

INSIDE: LEARN HOW YOU CAN GET MORE FROM YOUR FARM ASSETS WITH SMART TECH

FARMPLANNING

FOR THE FUTURE

**FARMPLAN
GATEKEEPER
CLOUD SET
FOR EXCITING
DEVELOPMENT**

BETTER FINANCIAL CONTROL

3 ways you can
prepare for
uncertainty

 **Farmplan**

Brought to you by Farmplan, part of Proagrica.



Get more from your farm assets with smart tech

Piers Costley
Farmplan
Managing Director



Why cloud-based solutions are gaining momentum amongst forward-thinking farmers.

Piers Costley discusses why it is so important for farms to be able to record, track and understand their data.

It is an undeniably challenging time for farm businesses of all sizes. In the face of relentless changes and multiple shocks, they are still striving to both perform and profit. Industrywide, agricultural businesses have been conducting their farming in more innovative and exciting ways. Farmers want to understand what's working and what's not, and how to get the most from the assets they farm.

Only then will they be able to remain agile, forecast accurately, and plan accordingly for whatever tomorrow may bring. But this requires both clarity and simplification.

With the right information at your fingertips, you can make the right decisions at the right time, on everything from inputs and machinery, to selling and compliance. Simplifying and standardising data so that you can not only record it easily, but also use it across multiple platforms, sounds complex, but with the right tools can be anything but.

Essentially, it's about standardising core data and making farmers' lives easier. Farmplan Business

Cloud is a good example of a tool that has been specifically written for a particular market. Within this magazine, we explore the evolution of Farmplan Business Cloud and how it is supporting farmers to manage their farm's finances in the simplest and most efficient way, more on this on pages 8 and 9.

These smart tools know your pain points and the stumbling blocks you come across and aim to eliminate or massively reduce those by being intuitive, collaborative, and flexible. With your data standardised and at your fingertips, you can make decisions far more easily.

As you know only too well, the agricultural industry never stands still, that's why our focus on sophisticated farm technology has expanded throughout 2023 with investments into not only our accounts software but also our crop recording solution.

These solutions of the future can highlight where the most potential lies and identify the parts of your farm that are performing well so you can make informed decisions. And because they are cloud-based, you can easily share your data with your chosen business partners for added value.

Farmplan Gatekeeper Cloud set for exciting development



We're delighted to announce that Gatekeeper Cloud is set for exciting new development. Part of the Farmplan group of farm management products brought to you by Proagrica, the enhanced cloud-based software will be a modern replacement of the existing desktop product.

Gatekeeper has been a market leader in Farm Management Information Systems for UK growers and agronomists for over 15 years and more than 3500 customers have experienced the benefits for themselves. From improving compliance record keeping to better crop yields, easier stock management, and seamless collaboration with their agronomists, it's revolutionised how growers manage their farm business.

Now a new and improved Gatekeeper Cloud is on the horizon and it marks an exciting evolution in farm management software for growers and agronomists alike. The cloud-based software will be better suited to current and future market needs, and more attuned to the strategic direction of customers.

"We have an experienced product team with significant industry and domain knowledge, and a very in-depth and long connection with the product, market, and customers," says Piers Costley, Managing Director of Farmplan.

Understanding the wider market and what growers need has been key to the development of the new software and that's where our experienced product team comes in.

So why are we developing Gatekeeper Cloud now?

Demand for software like Gatekeeper has increased in recent years. In an agricultural industry where there is increasing scrutiny of farming processes as well as a demand for sustainability and traceability of crop production at every level, food processors, manufacturers and carbon markets there is a need for accurate data.

Piers adds, "We understand that our customers want flexibility and cloud-based solutions. By creating a sophisticated yet simple solution we can add value for a range of customers. The solution will be suitable for those running straightforward arable operations, to more complex contracting set ups or service providers offering agronomic insights, Gatekeeper Cloud will be an ideal tool."

Look out for more updates on this exciting project as things develop.



Less admin means farmers can get on with what they do best; running and growing their farm businesses.

Piers Costley, Farmplan Managing Director



Proagrica announces sponsorship of renowned Nuffield Scholarship

“...developing those individuals who will shape the future of agriculture and of our local and global communities.

Mike Vacher,
Director of the
Nuffield Farming
Scholarships Trust

Proagrica has announced its sponsorship of the renowned Nuffield Scholarship, a UK scholarship focussing on nurturing innovation in the agriculture sector and driving positive change.

