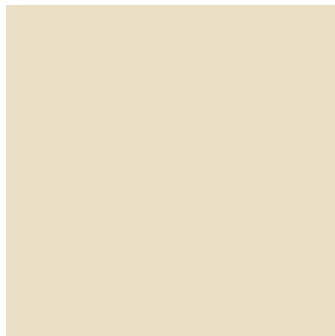
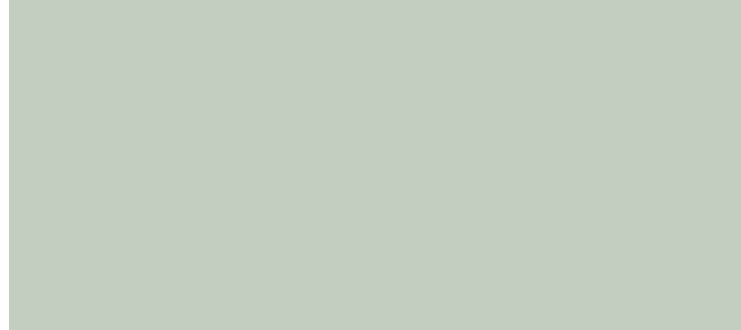


# FARM DIVERSITY



Supporting farm innovation

# Media Pack 2020

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# About Farm Diversity

The farming industry has changed dramatically over the past few years. Landowners are finding new ways of diversifying to improve returns and make farming profitable again.

At Farm Diversity magazine, we offer those in the industry informative articles and case studies of how farmers have used innovative methods to make more money from their land. We also feature the products and services they need to make farm diversification a success.

The industry employs a huge proportion of the population: DEFRA figures showed that in 2018, there were 296,000 farmers, business partners, directors and spouses working in the industry, with an additional 181,000 regular employees. In a nutshell, nearly half a million people are regularly employed on farms. It's also important to consider that, with 4.6m hectares of arable crops and 167,000 hectares of horticultural crops in the UK, the potential for diversification is massive.

## A crucial time

Of the farms that haven't yet diversified, NFU Mutual research shows that many are considering it. In its 2018 study, NFU Mutual found 19% of farmers (an average of 91,000 farmers) said they will 'definitely' or 'probably' diversify in the future. Top choices for future business ventures include caravan or camping site (27%), other holiday accommodation (20%) and renewable energy (20%). Interestingly, 66% of those planning to diversify would like to do so within the next three years – making this a crucial time for the industry.

## 10 steps to farm diversification

- Analyse the Business-SWOT: Strengths, Weaknesses, Opportunities & Threats
- Identify potential for change
- Assess Opportunities & Competitors
- Examine resources, facilities, labour & skills
- Do Market Research
- Consider Financial Feasibility
- Make a Business Plan
- Seek Planning Permission
- Organise Finance, funding & seek partnerships & grants
- Launch the project - take the committed step

**Over 60% of  
UK farms have  
diversified\***



# REGULAR FEATURES

## Leisure

Walking, climbing, cycling, canoeing, sailing, fishing, shooting – there's nothing more the British public like doing than exploring the Great Outdoors.

## Holiday Lets

Glamping, camping and caravan parks seem a natural choice for many farmers: they've already got the beautiful scenery that holidaymakers crave.

## Events Hosting

Whether it's a family wedding, a team-building weekend or a music festival, landowners can expect superb returns from hosting large-scale events.

## Property

If there's an existing building which has fallen out of use, a renovation may be in order to generate a letting income. New properties can also be an option, for a variety of uses from storage to children's nurseries – our experts advise on the paperwork.

## Food and Drink

Gin, wine, unusual cheeses... farmers are experts at tickling our tastebuds, and their unique products have been proving a hit with customers.

## Retail Outlets

Farm shops, delis and even drive-throughs – farmers are spotting retail potential and nailing it by building the facilities which the public need.

## Renewable Energy

Whether it's biomass or solar power, landowners have historically chosen energy as their No.1 diversification project: according to the NFU, 29% have already invested in renewables.

## Arable & Pastoral Diversification

The unusual breeds and changing crops bringing diversity to UK farming.

## Recruitment and Training

From finding the right staff for a farming venture, to the CPD courses available. We also feature HR advice such as pensions and employment law from the experts.

## Consultancy

Diversification begins here with planning and legal advice, and we also feature the people landowners need to ensure their finances are in order. Funding options are explored here too, as well as access issues.

## Ground works

Machinery, tools, landscaping advice, drainage issues – you name it, we cover it!

## IT and Technology

Whether readers need an IT network to manage their business, or just want some advice on marketing their new venture, we offer some practical tips.

## Products

Innovation requires collaboration – we put readers in touch with suppliers of products and services which cover the above areas, and more.

**19% of farmers  
saying they will  
'definitely' or  
'probably' diversify  
in the future\***

## The publication frequently includes:

- Glamping
- Planning and Development
- Finance
- Luxury accommodation
- Product Showcase
- Renewable energy
- Retail
- Landscaping
- Vineyards

# Advertising

## **Inside Front Cover**

210mm wide X 287mm high + 3mm bleed

## **Inside Back Cover**

210mm wide X 287mm high + 3mm bleed

## **Outside Back Cover**

210mm wide X 287mm high + 3mm bleed

## **A4 page**

210mm wide X 287mm high + 3mm bleed

## **1/2 page**

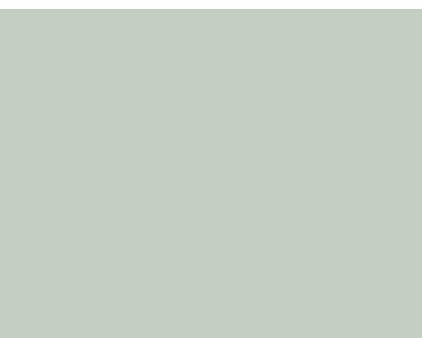
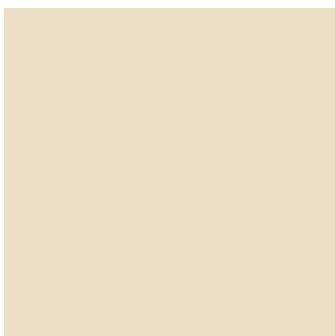
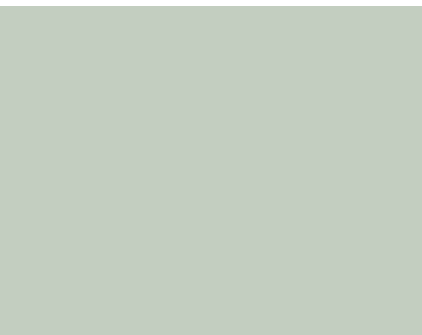
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Vertical - 90mm wide X 255mm high (no bleed)

## **1/4 page**

90mm wide X 126mm high (no bleed)

*Artwork to be supplied as high resolution CMYK jpeg, Tiff, PDF*



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