

# DEVELOP YOUR BUSINESS

December 2016 – February 2017

## RAG Status

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

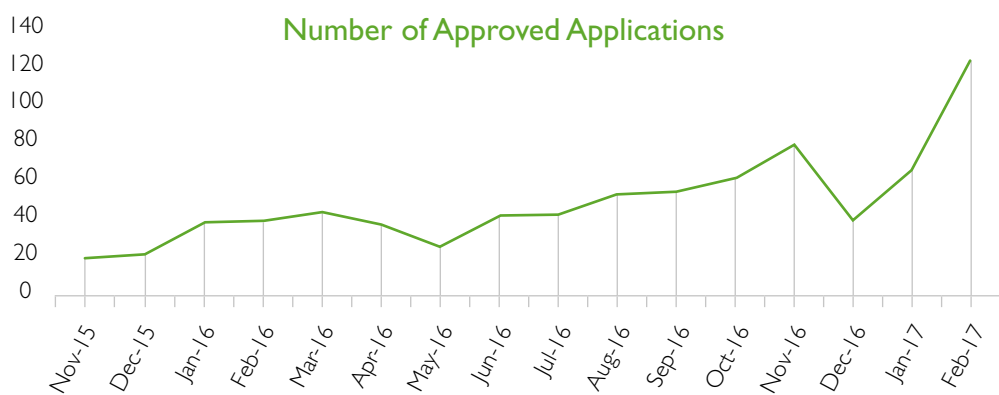
### Total Registered with Farming Connect since 1/10/2015



## I. Advisory Service ■

The Farming Connect Advisory Service provides a range of subsidised, independent confidential and bespoke advice to:

- Farm and Forestry businesses



The table below is a summary of the number of one-to-one and group based approved applications per category.

One-to-one ADVICE 80% funded up to a max of 1500 euros	Breakdown of approved applications per category
Business Planning	69
Technical – Grassland and crop management	22
Technical – Livestock Management and performance	9
Technical Diversification and added value	4
<b>TOTAL</b>	<b>104</b>

GROUP ADVICE 100% funded up to a max of 1500 euro	Breakdown of approved application per category during this quarter	Breakdown of approved groups per category during this quarter
Technical Grassland	104	28
Technical Livestock	6	1
Business Advice – Joint Ventures	6	3
<b>TOTAL</b>	<b>116</b>	<b>32</b>

### Routes taken to access Technical Advice

#### Route 1

I have a Business Plan completed through the previous Farming Connect Programme (2007 – 2013)

#### Route 2

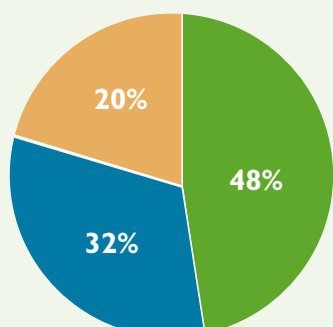
I have a Business Plan which I arranged privately (not through Farming Connect) or drafted myself

#### Route 3

I want to produce my own Business Plan

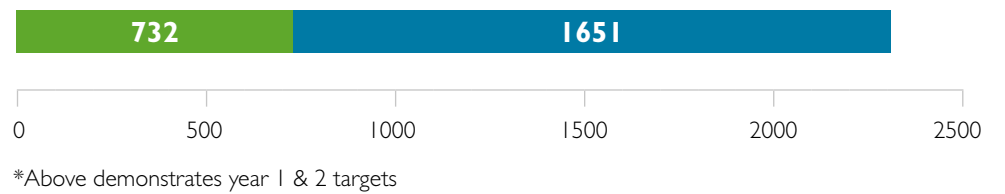
#### Route 4

I need Advisory Service support to produce a Business Plan



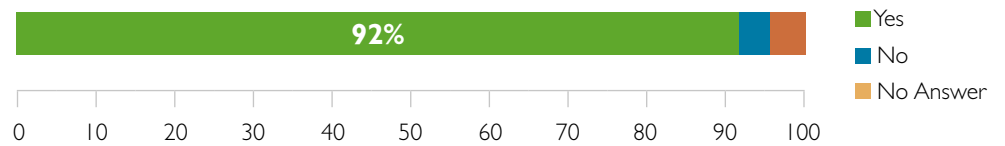
## Target

Target Achieved vs Programme Target



## Customer Evaluation:

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



“Advisor had full understanding of our business and of the dairy industry. Hopefully we will be able to get through this difficult time within the dairy industry”

“We have been very satisfied with the advice and guidance provided by our advisor. As well as the excellent farm planning he has helped us with, he has shown empathy and understanding towards our son taking his first steps into farming.”

## 2. One to one surgeries ■

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

**Annual target = 60 Targets achieved = 63**

### 24 Digital Business Review

12 Record Keeping

8 Information Technology

7 Venture legal advice

5 Succession

4 Marketing and Diversification

3 Planning



## Industry feedback:

**96%** RATED THE SURGERIES AS VERY GOOD OR EXCELLENT

**100%** LEARNED SOMETHING NEW

### Focus on Record Keeping Surgeries:

Record Keeping Surgeries were delivered by FLS.

