

New Entrants NEWS

Autumn 2018



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Welcome to the Autumn edition of New Entrants News. This edition will give you an update of various events, initiatives, case studies and success stories from across Scotland.

The Farm Advisory Service New Entrants to Farming Programme will be delivering a range of workshops over the winter period designed to give new entrants a flavour of what's involved when entering into a farming business. Whether you are looking to get a start on the farming ladder or are a younger member of an existing farming business, these workshops will cover a variety of topics which you will find relevant. The facilitated workshops will be run at 14 different locations across Scotland (see below). The workshops are designed to increase business knowledge, aid succession decisions and increase technical skills.

Aberdeenshire
Skye
Ayr
Dumfries
Borders
Oban
Inverness
Morayshire
Western Isles
Orkney
Lanark
Stranraer
Angus
Caithness

New Entrants to Farming “get with the” Programme

There is a network of new entrants across the country at various stages of developing their businesses. You can join in:

- www.facebook.com/NewEntrants
- www.fas.scot/new-entrants/
- Regional workshops

For more info contact Kirsten Williams, SAC Consulting, Clifton Road, Turriff, 01888 563333, Kirsten.Williams@sac.co.uk

There are useful free resources on the website too:

- Case studies—learning from the experiences of other new entrants.
- Guidance notes—benefit from advice tailored to assist new entrants to farming.
- Also see: www.gov.scot/Topics/farmingrural/Agriculture/NewEntrantsToFarming

For further information on workshops in your area please see <https://www.fas.scot/new-entrants/> scan the QRC below.



Planning for the Future Roadshow

A series of 'Planning for the Future' roadshows, which offer Scottish farmers advice on everything from accounting to writing a will, are currently being held around the country.

Organised by the Scottish Government's Farm Advisory Service (FAS), in collaboration with NFU Scotland (NFUS) and the Scottish Land Commission, the free events have featured a range of guest speakers, including accountants, legal experts and NFUS Next Generation representatives. Amongst the expert speakers are Hamish Lean, Agricultural Lawyer at Shepherd & Wedderburn, and James MacKessack-Leitch, Policy Officer at the Scottish Land Commission.

Some of the topics that have been covered at these events include succession, inheritance tax and joint venture opportunities, which encourage farmers to think about the future of their business. People who have attended have also been given the opportunity to talk one-on-one with the expert speakers.

The roadshow has travelled to the following areas:

- Orkney
- Argyll
- Isle of Bute
- Dingwall
- Laurencekirk
- Fochabers
- Midlothian

Jenny Brunton, Next Generation Policy Manager at NFU Scotland, said: "These joint workshops with NFUS, the Farm Advisory Service and the Scottish Land Commission are a great example of the collaboration that is needed in Scottish agriculture. The events have provided new entrants, successors and those looking to wind down an opportunity to explore different joint venture models and speak to experts on what will work best for them.

"Often people just need to start a conversation and they are likely to find others in the same position. The meetings have been a huge success with the variety of people attending adding to the fantastic discussion. Through these workshops we are encouraging farmers and crofters to plan ahead, these workshops are the ideal place to do this."



More succession related events will be run in 2019, details to come



Unwrapping the Secrets to Success

We run a series of events titled “Unwrapping the Secrets to Success – Food & Drink Diversification” throughout September. These were interactive workshops led by SAC Consulting Food and Drink Consultants Ceri Ritchie and Kerry Allison, these were held in Old Meldrum, Dumfries and Oban.

Participants gained knowledge on food and drink trends and the growth within the sector. The main opportunities were highlighted as sustainable local products, quality, rich storytelling, skilled and vibrant workforce and innovative collaboration. Various exercises were completed on branding, encouraging the participants to think about their own brand and how they tell their story to the consumer. SAC Consulting food and drink specialists encouraged the group to think about WHY their product was worth buying rather than focussing all the attention on WHAT they had to sell.

Each venue had a different guest speaker who explained their business and the various hurdles they have overcome including,



Shenna Horner, Galloway Chillies - explained her journey from something which started out as a hobby and passion to a growing food business, Sheena inspired the delegates, and highlighted the importance of marketing, pricing and making sure you take your business in the direction you want.

Andrew MacKenzie, Verdant Spirits - explained his journey from changing his role from being the marketing director for McLaren F1 to the managing director of a growing successful spirit company. His company has won many awards over a short period including Gin of the Year in 2017. His story certainly inspired the audience, and highlighted in researching ideas, marketing and pricing.

