

# DEVELOP YOUR BUSINESS

## June – August 2018

### RAG Status

■ Red: Behind with target ■ Amber: Nearly achieved target ■ Green: Target on track



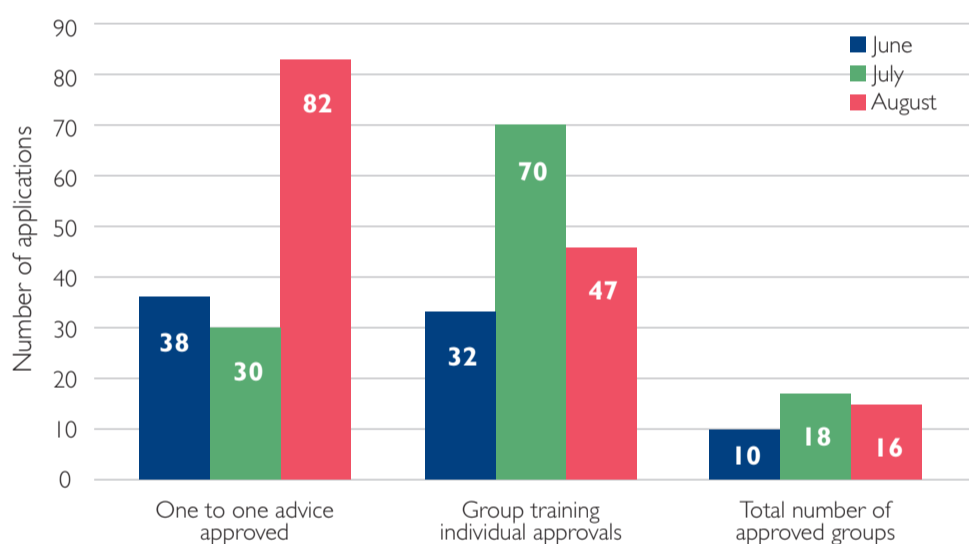
### Advisory Service

The Advisory Service provides expert, independent, confidential and bespoke advice to Farming and Forestry Businesses.

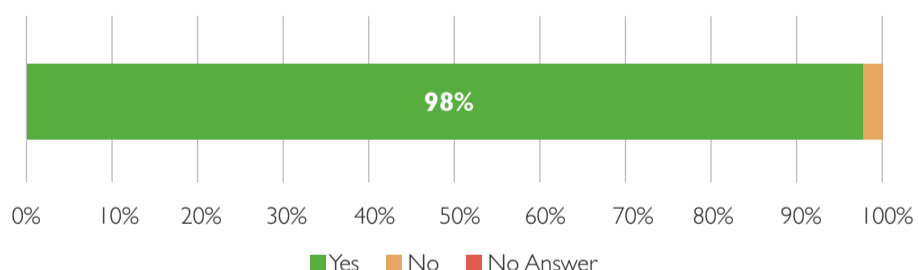
The aim is to ensure businesses:

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

### Approved applications



### As a result of the advice you received, have you or will you make changes to your business?



### Quotes from beneficiaries

#### Technical – Grassland and Crop Management

“Since receiving the advice we’ve altered our grazing system and feeding regime and it has made a significant difference to our cows. They are in much better condition and our litres produced has increased overall as well as litres/kgDM”

#### Technical – Livestock Management and Performance

“Following advice, we have definitely reduced lameness on the farm, improving herd health and productivity.”

