
Overview

This standard covers the planning, management and monitoring of the operation and performance of an enterprise within a whole farm management context. Enterprises will be of different sizes – large and small.

Each enterprise must have clear business objectives and targets and the system of production must be planned to deliver these. Effective monitoring and evaluation systems must be in place and enterprise management must be responsive to change.

This standard is suitable for farm advisers, farm managers or farmers.

Performance criteria

You must be able to:

1. define objectives and targets for the farm enterprise and plan a system of production to deliver these
2. confirm that the plan produces products that meet and respond to changing customer/market requirements so as to maximise opportunities
3. evaluate the development of new technologies and make decisions as to their use and appropriateness to the farm enterprise situation
4. seek specialist advice where required
5. produce physical and financial forecasts for the farm enterprise based on the targets
6. produce procedures and protocols to manage and monitor the performance of the farm enterprise
7. identify and confirm availability of the resources required to implement the plan for the operation and performance of a farm enterprise
8. communicate the plan to those involved with the implementation
9. plan and manage the enterprise production system in a way that is sympathetic to the environment and consistent with relevant standards and codes of practice
10. establish measures to maintain required levels of hygiene and bio-security and confirm that they have been implemented
11. establish measures for the recycling or disposal of waste and by-products in accordance with relevant legal and organisational requirements, and confirm that they have been implemented
12. confirm that working methods maintain health and safety and are consistent with relevant legislation, codes of practice and organisational requirements
13. confirm that those involved in the operation of the farm enterprise are using appropriate personal protective equipment (PPE)
14. interpret and implement changes resulting from external policy directives and frameworks such as the water framework, Nitrogen Vulnerable Zones, cross compliance
15. monitor compliance with relevant quality assurance schemes and use this information to optimise market opportunities
16. monitor and evaluate the operation and performance of the farm enterprise on a regular basis to ensure that targets and objectives are being met and make changes as necessary

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17. confirm that records are maintained and stored as required by relevant legislation, codes of practice, quality assurance requirements and organisational policies

Knowledge and understanding

You need to know and understand:

1. the objectives and targets of the farm enterprise
2. the need for the enterprise to be complimentary within a whole farm business mix, exploiting supplementary opportunities but avoiding competitive issues
3. the market/customer demand for specific products in relation to quantity, size/volume, quality specification, seasonality and changing trends
4. the different systems of production available for the farm enterprise
5. the principles of sustainable production systems
6. the ethical issues related to the operation of the farm enterprise
7. the details and purpose of relevant quality assurance schemes and their influence on the success of the farm enterprise
8. how technology can be used, for example, to improve the operation and performance of the farm enterprise
9. the sources of information and specialist advice on the operation and performance of a farm enterprise
10. how to plan the operation and performance of the farm enterprise to meet defined objectives and targets
11. how to produce forecasts and budgets and how to introduce an effective physical and financial control system to assess critical performance components of the farm enterprise
12. how to determine the human, financial, material and capital resources necessary to achieve the plan for the operation and performance of a farm enterprise
13. the methods of communicating plans and procedures to those involved in their implementation
14. the methods of maintaining hygiene and bio-security and the reasons why this is important
15. the relevant legal and organisational requirements for the handling, transport, storage, recycling and disposal of waste and by-products
16. your responsibilities under relevant environmental, health and safety and food hygiene legislation, codes of practice and organisational requirements
17. the importance of confirming that the correct personal protective equipment (PPE) is used by those working in the farm enterprise

18. the need for careful management and regular monitoring and review of the performance of the farm enterprise to ensure objectives and targets are met and the recording systems and packages available for achieving this
19. how internal and external influences may impact on the performance of the farm enterprise, such as price changes arising from market conditions, and the changes that may be required to the plan
20. the requirements for reporting and recording and the length of time for which records should be retained

LANAgM9

Plan, manage and monitor the operation and performance of a farm enterprise



Developed by	Lantra
Version Number	3
Date Approved	January 2018
Indicative Review Date	January 2023
Validity	Current
Status	Original
Originating Organisation	Lantra
Original URN	LANAgM9
Relevant Occupations	Farm and Horticultural Managers; Farmers and Growers; Agricultural Technical Advisor
Suite	Agricultural Management
Keywords	agriculture; enterprise management; policies; plans
