

Maintain the performance of your computer

**West Devon Business Information Point, Okehampton / Tavy Business Centre, Pitts Cleave, Tavistock
10:30 – 12:30**

Have you ever thought that it is time to complete a few maintenance tasks on your computer? Completing simple tasks can free up disk space, detect and repair disk errors, help protect your computer against viruses. **Attend this workshop and learn how to restore and maintain your computer's efficiency.**

An Introduction to Marketing with your Databases

**West Devon Business Information Point, Okehampton / Tavy Business Centre, Pitts Cleave, Tavistock
10:30 – 12:30**

Databases make information management easy and relatively inexpensive. Mail shots, telemarketing and customer service activities can be more purposeful when you have instant access to details of all your customers and prospects and all your contacts with them.

A database can bring together all the marketing information in the business. It helps you to: -

Focus and schedule your efforts.

Target mail shots and telemarketing.

Analyse your results and recognise what is working.

Identify the most profitable segments of your market.

Concentrate resources on customers and prospects whose profiles are similar to identify your most profitable customers.

Schedule activities to contact customers regularly and at the right times.

This workshop focuses on using the database as a marketing tool. It covers:

- Using your database as the main tool for achieving your marketing objectives.
- Selecting what information to collect.
- Designing your database to make it flexible and thoroughly useful

Events

Soil Management Planning Workshops – 11.30am – 3.30pm

Monday 6th November– Moretonhampstead Community Centre, Moretonhampstead.

Cattle and Sheep Record Keeping- 7.00pm

Wednesday 8th November-George Hotel, South Molton

Computer Training

These workshops are ideal for beginners through to intermediate, and offer you a choice of topics such as Internet & Email, Managing Files, Spreadsheets, Web Page Creation, Database and Publisher with individual support from our in-house tutor.

Wednesday 1st November – West Devon BIP, Okehampton

Tuesday 7th November – The George Hotel, South Molton

Wednesday 15th November – West Devon BIP, Okehampton

Tuesday 5th December- The George Hotel, South Molton

For more information or to book a place on one of these workshops, please call the office on:

Freephone 0800 592872

DISCLAIMER

Every effort has been taken to ensure the information contained in these notes is correct, however, West Devon Business Information Point will not be liable for any loss arising from the use of these notes or any omissions or errors contained within.

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Are you an enterprising entrepreneur?

Success

Do you have an established and successful enterprise? Are you a member of this growing group of rural entrepreneurs? You may now have a successful and established tourism, manufacturing, storage or similar enterprise and surely it's time to enjoy the spoils of your hard work? *If only...*

Business strategies

Growing, and maintaining a successful business means having good strategies and there are definitely key issues in running any business.

- **Marketing** is about maximising your opportunities, generating a profit from your customers, developing a sales strategy and selling techniques.
- **Managing finances** is the biggest reason for a business failure and poor cash flow rather than lack of demand for a product/service.
- **Performance and Growth** - operational strategies' concentrates on the day to day running of the business such as cost control, filing & records management and employment issues.
- **Computers** certainly make things easier. After setting up your first IT system and implementing internet and email policies you then need to ensure that the systems add value to the business.

Your opportunity

Join our new project Rural Enterprise Development (RED). We are intending to make the RED programme as flexible and demand led as possible. For example, if you are a tourism business and feel that this season could have been better, why not consider a quick overview on how well your business is doing. Our diagnostic team will assist you to gauge your current performance.

Workshops & one to one assistance

As well as business development workshops individual businesses can receive one to one assistance. This intensive support means each business will receive 5 days worth of support. This will lead to business growth and job creation.

Take advantage of this opportunity to assess your business development needs in confidence today! ***Free One-to-One intensive assistance for eligible businesses. Agricultural businesses are not eligible, but associated businesses based on farms are eligible if they have accounts separate to the farm business. Please apply for details.***

For more information contact us in the office on **Freephone 0800 592872**.

**Marketing your products and services using the Internet
West Devon Business Information Point, Okehampton
Tavy Business Centre, Pitts Cleave, Tavistock
11:00 – 15:00**

Are you exploiting new opportunities?

Exhibit in this global market place and boost your sales. Developing a website or enhancing your existing site enables you to increase income and inform your customers of new products and services. Getting your product out there first, or being the quickest to react to changing market trends, can have a huge impact. Discussions with web designers can be fraught with misunderstanding and jargon!

