



GSC GRAYS

PROPERTY • ESTATES • LAND

# TAKING A FRESH LOOK AT DIVERSIFICATION

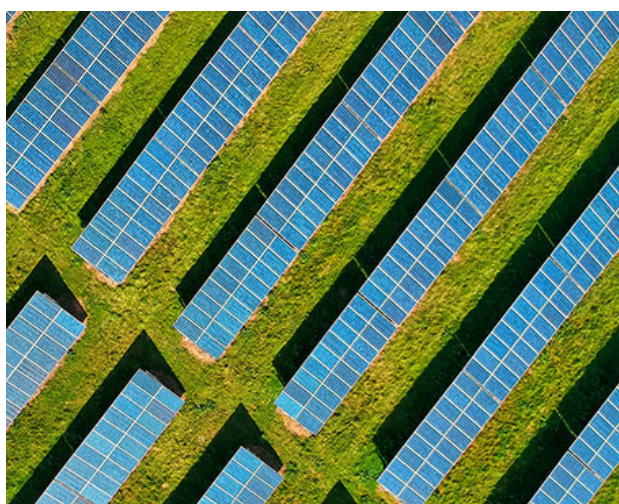
In reaction to the first major re set of agricultural policy since 1947, a farming businesses ability to adapt and diversify has become a key topic.

Diversification is not a new idea, our survey of farm businesses in 2020 revealed that 72% had already diversified, but it is an area of opportunity that continues to grow and evolve, and we know that many of you are considering new ventures.

At GSC Grays we believe that these opportunities should not be thought of simply as diversification, but should be considered as new enterprises, or as complementary additions to your existing business.

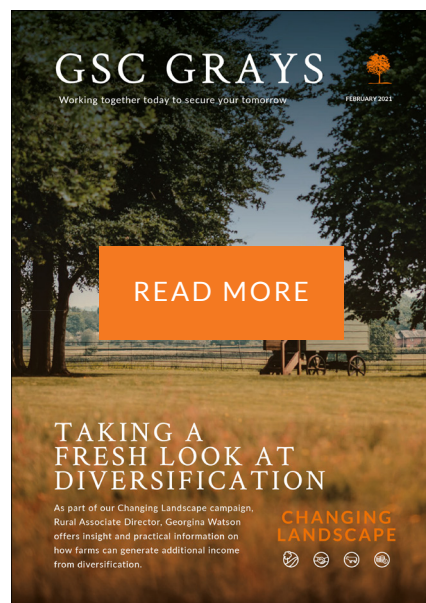
Amongst the respondents to our survey who hadn't diversified, 63% were interested in doing so, and of those who had 70% were looking for further opportunities.

The opportunities available to farm businesses are far reaching and diversifying does not necessarily mean you have to look outside of the farming or rural environment to generate additional income.



\* Please note that the information contained within this briefing is based on current understanding of Government Legislation and is subject to ongoing change. Before making any decisions that will affect your business you should seek further advice. Compiled January 2021.

Our booklet 'Taking a fresh look at diversification', will guide you through some of the key questions and issues you should consider, and help you start to turn some of your ideas into reality.



## FARMING THE SUN

As part of our ongoing Changing Landscape programme, in February's podcast our solar specialists Chris Thyer and John Wallis were shining a light on solar farms.

Chris and John answer questions such as what makes land suitable for a solar development? Can you carry on farming around it? What happens when the lease ends? We also hear from a GSC Grays client who currently has a solar farm in development.