Caroline Davis, COO at Proagrica, says the company is excited to create opportunities for individuals within agriculture. “We are delighted to partner with Nuffield and be able to provide opportunity to passionate and talented individuals to make a difference in the world of agriculture. The agriculture and food sectors are facing tremendous challenges and this scholarship is the right platform to foster problem-solving innovations.”

In this, Proagrica’s inaugural year, the successful candidate as part of their research, will explore opportunities for US and UK farmers and growers to integrate nature-based solutions into their farming practices.

Each year, Nuffield Scholarships are awarded to approximately 20 individuals working in farming, horticulture, forestry, or any supporting industry. Each scholar spends at least eight weeks abroad to research a chosen topic. At the end of the scholarship, they produce a 10,000 word report which is presented at the annual Nuffield Farming

Conference. Their valuable research adds to the ever-growing agricultural knowledge base and many scholars go on to become respected thought-leaders in the sector.

Mike Vacher, Director of the Nuffield Farming Scholarships Trust, welcomed Proagrica’s sponsorship. “Nuffield inspires people to make a difference in the world of agriculture. This is achieved by developing those individuals who will shape the future of agriculture and of our local and global communities. We are delighted that Proagrica is sponsoring a scholar to help us lead positive change in farming and food.”

For anyone interested in applying for this prestigious scholarship, applications must be submitted by 31st July. Following an interview process for shortlisted applicants, new scholars will be announced in late October.

For more information and to apply, visit:

www.nuffieldscholar.org/scholarships/application-process



3 ways you can prepare for uncertainty with smart tools by your side

With unpredictable input costs, volatile markets, and future uncertainty, UK farmers face extraordinary challenges. The drive towards net zero may feel like an added pressure to many, however could this be an opportunity to look at where farms can be more efficient and resilient?



Farmplan Business Cloud, a leading farm management solution from Proagrica, enables growers and livestock producers to remain profitable and mitigate risks by putting the right farm management information in their hands when they need it most. Piers Costley, Farmplan Director, says that smart tools like Farmplan Business Cloud (FBC) can help farmers stay flexible and plan for the future in uncertain times.

“In fact, our range of solutions including Gatekeeper and FBC are built around the ability for users to record, track, and understand data,” says Piers. “Only by doing that will you be able to remain agile, forecast accurately, and plan accordingly for whatever tomorrow may bring.”

So how can these tools help farmers navigate volatile markets?

Make informed decisions

Where is a farm performing well? What needs to happen so the business can grow sustainably? By having the right tools in place farmers can analyse their business in as much detail as they need, so they

can answer these questions, continuously improve and stay resilient.

“Only with the right information at your fingertips can you make the right decisions at the right time, on everything from inputs and machinery to selling and compliance,” says Piers.

“Decisions on farm aren’t often made alone, so because FBC is a cloud-based product, you can easily share your data with your accountant or you can connect with your agronomist through Gatekeeper, helping you share and receive information more easily” adds Piers.

Manage diversification

For farmers looking to diversify to improve revenue opportunities, our tools make it easy to assess your business and choose diverse projects that will work for you. Our tools can handle data for all types of enterprise from traditional farms to farm diversification projects, helping them grow.

“Our solutions are up to date with UK farming regulations, so are agile enough to accommodate diversification or expansion,”

says Piers. “these tools are designed to help your business thrive.”

Pivot more readily

Against a backdrop of huge change and risk, farmers must stay agile. One way they can do this, is by harnessing the right tools.

“As farmers know only too well, the agricultural industry never stands still,” says Piers. “We have a range of intuitive cloud-based solutions on the horizon, which are easier to use for farmers, are more flexible on-farm, and allow data to be shared more easily with advisors and other required stakeholders, at the right time. Farmers face a challenging future environment but with the right tools they will be better equipped to efficiently manage their farms and be agile and ready to take advantage of the opportunities to come.”

