

FARMPLANNING

FOR THE FUTURE

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 **Farmplan**



**MOVING
TOWARDS THE
CONNECTED FARM**

The right tools for
evolving challenges



**SUSTAINABLE
LANDSCAPES**

How Farmplan is
helping farmers to
be more sustainable



Livestock



Business &
Accounts



Moving towards the connected farm

Ben Hatton

Sales & Key Account
Manager at Farmplan



The idea of a 'connected farm' is a vision of the present, not just the future.



What does the future hold for UK farmers? The sector faces consistently evolving challenges from all directions – we need to feed the rising world population in a more efficient way, while simultaneously addressing issues of climate change, sustainability, and animal welfare. All of this is underlined by ongoing uncertainty and disruption as the UK finds a new way forward after leaving the EU.

For Farmplan these issues are ones we're keen to meet head-on. These challenges can often throw up new opportunities. These challenges include: how can we achieve more value from the work we put in? How do we reconcile maximising profitability while increasing sustainability? What are the right tools to do so?

More than ever, farmers are asking themselves these questions. The reality of agriculture is changing and always evolving. Our objective is to help our customers meet these changing requirements and fulfil new opportunities.

For us, this means providing the right tools and connections for our farmers and end-users, whether that be those that are farming or helping

those that are to do the job and drive further value from our solutions.

Where does the value come from? A large and increasing part of that is through connectivity and integration. We see the successful farms of the future as being "connected".

Connectivity and integration should add value for the farmer and all those supporting them. In the same way that data and tech are not the only solutions to the challenges facing agriculture, data and its connections and integrations should complement the local skills and knowledge that are on the farm. Currently, there's lots of data within agriculture. A huge amount of it is siloed, sitting there unused and generating very little worth for the farm. Joining that data together – and facilitating its smooth travel in a way that removes stress and unnecessary admin for farmers – is how you can strike gold.

Integration in practice

Although Farmplan products are robust and powerful in themselves we understand that other

providers may offer specific features that our products do not.

Rather than seek to challenge this space and expand functionality in an attempt to be the one and only provider, we recognise the power of partnerships and complementary systems and providers. For example, users of our Gatekeeper crop management system can now access the data collection capabilities of Climate FieldView, the digital farming platform from Bayer, or wirelessly transmit data sets between Gatekeeper and CLAAS machinery – more on that later!

We have also been listening to our farmers and created data permissioning functions in for farmers to have a digital relationship with other parties they work with. These keep farmers in control and comfortable with what they are sharing and with who. This must add value for the farmer.

How does it do this? Streamlined daily work. Improved on-farm decision-making. Less time spent on data entry and admin; more time spent on farming. It's more valuable, helps support more efficient and sustainable farm practices, and – ultimately – makes the everyday farming experience more manageable and pleasant.

The connected farm

The idea of a “connected farm” is a vision of the present, not just the future. Although the agriculture industry has been slow to adopt digital solutions compared to other sectors, this is changing – and changing quickly. On occasion, a new single system or common standard will

claim it can house all a farm's data in a single place. In reality, these rarely amount to much. We, instead, prefer to focus on developing partnerships. Farmers can pick and choose the data they share and the way they do it. At all times, the farmer is in control.

Our customers often approach us about this. A new tool comes to the market and works well in a specific area. All they want to know is how it can link with Farmplan to multiply that value.

Every farm is unique and facing its own circumstances and challenges. There is no one path to achieving a profit that can apply across every business. The best possible outcomes can be created through leveraging the right tools to uncover useful, actionable information. Data-driven decisions will not only improve efficiency and minimise errors but help ensure greater return on investment and a more resilient farming practice – both individually and for the industry as a whole.

We all have our preferred ways of working. We believe in supporting whatever technology or methods you ultimately believe is best for your farm. For us, it's about supporting that approach and letting you do so, whatever technology or methodology you ultimately want to adopt. Data gains value from partnerships and connection.

Moving towards a connected farm isn't just an ambition for Farmplan. It's an active ongoing mission. There are many challenges and also opportunities. We're enabling UK farmers to grow their business and improve their productivity, all in a more sustainable way. It's an exciting time for agriculture.



Connectivity and integration should add value for the farmer and all those supporting them.



Farmplan Business Cloud makes digital accounting simple for the agricultural community



Farmplan Business Cloud is a cloud-based accounting package for farmers. Designed to combine a simple and intuitive interface with powerful functionality, it allows you to work with real-time financial insight and automate time-consuming manual transactions.

From seasonal income, to complex VAT rules and contra entries, this product can be accessed any place, any time.

