

# Farming Connect Advisory Service

Tailored Support to help you meet your goals



**FARMING**  
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cyswllt  
**FFERMIO**

**08456 000 813**



[www.gov.wales/farmingconnect](http://www.gov.wales/farmingconnect)

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## The Advisory Service

*...Tailored Support to help you meet your goals*

The **Farming Connect Advisory Service** provides expert, independent, confidential and bespoke advice to:



**FARM BUSINESSES**



**FORESTRY BUSINESSES**

**Our aim is to ensure you:**

- ✓ benefit from business support and/or technical advice, tailored to your business needs
- ✓ reduce costs by increasing efficiency across all areas of your business
- ✓ benchmark your performance and work towards progress and growth
- ✓ identify areas for improvement and find solutions to problems



One-to-one advice - up to 80% funded to a maximum of €1,500 (euros) per instance of advice.



Group advice - 100% funded up to a maximum of €1,500 (euros) per group member. *Between three and eight people can apply for technical group advice as a group and two people in the case of a joint venture.*



Eligible businesses can apply for up to four separate instances of bespoke advice through the Advisory Service.



Anyone accessing the Advisory Service as an individual or as part of a group need to be registered with Farming Connect.

# Business planning and technical categories

## Helping you meet your business aims and technical objectives

The following list sets out the categories of business and technical support/advice available through the Advisory Service.

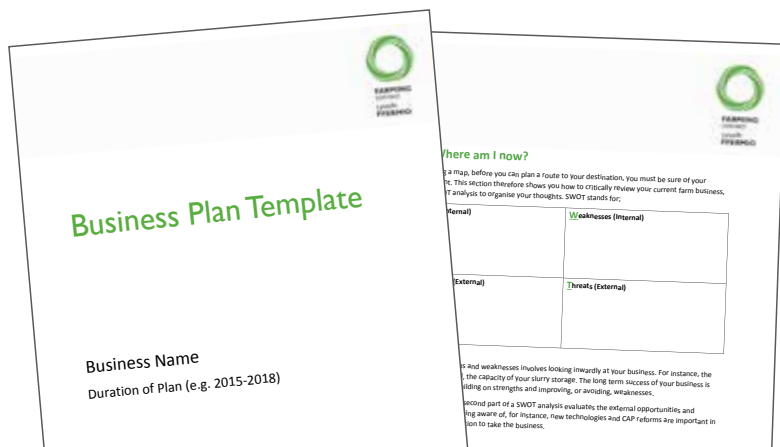
We hope that the brief descriptions enable you to make informed decisions on which category(ies) would most benefit your business, but if you need any further information or guidance, contact your local Development Officer.

### BUSINESS CATEGORIES

Farming Connect provides a package of support tailored to your requirements, which will help you make informed decisions on...

- short and longer term business aims
- financial planning
- operational planning
- innovative or more efficient ways of working
- your sales and marketing strategy

You could consider downloading our business plan template to get started or you may want to attend one of our fully funded business planning workshops. Visit [www.gov.wales/farmingconnect](http://www.gov.wales/farmingconnect) for further information on the support available and for your local Development Officer contact details.



## Business Planning *(also available as group advice for joint ventures)*

You can access comprehensive business planning advice which encompasses the whole business. This category provides a clear picture of your current business profile, benchmarking where you are now. You will understand your strengths and weaknesses and know what you should realistically aim for in order to remain sustainable, efficient and profitable in the years ahead.

## Business Planning for New Entrants

Similar to the advice available under the business planning category, you can access comprehensive business planning advice which encompasses the whole enterprise. This category provides a clear picture of your current business profile, benchmarking where you are now. You will understand your strengths and weaknesses and know what you should realistically aim for in order to remain sustainable, efficient and profitable in the years ahead. This category focuses on the particular needs and requirements of new entrants to the industry.

## TECHNICAL CATEGORIES

### Livestock Management and Performance

To get the best out of your livestock, you need to address a whole range of issues including animal health and welfare. Measuring and recording performances are key to this.

You can access advice on a range of recognised tools and techniques to help you achieve optimum results from your livestock (*incorporating Estimated Breeding Values (EBVs), stocking rates, wintering options, feed planning, housing and many other relevant issues*).