To find out more

Call: 01594 545000
Email: farmplansales@proagrica.com
Visit: www.farmplan.co.uk

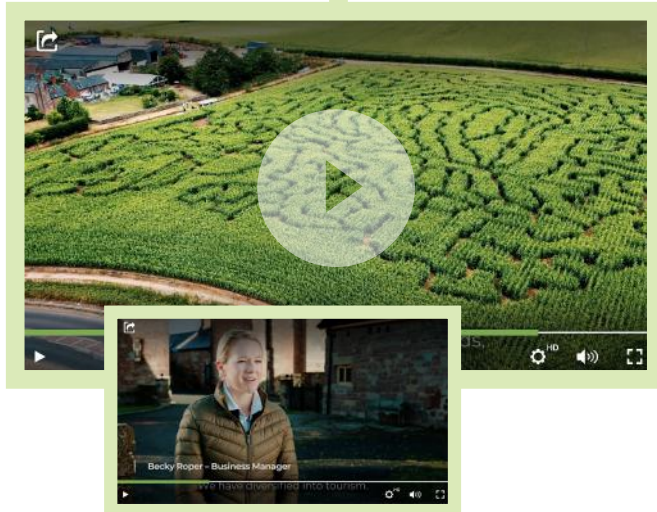
The A-MAZE-ing diversification project brought to life

Diversification is a growing opportunity for rural businesses to broaden their enterprise by utilising underused resources, meeting new demand, or expanding into tourism.

Not only can it generate more revenue, but branching out shows a keenness to adapt and learn new skills and can be highly rewarding.

For Becky Roper at Flanesford Priory diversification seemed the right way to invest in their farm's future and strengthen their farm tourism business.

Partnering with Farmplan, they utilised Gatekeeper's mapping and precision farming capabilities and created the Maize Maze Diversification Project. The Farmplan team helped digitise the maze design in relation to the field and work within the tractor system.



For the full story watch the video:
www.farmplan.co.uk/blog/maize-maze/

Diversification is just one of the ways Farmplan Gatekeeper can help you

Gatekeeper crop management software is not merely about A-MAZING maize mazes! From essential crop compliance, traceability and reporting through to precision farming and more, Gatekeeper can manage all your cropping activities in one place.



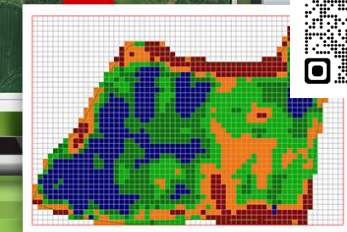
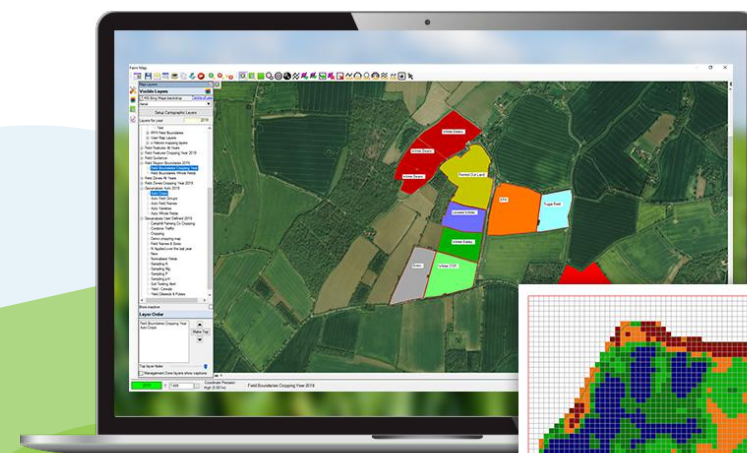
Demonstrate compliance and meet legislative requirements and support timely management decisions.



Fully compatible with the industry's leading machinery manufacturers, service providers, and in-cab hardware.



Easily manage all your cropping activities in one place and connect with your agronomist to improve efficiency.



Better financial control

Where are we going and what does it mean for you?

The way we help farms to grow and thrive is getting even better

Our customers are our focus and passion, and that involves helping farms ensure their accounting details are fit for the future and the array of challenges and opportunities in the sector.

You've asked, and we're delivering

The world is becoming more digital, more connected, and more integrated. Our conversations with customers have told us that farming cannot afford to get left behind, and that's why we've been putting our unique combination of tech innovation and sector knowledge to use to build a product ready for your farm's future; Farmplan Business Cloud, or FBC for short.

Our desktop accounting products have been serving the financial needs of farm businesses for more than 50 years, but as technology and industry legislation is changing, so too must our products. Business Manager, Cash Focus and Cash Manager have been innovative and reliable, but we now want to reinvent what a farm accounting system can do.