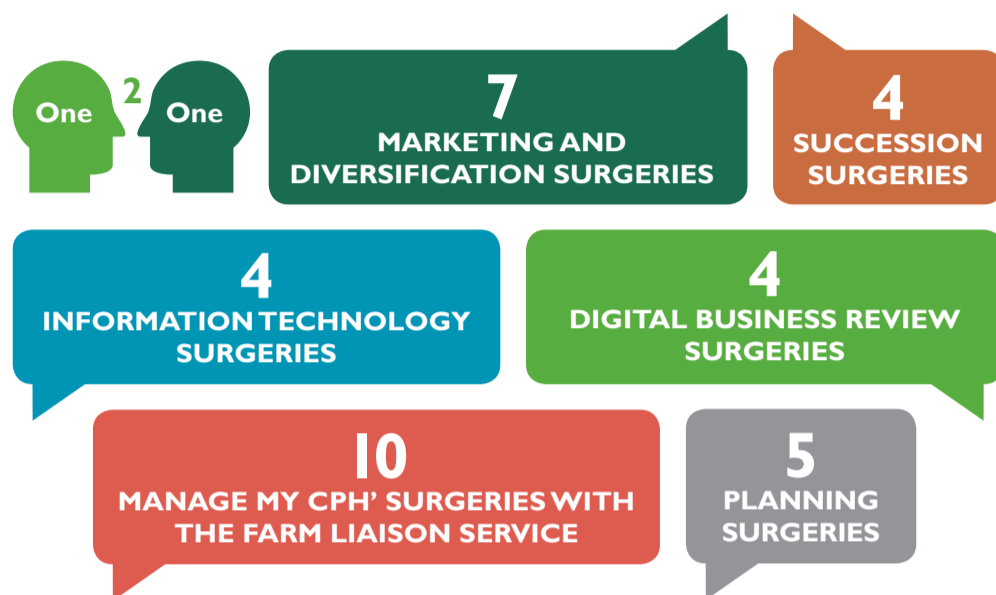
#### Business Planning

“I am very pleased with the advice I have received and its outcomes. I think FC is a great service, helping to improve farmers’ efficiencies.”

### One to one surgeries

Surgeries are one hour one-to-one advice with a consultant at designated venues.

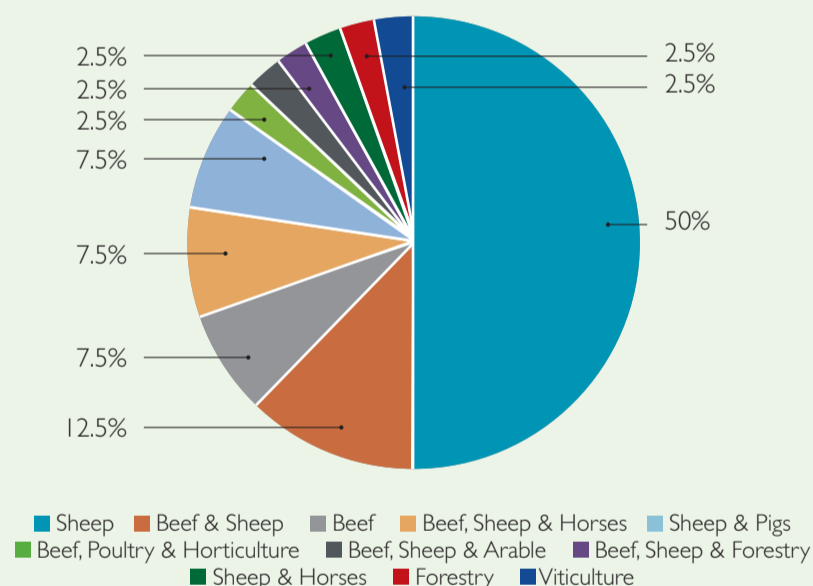
**Annual target = 60 Target achieved = 34**



### Marketing and Diversification Surgeries:



#### Business by Sector



### Type of enquiries received:



### Feedback from beneficiaries:

“An excellent opportunity to expand my knowledge and expertise.”

“I learned a lot and received advice about camping, barn conversions etc. Superb!”

“I received answers and clarification regarding the implications and possibilities of diversification.”

## Strategic Awareness Events ■

...Sector specific roadshows, drop in events and workshops.

**Annual target = 70**    **Targets achieved = 23**



## Discussion Groups ■

Farming Connect discussion groups allow businesses to learn from each other, discuss challenges, consider opportunities and potentially find new and improved ways of doing things.



