

Farming is, essentially, a practical business. It's about being 'hands on' – so when it comes to advice on land management, there really is no substitute for talking to experts who not only know more than most about the theory but could also put it into practice.

At Complete Land Management (CLM), every member of the team has the experience and knowledge that guarantees the advice they give is rooted in a real understanding of farming.

True, you probably wouldn't want to pay new arrival Matthew Berryman to milk your dairy herd, but it's reassuring to know that he could – particularly if you are asking CLM for advice on where to take your business.

Mr Berryman may be new to CLM but he is certainly not new on the scene. His move from Strutt & Parker has brought a new dimension to the multi-talented team at Hale Court Farm, Withyham, East Sussex.

As an experienced land manager, Mr Berryman is well known to farmers and farm businesses across Kent, Sussex and beyond and is planning to help CLM expand westwards as well as providing another string of specialist knowledge to this already hugely experienced team.

Alongside his in-depth knowledge of the dairy industry, Mr Berryman is an expert in food marketing and retail, helping farmers receive a premium price for their produce by finding the right food chain outlet for it.

CLM managing director Mark Weaver has brought Mr Berryman on board to meet growing demand for the top-level advice his company provides across a whole range of farming issues.

Mr Weaver is himself more used to muddy boots than a clean office, having worked for

# Experience and knowledge

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much of his career as a hands-on farm manager. "I still feed the cows and get to drive tractors when needed," he explained. "I love what I do now, but I will always retain that basic love of being on the farm."

Alongside hands-on farm management – the grass roots from which the company has grown – CLM provides advice to farmers with land ranging from 60 to 6,000 acres plus a wide range of developers, hobby farmers, land and property owners and anyone else with ambitions to make money out of land or merely enjoy it.

## Swift growth

CLM's growth has been swift and sure, founded on giving individual, well-considered advice on anything from environmental grants to finding new uses for redundant farm buildings.

The farm management work includes everything from budgeting, employing staff and organising grazing through to building maintenance and marketing the crop.

For 'lifestyle' clients with a house, out-buildings and a few dozen acres it can include employing a housekeeper, keeping the gardens tidy and making sure the fishing

lake is well stocked for the weekend.

CLM's involvement often starts much earlier when clients ask them for advice on what to buy. "I had a client recently who wanted to buy some land so that he could invite his friends down from London for a shoot every now and again," explained Anthony Weston. "He basically wanted me to give him as much advice as I could about the optimum amount of land he should buy and where he should buy it."

Mr Weston also works closely with developers and leads CLM's work with housing associations on affordable housing schemes. One large scheme includes a doctor's surgery, a farm shop and offices. Mr Weston is CLM's environmental expert and carried out the environmental audit, while CLM is project managing the rest of the scheme on behalf of the landowner.

CLM is the first port of call for those who find environmental grant regulations and the Single Farm Payment scheme just a bit too much to get to grips with. They know that while they carry on with the work that pays the bills, CLM's total and up-to-the-minute grasp of such complexities will maximise their grant income and make sure that they comply with the rules.

From left to right: Anthony Weston, Matthew Berryman, Sharon Iles, Mark Weaver and Kevin Jay

