



Fresh Start
Pig Academy



**Launching on 26th January 2012 at 7pm
at**

Harper Adams University College

**The Academy will provide an excellent
opportunity for new entrants
to set up in commercial pig
farming in the UK**



What is Fresh Start?

Fresh Start is an initiative designed to support and provide business knowledge to entrepreneurial new entrants, from both agricultural and non agricultural backgrounds, looking to set up their own businesses.



"We have an industry with a 'can do' attitude into which new entrants will be welcomed."

Dr Zoe Davies
General Manager
National Pig Association



Why a Specialist Pig Academy?

The demand for quality British fresh pork is continuing to grow so there is a need to encourage existing farmers and new entrants to look afresh at commercial pig production as a route into farming.

Fresh Start and BQP have identified partnership potential in Shropshire, and surrounding areas, where the farmers have a reputation for entrepreneurship.

What can you expect from the Fresh Start Pig Academy?

'The strong Waitrose performance provides an opportunity to attract a new generation of pig suppliers to meet our customers' needs. Waitrose are delighted to be associated with this innovative project.'

Duncan Sinclair
Agriculture Manager
Waitrose

There will be 6 meetings held weekly; the first of these being a "Walk the Supply Chain" day from farm to retailer.

The programme will also cover things such as efficient production, how to obtain planning permission, and business planning and finance.

Importantly, those who complete the course will have immediate access to a market for their product, along with the support of mentors to help them become established.

Overall, the Academy will address the key issues of what is involved in setting up and running a commercial pig unit, and the business and management strategy required to make such a project profitable and sustainable.

"As a young new entrant into the industry I have been able to build a sustainable business through my relationship with BQP."

Tom Wright
Norfolk Pig Farmer



What do I do next...?

- Visit the website for more details
- Contact Academy Coordinator Sophie Hope.
- Book your place at the Launch Evening on 26th January 2012.
- At the launch evening speakers will highlight an opportunity that exists for new entrants within the pig industry and how the Academy will connect you to this opportunity.

"Fresh Start is delighted to be working with BQP. Interest in quality British pig meat is very strong and I am sure that, working with an effective and efficient supply chain, we can create opportunities for the establishment of new, profitable production units."

Denis Chamberlain Chairman Fresh Start National

For more information go to:

www.dalehead.co.uk/about-us/farms/pigs/opportunities

Or phone Sophie Hope on

07773 319723

