

PRESS RELEASE

The
businessbarn
Diversification Inspiration

For immediate release

18.01.23

Participants needed for The Diversification Survey

The Business Barn is looking for participants to share their experiences, in their first ever Diversification Survey

The Business Barn is the leading free-to-use diversification help website.

We are calling for farmers and rural landowners to take part in this inaugural 30 question study to share their activities, thoughts and opinions about their diversification projects. We are looking for responses from both farmers and rural landowners who have, and who have not diversified their farming enterprises. We are looking for as many responses as possible in order to make this survey as comprehensive and accurate as possible.

The aim of the research is to shine a spotlight on the diversification industry, to gain a better understanding of the health of the diversification industry, as well as spotting trends and patterns, as well as to establish challenges that diversifying farmers have faced on their diversification journey. The findings will be published on www.thebusinessbarn.co.uk later on in the year.

Complete the survey at www.thebusinessbarn.co.uk/take-part-in-the-diversification-survey-2023/ or a shorter link is: <https://forms.office.com/e/5hhraLyqMT>

This is the first of several surveys that The Business Barn will undertake this year, further cementing it's reputation as the leading website dedicated to farm diversification.

The first of it's kind, the Business Barn is the leading free to use website hosting a wealth of ideas, inspiration and rural business advice specifically aimed at diversifying farmers and landowners. We are an unparalleled resource hub, and totally unique.

The Business Barn attracts a niche audience of thousands each month of farmers and rural landowners who are looking to diversify, but don't know where to start, who visit us to find advice, information, inspiration, and businesses needed to start a diversification project. The website hosts a wealth of free to access expert advice, content, and resources including:

- An extensive rural business Diversification Directory, a unique directory dedicated to connecting farmers and rural landowners with businesses providing products, services and expertise that is directly relevant to them.
- A comprehensive advice library featuring topical articles, business advice, case studies, trends and webinars
- Events
- Rural Classifieds -the place to buy and sell niche items, and search business opportunities
- The latest industry news.

With kind regards
Charlie Lloyd, The Business Barn