For smoother management of entering data, Farmplan Business Cloud permits an automated feed from the bank. This will save time as the details will be entered automatically and reduces the potential risk of data entry errors. You can match the bank details with their relevant categories, or they can be set to follow predefined rules. For example, if a user makes a monthly payment for their phone bill, this can be marked as such and automatically categorised going forward – just one of the flexible features that creates a smooth and seamless control of your business' finances.

Changes to tax regulations will require all VAT registered businesses to use accounting software in order to record and demonstrate their financial history. Farmplan Business Cloud is prepared for this necessity, putting greater insight and control into your data, income and expenditure at the palm of your hand.

As a result of these and other features, you will save time and gain easy access to your data in order to make more informed decisions, in addition to smoother and concurrent collaboration with other colleagues and key stakeholders such as your accountant. Naturally, all data is kept fully secure in the cloud for complete peace of mind.

Although a wide range of cloud accounting software packages are already on the market, the majority are not geared up to deal with agricultural scenarios – until now. Farmplan Business Cloud has been created by agricultural experts, for the agricultural community, and is underpinned by familiar terminology that means something to your business.

 [Find out more
www.farmplan.co.uk/businesscloud](http://www.farmplan.co.uk/businesscloud)

“ Farmplan Business Cloud has saved me hours of work, from neatly importing from my existing software to quick updates while I'm on the move. This translates into cost savings for my business. I would highly recommend this product to other business owners. ”

Damian Barson, Tessleymoor Farming



Farmplan Business Cloud provides you with regulated account information services as a PSD2 agent of Plaid Financial Ltd., an authorised payment institution regulated by the Financial Conduct Authority under the Payment Services Regulations 2017 (Firm Registration Number: 804718) for the provision of payment services, including account information services.

Cattle Manager Go app allows precise herd management without requiring a signal



Sally Ashwell
Development Support
Manager at Farmplan



We have released our long-awaited Cattle Manager Go app for smartphones and tablets, allowing Cattle Manager and Livestock Manager users to access records and make notes on the farm, even without signal. The app is available on both iOS and Android.

Cattle Manager Go is designed to support users out on the farm. It's the perfect extension of Cattle Manager, helping our customers to improve profitability and manage their herd accurately and effectively.

The new app permits sharing of data between Cattle Manager and Cattle Manager Go via the cloud. You can choose from a long list of useful information in the desktop program and seamlessly synchronise it to your smart device.

Details for each cow, including ID, age, breed, category, and purchase history can all be pulled up with a tap, along with any medical treatments. Each cow record also lets you quickly tap through to any next of kin still on the farm.

You can also record data in addition to accessing

it. New births can be entered, along with their tag numbers, sex, and other crucial details. Any actions that have been put against particular animals are presented as a list on the device, so you can enter diary notes as needed.

You can always be sure everything is in order without needing to be in the office – or even in range of a signal.

Once you are back within signal range, all data is uploaded to the cloud and synced with your desktop. Each action is shown on screen with the option to make edits before saving. Multiple users can all work simultaneously without issue – all incoming data is verified to check that information remains current and correct, alerting the user if something doesn't align.

Cattle Manager customers have been requesting an app for a long time. Cattle Manager Go is the answer, putting all the information our customers need at hand on the farm. In addition to saving time and making their life easier, the app helps ensure accurate and timely reporting. It's the power of Cattle Manager in the palm of your hand.

 **Find out more**
www.farmplan.co.uk/cattlemanagergo



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Be sure everything is in order without needing to be in the office or in range of a signal.

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Gatekeeper launches major integration update with CLAAS

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The direct link between CLAAS TELEMATICS and Gatekeeper will save a huge amount of time for our customers.
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Gatekeeper’s improved integration with CLAAS machines utilises wireless data transfer for enhanced functionality and efficiency.

This development reflects the importance of integration between our respective systems. CLAAS have been a longstanding partner and we are delighted to bring the benefits of this relationship to our mutual customers.

This update will let those users who operate CLAAS machinery – and their TELEMATICS software – to wirelessly transmit data sets between CLAAS and Gatekeeper seamlessly and instantly.

“Previously, farmers may have been downloading their collected field data onto USB storage or downloading data from the TELEMATICS website,” says Andrew Wolff, Product Manager at Farmplan. “This update completely removes the need for all those extra steps, freeing up time on the farm while ensuring all your data is immediately accessible, preserved, and secure.”

This functionality allows a seamless experience for farmers that use both Gatekeeper and CLAAS machinery as part of their daily workflow. At the touch of a button, all relevant data can be accessed and managed. Integration also ensures that all

data sets are refined and ready for use to ensure minimal admin and more practical usage on the farm.

“In many ways, farming has become more disparate,” says Andrew. “For example, if there’s a lot of contracting taking place, a farmer might not have their usual immediate insight into what’s going on with each field. This update removes that barrier. The closer level of integration lets you know the exact situation on your farm at any time.”