Virginia Sumption, Food from Argyll - shared her own personal story of diversification, and the stories of other Argyll producers. She challenged the group to be disruptive with the market place in a constructive way.

Key messages from the series included,

- You are only limited by your imagination.
- It is important to know what you want to do but equally important is what you don't want to do.
- Research the market place
- Be disruptive to the market!
- Think beyond your end customer – think from a different box



NEWBIE

Join the NEWBIE network

The 'Newbie' project reaches across Europe to identify, support and disseminate business models and strategies for new entrants to farming. Funded by the European Commission for 4 years: NEWBIE (New Entrant netWork: Business models for Innovation, entrepreneurship and resilience in European agriculture) is a growing network of new entrants and their supporters. Newbie will support the full range of new entrants – from successors to complete newcomers to the agricultural sector.

Newbie is operating primarily in 9 European countries, offering a diverse range of activities including discussion circles, European conferences and cross visits. This month, Newbie has launched its awards: **best new entrant farm business of the year award**. The aim of the award is to highlight the innovative approaches being taken on farms, crofts and smallholdings in each of the 9 European countries in the project (Belgium, Bulgaria, France, Germany, Ireland, the Netherlands, Portugal, Slovenia, UK). UK award recipients will receive €500 towards the cost of training or an international visit, as well as an award plaque, farm video, and opportunity to participate in a European new entrant conference with other award winners. The applicants will be judged by a panel of agricultural industry experts; winners will be profiled in the national press and at major farming industry events. Business of 2-10 years duration are welcome to [apply](#).

To connect with and learn more about new entrants to farming across Europe, register your interest at www.newbie-academy.eu Registered users will form a new eCommunity of like-minded individuals intent on developing a network of New Entrants who can offer help and support to their peers as they develop their new business opportunities in the rural environment. Please also follow the @NewbieUK twitter feed for information on up-coming events and discussions.



**** The deadline for this award is the 15th November 2018 ****

Follow Newbie UK on twitter
<https://twitter.com/newbieuk>



News.....

Success for John

John Bremner was born and brought up on a small farm at Myrelandhorn in Caithness. With limited opportunities to farm at home he became a time served mechanic. Two years ago he set up a transport and mechanical business with his brother Ross.

However the longing for farming remained strong. With no small farms coming onto the market in the area John decided to be proactive. He made contact with a landlord in the county to declare his interest in any land which may become available. During summer 2018 a croft of 95 acres became available. John currently has a licence to occupy until his official 25 year tenancy is processed by the Crofting Commission.

He has used the summer to tidy up various areas of the croft as well as cutting silage to improve grassland management. Boundary fencing is currently underway and John hopes to purchase around 60 ewes in the coming weeks. Looking forward John hopes to introduce some cropping to get ground rotated as well as using the AEC scheme to improve the environmental value of the croft.

John feels you have to be proactive in terms of trying to get a foothold in the industry as there are opportunities out there. You just have to find them!



Video Case Studies

We have been building a suite of case studies aimed at inspiring new entrants whilst also showing landlords the opportunities and benefits within tenancies and joint ventures. These can be viewed here:

<https://www.fas.scot/newentrants/case-studies/>



A Date for the Diary and Mentoring

New Entrants Gathering 2019

The 2019 “New Entrants to Farming Gathering” will be held on **Tuesday 26th February 2019** at Murrayfield.
More details to follow....



Grant funding for your new business

Funded by the Scottish Government, the Farm Advisory Service (FAS), exists to help new farmers and crofters grow their business through a range of business development support and one-to-one advisory services.

As a new farmer or crofter, you are entitled to access a range of subsidised expert business support, to help you increase the profitability and sustainability of your new business. FAS can also arrange for an experienced farm adviser to visit your business, perform a critical assessment and offer you expert advice on a range of farming related topics, tailored to your specific business needs.

One-to-one support services:

- Mentoring for new entrants
- Integrated Land Management Plans
- Specialist advice
- Carbon audits

For more information, please contact advice@fas.scot, call 0300 323 0161 or visit www.fas.scot

Focus on Mentoring for new entrants

Eligibility

- If you have set up or become head of a farming business within the last five years.
- Registered with IACS and have a BRN number.

Aim

This can give you access to the valuable skills and knowledge of an experienced mentor, matched to your business's needs, who can guide you through the vital set-up and early growth-years of your business.

