

# Farm Advisory Service

## One-to-one advice and funding stakeholder pack:

### June 2021



**Farm  
Advisory  
Service**



# Farming business support in challenging times



Welcome to the June 2021 edition of the Farm Advisory Service (FAS) stakeholder pack.

In this pack, we highlight the importance of woodland creation on farms and crofts to help mitigate the impacts of climate change. We also feature the free mentoring service that is available to new farmers and those who have set up their business within the last 5 years. The service provides an opportunity to learn from an experienced peer, and gain valuable skills and knowledge that are relevant to your business.

This pack also brings you details of a new podcast from Rowan Marshall, co-owner of a family business, who received a carbon audit. It gives an insight into his experience of the application process and how the carbon audit was needed to support the future of the business.

## Please share this pack's contents with your networks and contacts

# 1. Text for your newsletter: (Funding support information)

## Get a helping hand to kick start your farming or crofting business

Setting up a farming or crofting business comes with its challenges. Not only do you need a well-designed business plan, but you will also need to have good knowledge of agriculture and be able to adapt quickly to the unexpected. However, you don't need to do this alone. If you haven't thought about mentoring before, now is the time.

If you're new to farming or have become head of a farming business within the last 5 years, you can take advantage of the free mentoring programme available through the [Farm Advisory Service \(FAS\)](#)\*. With access to up to 4 days of one-to-one time with a personal mentor available, you can gain valuable skills and knowledge matched to your business needs.

A recent survey by FAS found that 100% of farmers and crofters who have used its mentoring service would recommend it to others. In addition, over two-thirds of respondents reported benefitting from the following improvements after receiving mentoring support:

- livestock/crop improvements;
- improved soil management;
- better business planning/decision making;
- financial benefit from reduced costs/overheads.

If you think you will benefit from being paired with an experienced farmer or crofter in your sector, you can apply [here](#). Alternatively, call **0300 323 0161** or email [advice@fas.scot](mailto:advice@fas.scot).

\*Mentoring support is available to those who have set up or become head of a farming business within the last 5 years. You will need to be registered in Scotland with the Integrated Administration and Control System (IACS) and hold a Business Reference Number (BRN).



## 2. Text and image for your newsletter: (Information on mentoring support)

### One-to-one mentoring – testimonials

Mentoring through the [Farm Advisory Service \(FAS\)](#) is a great way to access the tools and knowledge you need to successfully navigate those vital early growth years and, more importantly, avoid the common pitfalls to success.

You can hear more about the experiences and knowledge gained from previous participants of the mentoring programme by visiting the [FAS mentoring page](#).

To find out more information about FAS services, please visit [www.fas.scot](http://www.fas.scot). Alternatively, call **0300 323 0161** or email [advice@fas.scot](mailto:advice@fas.scot)



### 3. Text and images for your social media: (Mentoring testimonials)

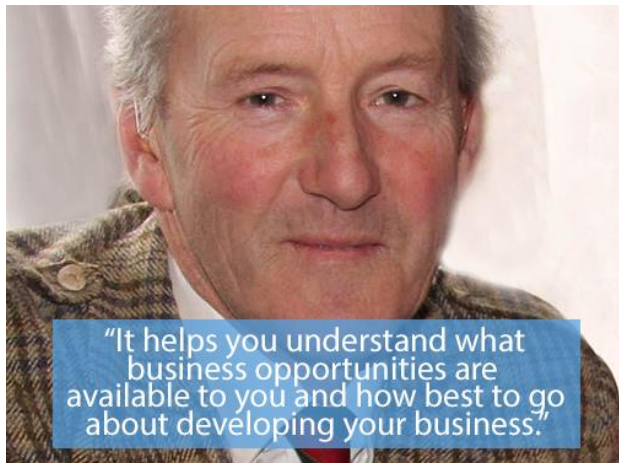
Share the following testimonials via social media:



Daye Tucker, Carbeth Home Farm



Billy Mathieson, The Croft



Fergus Laing, Glenbeg Estate



Bitney MacNab, Cairnston Smallholding



## 4. Text for your newsletter: (Funding support information)

### How woodland creation could help protect the future of your dairy business

Have you ever thought about the knock-on effects of climate change and what it means for your farm or croft? Long-term changes in the weather bring more droughts, floods and higher temperatures. These can have a big impact on the dairy farming sector because of heat stress in dairy cows.

Cows need to maintain a constant body temperature of around 38.8°C. When ambient temperatures are above 25°C, a cow's performance begins to decline, which can adversely affect the productivity of your business. A new [study by the Met Office](#) shows that heat stress in dairy cattle is projected to increase significantly in key dairy regions across South West England and West of Scotland as temperatures rise.

Heat stress happens when an animal's heat load is greater than its capacity to lose heat. Mild heat stress can result in reduced weight gain, decreased fertility and reduced milk yield. More severe heat stress can cause increased morbidity and mortality rates.

Nature-based solutions can help to minimise the risk of heat stress and protect cattle. Pasture and trees can provide additional shade, meaning dairy cattle will be exposed to less direct heat as they are sheltered. Planting 'shelter belts' can also help support biodiversity and sequester carbon, so reducing a farm or croft's carbon footprint.

