

# Fantasy Farming Concept

## AFCP Annual Forum

“New Approaches for Charities to support  
modern FE Colleges”



ASKHAM BRYAN COLLEGE

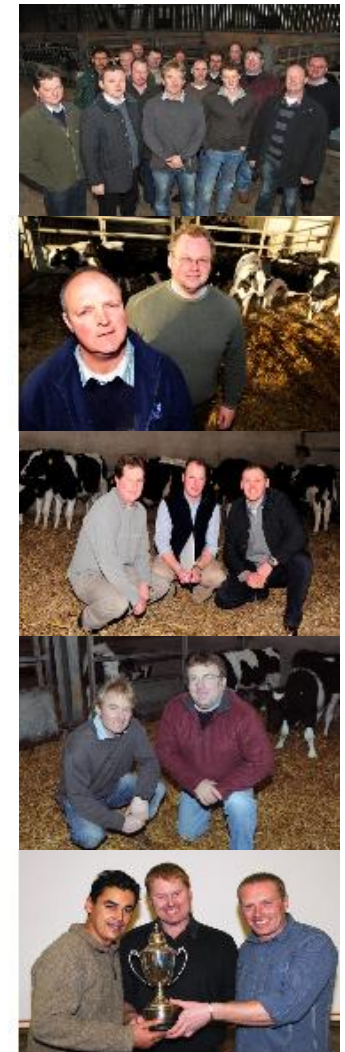
# The Problem.....



Dairy Bull Calves being shot at Birth

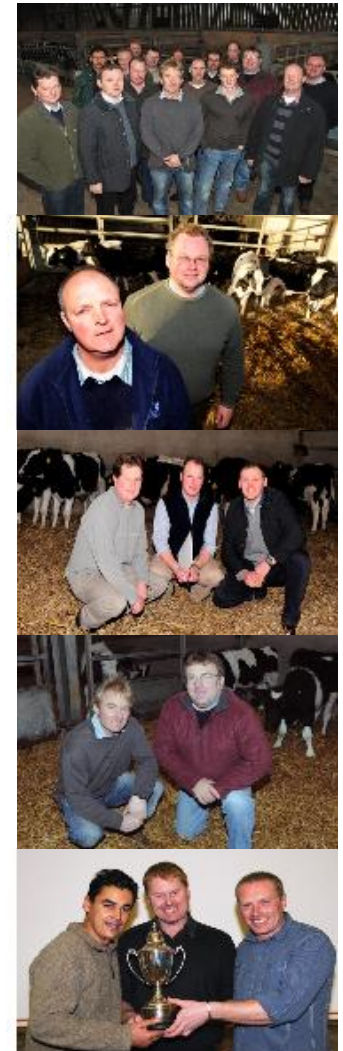
# Aims of the project

- Improve the image of the beef / dairy industry
- Knowledge transfer
- Networking
- Identify different feeding methods
- Positive PR



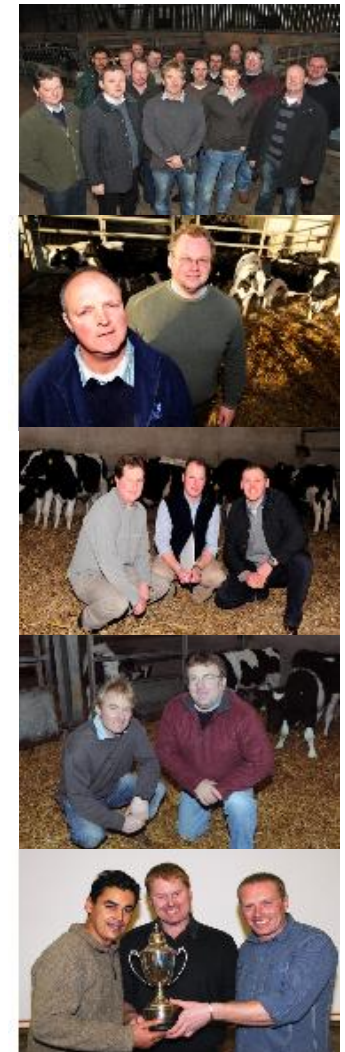
# The concept

- 10 pens housing 8 bulls per pen
- 20 beef and 10 dairy Farmers from Yorkshire
- League table competition
- Cattle housed on the College farm
- Farmers to attend monthly meeting
- Team decide on all aspects of cattle management
- Winning team is the one which makes the most money from their pen of animals



