



## Farm Business Management

### Product Sheet

Farmers today are being faced with unprecedented business challenges and opportunities.

In some regions there are vast opportunities for farms to grow. However for any opportunity a proper assessment is needed. This ensures a contribution to a sustainable business model and that business risk remains at manageable levels.

Business challenges including price risk management, input price volatility, machinery decision making, succession planning and leading and managing people are continual frustrations that need to be proactively managed.

Management of business risk has become a large focus for many farmers. Optimising farm business decisions are imperative because of volatility and uncertainty.

To assist with increasing the success of technical farm management and business performance, Rural Directions Pty Ltd offers a range of farm business management services focusing on:

- Share farming
- Leasing
- Contract farming
- Managing farm business growth
- Enterprise viability and planning
- Farm business planning
- Farm succession planning
- Practical farm business management training
- Machinery decision making
- Benchmarking
- Human resource management and recruitment



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## ADVANTAGES

- Gain access to business models and processes that have been applied to farming businesses to increase the chance of success
- Provide a forum for exploring ideas and refining business plans
- Work through a process that formalises thinking by getting the plans and ideas onto paper. This way all business members can have a look and add value
- Gain insights into different business models and their strengths and weaknesses
- Through benchmarking, gain insights into how top performing farms, and your farm, can achieve year in year out profitability
- Gain insights into how leasing, share farming or contract farming works and how these business models need to be structured to ensure success
- Understand the processes that define how agricultural land should be valued (productive valuation versus market valuation)
- Critically analyse machinery purchasing decisions, true cost of ownership and understand a range of machinery ownership models
- Improve communication, provide certainty and direction for members of your family and farming business through the development of a farm succession action plan
- Build, develop and motivate your farming team by using appropriate human resource management systems

## SERVICES INCLUDE

- Customised packages to suit specific needs and wants. Some clients buy hourly rate services, while others purchase whole business planning packages that include annual reviews and the establishment of advisory boards
- Customised and practical systems and processes that enable complex farm management questions to be pulled apart and understood
- Invitations to special forums where clients can network with likeminded farm business owners and managers

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**Rural Directions**  
Pty Ltd

PO Box 646 Clare  
South Australia 5453  
T 08 8842 1103  
F 08 8842 1766  
E [admin@ruraldirections.com](mailto:admin@ruraldirections.com)  
[www.ruraldirections.com](http://www.ruraldirections.com)  
AFS Licence No 221556