This update also provides greater support for precision farming. Users can instantly upload their Gatekeeper boundaries straight to CLAAS TELEMATICS – vital for the UK, where boundaries can change yearly in line with stewardship schemes and other circumstances.

“Essentially, we allow your data to move along a two-way street,” says Andrew. “Every year, you can upload your crop area boundaries and the data is adjusted accordingly. This upgrade brings those two silos of data into one.”

“The direct link between CLAAS TELEMATICS and Gatekeeper will save a huge amount of time for our customers,” says Edward Miller, UK Product Manager at CLAAS. “Being able to synchronise data with a few clicks could not be easier.”





Gatekeeper/John Deere integration

For twenty years, we have put spatial information into the hands of growers and their agronomists so that they can make better decisions and improve their crop. Our working relationship with John Deere has existed for nearly the same length of time.

In addition to satisfying legislative and compliance requirements, the ability to monitor costs and analyse performance, Gatekeeper enables users to import and export data from a wide range of devices. This means that your crop records and device data can be managed all in one place and viewed over a farm map. This functionality

enables users to import yield maps, and therefore view the variation in performance across the field. This information can then be used to make more informed management decisions.

Data can be imported after being downloaded from the in-cab device or John Deere Operations Centre, or by using the cloud connection from Gatekeeper to MyJohnDeere.com.

We look forward to continuing our work alongside John Deere to make farming more precise and profitable for all Gen 4 users.

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Gatekeeper enables users to import and export data from a wide range of devices.

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Gatekeeper now integrates with FieldView

Gatekeeper users can access the data collection and analysis capabilities of Climate FieldView, the digital farming platform from Bayer.



Now, it's more streamlined than ever to pull your data across.



"This integration will make a huge difference for many farms," says Piers Costley, Managing Director at Farmplan. "We're aware that growers want to use cutting-edge precision farming and crop optimisation to make the most of their data. The opportunity to integrate these solutions – and do so seamlessly – is an exciting prospect indeed."

This integration lets those users who also utilise FieldView to collect real-time planting, application, and harvest data from their machinery and instantly sync this between the two systems.

"The first step for each farmer was the ability to download and import boundaries into FieldView from Gatekeeper," says Daniel Pereira, Climate Business Lead EMEA. "Now, it's more streamlined and straightforward than ever to pull your data across. For growers, this means all your data can talk to each other, saving the need for double entry or managing multiple systems."

While this will naturally benefit growers in terms of everyday operation and resource management, the integration also aids productivity and

profitability on the farm. FieldView grants visibility and access to real-time data, including yields and moisture levels, at any particular moment to assist with short-term decision-making. By feeding that data into Gatekeeper, it becomes possible to make even better decisions and planning over the long term.

Shropshire farmer Andrew Williamson expects the convenience from the integration of both platforms will deliver significant time savings: "At the moment, planted and applied data collected in FieldView has to be manually input into Gatekeeper. The syncing of FieldView with Gatekeeper eliminates this, freeing me for other tasks."

The seamless transfer of field application data – such as product applied, rate and date – also eases compliance and stock control requirements.

"Ultimately, you can make more valuable decisions about your cropping and – looking at the bigger picture – your overall farming strategy," adds Piers. "The integration supports more effective work while removing common stresses and time-consuming administration. It's a perfect way to take your business forward and make precision farming accessible."



TAKING



Taking 5 Meet Helen Barrow – Customer Success Executive at Farmplan

Helen has worked at Farmplan for nearly 13 years and started her newly created role in September 2021. Find out more about Helen below:

The farming life

I was brought up on a 380-acre farm, where we had a dairy herd and 300 breeding ewes plus fat lambs. Myself and my sisters were very much involved, whether it was milking the cows after school, bedding down, or helping with lambing – my sister and I used to do the night shift for my parents over the weekend so they could have a few extra hours in bed.

One memory I cherish is seeing the cows walking through the morning mist towards me. They always knew when milking time was, you only had to call.

I think my background, like most of us at Farmplan, is what helps me relate to our customers, whether I am speaking with the farmer, farmer's wife, farm manager, agronomist, or farm secretary. Farming is 365 days of the year: people in farming work incredibly hard. It's different from other industries and we understand that.

Proactive & personal

The Customer Success Executive role is brand new and reflects a more proactive way of providing customer service and strengthens our first-class Support Services operation. I contact new customers and ensure they've received everything they need to get started. It's very much a cross-departmental role, so I work closely with customer services.

As well as getting new starters up to speed, I reach out to existing customers and ensure everything is okay, perhaps even introducing them to available resources that they may not have been aware of.

