



Llywodraeth Cymru  
Welsh Government

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## Llywodraeth Cymru – Rhaglen Datblygu Gwledig 2014-2020 Welsh Government– Rural Development Programme 2014 – 2020





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cyswllt  
**FFERMIO**

# Farming Connect Advisory Service

Supporting sustainable business development to improve  
economic and environmental performance



Cronfa Amaethyddol Ewrop ar  
Cyflwr Daethysu Gwledig  
Ewrop yn Buddsoddi mewn Ardaloedd Gwledig  
European Agricultural Fund for  
Rural Development  
Europe Investing in Rural Areas



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# Integrating Knowledge Transfer, Advice & Innovation

- The Welsh Government consulted widely with industry & stakeholders to develop the programme:
  - Stakeholder Workshops and consultation – feedback
  - Recommendations of Gareth Williams – Review of previous Farming Connect
  - Recommendations of Professor Wynne Jones – Review of existing agricultural skills and learning
- Results highlighted importance of an integrated programme of KT, Advice, and Innovation Services building on established best practice, and success of the previous FC programme



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# Delivery Structure

Programme	Contractor
<b>Lot 1</b> : Knowledge Transfer Programme targeting the Farming and Forestry Sector	Menter a Busnes
<b>Lot 2</b> : Lifelong Learning and Development Programme targeting the Farming and Forestry Sector	Lantra Wales
<b>Lot 3</b> : Farming Connect Advisory Services targeting Farming, Forestry and Food Manufacturing SME's	Menter a Busnes



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yfer Ddiabrydd Gwledig  
Ewrop yn Buddsoddi mewn Ardaloedd Gwledig  
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## Sub Group Lot 3 – Governance Structure

- Provide a steer on implementation and ongoing development
- Report to Strategic Advisory Board supplying advice and expertise on advisory needs
- Conduit for approved advisers to feed back key messages
- Make up of the group
  - Sub group chair – Euryrn Jones
  - 8 x Sub contractor company to main contractor
  - Lot 2 representative
  - Lot 1 representative
  - Welsh Government

# Service Objectives



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The Advisory Service provides a range of subsidised, independent, confidential and bespoke advice to:

- farm businesses
- forestry businesses

The aim of the service is to ensure that businesses:

- benefit from business support and/or technical advice, tailored to their business needs
- reduce costs by increasing efficiency across all areas of the business
- benchmark their performance and work towards progress and growth
- identify areas for improvement and find solutions to problems



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# Limitations:

The Advisory Service is available on a **1-to-1 basis**.

The 'individual' advice element is up to 80% funded to a maximum of €1500 (euros) per instance of advice for registered businesses.

It is also available to '**groups**' of individuals wanting to collaborate and address the same or similar topics.

The 'group' advice element is 100% funded up to a maximum of €1,500 (euros) per group member.

4 instances of advice is available to every eligible business.



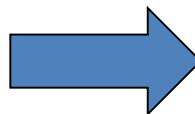
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# Approved Advisers

- Advisers are approved through 8 sub-contracted companies
  1. ADAS
  2. Agriplan
  3. Andersons
  4. CARA
  5. Kite
  6. Landsker
  7. Promar
  8. Savills
- Advisers have been Quality Assessed before approval on to the framework
- Expert Advisers
- Ongoing Quality Assessment







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# Flexible Framework of Categories

- Business Planning
- Technical Categories
  - Livestock Management and Performance
  - Grassland and Crop Management
  - Woodland Management
  - Horticulture
  - Organic Production
  - Agri-environment, ecosystems services and biodiversity
  - Diversification and Added Value
  - Timber Processing and Added Value