

Farming business support in challenging times



Welcome to the November 2020 edition of the Farm Advisory Service (FAS) stakeholder pack.

Continuing the theme of resilience planning from the last issue, FAS again wishes to highlight the importance of farmers and crofters investing in business resilience now so they can cope better with the challenges of an uncertain future and potential market change.

In this issue, we highlight funding support for resilience planning, and how having an Integrated Land Management Plan (ILMP) can help farming businesses identify potential growth opportunities and cost savings. We also feature details of new podcasts made by experienced farmers to help new entrants 'set up shop' and links to a new, 2-minute animated video covering core FAS services.

Please share content in this pack with your networks and contacts

1. Text for your newsletter: (FAS programme information)

Government funding to help farming businesses improve resilience to Brexit uncertainties

While trade talks continue as we head towards the 31 December Brexit deadline, many Scottish farming businesses will be concerned about future markets and the potential consequences of higher trade barriers post Brexit. Deal or no deal, either outcome is anticipated to have long-term impacts on the agricultural sector. Although the impact of the negotiations cannot be determined at this stage, we can support Scottish farming businesses to strengthen business resilience, develop greater flexibility and build capacity to better cope with change.

Through the [Farm Advisory Service \(FAS\)](#), Scottish farmers and crofters can access up to £1,000 worth of funding from the Scottish Government to develop a business resilience plan with the help of a FAS approved adviser. A resilience plan is a diagnostic tool designed to assess the ability of your business to deal with changes in the supply chain or change within the wider market.

The approved adviser will work with a participating business to:

- establish key performance indicators for financial resilience and analyse enterprise exposure;
- analyse business exposure to risk;
- assess profitability and cash flow;
- review the 'health' of the balance sheet.

A business resilience plan will highlight any issues you may face in the future, but you need to have a plan in place to address them. The ideal tool for doing this is an [Integrated Land Management Plan \(ILMP\)](#) for your farm. Prepared by an expert adviser, an ILMP will identify opportunities and cost savings for your business, and include a step-by-step action plan to address challenges and build more resilience to future changes.

To apply for business resilience support, please visit www.fas.scot/specialist-advice/

To receive a hardcopy application pack, please contact FAS by calling 0300 323 0161 or emailing advice@fas.scot.



2. Text for your newsletter: (FAS programme information)

Apply for an ILMP to identify growth opportunities and cost savings for your farming business

Through the [Farm Advisory Service \(FAS\)](#), Scottish farmers and crofters can access Government grant support to secure the help of an accredited farm business adviser to develop a professional Integrated Land Management Plan (ILMP) for their farm or croft.

As part of developing an ILMP, the adviser will carry out a thorough and confidential review of the business – assessing business strengths, weakness and threats as they relate to the business owner’s vision for the future or land manager’s long-term plans. The review process will encompass the full spectrum of business sustainability – assessing natural resources, physical assets and financial records – with the aim of identifying opportunities to make cost savings. The adviser will work with a participating business to explore the potential to develop competitive advantage or technical excellence in areas where the business is strong or has growth potential.



The ILMP assessment is flexible and may also include:

- a basic habitats, biodiversity and conservation assessment;
- a financial performance analysis;
- a cross compliance assessment to highlight where there may be risk areas for the business.

Assessments can be carried out remotely, face-to-face contact is not essential.

There is a lot that can be achieved by speaking to our experts by phone and/or video calling. Background data can be supplied via email or post; and land information can be collected remotely using mapping software and video calling or can be arranged so there is no social contact.

To apply or for more information about FAS services, explore our website. Alternatively, call 0300 323 0161 or email advice@fas.scot.

3. Text and image for your newsletter: (podcast content)

One-to-one mentoring: helping new entrants to find their feet

In this podcast, Beth Kendall, a successful crofter based in Strathpeffer, details how she became a mentor with the [Farm Advisory Service \(FAS\)](#). Over the 20 years that Beth has been crofting, she has developed a broad range of experience in different areas including working with sheep, cattle, commercial poultry, grass work, business diversification; and developed knowledge of the crofting grant system.

Beth recalls what skills and advice she's been able to pass on to the new entrants she's worked with, and shares her thoughts on the mentoring process as a whole and what she's got out of it personally.

[Listen to podcast](#)

Could mentoring help you grow your new business?

Curious to find out how mentoring could help you grow your business? Or maybe you're an experienced farmer who has been approached for help, but not sure how to cover your time financially. FAS can help you secure an honorarium worth £250/day for up to 4 days' worth of mentoring (per mentee).