Farmplan Business Cloud is built using the latest technology and is equipped to handle these ongoing changes. That's why we have now entered an exciting transition period, where we are migrating our desktop customers onto Farmplan Business Cloud, offering even greater financial control to the farming community.

Piers Costley, Managing Director at Farmplan says, "We have done a lot of research into what our

customers want and value from a farm accounting tool, and we have built, and will continue to evolve, Farmplan Business Cloud based on that valuable insight. It has been specifically designed by our agricultural experts, for the agricultural community. This helps us ensure our product offering is fresh, effective, and relevant to your farming business."

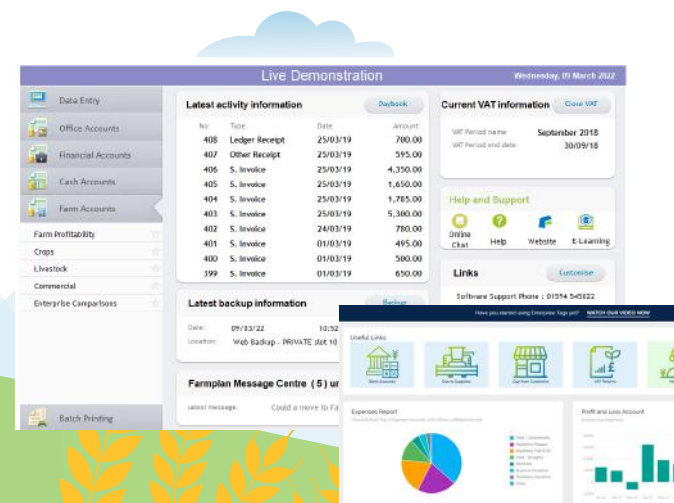
What is Farmplan Business Cloud?

Farmplan Business Cloud simplifies the way you manage your farm's finances. It automates those time-consuming, manual transactions, and you'll benefit from real-time, accurate farm management information, available at your fingertips. This financial insight gives you the confidence to make informed business decisions.

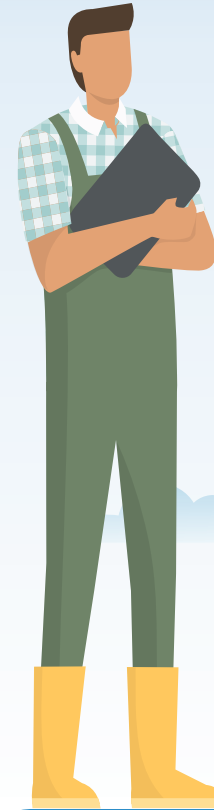
Being cloud-based means you can work from anywhere, at any time, and you can give access to your data to anyone who needs to see it. You can link up with your bank account, totally securely, and save an enormous amount of time that would have been spent typing in data.

Because we understand that farming is different, Farmplan Business Cloud delivers functionality that is specific to your business. For example, the basic code structure, is tailored to your individual farming activities, and you'll have access to full enterprise analysis and contras.

Farmplan Business Cloud is a tool for the future of farming, with all the efficiency and connectivity that you'd expect from a modern solution.



Farmplan Business Cloud Benefits



YOUR TIME IS VALUABLE

Save yourself hours of work and free up resources elsewhere. Farmplan Business Cloud makes complicated data entry and complex tasks fast and effortless.



YOU'RE ALWAYS COMPLIANT

Make sure you are always compliant with the continual MTD legislation changes from HMRC. Get prepared for MTD ITSA (income tax) to ensure that when the time does come, you're confidently managing your accounts digitally. FBC will make this move as pain-free as possible, saving time and hassle with full, live access to your data.



YOU CAN WORK COLLABORATIVELY

Farmplan Business Cloud allows you to choose who can access what, so you can always be sure that your data is safe and secure.



YOUR DATA HAS VALUE TO YOUR BUSINESS

Farmplan Business Cloud unlocks it for you. See where the farm is performing well and turn collected data into meaningful action. You can do this in real time, and on the go!



WE'RE ALWAYS HERE

We're renowned for our hands-on, timely and agricultural-focused customer support, and that's never going to change.

New enhancements to Farmplan Business Cloud delivers better financial control for customers

- Latest update allows farmers to easily keep track of their costs, as well as analyse key trends and wider commercial performance.
- Access to commercial data has never been more critical for farmers.

