



The Worshipful  
Company of  
Farmers

## Advanced Course Agricultural Business Management (ACABM)

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The industry's leading development  
programme for business owners  
and senior managers.



Royal  
Agricultural  
University





# Advanced Course in Agricultural Business Management (ACABM)



This programme is designed for individuals looking to develop their capacity to understand, manage and grow their business. It is an immersive and intensive management training programme incorporating both online and residential elements, aimed at those working within agriculture and the land based sector. The programme enables delegates to:

- develop their business strategy and operational planning, and their understanding of both internal and external business environments
- manage, lead and deliver team performance
- undertake investment appraisal, identifying and analysing opportunities for future investment and business growth
- recognise the requirements of lenders when assessing funding proposals
- understand the routes to market, marketing strategies, brand development and brand positioning
- achieve family and management succession

*If you want to grow, if you want to be at the forefront of agriculture, to be an advocate for rural businesses and make an impact, then you need to get on this course! The only qualification required is that you must be good at what you do and have the hunger and desire to be great!*

Delegate 2022



The programme structure provides the opportunity to interact with influential business leaders, to apply and develop concepts through case studies, and share experiences with other delegates through peer discussion and review. Over 1,200 previous delegates have included farmers, farm managers, estate owners/managers, land agents and management advisers as well as rural business owners and managers from across the land, rural and food chain sectors.

*Just brilliant! Incredible breadth and depth of speakers. I feel the course has really helped my confidence - thank you! Extremely relevant for my role. Surpassed expectations.*

Delegate 2022

Advance your career and apply now. Closing date **30 April 2024**

For more details and how to apply, contact us via:  
[ACABM@farmerslivery.org.uk](mailto:ACABM@farmerslivery.org.uk) | [www.rau.ac.uk/study/wcf](http://www.rau.ac.uk/study/wcf)