

3 Diversification Challenge - Business Start Programme *Twelve half-day workshops (4 optional).*

Who is it for?

Farmers and farm family members who have invested in their new business or who are in their first year of trading.

What does it involve?

- Group training workshops to develop business skills
- One-to-one business development mentored support with a Rural Enterprise Adviser
- Business networking opportunities

What will it help you to do?

- Develop a new diversification business
- Implement a marketing plan
- Sell your product or service
- Establish an effective financial management system
- Apply Information Communication Technology (ICT) within your business
- Manage the production and supply of your product or service to satisfy customer needs and expectations
- Manage your time effectively
- Achieve a nationally recognised qualification

Farm Diversification Business Training Programmes



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Get on the right path
to generate additional
farm income.



Farm diversification training programmes are offered to assist farmers and farm family members to consider diversification and the establishment of new businesses on their farms. There are three programmes

1 Diversification Awareness programme - One half-day workshop.

Who is it for?

Farmers and farm family members who are considering farm diversification.

What does it involve?

- A guided tour of a diversification business
- Discussion with the business owner and Rural Enterprise Adviser about business development and planning
- An outline of the support available through DARD including:
 - Training
 - Advice
 - Financial support

What will it help you to do?

- Obtain information
- Plan the next step
- Meet other diversifiers and develop a network of useful contacts
- Decide if diversification is right for you



2 Diversification Challenge - Business Planning Programme - Six half-day workshops.

Who is it for?

Farmers and farm family members who are planning a new farm diversification business

What does it involve?

- Group training workshops on planning for business
- One-to-one business planning mentored support with a Rural Enterprise Adviser
- Business networking opportunities

What will it help you to do?

- Produce a business plan
- Assess the potential viability of your business idea
- Research the market
- Assess the potential viability of your business idea
- Produce financial projections to include cash flow and profit/loss forecasts
- Set a price for your product or service
- Consider the resources and legislation required to produce your product or provide your service
- Develop a marketing plan
- Achieve a nationally recognised qualification

