# Website Design & Content Notes

# Home Page

Oak Tree photo

Logo top left

What We Do - Three blocks with photos and heading for each linking to What We Do page

* Consulting
* Production
* Marketing

Welcome to RegenFarm - Short paragraph linking to About Us page

Link to Twitter feed @RegenFarmers

# About Us

Jason Hayward-Jones

Qualifications

* BSc (Hons) Agriculture – Seale Hayne Agricultural College, Devon.
* MSc Agronomy – University of Lincoln-Nebraska, USA.

Professional Memberships

* Associate Member of the British Institute of Agricultural Consultants (ABIAC)
* Fellow Royal Geographical Society (FRGS)

## Projects

Jason has over 25 years professional experience working in the agricultural industry in the UK and overseas. Beginning his career with not-for-profit organisations in Asia and Africa, Jason assisted rural communities rehabilitate and develop their farm businesses and local economies with large scale sustainable agricultural programs.

Jason established RegenFarm and continues to undertake consulting assignments in Asia, Australia and South Africa assisting commercial and government clients to adopt regenerative agriculture practices into their existing and new business and programs. Recent consulting assignments include;

* Providing design and operation advice to the Northern Iraqi Leadership for the reconstruction of agricultural infrastructure to promote food value chains and kick-start the rural economy.
* Restructuring Kenya’s largest agricultural cooperative to link small holders to microfinance schemes and gain capital to grow their businesses.
* Senior Adviser to the Minister of Agriculture in Afghanistan, and incorporating sustainable agricultural models into a decentralized government system, thereby elevating rural livelihood and food security for isolated farming communities.
* Assisting a large Aboriginal Corporation’s Cattleman Association to design and manage a 100,000ha cattle station on previously unutilized native title land in Australia.
* Providing design services and management mentorship to several Australian Aboriginal Corporations to develop cattle stations which generate sustainable local employment for community members.
* Designing an agribusiness incubator network in South Africa for a large mining corporation in cooperation with local communities and the Department of Trade and Industry.
* Bespoke consulting assignments to numerous family and small corporate farmers in Australia, Southern Asia and Africa to lower input costs and the diversify revenue base using sustainable production methods.

# What We Do

RegenFarm’s international consulting business forms a valuable body of work from which to draw on, selecting the best practices from different countries and adapting them for local use in England.

RegenFarm has now established in Devon, and undertaking three work streams:

* Consulting – providing management, technical and networking (@RegenFarmers) services to smallholders, farmers and the agribusiness industry to utilize regenerative techniques to increase productivity and profitability, and deliver a range of social and environmental outcomes. (Use corresponding photo from Home Page).
* Production – establishing a “Farm of the Future” production base to showcase regenerative and biologically intensive production methods. Regenerative agriculture works and one of the best ways to assist clients to convert is to physically demonstrate the methods on a real farm. (Use corresponding photo from Home Page).
* Marketing – developing knowledge and markets in local schools and communities via the “Our Local Farm” program, which is designed to encourage education about farming, healthy eating, enterprise development, employment pathways, and end-to-end value chain connections. (Use corresponding photo from Home Page).

# Services

(Use a collection of photos depicting a selection of services for Smallholders/Farmers/Agribusiness)

## Farm Design & Planning

* Regenerative agriculture planning and design; onsite and remotely
* Digitisation and visualisation of concept and design plans

## Smallholder & Farm Business Management

* Farm business strategy planning, start-up, incubation, turnaround, and recovery
* Farm business operational and financial planning and management
* Change management for individuals and organisations

## Technical Production & Marketing Advice

* Soil carbon management and development
* Conversion to low-input high-output systems
* Conservation planning and management
* ‘Polyface’ grass-based production methods
* Biologically intensive production methods
* Value chain construction and direct retail market development
* Farm revenue diversification in the ‘Payments for Ecosystem Services’ market
* Financial, environmental and social impact monitoring

## Agribusiness Industry Networking

* Training and events featuring some of the world’s best farmers– “agri-tainment!”
* Discussion group via @RegenFarmers

## Pricing

* Initial free consultation by telephone and/or email.
* Service and prices designed to match your budget so you can take the first vital steps to improving your productivity and profitability. Contact me for details.
* If you live in the North Devon and Torridge local government areas there is an immediate opportunity to apply for grant funding to cover the cost of RegenFarm’s consulting services. Let us assist you in gaining the funding to move your regenerative farming plans forward.

# Contact

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Twitter: @RegenFarmers

Contact Form