

45 Minute Farm Ownership Pathway Plan



Sam Marwood: Cultivate Farms



You can own a farm



Notepad/phone

Mindset changes

Farm vision

Little black book

Tactics

Actions for the weekend

Match makers



Relationships-focused

What

Hope

You can own a farm

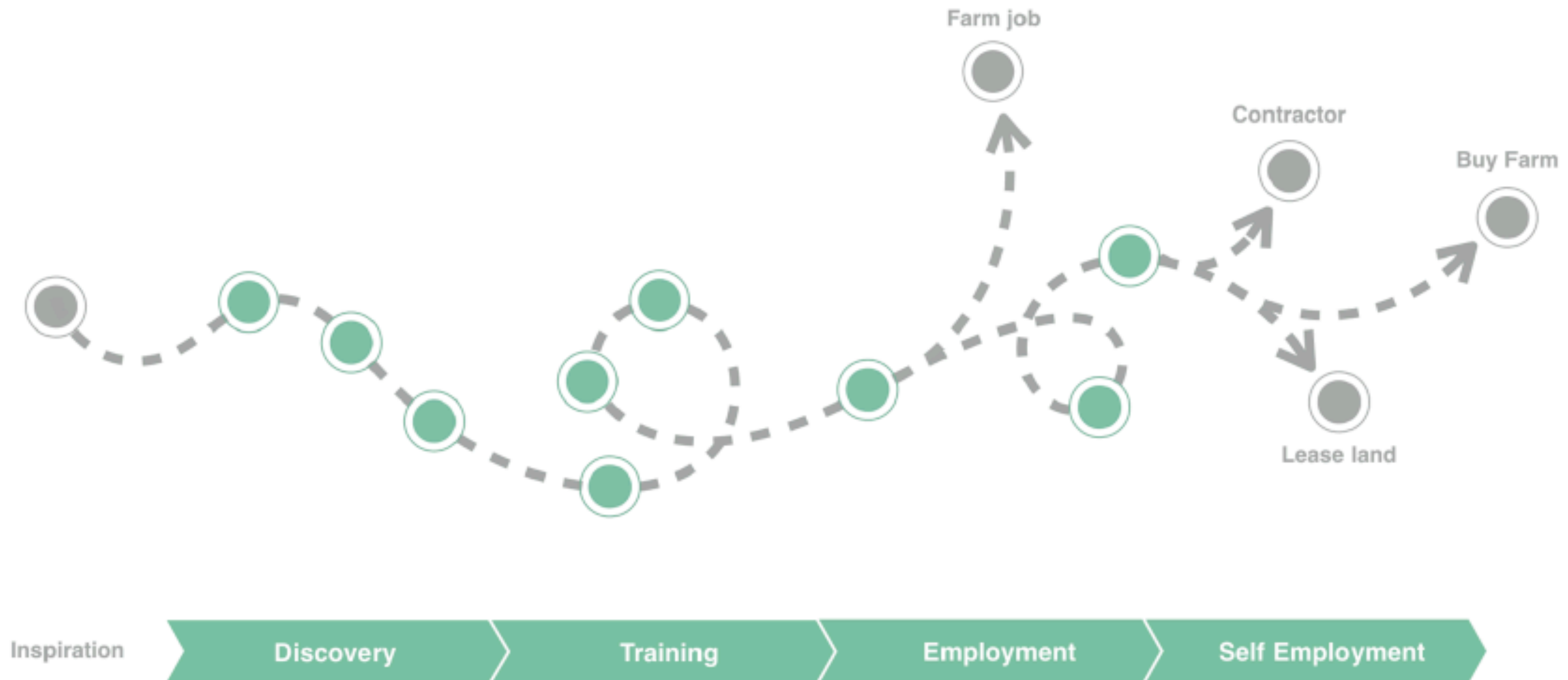
Farm-Ready

Make sure you're good enough

Matching

Values-alignment

Farm Ownership Pathway



Lessons Learned

Aspiring
Farmers

Need to partner: 32 years to
save for a farm

Retiring
Farmers

Limited options: Don't know
you are an option

Investors

Time: They are everywhere;
you need to uncover them

Shared ownership

Lease to buy

Equity

Vendor
finance

Sharefarm

Long term
lease

Momentum

**1000
aspiring
farmers**

13 matches

**25 matches
ready**

Cultivator

[www.cultivatefarms.com/
farms](http://www.cultivatefarms.com/farms)

Investor backing farmers

10+ investors

**Attention
growing**

400+ videos

**Offline
matches
everyday**

www.cultivatefarms.com/blog



Your Goal

**Find one person who loves
you and wants to back you**



Connecting People for Growth

Mission: **Breaking down barriers to cultivate healthy farming.**

Vision: **Rejuvenated farming communities that nourish Australia.**



A woman wearing a straw hat and a bright green sleeveless shirt is crouching in a field of dry grass and straw. She is smiling and petting a dark-colored pig. Another pig is visible in the background near a wooden fence. A semi-transparent blue rectangle is overlaid on the image, containing the text 'Case studies'.

Case studies



3500 acres
Central Vic



**1000 acre
sharefarm**

Kyneton

Realise your farm vision

Case studies

**Hazelbrae
Tasmania**

**Tim and
Tegan Hicks**

**Job, then
go buy more
land**

**Stephen
Fisher**

**Bachelor
writing in will**



Matched investor and aspiring farmer

13 farms pitched
Dec 2017

Farming June 2018



Freeland Pork

Claire and Marc
Coates

Backstory

Why you?

