

RAG Status

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

Total registered with Farming Connect since 01/10/2015



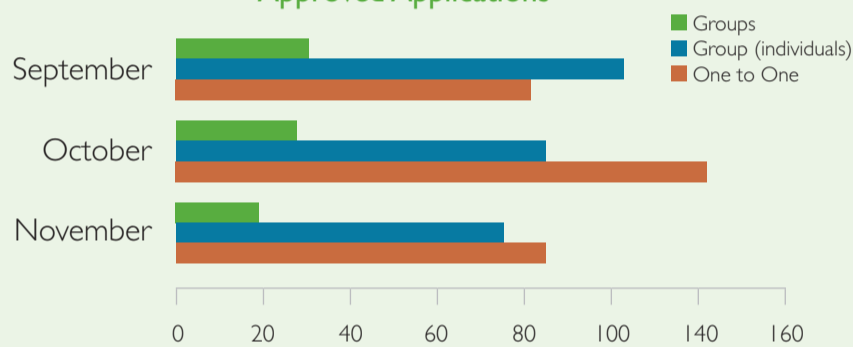
Advisory Service

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

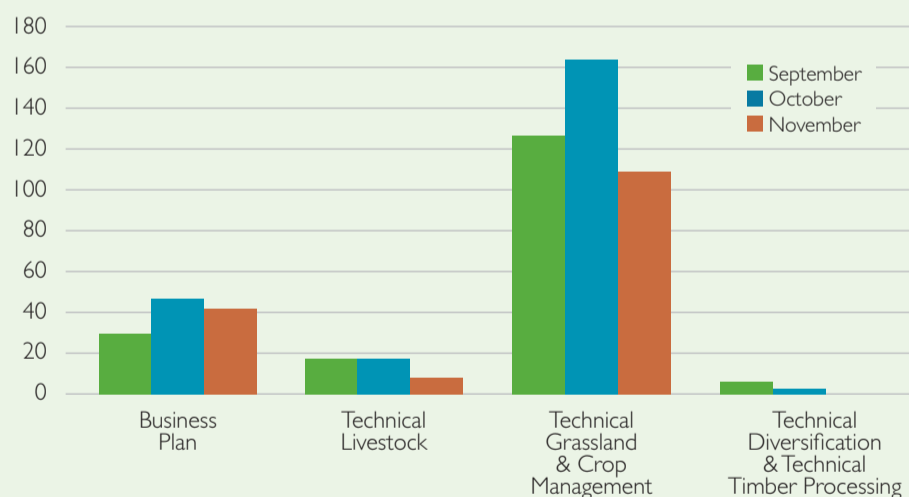
The aim is to ensure businesses:

- benefit from business support and/or technical advice, tailored to the 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



Approved Applications by Category



One to one surgeries

Surgeries provide one hour one-to-one advice and guidance with a consultant at designated venues.

Topics covered include: **Annual target = 60 Target achieved = 47**

1 DIGITAL MARKETING AND DIVERSIFICATION SURGERY

2 MY 'CPH' SURGERIES

4 SUCCESSION SURGERIES

9 PLANNING SURGERIES

2 VENTURE SURGERIES

14 DIGITAL BUSINESS REVIEW SURGERIES

5 IT SURGERIES

1 DIGITAL PLANNING SURGERY

1 SOCIAL MEDIA SURGERY

5 MARKETING AND DIVERSIFICATION SURGERIES

The number of surgeries arranged proves how much support the project provides for farmers and foresters in Wales. To meet the demand, seen during this period, support was offered from our approved advisers to customers over the phone. These sessions are flexible and can be arranged at short notice which means traveling isn't required.

Strategic Awareness Events

Annual target = 70 Events held = 51

51 EVENTS held with **3257** ATTENDEES

Events held include:

EID ROADSHOW



SAVING LIVES AND LIVELIHOODS



ADDRESSING CATTLE LAMENESS



Case Study

EID Roadshow

This drop in session at Welshpool Livestock Market proved to be very successful with many farmers stopping by to discuss the new sheep recording changes. Some farmers had brought their EID readers with them in order for the reps from the EID companies to help them understand how to use the equipment and implement on new livestock movement rules.

The event increased awareness of the new rules as a number of farmers present were unaware of the changes. It also gave farmers an opportunity to discuss with EID companies which system would be best for them.

Discussion Groups

126 MEETINGS with **920** ATTENDEES

Case Study

Robert Fleming, AgriScot Scotch Beef Farm of the Year 2017 visited a Beef Discussion group in Anglesey to discuss how he has maximised production per hectare five-fold, whilst lowering costs.

The main key performance indicators according to Robert, are:

Output per hectare

£ of concentrate purchased to the Kg of liveweight gained

£ of fertiliser used to the Kg liveweight produced

He stressed the importance of starting with analysing the soil nutrients on farm, and then taking action to get the soil to the optimum pH status. His system is based on maximising grass growth with most fields producing between 13 and 23t/DM/Ha.

The following actions should be taken to increase productivity:

Measure all inputs

Weigh and measure crops

Optimise soil quality

Measure rations

Farming Connect Website and Social Media

Number of unique page views (September – November 2018)	105,093
Average time spent on website	00:01:43
Number of followers on Twitter as of 30/11/2018	4,489
Number of likes on Facebook as of 30/11/2018	7,538