## Case Study

### Spring Calving Dairy Discussion Group

This Discussion Group comprises of dairy farms from across North Wales, all operating grass based spring calving system. A meeting was held in July on 'Goal Setting and Strategic Planning'.

Business consultant Ian Browne visited the group to discuss planning the farm business strategically as well as setting personal and business goals. Ian highlighted the importance of knowing your 'behavioural type' within the 'DISC Model', and the needs, strengths and weaknesses belonging to each 'type' within that model. Determining and recognising your type and traits is fundamentally important in strategic business planning:

- Directive (determined, dynamic but can be domineering)
- Influencing (friendly and outgoing but can be impulsive and easily influenced)
- Stabilizer (calm and dependable but can be over protective and fear failure)
- Conscientious (analytical and keen on detail but can lack flexibility and forgiveness)

He asked the group:

What is business success?

How is it measured?

What profit do you need?

The group asked what happens when you have a challenging year, i.e. volatile milk prices. He stressed that individuals should "squeeze the business, not yourself". In good years, re-invest in the business and don't waver from your original plan in bad years.

Planning should take place in three steps:

**1. Strategy**

**2. Tactics**

**3. Operational Plan**

Goals take various forms; financial, physical, personal, family, community, mental and environmental. The most important of these is personal goals and these should be set before all others.

### Important key take home messages:

- Those who have a 5 year plan on paper usually reach their proposed target by the third year
- Business goals are set to meet personal goals – not the other way around
- Complete a business and a personal SWOT analysis
- Effective communication – words 10%, tone 30%, visual 60%

## Royal Welsh Show

Activities and events at this year's Royal Welsh Show included:

- Measure to Manage Launch
- Meet the Mentor
- Agri Academy Class of 2018 announced at a reception attended by Christianne Glossop
- EIP and Management Exchange Reception with Lesley Griffiths
- Seminars at the Business Lounge, providing opportunities for farmers to speak to experienced consultants
- On-farm Safety Campaign
- Agri Pollution Campaign

NUMBER OF ENQUIRIES RECEIVED: **62**

## Summer Shows

During this quarter we attended **8** Summer Shows as well as the Royal Welsh Grassland Event.



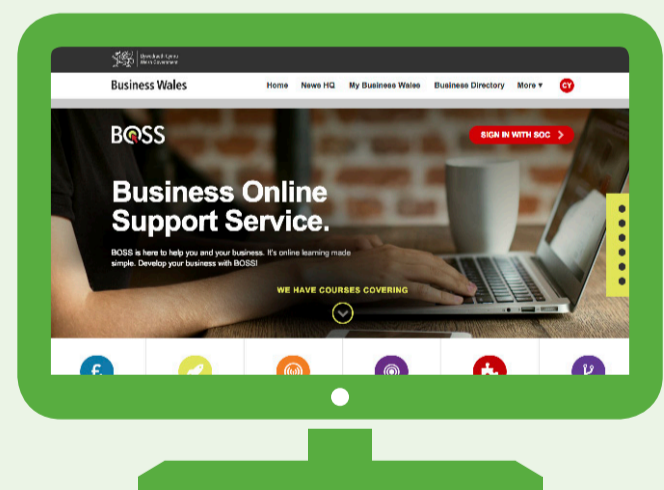
## Sign On Cymru

'Sign On Cymru', a new streamlined log-in system to access lifelong learning and development services, was launched in August.

Farming Connect clients registered with BOSS, the Welsh Government's Business Online Support System, will be able to access their PDP and CPD records as well as the funding application forms for Farming Connect's subsidised accredited training courses and its range of fully-funded e-learning courses, which offer bite-sized online tuition modules on a wide range of farm and forestry related topics.

Click [here](#) or the TV Screen below to learn how to use the system.

- ✓ Go to <https://businesswales.gov.wales/boss>
- ✓ Click "Sign in with SOC"



## Farming Connect Website and Social Media ■

Number of unique page views (June – August 2018)	88,384
Average time spent on website	00:01:39
Number of followers on Twitter as of 31/08/18	4,296
Number of likes on facebook as of 31/08/18	7,325