Investor
expectations

Lessons

1. Mindset

Who is
holding you
back?

What
friendships
do you need
to stop/
start?

I'm not
deserving

Worried
about
comments

Do you
really want
the stress?

Don't have
the time

Not possible

As if anyone
would back
me



2. Farm vision

What do you really want?

- Size
- Location
- Operation
- \$ needed

3. People

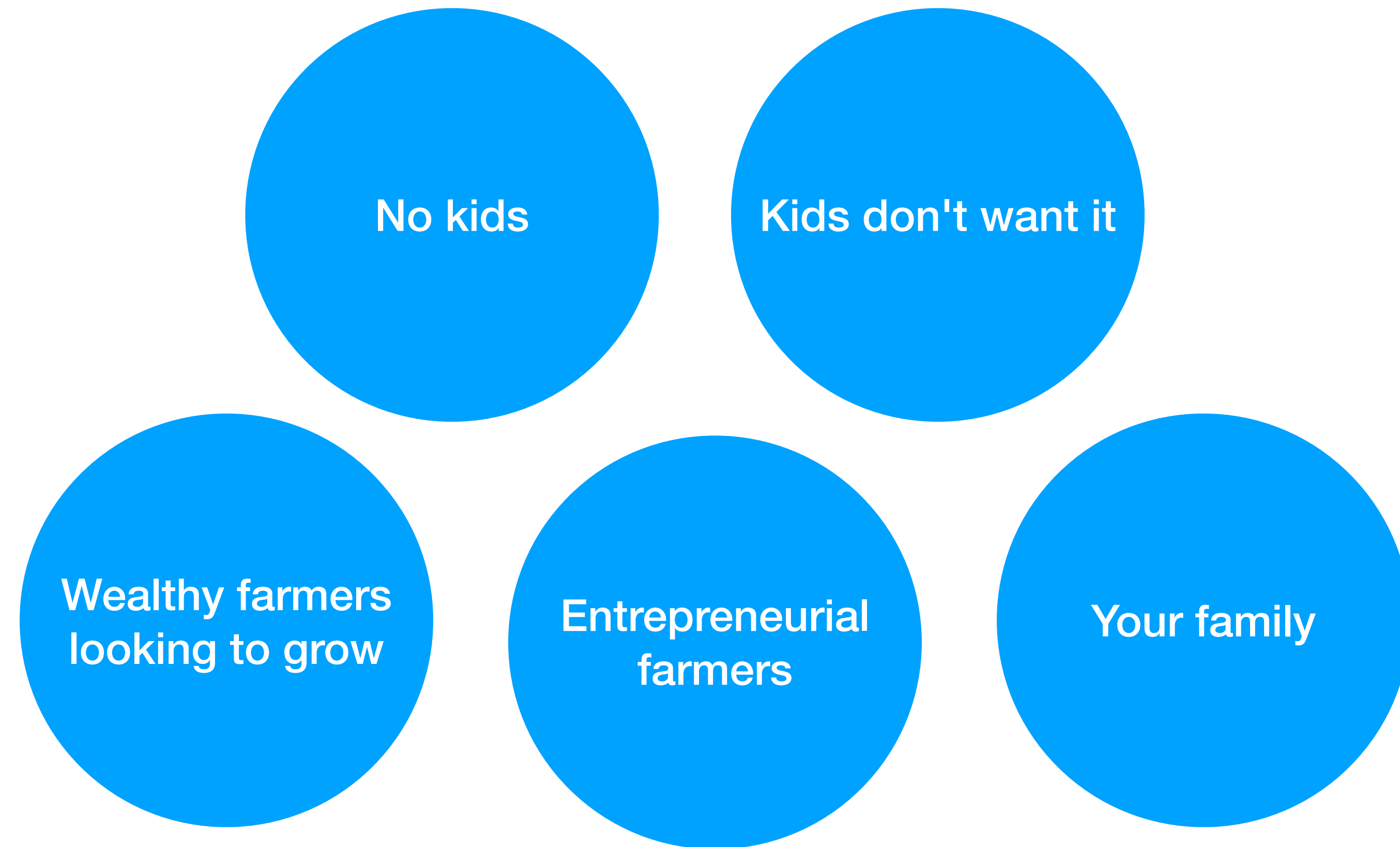
Investors

Retiring farmers

Who are investors?



Who are retiring farmers?



4. Tactics

Be genuine



Tactics - Investors

Little black book

Mayors

Land services

Succession
planners

Real estate agents

Accountants

Bankers

Farm advisors

Tactics - Investors



Tactics - Retiring Farmers

Little black book

Social media -
document your
journey

Coffee meetings

Dinner parties

Groups -
Landcare,
associations

Letter in letterbox

Get paid to meet
farmer; truck
driver, seed
cleaning

Local newspaper
articles

Tactics - Retiring Farmers

Town hall meeting

Know landscape
better than real
estate agent

Go to places
where retiring
farmers go

Volunteer - fix
fences, write grants

Look for land to
lease

Get friends and
family looking

Farms not sold for
6 months

Qld young farmer
debt program

Tactics - Retiring Farmers

Facebook
Marketplace,
Gumtree,
Classifieds

Marry into a farm

Get adopted by a
retiring farmer

Setup contracting
business

Farm sit

Drive up driveways

5. Three actions for this weekend



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Free content

www.cultivatefarms.com

YouTube

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Twitter

Podcast

Instagram

Blog

Google

