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FAO;- Planning Inspectorate

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 sustainable Dairy enterprise with direct sales which is well established within the locality of the Pewsey Vale.

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 the Longleat Estate in that period (2024), & there is now an opportunity to consolidate operations.

At present, 'Shute Farm' on the Longleat estate is cropped with Winter Wheat, Forage Maize & Herbal Leys (250 acres). Crops are farmed in hand with a contractor used for establishment. These crops are sold for animal feed to local wholesale markets. With Shute Farm becoming the family's principle residence from July, the business will also move livestock from the previous Dairy unit at Church farm to Shute Farm. 50 Beef Cattle & 30 Breeding ewes will support a mixed farming system at Shute going forwards.

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

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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.

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 suitable commercial scale.

Therefore, as part of ongoing development & with the growth of the kennel enterprise, the family intend to invest in the farm buildings on the holding that have been left in a dilapidated state by the previous tenant. The repair & improvements to the buildings will allow the business to increase cattle numbers to 200 head. This will allow for a more balanced commercial farming system with less cereals & cash crops & more output from grazing systems and livestock.

To support this investment & 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.

The resultant business will have an established diversified operation (Kennels), with a commercial livestock enterprise & an arable enterprise– in keeping with the situation & surroundings.

James Berry
AKC Partner