

Engaging with Consumers – Part 1

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Engaging with consumers may not be the first thing you think about when putting your wellies on and heading out onto your farm or croft in the morning, but it may be an important step for you to diversify your revenue streams and build resilience into your business.

Diversification is a growth strategy, it involves entering a new market, and creating a new product or service. Agritourism, farm retail, rural weddings and events have thrived following the pandemic as consumers want to explore the Scottish countryside, support local businesses, eat and drink fresh local produce, and enjoy outdoor pursuits.

Farm diversification doesn't necessarily mean investing large amounts of capital in labour-intensive enterprises; often small, low-cost ventures which utilise existing assets and skillsets can be personally and financially rewarding. Guided farm tours, on farm events, children's activities, and direct marketing of farm produce can all encourage consumers to form closer relationships with local farmers and crofters.

Consumers are genuinely interested in where their food comes from, reducing their environmental footprint, and supporting local businesses.

There are many great examples of farming and crofting businesses which have diversified to add value to their assets and utilise personal skillsets.

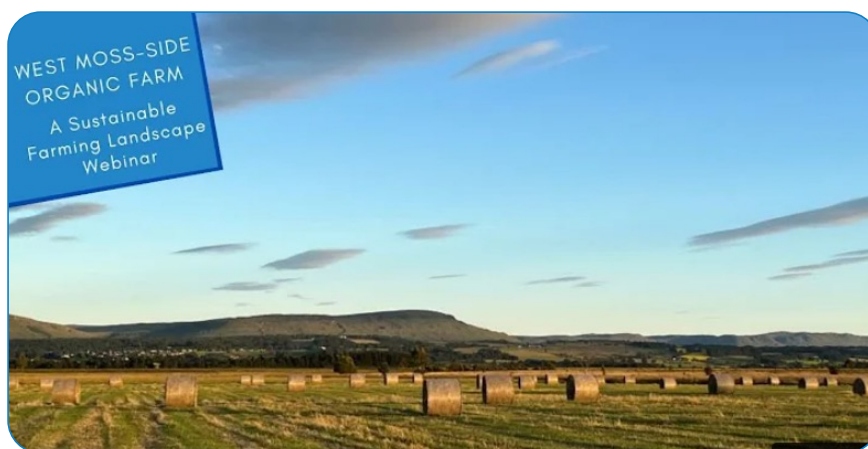
Wilson's Farm and Kitchen is a unique agritourism experience based in the Scottish Borders showcasing the very best in food, farming, and the countryside. Robert and Lucy offer a range of farm tours and food experiences throughout the year for couples, families and small groups. Wilson's Farm and Kitchen celebrate their own home-grown produce and provide guests with an authentic field to fork experience.



Video – <https://www.youtube.com/watch?v=44KmTHORuv&t=37s>



West Moss-side Organic Farm – A Sustainable Farming Landscape Webinar



Webinar Recording – <https://www.youtube.com/watch?v=lu6JfgD-Nq4&t=256s>

West Moss-side Organic Farm has a strong connection with wildlife, conservation, and sustainability. Kate Sankey has developed the farm business taking inspiration directly from her surroundings and has diversified into agritourism, promoting a sense of well-being, selling rare breed beef directly to customers, and hosting on-farm events to add value to the natural assets and connect with visitors.



To view other examples of businesses engaging with consumers and alternative diversification options, please visit <https://www.fas.scot/adding-value/>

Engaging with Consumers Part 2 covers top tips for success when diversifying your farm or croft.