

New Entrants to Farming



Andrew Baird
Agricultural Consultant



Tonight's Agenda



Programme:	
7.30 pm	New Entrants to Farming: FAS
	Diversification
	Marketing
	Adding Value
9.30 pm	Close



Paul Mayfield

SAC Consulting Food and Drink

Scope

- Marketing
- Diversification
- Funding Sources



Where to Start

- Start with the Customer / Consumer
- Audit your Business
 - Resources
 - Skills
 - Cost
- Do your Market Research
 - Opportunities
 - Gaps in Market

What is Adding Value?



- Providing an enhanced product or service for which someone is willing to pay
- Do this by:
 - Enhancing the product
 - Providing additional features or service
 - Developing a strong branding

Changing or enhancing the Product



Features or Service



John Lewis



Branding



Mercedes-Benz

Diversification



EXAMPLES



Food

Produce an ingredient



Food

Produce a product



Food

PYO



Drink

Look at On-Farm Resources



Non-alcoholic Drinks



Alcoholic Drinks



Retail – Box Schemes

- Simple (relatively)
- Distribution cost
- Continuity of supply
- Limited geographical growth
- Customer retention



Retail - Online

- Marketing
- Simple (relatively)
- Unknown demand
- No geographical boundaries
- Logistical issues
- Packaging
- Customer retention



Retailing – Farmers Markets

- Cheap
- Customer Feedback
- Building customer base
- ROI
- Weather
- Growth limitations



Retailing - Farm Shop / Cafe



- Need chimney pots
- Range of options / costs
- Public onto the Farm
- Different skills set required
- Significant recent growth
- Extra space requirements
- Dwell time



Tourism - Accommodation

- Location
- Start up costs
- Occupation rate
- Marketing
- Tripadvisor!





Tourism - Activities

- Childrens Play - [Muddy Boots](#)
- Outdoor Activities – [Laggan Outdoor](#)
- Cycling
- Farm Walks / Trails



Tourism – Caravan / Camp Site



- Relatively easy
- Good access
- Good facilities
- Access to amenities

Marketing – 4 Ps



- DO YOUR RESEARCH

- Product / Service
- Price
- Place
- Promotion

FUNDING

Public



- Food Processing, Marketing and Co-operation Grant
- LEADER
- Councils

Scottish Borders LEADER



- Total of £400,000 available in the Borders for farm business diversification projects
- Grants of between £5,000 and £50,000 available for **non-agricultural** diversification (not farm productivity expansion)
- LEADER funding will provide up to 50% of the project costs
- Expressions of interest can be submitted at any time
- Next application round deadline is 28 February 2017 but there are 4 application rounds per year

CONNECT LOCAL

Connect Local can help grow your local food and drink business, build connections in your local area, and support common interest and regional groups.

Delivered by our expert team of food and drink specialists, Connect Local is a free service that can help with advice on:

- Business development
- Finding new local markets
- Branding, marketing, digital, promotions
- Maximising the impact from attending events
- Sources of private and public funding
- Food and drink legislation
- Forming common interest groups and networks
- Supporting regionally based market development initiatives
- Creating food tourism trails

To find out more, contact us now:

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w info@connectlocal.scot

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Please visit our website to connect with other useful sources of information including funding, our latest good practice guides and an up to date list of events.

Scotland's local food and drink marketing advisory service



FARM
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The European Agricultural Fund
for Rural Development
Europe investing in rural areas



Scottish Government
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Thank You