We value what our customers say and continuously strive to improve what we offer.

Ever-changing industry

I am very customer-focused, and this new role really pulls on my strengths. I spend each day listening and engaging with our customers and understanding what they need. Every conversation is different, and I pride myself in ensuring every user feels supported and valued.

The Agricultural Industry has changed massively since I was young, from technology on farm, to assurance schemes, environment changes, and digital VAT. We understand the pressures in farming today and have software solutions to help farms stay compliant, analyse performance, and support general day-to-day management. Naturally, we're always on hand with advice and support in this ever-changing industry.

I've always worked in the agriculture industry and love working at Farmplan. It's a great environment; everyone works together to get the right result. We are very supportive of each other, and management has confidence in us to always do the best for our customers and the business.

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We understand the pressures in farming today and have software solutions to help farms stay compliant.

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Neil Fuller, soil expert, and Andrew Walker: Yorkshire Water meeting with Yorkshire Wolds Innovation group farmers.

How Farmplan is helping farmers to be more sustainable

Data is a driver for massive change in farming, and more and more within the sector are seeking solutions that allow them to take full advantage of the benefits it brings. A new partnership between Farmplan, the UK's leading agricultural software specialists, and Sustainable Landscapes, a landscape-based programme initiated by Future Food Solutions, demonstrates just what the future of sustainable farming can look like – and how it can mean a win-win for farmers and their partners within the supply chain.

“About eight years ago, we began to specifically examine resilience in supply chains for our major clients,” says Steve Cann, Director of Future Food Solutions. “Working closely with farmers demonstrated that their data is incredibly important, and that Gatekeeper, which many of them used, offered a value adding platform, as the more data farmers had, the better it would be for them in terms of managing their business.”

The goal of Sustainable Landscapes is to improve soil quality and water management for more resilient and profitable farming. In Gatekeeper, Steve found widely used software that recorded all the essential data for effective sustainability planning and execution. “We sat down with Farmplan and discussed how we could work together,” he says. “As a result, with the farmers agreement, we can now pull vital information directly out of Gatekeeper to perform a full carbon audit very quickly.”

This partnership helps farmers to improve soil

health and farm in a more sustainable way, including the use of cover crops to cultivate biomass and increase soil organic matter (SOM) in their fields – a major sink and source of soil carbon. As Steve explains, a 1% increase in SOM per hectare allows that area of land to absorb an additional 240 tons of water.

“In one example, we saw a farmer increase their SOM from 2% to 6%,” says Steve. “They have close to 1,000 tonnes of water available in that hectare of land that would not have been there a few years ago. All of this is verified and driven by independent soil testing and assessment. We’re not marking our own homework. It’s a real win-win, creating a virtuous circle where farmers, water companies, and brands all benefit.”

For UK growers, this means being able to farm more sustainably and demonstrate compliance to their supply chain partners – all by simply using the data which they already capture as part of their existing practice. This extends to nutrient capture, offering a further financial benefit. For example, one farm tested their cover crops and discovered 305 kgs of N pulled in per hectare – a hugely valuable gain, especially with the current pricing.

“Fundamentally, this is data that’s already being recorded for compliance,” says Scott Millar, Account Manager at Farmplan. “This partnership just means farmers see an extra benefit from their work, from better utilisation of nutrients to more effective farm management. It’s an exciting prospect for UK farmers who are eager to derive more value from their business in a sustainable way.”



We can now pull vital information out of Gatekeeper to perform a full carbon audit very quickly.



More than just farm management software

At Farmplan we understand that no two businesses are the same and we have therefore developed an extensive range of additional services to ensure our customers get the most value from their software.



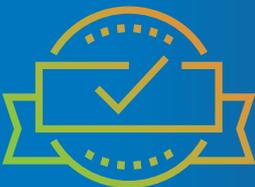
Software Support

Unrivalled software support, surpassing that offered by any other provider in the market today. Software support services are available via telephone, email, in-system and on our website.



Hardware & IT

Providing complete IT support and advice services for small, medium and large agricultural businesses. Help protect your data and improve business efficiency with expert knowledge, and the most appropriate network and backup solutions.



Training & Knowledge

Tailor-made training sessions designed to suit the needs of each customer and business requirement: choose face-to-face, online, group or individual sessions. Delivered by 15 regionally based trainers with specialist knowledge in arable, livestock and accounts software.

“ I can clearly see
the health of my
business and make
decisions with
confidence. ”

Mark Carnie, Jamie's Farm



Farmplan, Alton House,
Alton Business Park,
Alton Road, Ross-on-Wye,
Herefordshire HR9 5BP

✉ farmplansales@proagrica.com

🌐 www.farmplan.co.uk

☎ 01594 545000



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