

Our **capabilities**

Operations & technology

FARRELLY MITCHELL
Food & agribusiness specialists

Operations & **technology**

To compete in an increasingly complex and globalised industry, agribusinesses must focus on streamlining operations and embracing technological innovation. The agrifood industry can be volatile and unpredictable, bringing unforeseen challenges and pressures that necessitate adaptable, scalable, and resilient systems. By embracing new technologies and operations, agribusinesses can streamline their supply chains, optimise resource management, and seize a competitive and commercial edge.

Achieving excellence

At Farrelly Mitchell, we have a proven track record of transforming agribusinesses into more productive, and economically viable entities through operational improvement and technological integration. We take a forward-thinking approach to operational improvement, leveraging data-driven insights and nascent technologies to elevate and enhance operations. We keep our finger on the pulse of the latest agtech, digital tools, and R&D to ensure our solutions are on the very cutting-edge of the food and agricultural industry.

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“We help set new standards in efficiency, sustainability, and profitability by steering clients toward making operational improvements and adopting the right technologies.”

Philip B Farrelly
Managing Partner

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Digitalisation

Innovative digital tools are offering agribusinesses new ways to enhance efficiency, productivity, sustainability, and competitiveness. These technologies are growing in both importance and ubiquity, with more and more businesses relying upon tools such as data analytics, IoT, and artificial intelligence to improve business performance.

These developments could not have come at a better time; climate change, environmental decline, labour shortages, and the dynamics of a growing, changing population are placing increased pressure on the industry, forcing businesses to adapt or risk falling behind. Digitalisation provides stakeholders with a greater understanding of their operations and value chains. With the right tools, businesses can design optimal business strategies and improve communication between upstream and downstream partners.

At Farrelly Mitchell, we understand the growing importance of digitalisation in agriculture, as well as the emerging digital divide between businesses that have access to these tools and those who do not.

Our consultants are experts in identifying and implementing cutting-edge technologies that align with your objectives, no matter the size or limitations of your operation. We can quickly determine the most suitable technologies for your business, evaluate their financial viability, and ensure they are seamlessly integrated.

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Market entry & **development**

Successfully entering new markets or developing existing ones are complex endeavours with numerous associated risks and rewards. But with sound planning, developing and entering new markets can offer access to new customer bases and revenue streams transforming the economic fortunes of agribusinesses. In addition to offering the potential for growth market entry and development provides the chance to diversify risk and enhance a business' brand presence.

Our experts conduct meticulous market research, strategic planning, and risk assessment, converting your market entry vision into a practical and profitable reality. We assist in every stage, from the initial research and analysis to developing bespoke market entry strategies. Our approach includes understanding compliance requirements, establishing key partnerships, and developing effective marketing strategies. We also offer ongoing operational setup and management support, ensuring alignment with local requirements and industry best practices.



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Operations improvement

In an increasingly competitive agrifood industry, continuous operational improvement is a necessity. To ensure maximum productivity and long-term economic viability, agribusinesses must continually seek innovative ways to streamline processes, reduce costs, and maximise efficiency.

We specialise in transforming agribusiness operations by undertaking through on-site assessments, identifing areas for improvement and developing plans to improve efficiency, boost productivity, and effectively manage resources.

Our supports include managing capital investments, developing transformation programs, optimising supply chains, improving procurement processes, and much more. We focus on delivering tangible commercial value for our clients, ensuring that they achieve operational excellence and long-term prosperity.

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Agtech

Agricultural technology, or agtech, is transforming the agrifood industry by offering innovative solutions to its most pressing challenges. In recent years, new technologies such as precision agriculture, automation, gene editing, and controlled environment agriculture have brought about more productive and efficient ways to farm.

The potential benefits of agtech are substantial, offering improved yields, sustainability, and profitability. However, the inherent uncertainty in new technologies means there's also a risk of investing in solutions that may not deliver as expected or integrate seamlessly into existing operations.