### Grassland and Crop Management

Considering your grassland and crop regimes; addressing soil and nutrient management and managing farmyard manure is essential if you are aiming to run a business with top performing results. This category helps you make best use of your resources and address all the above issues, as well as providing you with Nitrate Vulnerable Zone (NVZ) advice and identifying any potential environmental risks.



### Horticulture

If you are considering or already involved with either conventional or organic horticulture, advice within this category enables you to apply the principles of sustainability and to assess and minimise environmental impacts of crop production including diffused pollution, greenhouse gas (GHG) emissions, adaptation to climatic changes and biodiversity. Advice will cover crop rotations; pest and disease control; harvesting; varietal issues, matching crops to your soil type and supply/marketing issues.

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### Organic Production



To get the most out of organic production you need to be up to speed on all organic standards and Organic Farming Scheme agreements.

Advice within this category ensures you understand the land/cropping/livestock management that you need.

Those new to the sector can receive advice on developing an organic conversion strategy. Both established and new businesses can receive advice on financial implications as well as practical advice on developing a marketing strategy.

## Woodland Management

The woodland planning and management category considers all the financial aspects of managing profitable woodlands, and include advice on various available grants, mechanisms for payments for Ecosystem services and a number of issues connected with Woodland Carbon Code schemes.



## Agri-Environment, Ecosystems Services and Biodiversity

Natural resource management helps you identify, protect and manage habitats including flora and fauna.

You will receive advice on how to protect and enhance both existing and new species on land, in water and in farm buildings.

You will also be able to identify and manage any sites of historical, archaeological or architectural interest, with the focus on the value of biodiversity and protecting the agri-environment.

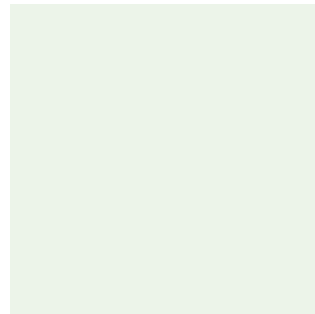
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## Diversification and Added Value

Diversified enterprise could lead to improved ways of working or an additional income stream.

The advisers help to assess the feasibility of your proposal, and you will receive advice on aspects including business and financial planning; grant aid options; regulations; legislative processes; marketing research and other elements of the supply and marketing mix.





## Timber Processing and Added Value

The advisers will provide business support to forestry/farming businesses wanting to process timber either as an additional enterprise or through diversification into processing; contracting; growing and marketing.

It will cover both business and financial planning.

The following categories of advice will also be available shortly:

