

Agri Diversification Enterprise Training

Are you a member of the farming community?

Would you like to Diversify your farm?

*Do you have a business idea that could add value
to your current farm business?*

SECAD's Agri Diversification Enterprise Training will allow participants to assess the commercial viability of their business idea and generate a well-structured business plan.

Participants will be guided through the aspects that they need to consider when setting up a new business on their farm.

Training will consist of one to one mentoring, group sessions and a visit to a successfully diversified farm. Programme topics include:

- *Market Research techniques*
- *Business planning*
- *Financial planning and management*
- *Marketing and the use of Social Media*

Group sessions will take place in SECAD, Middleton Community Enterprise Centre, Owennacurra Business Park, Knockgriffin, Middleton, Co. Cork.

To reserve a place on this programme or to find out more information please contact Kieran Butler on 0214613432 or email: kbutler@secad.ie

Start date to be confirmed.

This course is supported by South and East Cork Area Development Ltd (SECAD) through the European Agricultural Fund for Rural Development and the National Development Plan



Comhshaol, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government



'The European Agricultural Fund
for Rural Development: Europe
investing in rural areas'.