The [Farm Advisory Service \(FAS\)](#) can provide one-to-one advice on woodland management and climate change mitigation measures to help protect your business. And, the support doesn't end there – you can get **funding of up to £1,000** to help you do this. Specialist advisers can help you choose the right type of woodland to plant in the right place for the right reason.

You can find the application form for woodland advice [here](#). To find out more information about FAS services, please visit [www.fas.scot](http://www.fas.scot). Alternatively, call **0300 323 0161** or email [advice@fas.scot](mailto:advice@fas.scot)



## 5. Text for your newsletter: (Funding support information)

### **Improve your farm's efficiency with woodland management and conservation support**

If you didn't already know, the [Farm Advisory Service \(FAS\)](#) can provide up to **£1,000 of funding for professional advice** to farmers, land managers and crofters on woodland creation, management and conservation. If you or the business you manage, is in need of advice on anything woodland related including wildlife conservation, business diversification or optimising the use and/or value of land, take advantage of FAS specialist advice and funding available.

A business can choose its own adviser to match its business needs. FAS will then step in by requesting a CV to verify that the adviser is adequately qualified and experienced in the selected field.

The support from FAS is available to all agricultural businesses registered with the Rural Payments and Services, and hold a current Business Registration Number.

A business can apply online [here](#), for more information, please call **0300 323 161** or email [advice@fas.scot](mailto:advice@fas.scot) or visit [www.fas.scot](http://www.fas.scot)



## 6. Text and image for your newsletter: (podcast content)

### Improving efficiency to stay competitive

In the latest [Farm Advisory Service \(FAS\)](#) podcast, Rowan Marshall (co-owner of family business, Peter Marshall Farms in Perthshire) describes his experience of applying for a carbon audit and the many benefits it has brought to the farm.

In this recording, Rowan discusses his reasons for applying for a carbon audit, how it has become a customer requirement when selling fruit from the farm and how emissions from the business are benchmarked against other businesses of a similar size.

#### What are the benefits of having a carbon audit?

There are a number of reasons to apply for a carbon audit, some of them being:

- lowering your operating costs;
- meeting customer demands;
- complying with regulations;
- finding out where performance improvements and savings can be made.

All farming and crofting businesses are able to apply for a fully funded carbon audit, provided that they are registered in Scotland with IACS and are funded by the Scottish Government.

Contact [advice@fas.scot](mailto:advice@fas.scot), call 0300 323 0161 or visit [www.fas.scot/carbon-audits/](http://www.fas.scot/carbon-audits/) to find out how FAS can help.



[Listen now](#)





# Images to use with newsletter text/online



# Suggested Tweets to share



Heard of a carbon footprint, but not sure how that relates to your #farm businesses? Take a look at the benefits of having a fully funded #CarbonAudit through @FASScot here <http://ow.ly/VqUG50Fdlfc>



Starting up a #farming or #crofting business and faced with a number of barriers? You can get free support through @FASScot with one-to-one mentoring, fully funded by @scotgov. Find out more and apply here <http://ow.ly/OySP50FdliL> #NewFarmers #ScottishFarming



An Integrated Land Management Plan (ILMP) is your pathway to a sustainable and profitable future. Download your ILMP application form here <http://ow.ly/mT0q50FdlkI> #ScottishFarming #farm #croft

Getting specialist advice on your #farm or #croft doesn't need to come with a hefty bill. You can get access to funding from @scotgov on a number of topics to identify your business strengths and opportunities. Find out more here <http://ow.ly/V7JS50Fdlnh> #ScottishFarming



As we're now half way through the year, why not look into the resilience planning advice available through @FASScot? You can get up to £1,000 in funding to better protect your #farm here <http://ow.ly/V7JS50Fdlnh> #ScottishFarming #farmadvice #farm #croft



Get access to business development support worth up to a total of £3,700 from a qualified farm adviser for your #farm or #croft through @FASScot <http://ow.ly/A9gq50FjPQf> #ScottishFarming #farm #croft

# Posts to share on LinkedIn and Facebook



## **Kick-start your business with free mentoring**

One-to-one mentoring can be so beneficial to your #farm or #croft, regardless of when the business was set up. You can gain valuable skills and knowledge from an experienced mentor who is matched to your business needs. Find out more on the

@FASScot website here  
<http://ow.ly/ENXe50FdkNC>



## **New FAS podcast: Improving efficiency to stay competitive**

Listen to the latest podcast from @FASScot, featuring an interview with Rowan Marshall, co-owner of family business, Peter Marshall Farms in Perthshire. In the podcast, Rowan shares details on how and why he applied for a carbon audit to help meet customer requirements. Listen here:

<http://ow.ly/XFSu50Fdl0o>



## **New study shows how woodland creation can reduce the risk of heat stress**

With the seasons changing and summer well underway, creating woodland is a great way to protect your dairy cows from getting heat stress. The future of your dairy business can be protected through one-to-one advice on woodland management. Apply for funding through @FASScot and get more information here

<http://ow.ly/bgyI50Fdlad>

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**Visit our website:**  
<https://www.fas.scot/>

For further information, please contact:

**0300 323 0161**

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