→ TECHNICAL:  
Energy and water efficiency

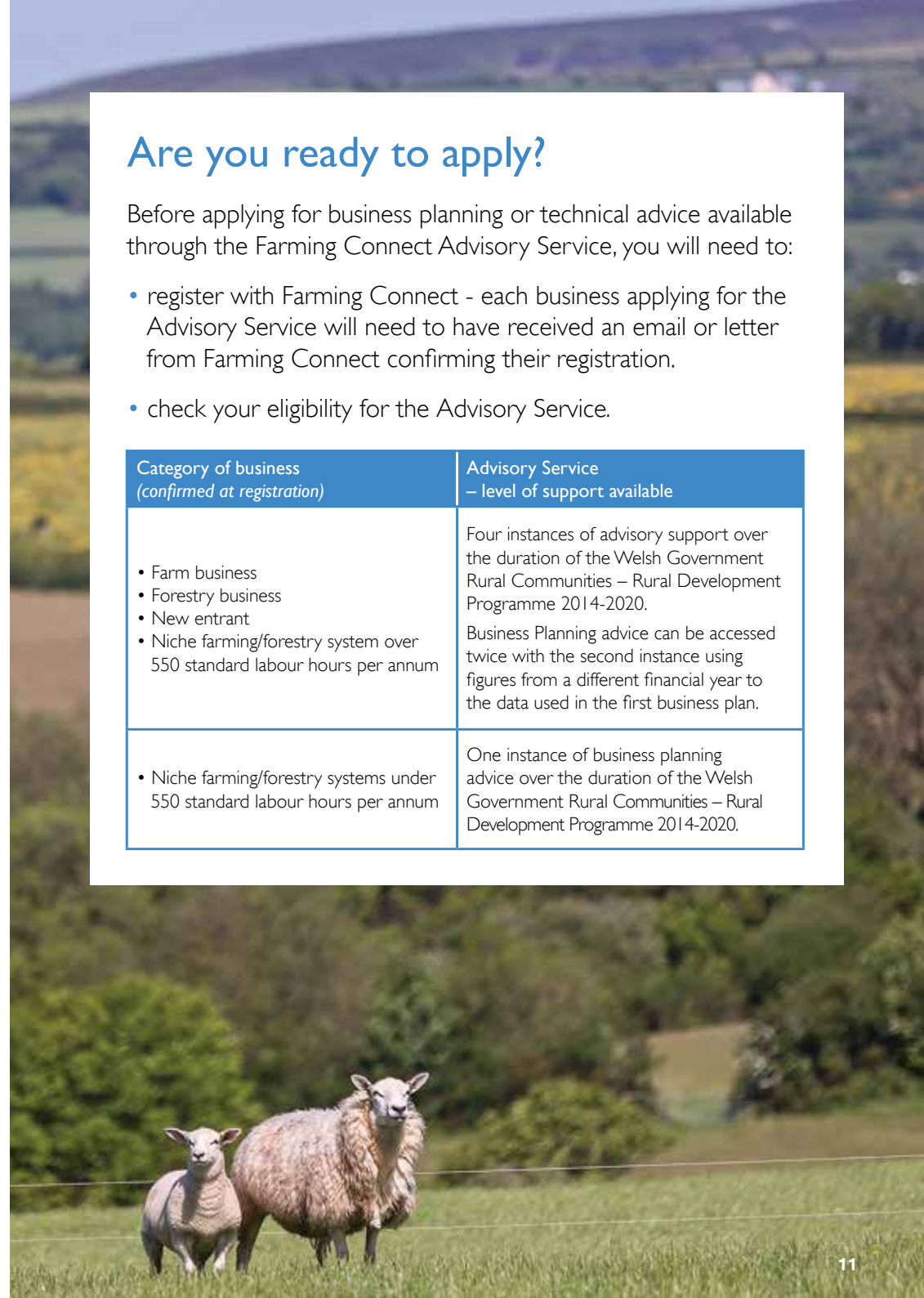
→ TECHNICAL:  
Renewable energy generation

## Are you ready to apply?

Before applying for business planning or technical advice available through the Farming Connect Advisory Service, you will need to:

- register with Farming Connect - each business applying for the Advisory Service will need to have received an email or letter from Farming Connect confirming their registration.
- check your eligibility for the Advisory Service.

Category of business (confirmed at registration)	Advisory Service – level of support available
<ul style="list-style-type: none"> <li>• Farm business</li> <li>• Forestry business</li> <li>• New entrant</li> <li>• Niche farming/forestry system over 550 standard labour hours per annum</li> </ul>	<p>Four instances of advisory support over the duration of the Welsh Government Rural Communities – Rural Development Programme 2014-2020.</p> <p>Business Planning advice can be accessed twice with the second instance using figures from a different financial year to the data used in the first business plan.</p>
<ul style="list-style-type: none"> <li>• Niche farming/forestry systems under 550 standard labour hours per annum</li> </ul>	<p>One instance of business planning advice over the duration of the Welsh Government Rural Communities – Rural Development Programme 2014-2020.</p>



# How to register

Registration for eligible individuals is a quick and simple process.



[www.gov.wales/farmingconnect](http://www.gov.wales/farmingconnect)



Service Centre 08456 000 813

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## You will need to provide:

- Your Customer Reference Number (CRN) and your County Parish Holding (CPH) if applicable.
- An individual email contact for each person involved in the business wanting to access services.

## We are here to help... on the phone, in person, online

Our team of local development officers will be pleased to provide you with advice and guidance on how Farming Connect can benefit you and your business.

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](http://www.gov.wales/farmingconnect)

→ **Phone:** Service Centre - **08456 000 813**

→ **E-mail:** [farmingconnect@menterabusnes.co.uk](mailto:farmingconnect@menterabusnes.co.uk)

[Facebook.com/FarmingConnect](https://Facebook.com/FarmingConnect) @FarmingConnect

*The Farming Connect Service Centre is open between the hours of 9am and 5pm from Monday to Friday, excluding all public holidays.*