

3rd Generation farmer

- Repositioned family farm since 2007.
- 3000 acre arable JV 2015-2022.
- Adapt after HS2.



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**PREPARING FOR THE FARM OF THE FUTURE
WHAT COULD IT LOOK LIKE?**



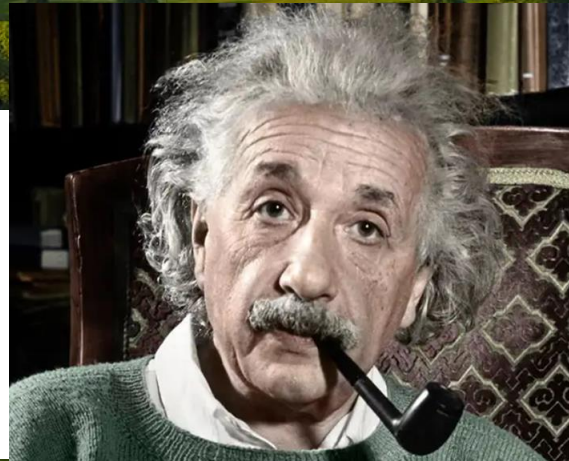


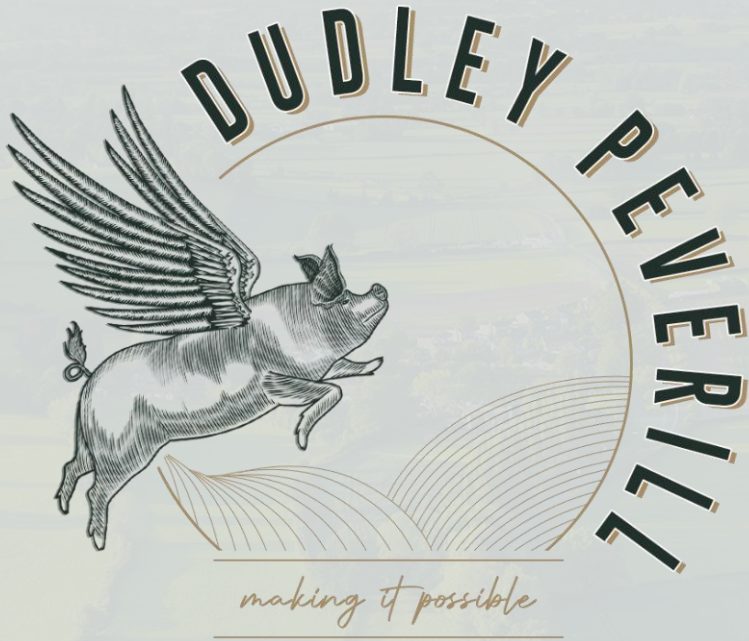
“The best way to predict the future is to create it.”

— Abraham Lincoln

“Anyone who has never made a mistake has never tried anything new.”

— Albert Einstein





“Helping farming families and businesses stay together and thrive”

A family farm's **5** lessons in diversification

Antony Pearce

Dudley Peverill Associates LLP
Managing Partner

@DudleyPeverill





Hope is not a strategy...

1. Start with a plan...
... a masterplan!

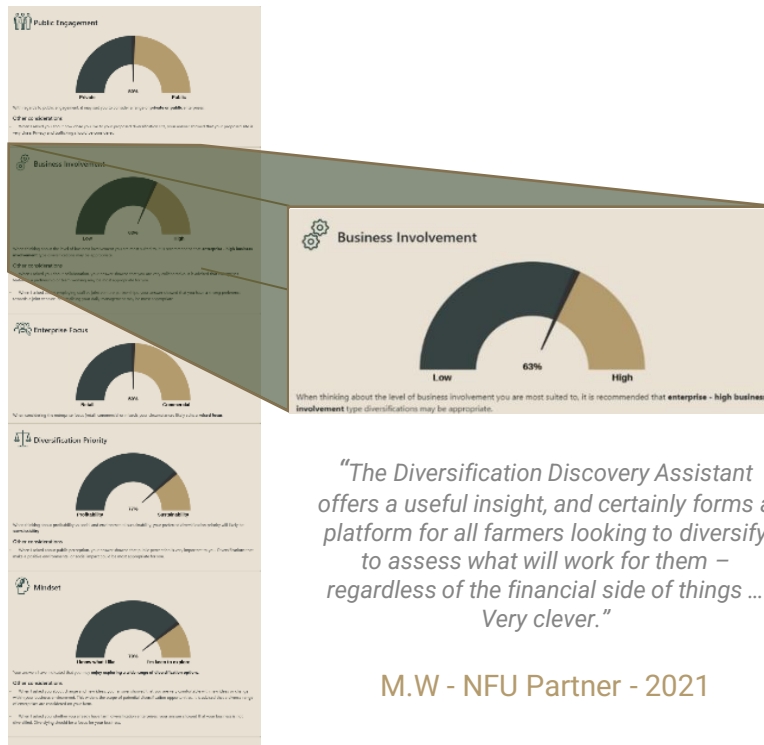
(get your phones out)



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Stuck for ideas?

