

Basingstoke Monitor Farm meeting report

Meeting 1: Launch event

Date: 27 June 2017

Location: Southfields Farm, Micheldever Road, Whitchurch

For more information, visit: cereals.ahdb.org.uk/basingstoke



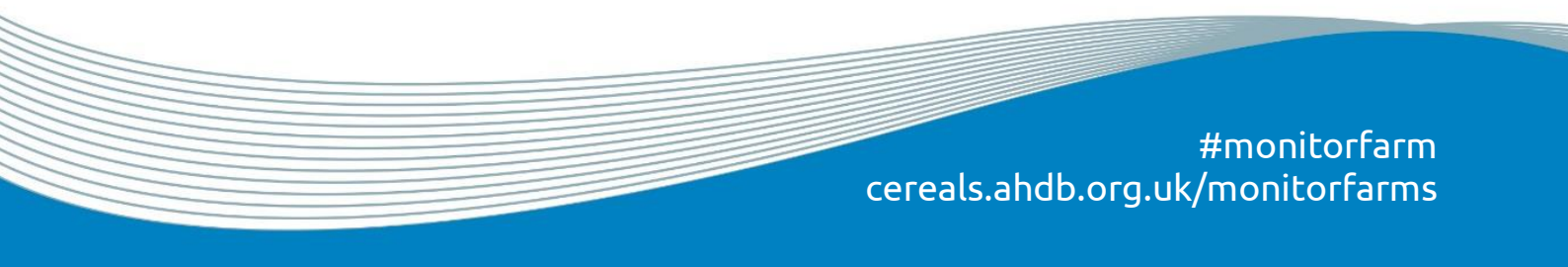
Meeting summary – key messages

1. Knowing your costs of production is crucial and without this knowledge you cannot identify what you are doing well or not so well.
2. Maize is a useful break crop and integrates nicely with the arable rotation and the livestock enterprises.
3. Utilising elements from the new Countryside Stewardship can help promote cultural pest control, reduce variable costs and supply a useful annual income.

SWOT analysis

Following a farm tour the group conducted a SWOT analysis of Freefolk Farms identifying the points below:

Strengths	Opportunities
<ul style="list-style-type: none"> • Low variable costs • Secure land tenure (ownership of land) • Long rotation • Black-grass control • Mixed farming (sheep/dairy/arable) • Labour utilisation (between enterprises and CFA) • Enthusiasm of Monitor Farm • Diversification (rental of units) 	<ul style="list-style-type: none"> • Local port facilities • Brexit • Contract farming • Development land • Dairy herd (e.g. milk vending machines /niche marketing) • Livestock utilisation upon whole farm • OSR – increase yields



Weaknesses	Threats
<ul style="list-style-type: none"> • Soil types • Black-grass • Marketing strategy • Logistics (integrating various elements at peak times) • Low input / low output • Family input • Dairy herd 	<ul style="list-style-type: none"> • Grass weeds (black-grass, brome and ryegrass) • Slug control – (due to increase in straw chopping) • Price volatility • End of pea contract • Subsidies • Brexit • Rising inputs • Loss of chemistry • Climate • Loss of contract farming agreement • Milk prices • TB / disease • Legislation

Next meetings

Dates:

31 October 2017: weed control and pest management

28 November 2017

6 February 2018

6 March 2018

26 June 2018

For more information contact: Paul Hill, Knowledge Exchange Manager (South East); paul.hill@ahdb.org.uk or 07964 243699.

To find out more about Farmbench, AHDB's benchmarking tool, contact: Emma Nankervis, Regional Benchmarking Officer (South East), emma.nankervis@ahdb.org.uk

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