Contact

A mentor is funded to support a business over four days, this can include meetings, phone calls or emails. With the first contact being a face to face meeting. The frequency of these meetings can be decided by the mentor and mentee.

Mentor

The mentor must have experience in the agricultural industry and manage their own business. They must not have any direct connections with your business.

If you have already identified a mentor, complete a mentor profile and submit with your application, which can be found here <https://www.fas.scot/downloads/mentorin-g-support-new-entrants-application-form/>

If you haven't identified a mentor then state this on the form and FAS will aid you in finding a suitable mentor.



News from the groups

George Gauley updates on the Oban Group

Oban

This meeting was aimed at encouraging new entrants to consider alternative enterprises on farm, using the Kirkton hill lamb finishing and Wigwams as an example.

The Group were provided with handouts, before being taken to the lamb finishing sites by SRUC farm manager Ewen Campbell and technical administrator Jenna Kyle. The handouts included information showing sales figures, costs, details on carcass confirmations, market prices and financial margins compared to a store lamb system.

The group first studied the lambs at Kirkton, which are being monitored using feed and water intake equipment, before going to Auchtertyre to get a hands on demonstration feeling for carcass confirmation and comparing lamb weights. Overall this meeting was a well rounded summary of the merits and disadvantages of hill lamb finishing.



The group were then shown around the SRUC diversified Wigwam, and farm shop enterprise at Strathfillan Wigwams. Manager Rena Bailie was on site to explain, why the farm business had decided to diversify, merits behind diversifying, disadvantages and advice to a new entrant considering this type of idea.

New Fact Sheets Available

<https://www.fas.scot/new-entrants/>

New Entrants to Farming

Agri-Tourism - Glamping



Glamping pools, wigwams, and vans, may be a suitable diversification option for farmers, diversifiers and/or rural businesses. Glamping has become a popular attraction for UK holidaymakers and overseas tourists seeking the luxury of these accommodation alongside the freedom and adventure of camping. Glamping can add value to your business, provide an additional income stream, and contribute to the local economy.



Glamping is a tourism experience where individuals, couples, or groups seek to immerse themselves in the natural environment by going back to basics and re-connecting with nature from a luxurious base. A glamping pod, wigwam, or yurt is a free-standing and self-contained structure located in an area of exceptional natural beauty with all of the standard creature comforts found in a hotel or bed and breakfast.

Setting up a Glampsite

There are a number of factors you should consider before:

Planning Permission
Planning permission from the local authority is required but can be classed as temporary, ensuring they assist in their planning permission before starting work. Planning consent is available for a glamping business. For sites with a grade II listed building, you will need to apply to Historic Scotland.

Local authorities and planning policies are generally supportive of the local economy.

Site Selection
Before setting up a glamping business it is important to test the site. The site should be easily accessible by vehicle with environmental features such as fencing, tree cover and by the local authority covering, site boundaries, the regulations and planning policies.



New Entrants to Farming

Boxed Produce



Boxed produce can be a good method of adding value to your finished livestock and/or horticultural production. A meat or veg box scheme is an operation where producers deliver fresh produce directly to customers, or via a local outdoor point. Boxed produce can increase profitability and support the local economy. Local produce delivered directly to their door. Boxed produce, also offers to all box schemes, allows producers to market all of their produce to customers. This includes marketing the 'wonder animal' by offering different cuts of meat and marketing all of their horticultural crops may include a 'wonder veg' range. This is beneficial to producers by increasing returns for your produce and reduces food waste.

- Boxed produce can include:
- Beef
 - Lamb
 - Pork
 - Chicken
 - Venison
 - Game
 - Fruit & vegetables
 - Dairy



This guide will give you an overview of the options.

Marketing

Marketing your boxed produce is essential in our Market Research.

It is important to understand your target market:

- Carry out competitor research: identify who and where do they find their customers
- What are the customer wants? - i.e. a
- Who and where is your target market?
- Do you have a real product or simply serve your market a high quality product

For more information on market research and to:



New Entrants Guide Getting registered to keep livestock and claim for support



Congratulations you have managed to get your own piece of land to start your farming business! But what do you do next? If you are a land owner, start a business or plan to keep the guide has been designed to help you get registered with the Scottish Government Rural Payments and Incentives (SGRPI). Once registered you can keep livestock and make claims for subsidy or grant.