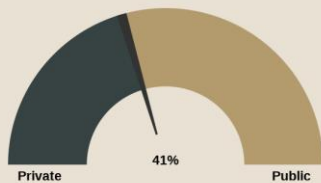


"The Diversification Discovery Assistant offers a useful insight, and certainly forms a platform for all farmers looking to diversify to assess what will work for them – regardless of the financial side of things ... Very clever."

M.W - NFU Partner - 2021



Public Engagement

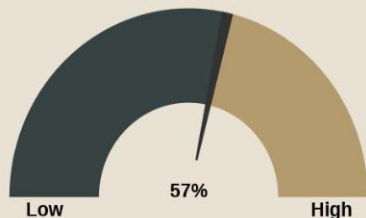


With regards to public engagement, it may suit you to focus on **private/non-public facing** enterprises.

Other considerations

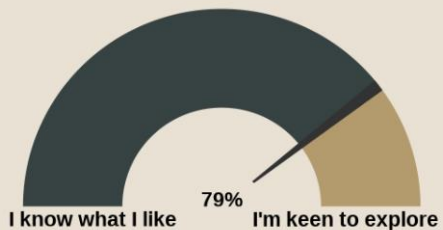
- When I asked you about how close you live to your proposed diversification site, your answer showed that your proposed site is very close. Privacy and trafficking should be considered.

Business Involvement



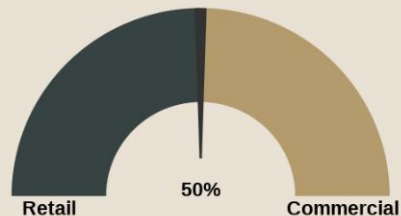
When thinking about the level of business involvement you are most suited to, it is recommended that **enterprise - high business involvement** type diversifications may be appropriate.

Mindset



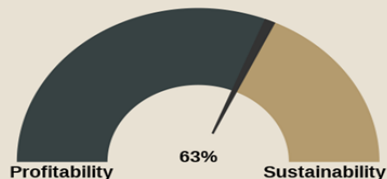
Your answers have indicated that you may **enjoy exploring a wide range of diversification options**.

Enterprise Focus



When considering the enterprise focus (retail, commercial or mixed), your circumstances likely suits a **mixed focus**.

Diversification Priority



When thinking about profitability vs social and environmental sustainability, your preferred diversification priority will likely be **sustainability**.

Other considerations

- When I asked about public perception, your answer showed that public perception is very important to you. Diversifications that make a positive environmental or social impact could be most appropriate for you.





Who do I go to...?

2. Find trusted professionals



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Finding the time?

3. Maintain Momentum



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How will I finance it...?

4. Create a financial strategy



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Low Capital Expenditure

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Outline to detailed Feasibility studies



Suitability
and
feasibility



Market
research

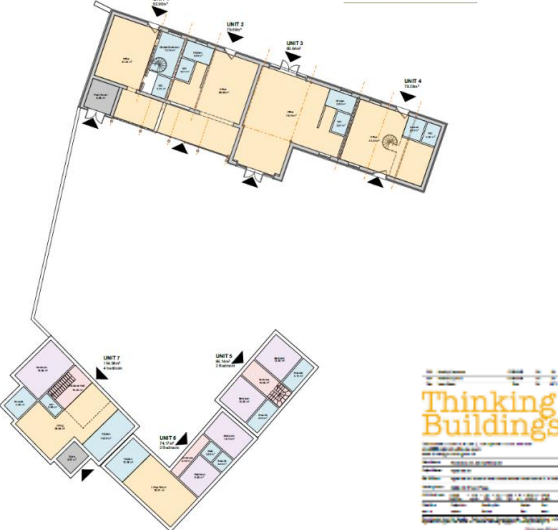


Routes to
market



Financial
KPI's &
budgeting

Markets can change! Demand led development





What if I don't own the underlying asset...?

5. Don't be afraid to talk succession



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5 lessons summarised

1. Have a clear plan and understand your constraints
2. Access to a range of professional services
3. Understanding time constraints and maintaining momentum
4. Managing financing and market demands
5. Succession discussions



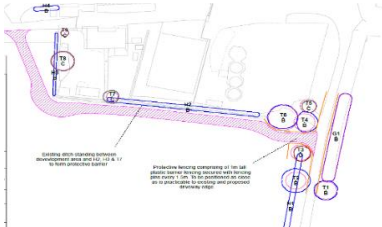
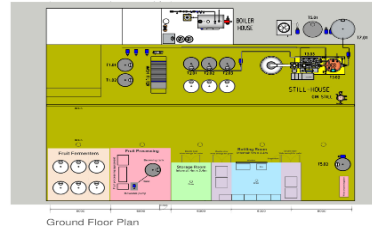
"The best time to plant a tree was 20 years ago. The second best time is now"



Client Projects

Property

Enterprise





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