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FAO;- Development Management, Wiltshire Council

Ref. Agricultural Justification for Diversification Project

Moo2Yoo Ltd- Shute Farm

Dear Sirs,

I can confirm that I have been working in a consultancy capacity for Moo2Yoo Ltd for the last two years'. The business has over that period of time developed a strong Dairy enterprise with direct sales well established within the locality.

The Directors' have a track record of excellent cashflow management having not had to utilise overdraft facilities or additional loans to manage finances despite the business being a startup & reliant on direct milk sales to multiple customers.

The business has had the opportunity to take on an additional Farm Business Tenancy at Longleat Estate in that period, & there is now an opportunity to consolidate operations.

With the planned exit from Dairy production in the coming months, this will generate significant capital for re-investment but will also create a significant gap in sales.

Longleat Estate have indicated that they will support the business as tenants in developing new diversified income streams. This includes future direct milk sales but is also not limited to development of farm buildings & new enterprises which support farming activity. This approach is backed up in DEFRA's recently released Land Use Framework;- <https://www.gov.uk/government/publications/land-use-framework>.

The farmstead at Shute is currently limited to arable & lowland livestock enterprises, with buildings not suitable to support a Dairy herd.

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The economics of arable production are limited by the commodity price of cereals as a result of global supply and the relative increase in fixed costs resulting in tight margins. Beef production although currently profitable for many farmers requires significant scale to manage commercially. There are simply not the land or building resources at Shute Farm to support these activities at a strong commercial scale.

Therefore, to sustain the business in the current climate it is important to supplement income with diversified income streams. Longleat Estate & the neighbouring Centre Parcs resort attracts thousands of visitors every year. By providing services to this footfall of people utilises the site & location of the farm.

The proposed development of Dog Kennels at Shute Farm is I believe a valid one, due to the ability of the venture to support agricultural activity with a low footprint on the landscape, & indeed a relatively low ingoing capital investment. Directors' have a track record of delivering high animal health & welfare outputs from the Dairy herd and are recognised via the brand 'Moo2Yoo' for this trait. It makes sense to transfer these skills to other animals & enterprises.

The new building also is in keeping with the farmstead & curtilage of the yard, having no impact on farm operations or core agricultural activity. I would therefore support this application due to its ability to strengthen the position of the farm holding into the future for both the tenants and the estate.

James Berry
AKC Partner