Join our workshop and make a success of Internet Marketing by learning how to: -

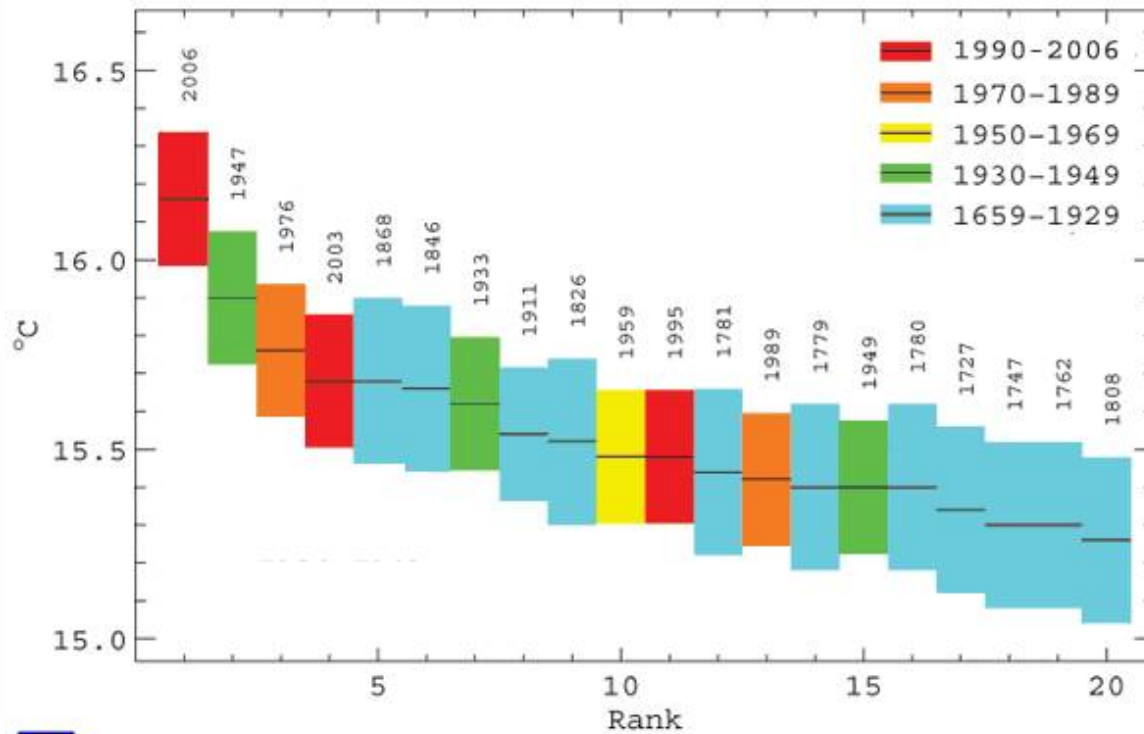
- Understand technical terms of web design and publication
- Use Internet marketing techniques and tips
- Purchase domain names and register your site with search engines
- Effectively use internet service providers

Will climate change affect your future cropping plans?

All farmers will have enjoyed the long summer although it has led to shortages of fodder in some areas. Is this the pattern of summers to come?

The table below has been recently published by the Met Office, it plots the Mean Central England Temperature (the average daily temperature for the period May to September) from 1659 to 2006. These records are the most comprehensive anywhere in the world. Whether you are a believer in global warming or not the period from 1990 to 2006 is very striking, if this increase in average temperature continues over the next 20 years things are going to get very warm.

**Mean Central England Temperature:
Top 20 warmest extended summers (May-September) 1659-2006**



 Hadley Centre for Climate Change

At least the warm autumn has helped those of us that were short of grass until recently, I don't know about you but my grass has only moved since those intense thunderstorms, a couple weeks back. The other thing that seems to be increasing is the intensity of rain when it does come.

How does this affect the cropping plans of farmers in the future? I can see more midsummer forage crops being utilised in order to bridge the gap from spring to autumn, maize crops are likely to increase and in some cases grain maize may become popular. The timing of planting crops will become even more important, this year maize that went in after an early cut of silage failed to yield as well as those crops that went into over wintered ground with plenty of moisture. One or two people have been trying the use of plastic to warm the ground in the spring; certainly those crops yielded exceptionally well and came off much earlier. An early harvest may be one of the tools required to minimise any soil erosion issues that will increase with higher rainfalls in the autumn.

But that's for the future, what if you are short of fodder today, there have been reports of big bale silage being sold for in excess of £20 per bale, if you're paying that sort of price you need to be sure you're buying quality fodder. If fodder prices increase beyond these levels it may be more economic to feed higher levels of concentrates, with prices rising, it could be prudent to lock into a contract earlier rather than later.



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AGRI-BIP NEWSLETTER

Wheat and barley prices hit new highs.

A global shortage of wheat, coupled with the lowest world stocks for 25 years, has seen wheat futures rise above £100 per tonne in recent weeks. Many farmers see £100 as a magic figure when producing grain. However, as in all agricultural enterprises the end price does not guarantee profits.

Feed wheat was last above £100 per tonne in the late 1990s; don't forget at that time growers received a direct subsidy approaching £90 per acre. Fertiliser was almost half of today's prices; diesel would have been a third of today's price. It is margin that's important, not the end price.

Are high wheat prices here to stay? Probably not, American farmers are planting wall to wall wheat as we speak, what is likely to happen is that global influences will create a volatile market when stocks are low. What should your selling policy be given a volatile market? One thing is sure, if you try and sell all your production at the top of the market you will fail, unless you are very lucky. The best strategy is to know what price you need to make a profit and when the market reaches that price sell a proportion of your production, and continue to sell forward when prices are good, in order to achieve a good average for your year's production.

Single payment scheme update

As predicted in an earlier AGRIBIP newsletter the Irish government has commenced a 50% advance on the single payment scheme two months earlier than planned.

What are the prospects in England? At a recent meeting with the NFU where the RPA chief executive Tony Cooper admitted that prospects for an early payment in England were unlikely. He even suggested that the system would not be running smoothly until 2008.

Given the RPA have not completed the 2005 payments and dealt with large numbers of outstanding issues in relation to 2005, it would be sensible to budget for a payment in spring 2007 rather than in December 2006. The ministers' statement due in November will hopefully give some further details.

Once again it is important that individual farmers take steps to protect their cash flows in the absence of any early payment of the 2006 single payment.

Advance Notice- More Details next month Farm Demonstration Event: Carruan Farm, Polzeath

An event to be held on the 12th December, will demonstrate the information gathered by using electronic identification of sheep. The system includes electronic ear tags, electronic weighing and hand held computers.

- Early booking is essential as numbers are limited – 0800 592 872

The event is funded through Natural England's South West Regional Farm Demonstration Programme.