The latest enhancement to Farmplan Business Cloud allows you to easily keep track of your costs, as well as analyse key trends and wider commercial performance.

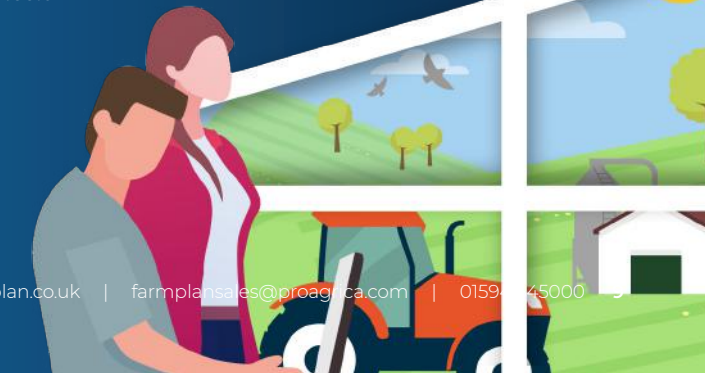
In the current economic climate where commercial margins are under pressure, it has never been more important for customers to be able to access critical quantities and pricing information.

In addition to being able to enter quantity and price against all purchase and sales invoices, farmers who use Farmplan Business Cloud will

now have the ability to record quantities and prices within all data entry screens. They can also drill down on these details or export them for a more detailed analysis of trends. This latest feature promises both clarity and opportunities for cost-saving, in a straightforward format.

Farmers can now keep track of their costs, trends and performance.

Find out more
www.farmplan.co.uk





Taking 5 with Cheryl Evans and Luke Mayo

TAKING 5

Cheryl Evans Customer Engagement Executive

Length of service

6 months

Favourite thing about your job / working at Farmplan

The culture and atmosphere of the business is so friendly and welcoming which makes being able to collaborate across the business that little bit easier. There is so much knowledge within the team that you are never stuck for help or support.

Typical working day

What I love most about the role is the variety and that no two days are the same. One day I could be building a superior customer journey and the next building content to inform our customers about key events or critical software updates. Communication is the key to success, and it is vital that within my role I can support and engage all our customers throughout their lifecycle with us.

What you are most excited to help the business with

With 18 years of experience in Financial Services and two years in an Agricultural Customer Engagement role I am excited to be able to amalgamate the two skills and share them with the wider team here at Farmplan. I recently joined Farmplan in a brand-new role with the main end goal being to help build on an already solid foundation, to continue to deliver the right customer experience across all the products we offer, and to be able to understand what our customers need, not only from a Farmplan perspective but also in your shoes as the customer having supported customers in face-to-face roles previously.

Interest in Farming

I am very lucky to have been involved in agriculture and the food supply chain all my life. It all began growing up on the family farm and being responsible for the day-to-day running of farm life, being hands-on, and getting involved in all things mucky was my idea of fun!

Luke Mayo Development Support Manager

Length of service

Nearly 6 years

Favourite thing about your job / working at Farmplan

Colleagues! We have a close knit, friendly team here with a good office environment. On top of that, we have a diverse group of people with different skill sets, knowledge, and experience. We work really well together as one big team, and it's nice to be a part of that and have everyone's support.

Typical working day

After doing the school run, my working day starts with attending daily meetings with our development teams. My role sits in the middle of support and development, and therefore other duties include testing new features, logging feedback from customers with regards to enhancements, and liaising with different departments to assist with FBC queries.

What you are most excited to help the business with

Helping to ensure Farmplan Business Cloud provides our customers with a valuable cloud-based accounting solution.

Interest in Farming

I grew up in a rural setting and had friends who lived on farms, but I have no direct links to farming. Since being at Farmplan my interest and understanding has naturally increased, and my partner has family in the industry so it's always nice to visit them and learn more about the practical side of farming. And of course, like a lot of people, I found Clarkson's Farm a great watch!



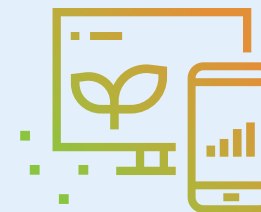
More than just farm management software

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.



“ Farmplan
Business Cloud is
very easy to use,
and the one-to-one
support has been ”
excellent.

Charmaine Cooper, G & A M Cooper



Proagrica

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

✉ farmplansales@proagrica.com

🌐 www.farmplan.co.uk

☎ 01594 545000

