way into farming through Farming Connect's Venture programme.**

Bryn, who comes from a non-farming background, credits Farming Connect with giving him the many of the business and farming skills this ambitious young farmer clearly has.

Bryn and his partner Becca Morris, both in their early 30s, keep a flock of around 120 East Friesian ewes – a breed renowned for the quality of their milk – at council-owned smallholding, Fferm Wernllwyd, near Haverfordwest, where they moved in early 2021.

The UK sheep milking industry is still relatively new, but this entrepreneurial couple are capitalising on this rapidly growing market, in more ways than one! Having set up collaborations with a number of similarly ambitious farmers in west Wales, Bryn and Becca, thanks to a range of support services from Farming Connect, are already processing milk into a range of speciality Welsh ewes' milk cheeses 'in the style of' Feta, Halloumi, Blue and Manchego, and recently launched 'Ewenique Spirits', their own brand of ewe whey vodka.

*"Critically, we received a huge amount of support from Farming Connect, which not only helped me develop my skills as a business-person and sheep farmer, but also enabled us to set up our first joint venture with well-known sheep's milk producers Nick and Wendy Holtman, who own Defaid Dolwerdd in Crymych," Bryn said.*

*"I met Nick and Wendy at a local producers' market and after many conversations, we realised there could be many benefits of scale and efficiency if we worked together."*

Both families applied for Venture's fully-funded mentoring, business planning and legal advice, which enabled them to set up their successful joint venture, now in its second year.

Around the same time, Bryn was invited to join a Farming Connect 'Business Bootcamp' – a residential short course designed to give like-minded individuals the confidence, skills and motivation to develop their career and build a successful land-based business.

*"We had amazing, inspirational speakers, and I was certain that with the right attitude and hard work, Becca and I could run our own farm business within two years."*

## Surgeries



Between December 2021 and end of May 2022, **three Succession Surgeries** regarding joint ventures were held. The businesses wanted to discuss with the consultant issues such as different models, tax implications, what was involved with shared farming, and whether it would be practical and a suitable option for them.

