

Andover Office

Waterfield and White Ltd

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The Andover office of the Farm Consultancy Group (FCG) was formed in January 2009 by the merger of two long standing FCG businesses. The merger of William Waterfields' and Chris Whites' businesses brought together two of the regions most experienced dairy and business consultants into a new practice in the Andover office. William and Chris both have 20 years experience as farm and agricultural consultants.

We specialise in the provision of agricultural and rural business consultancy to a wide range of farmers and landowners in the Home Counties and the South East. We work for both conventional and organic farming businesses. Our services include strategic planning and business appraisals for farmers and landowners. We undertake bespoke work including the preparation of rent tenders and have an enviable record in the preparation and submission of proposals for capital grants under both English Rural Development Programme (ERDP) and Rural Development Plan England.

The preparation of detailed technical advice to dairy and livestock farmers is a key element of much of our work for our retained clients. We strive to tailor our advice to the needs of our clients' businesses from grassland and forage planning to detailed rationing and advice on health and welfare. We specialise in the management and conversion of farms to organic standards; evaluation and applications for environmental grants under both Entry Level and High level environmental schemes; calculations and record keeping for NVZ compliance. In addition to our consultancy service we run buying groups on behalf of both our conventional and organic clients and we provide advice to milk producer groups.

Curriculum Vitae

William Waterfield

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William Waterfield has 30 years experience in farm management and agricultural consultancy. In January 2009 he merged his business with FCG colleague Chris White to form Waterfield and White Ltd. Based from the FCG regional office in Andover. As a SFEDI accredited consultant he specialises in providing financial and technical advice to farm and rural businesses in both the dairy and mixed farming sector.

Working mainly for retained clients he uses his wide range of skills and knowledge to analyse and appraise complex alternatives for land based businesses and prepare detailed financial budgets and plans. Over the years he has helped many of his clients develop detailed contract and share farming agreements.

Working for both conventional and organic businesses he is ideally placed to provide impartial advice on a wide range of technical dairy issues including grassland and forage planning (he is FACTS qualified) as well as rationing and animal welfare issues. William is a major provider of advice on all aspects of organic farming and livestock production including the planning and budgeting of the conversion to organic farming. He is an accredited member of the Institute of Organic Advisors and Trainers (IOTA) William provides advice on environmental schemes ELS and HLS and issues relating to cross compliance and soil management as well as assessment of the impact of Nitrogen Vulnerable Zone regulations and strategies to mitigate the cost and implications of these regulations.

He has a successful track recording of delivering Rural Development Grants applications under both the RDPE scheme and the previous ERDP scheme. He provides bespoke consultancy services ranging from assessment of the agricultural need for rural dwellings to literature reviews and reports; he is a regular contributor to the Organic Farm Handbook.

Curriculum Vitae

Christopher White, (HND), MBIAC

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Chris has over 20 years experience working as an agricultural consultant. He provides strategic advice to farm businesses looking to develop/restructure their farm businesses and alternative enterprises.

He specialises in management systems for the dairy and arable sector providing

- Business Appraisals
- Financial Planning
- Management Accounts
- Tender Applications
- Facilitator of discussion Groups
- Contract Farming Agreements
- Group Commodity Buying
- Nitrate Vulnerable Zones (NVZs)
- Specialist technical dairy advice regarding grassland, rationing and breeding

Qualified with the Small Firms Enterprise Development Initiative (SFEDI)
Business Support Standards for Business Advisors.
Fertiliser Advisers' Certification & Training Scheme (FACTS) qualified

Curriculum Vitae

Edward Gosling, BSc

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Ed Gosling joined Waterfield and White Ltd (W&W) in January 2009 having graduated from Reading University with a Bsc in Agricultural Business Management. He currently specialises in consultancy on Nitrate Vulnerable Zones for both livestock and arable farms. He also gives technical advice to dairy farms and is involved in financial planning and applications for agri-environmental schemes. Ed previously gained experience from working on his family's organic dairy farm and milk processing facility in Wiltshire.