

Newbie

Type of toolkit:

A set of videos featuring information on key success factors that have helped new entrants become more successful.

Target audience:

New entrants to farming or farmers diversifying their business.

Toolkit topic and highlights:

Practical tips and hints for new entrants when starting a business: with farm overview, organic certification, support networks, and advice for new entrants.

Website access:

Introduction



- Once a Newbie has established their business it is important that they continue to grow and innovate to ensure future sustainability of the business
- Kylie Magner of [Magners Farm](#) New Entrant competition winner 2020 shares some of her main strategies to develop the business.

Farm Overview



- Kylie from Co Tipperary is a free range poultry farmer who has recently added beef, sheep and pigs to the farm.
- Having returned to the farm after a period working abroad Kylie was eager to make the farm a viable fulltime option for herself and her husband Billy.



- You can read more about Magners farm [here](#)

Organic Certification



- Farming organically is an important aspect of Magners farm.
- Despite not being organically certified Kylie still farmed as though the farm was organic from the very beginning.
- After a two year transition phase the farm was certified organic.
- The premium obtained for organic eggs has been essential to the viability of the business in its early stages.
- [Steps to Organic Conversion](#)

Support Networks

- Support networks are essential for all new entrants, they allow new entrants to confide in and seek advice from peers who can point them in the right direction.
- This is especially important in times of difficulty and often provides the motivation to push on and grow the business.
- [Acorns](#) and [LEO](#) were important supports for Kylie

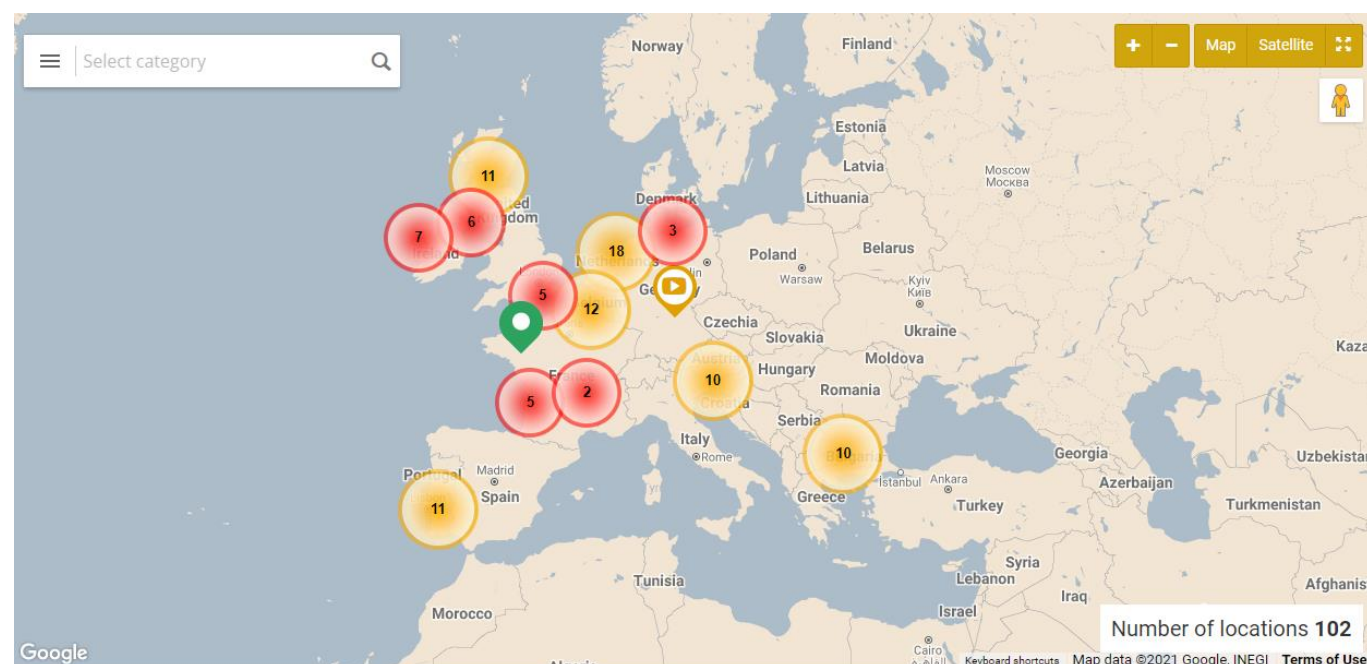


Advice for new entrants



- As a recent new entrant to agriculture Kylie has gained a great deal of knowledge and insight on the barriers and opportunities that future new entrants will face.
- In this video Kylie Magner gives her key pieces of advice to future new entrants.

Further Information





After looking at the NEWBIE topic specific toolkit - what do you consider useful for your work (as a new entrant, established farmer, advisor, policy maker, researcher, teacher, etc.)?

From your perspective - what did you miss in this topic specific toolkit?

Since we would like to continue with the monitoring of new entrants - would you like to share your e-mail address for future information exchange?

<https://forms.gle/xiLsDw5MNJwEPkyA9>