62 Businesses attended and benefited from one-to-one appointments with a member of the Farm Liaison Service and were given guidance on Glastir paperwork, Stock and medicine records, stock movements and RPW / BPS



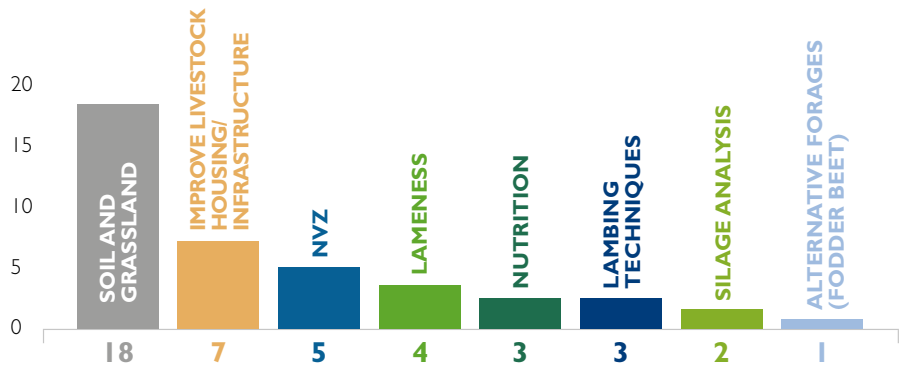
“I found the record keeping surgery to be very informative and, as a result, I now understand what I need to do”

### 3. Clinics ■

One-to-one sessions to gain advice and guidance specific to the business.

**Annual target = 21**

**Target achieved = 43**



#### Industry feedback:

**95%** RATED THE CLINIC AS VERY GOOD OR EXCELLENT

**93%** LEARNED SOMETHING NEW

#### Focus on Soil and Grassland Clinics:

Farming Connect have provided a series of Soil and Grassland clinics. The aim of the clinics were to provide tailored support and advice for farmers on managing their soils ensuring the effective application of fertilisers, manures and other nutrients such as lime.

Each participating farmer were given free soil samples; bespoke advice and analysis was provided by the consultant on the results.

**“The Soil and Grassland clinic was very interesting and informative, it provided an overview of soil nutrient planning focusing on fertiliser requirements of specific fields and the best use of farm yard manures.**

**I have not applied lime to our farm for at least 15 years but since learning how the PH levels of your fields effects the uptake of other nutrients I will definitely be applying lime this Spring.”**

### 4. Strategic Awareness Events... ■

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

**Annual target = 70 Target achieved = 37**



#### Industry feedback:

**78%** RATED THE EVENTS AS VERY GOOD OR EXCELLENT

**97%** LEARNED SOMETHING NEW

#### Focus on Ewe Nutrition Strategic Awareness Talks:

John Vipond presented the following during these events:

- Ewe nutrition – focusing on meeting the ewe’s needs and maximising lamb performance
- Minimising Lambing losses
- Managing ewes in different levels of condition
- Maximising use of home grown resources

**215**  
ATTENDEES

**98%** LEARNED SOMETHING NEW

**“This meeting was very interesting and the speaker had expert knowledge about lambing and general farming – I would definitely recommend to others.”**

AVERAGE FEEDBACK SCORE WAS **93%**

### Wales Farmers’ Forum 2017... focusing on what can be controlled in an ever-changing industry



This event brought together over 140 farmers from all over Wales to look at managing what can be controlled in a post-Brexit ever-changing industry. With a full day of informative, well-known and influential speakers, the aim of the day was to ensure attendees left feeling inspired, motivated and better equipped to manage changes the future may bring.

[Click here to see the highlights of the Wales Farmers’ Forum 2017.](#)

### 5. Discussion Groups ■

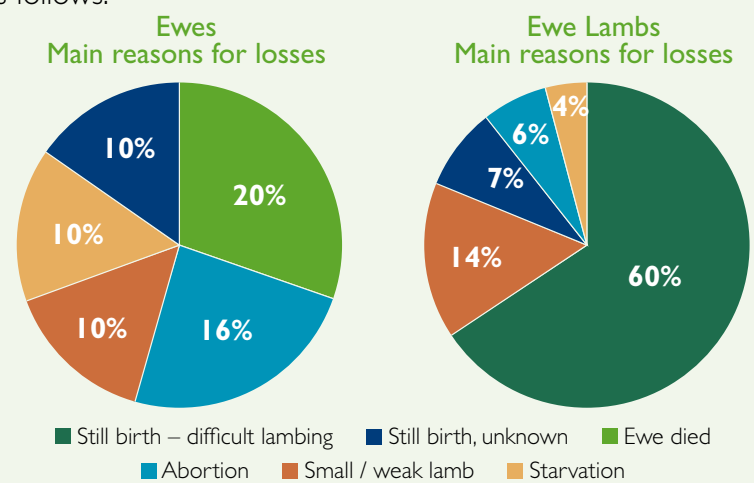
Farming Connect discussion groups allow businesses to learn from each other, discuss challenges, consider opportunities and potentially find new and improved ways of doing things.

**73%** DISCUSSION GROUPS CREATED SO FAR AGAINST PROGRAMME TARGET

#### \*Focus on a sheep discussion group in North Wales:

The group’s current focus is on reducing lambing losses. Looking back at 2014/15 results, lambing losses varied between 8% and 23% from scanning through to selling. This initiated group members to investigate and record the main reasons for their lambing losses and when lambing losses occurred with their cross bred ewes, welsh ewes and ewe lambs.

Results showing the main lambing losses for their ewes and ewe lambs are as follows:



Following group discussions, several members have made significant changes to their management of ewes and ewe lambs and will continue to monitor losses for 2017 with the aim of reducing their lambing losses.

[Click here to read more about this sheep discussion group](#)

### 6. Measure to Manage ■

Measure to Manage is a process where one business uses their performance data (physical and/or financial) to compare with a similar business in order to identify areas where performance can be improved. An online Measure to Manage tool has been developed for Red Meat farmers and will be available soon.

### 7. Farming Connect Website and Social Media ■

Number of unique page views	49,024
Average time spent on website	00:01:33
Number of followers on Twitter as of 28.02.2017	3,287
Number of likes on facebook as of 28.02.2017	5,411