# Rules

- Fixed costs of 51p per day
  - Straw
  - Water
  - Building costs
  - Labour
  - Machinery costs
- Feed costs adjusted to reflect realistically what farmers would pay
- Vet costs – Actual cost per animal
- Teams given “bonus £” for attending meetings
- Teams with highest profit from 7 animals won

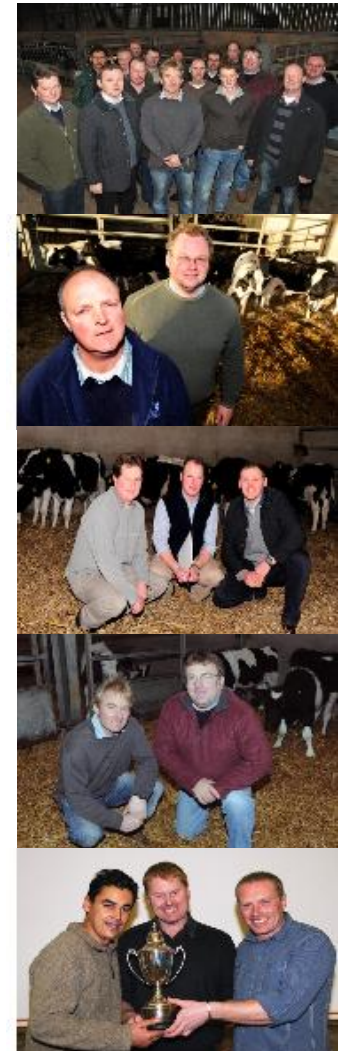


# The Project



# The Monthly Cycle

- Cattle weighed every 28 days
- Results emailed to team captains
- League tables published onto website
- Blog update
- Teams attend monthly meeting
- Team submit any changes to management



# Costs

- £78,000 – Lantra Funding – (Project Management, Marketing, Monthly meetings etc)
- £13,000 – ASDA / ABP – Study Tour
- £10,000 – ASDA / ABP – Prize Fund (Calgary)
- **£3,367 / Learner**





# What made it work?

**BARCLAYS PREMIER LEAGUE**

TOP		PLD	+/-	PTS
1	TOTTENHAM HOTSPUR	2	5	6
2	CHELSEA	2	3	6
3	ARSENAL	1	5	3
4	LIVERPOOL	2	3	3
5	MANCHESTER CITY	1	2	3
6	WEST HAM UTD	1	2	3
7	WIGAN ATHLETIC	2	1	3
8	FULHAM	1	1	3
9	BIRMINGHAM CITY	2	0	3
10	MANCHESTER UTD	2	0	3

**BBC SPORT** [bbc.co.uk/football](http://bbc.co.uk/football)



# What made it work?



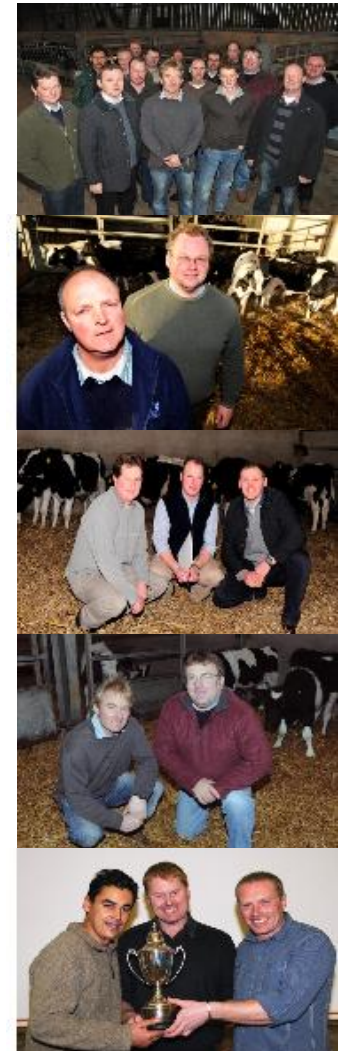
# What happened next?

- FF2 Launched – same formula, different outcomes
- 25 out of the 30 farmers took part in FF2
- Harder to find interesting speakers on topics not covered
- Study Tour France
- Same funding
- FF3 Launched – No Lantra Funding
- Farmers paid money for aspects of FF3
- Yorkshire Beefing Up Returns Discussion Group



# Main Outcomes of the Project

- Attracted interest from regional and national media
- Visits by industry executives
- Beef and dairy farmers working together
- Friendship
- Shortlisted for two education awards at the Yorkshire Evolution Awards
- The projects continued for 4 years
- Farmers making changes to their own business based upon things they learned



**Any  
Questions**

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