Contact advice@fas.scot, call 0300 323 0161 or visit www.fas.scot/advice-grants-2-2 to find out how FAS can help.



[Listen now](#)



4. Text and image for your newsletter: (podcast content)

FAS mentor helps new entrants to 'set up shop'

Listen to a podcast featuring John Matheson, owner of a 300-acre, 10-year, limited-duration tenancy farm based in Aberdeenshire. In this podcast, John describes the support he's been able to offer new entrants to farming in his role as a mentor through the [Farm Advisory Service \(FAS\)](#). This includes help with completing grant applications and other forms, financial advice, practical guidance on buying the right goods and equipment, and ad-hoc support as needed.

John has over 20 years' experience in farm management and specialises in breeding suckler cows, breeding calves, and growing spring and feeding barley.

[Listen to podcast](#)

Interested in mentoring, but not sure how to apply?

Prospective mentors or mentees can find details on how to access mentor support or information on attaining formal mentor status via the FAS [mentoring for new farmers and crofters page](#).

Visit the [advice and grants page](#) for details on all FAS one-to-one business support services, contact advice@fas.scot or call 0300 323 0161 to find out how FAS can help.



[Listen now](#)



5. Text for your newsletter: (infographic video)

Share our latest programme video

Help raise visibility of the help and grant support available through the Scottish Farm Advisory Service by sharing our latest infographic video with your farming contacts and networks.

The 2-minute animated video provides a concise overview of the programme's core services (Integrated Land Management Plans (ILMPs), specialist advice, carbon audits and mentoring) and the level of grant support available for each.

The video can be shared via social media, embedded in your website or signposted in an email campaign pointing to FAS's website or YouTube channel.

Select the channel that works best for you:

- FAS YouTube: <https://www.youtube.com/watch?v=ngSHgpImkBU>
- FAS website: <https://www.fas.scot/publication/fas-one-to-one-services-what-you-need-to-know/>
- Embed code: `<iframe width="560" height="315" src="https://www.youtube.com/embed/ngSHgpImkBU" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`



Images to use with newsletter text/online



Suggested Tweets to share



Apply for an Integrated Land Management Plan (#ILMP) through @FASScot to identify growth opportunities and cost savings for your #farming business <http://ow.ly/C6ve50C7azg> #farmingadvice #agribusiness



Through @FASScot Scottish farmers & crofters can access grant support to secure the help of an accredited farm adviser to undertake a professional Integrated Land Management Plan (#ILMP) for your farm or croft <http://ow.ly/C6ve50C7azg> #farmingadvice #agribusiness



Access up to £1,000 worth of Government grant funding through @FASScot to develop a business resilience plan with the help of an expert adviser <http://ow.ly/A9JS50C7aBx> #farmingadvice #farmresilience



Concerned about the impact of Brexit on your #farming business? Apply for a #farmresilience plan through @FASScot to assess the ability of your business to deal with changes in the supply chain or change within the wider market. More info at <http://ow.ly/A9JS50C7aBx> #farmingadvice



Improve the flexibility & capacity of your #farming business to cope with future uncertainty through a business resilience plan. @FASScot can help Scottish farmers and crofters to access up to £1,000 worth of funding for resilience planning <http://ow.ly/A9JS50C7aBx> #farmingadvice



New to #farming or #crofting? Apply for free #mentoring support to grow your business via @FASScot. Benefit from up to 4 days' worth of 1-2-1 time with an experienced farmer/crofter in your sector who is able to offer practical tips & advice <http://ow.ly/xLkV50AhnjE> #farmingadvice

Posts to share on LinkedIn and Facebook



Government funding to help farming businesses improve resilience to Brexit uncertainties

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One-to-one mentoring: helping new entrants to find their feet

In this podcast, Beth Kendall, a successful crofter based in Strathpeffer, details how she became a mentor with the Farm Advisory Service (FAS), and what skills and advice she's been able to pass on to the new entrants she's worked with. Listen to podcast. <http://ow.ly/hnl150C7ebI>



FAS mentor helps new entrants to 'set up shop'

Listen to the latest Farm Advisory Service (FAS) podcast that features livestock farmer, John Matheson, where he describes the support he's been able to offer to new entrants including help with completing grant applications, financial advice and practical guidance on buying.

Listen to podcast: <http://ow.ly/6i4M50Cth9O>

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Visit our website:
<https://www.fas.scot/>

For further information, please contact:

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