



Level Up Hort

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Frequently Asked Questions

What is the cost? This service is free to vegetable and onion levy paying growers for up to five years. It has a total value of \$50,000 worth of consulting time.

How much time will it take and what data or information do I need? The initial meeting to collect your data will be about 1 to 3 hours depending on available information. You will need financial reports from your accounting software and production data.

Is this a five year commitment? To receive the full benefits from the program, participants are expected to commit for its duration. However, there is no penalty for withdrawing from the program if you can no longer participate.

What is a farm management consultant? Farm management consulting is a highly specialised and unique service that matches up production data with financial metrics and reviews how every dollar invested in growing is converted into income and profit. The external view of a consultant delving deep into your business pin-points areas of risk and potential to improve your business performance.

How is this different to what my accountant does? An accountant helps you minimise your tax obligations and develops accounting structures to suit your business. A farm management consultant aims to make your business more efficient, improve your balance sheet over time and provide specific production level insights. We see both services as complementary to each other.

I am a price taker, how can this help me? Wholesale market prices are extremely sensitive to price volatility but knowing exactly what it costs to land a product in the market can enable you to fine tune your cost structure and optimise margins, and to use the data to negotiate for a minimum price return.

Do I get to choose my consultant? Our team of highly qualified consultants have been allocated to regions for logistical purposes. If you have a specific preference, we will try where we can to accommodate your request.

How safe is my data? Protecting your data, privacy and confidentiality is our utmost priority. Only your consultant and support staff who assist with analysis will see your data. Benchmark data is de-identified with no identifiable features (name, farm location, area) included in the analysis.

Can I still be involved if I grow non-levied crops? The program is for growers who pay vegetable and/or onion levies. If you grow other crops in addition to vegetables or onions then you are eligible to participate as long as you meet the criteria which includes business turnover and the proportion of your production that is vegetables. Talk to us for further clarification.

Can small growers be involved? Yes, we are seeking a range of different business scales from small, medium to large and this is based on turnover. Small businesses (<\$500,000 turnover) are encouraged to check with our team for eligibility.

Do I need to provide access to my accounts? The value of this project is that the data is undisputed, as it is mostly direct from your cashbook. You can either provide the consultant direct access to your accounts or someone in your business (or accountant) can provide the required reports.

What experience does Planfarm and RMCG bring to the table? Planfarm have been consulting to horticultural businesses for 6 years, and have been a well known and respected farm management consulting firm among grain producers for more than 50 years. RMCG have been working with horticulture and agricultural clients (including dairy) for more than 30 years and are highly regarded in many regions across the east coast of Australia. The partnership of the two firms in this program offers a wealth of experience to vegetable and onion businesses across Australia.

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