

Newbie PROJECT

Newbie is a four year project that runs from January 2018 to December 2021.

Newbie is a thematic network that receives funds from the European Union's Horizon 2020 program under the Grant Agreement 772835.

The project is coordinated by Andries Visser (Stichting Wageningen Research).

Newbie in Ireland

In Ireland, Teagasc is the main contact for Newbie. National contact details:

Thomas Curran, thomas.curran@teagasc.ie
Tel: +353 25 42244,
Consortium Member

Dr Tom Kelly, tom.kelly@teagasc.ie
Tel: +353 59 9182097
Consortium Advisor

Contact Us

Wageningen Research
Edelhertweg 1
8200 AK
Lelystad

info@newbie-academy.eu

Visit us on the web at
www.newbie-academy.eu



New Entrant Network: Business models for innovation, entrepreneurship and resilience



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Newbie in a nutshell

Sustaining a cohort of new entrants is crucial for the agricultural sector and rural regions in Europe. New entrants bring innovation and entrepreneurialism, as well as practical skills and networks. However, new entrants face considerable challenges in entering the sector (see below). The newbie network will address the challenge of enabling new entrants to successfully establish sustainable farm businesses in Europe.

The Newbie network will feature the development and dissemination of new business models, including new entry models, to the full range of new entrants - from successors to complete newcomers to the agricultural sector.

The Newbie network offers a unique platform by bringing together new entrants, successors, advisors, researchers, important regional and national actors and relevant stakeholders in national networks.

Who are new entrants?

New entrants are defined in the Newbie network as anyone who starts a new farm business or becomes involved in an existing farm business. They comprise a wide range of ages, agricultural experience and resource access. Newcomers and successors can enter farming at any stage in their working lives. They face common barriers: access to land, labour, capital, housing, markets, knowledge and the networks needed to acquire these resources.



Sustaining a cohort of new entrants into agriculture is crucial to the ongoing vitality, resilience and competitiveness of the agricultural sector and rural regions in Europe

- NEWBIE consortium



Newbie challenges

New entrants face quite a number of barriers in developing new sustainable farming businesses. Newbie aims to help new entrants to overcome these barriers. Examples of these challenges (barriers) are:

- ◆ Access to land: rising land prices and leasing rates make it hard to start new businesses, specifically in these region new entrants will experience competition with existing farmers ex-panding their farms for economy of scale.
- ◆ Access to capital: assets such as land may be required to secure financial loans above any unsecured threshold limits.
- ◆ Access to information: newcomers may have problems getting access to the traditional agricultural information system.
- ◆ Access to markets: new entrants may be unaware or unable to break into established marketing channels. It can be difficult to integrate into established supply chains

Action

Newbie will organize a diverse range of activities, both at the national and the European level. National discussion circles will be established with new entrants and relevant stakeholders.

Newbie will create a video channel with a library of inspiring new entrants visual stories from all participating countries.

We will provide opportunities for bilateral exchange of new farmers and advisors across Europe.



Our team

NEWBIE is a consortium of 10 organisations across Eu-rope:

- ◆ Stichting Wageningen Research (NL)
- ◆ The James Hutton Institute (UK)
- ◆ KU Leuven (BE)
- ◆ Universidade de Évora (PT)
- ◆ Fachhochschule Südwest-falen (DE)
- ◆ Univerza v Ljubljani (SI)
- ◆ RENETA (FR)
- ◆ TEAGASC (IR)
- ◆ Business Incubator Gotse Delchev
- ◆ Bund der Deutschen Landjugend (DE)



Our team

Discussion circles

At the core of the project are national discussion circles of about 50 participants (new entrants, successors, advisors, educators, research) which will meet twice a year in every participating country. In these networks the new business models will be presented and discussed, toolkits validated and experiences from the participants will be exchanged. Furthermore, the results of the national discussion circles are shared and discussed with all discussion circles through a special monitoring and evaluation program.

Steering groups

Steering groups will consist of up to 8 experts meeting twice a year to discuss the flow of the project at national level. They will contribute in building the discussion circles, prioritizing topics for the discussion circles and can be regarded as ambassadors of Newbie. The steering group will also guide the consortium towards the optimal selection for the international training.