At Farrelly Mitchell, our Agtech consultants are at the forefront of these technological advancements. We provide comprehensive assessments of agribusiness' facilities and operations and identify suitable technological solutions that improve productivity and efficiency. We offer insights into both mature and emerging technologies and support the integration process from strategy to execution. By partnering with us, agribusinesses can transform their operations and adopt the right technologies.

Business planning

We guide agribusinesses through growth, change, and challenges, by developing sound business strategies that set our clients apart from competitors and help them reach their long term operational and commercial targets.

Our team excels in strategic agribusiness planning, offering unparalleled insights based on decades of industry experience. Our specialists understand the complexities that agribusinesses face and provide tailored strategic roadmaps to navigate through these challenges.

We assist at every stage, from initial assessment to strategy implementation, ensuring plans are aligned with your capacity and specific goals. Our planning services enhance strategic decision-making, financial management, market positioning, and operational efficiency, positioning your agribusiness for growth, recovery, or improvement.



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Mergers & acquisitions

Mergers and acquisitions (M&A) are pivotal for growth, diversification, and achieving a competitive edge in the agribusiness sector. To execute a successful transaction, however, businesses must apply strategic foresight and hold deep knowledge of their investment target and the broader market they operate within. Those who do not are far less likely to extract maximum value from their investment.

At Farrelly Mitchell, our team possess extensive commercial and technical experience in agribusiness M&A. We have supported hundreds of agribusiness transactions, leading to significant financial benefits, operational synergies, and innovation for our clients.

Our services cover the full deal cycle for both buy-side and sell-side clients, covering everything from target search and screening to post-investment integration. We conduct thorough assessments of market trends, financial stability, and potential synergies, ensuring that any merger or acquisition aligns with our clients' strategic objectives. With a strong understanding of local and global market dynamics and meticulous due diligence services, we position our clients for long-term success in their M&A endeavours.

Controlled environment agriculture

Controlled Environment Agriculture (CEA) represents a significant advancement in sustainable crop production, addressing challenges like food insecurity, climate change, and resource scarcity. Through innovative methods like hydroponics, aeroponics, aquaponics, and vertical farming, CEA produces crops year-round and achieves higher yields with limited space. This method is isolated from environmental disruptions and can be implemented in urban areas, reducing transportation costs and carbon emissions. For agribusinesses, CEA offers a path towards more sustainable, efficient, and secure food production.

Our experts have an in-depth knowledge of greenhouses, indoor farming, and vertical farming. We have worked on numerous CEA projects, particularly in the Middle East, as a means of improving food security in arid climates. We provide insights into crop selection, climate control, lighting systems, and nutrient management, as well as feasibility studies, risk assessments, and specialised training, ensuring successful CEA operations for our clients.



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Make strategic decisions with **Farrelly Mitchell**

Every business has unique process challenges that require tailored strategies to address. At Farrelly Mitchell, we are committed to overcoming these challenges and developing solutions that meet the evolving needs and capabilities of our clients. We offer a suite of services to agribusinesses that foster informed decision-making and achieve tangible gains. With our help you can manage risks, optimise supply chains, discover areas for operational improvement, and invest accordingly.

Our services are delivered by three primary teams:

- **Commercial & technical**
- **Food systems**
- **Develvopment & impact**

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Commercial & technical services

Our commercial and technical consultants help clients realise their goals and maximise their returns. Our clientele ranges from established multinational agribusinesses and innovative startups, to private equity and institutional investors. We have supported major investment projects, large operational changes, market entry strategies, mergers and acquisitions, and more.

- **Due diligence:**
  Analysing the commercial, technical, operational, and ESG performance of a business to evaluate opportunities, mitigate risks, and foster informed growth decisions.

- **Market intelligence & insights:**
  Providing deep, actionable insights into navigate market dynamics and consumer trends, that drive competitive advantages, and capitalise on growth opportunities.

- **Feasibility & financial modelling:**
  Delivering robust commercial and technical reports on your latest projects and offering detailed insights into the viability of investments.

- **Risk analysis & management:**
  Conducting thorough on-site audits and scanning markets and regulatory environments to identify threats and address them before they develop.

- **Strategy & execution:**
  Designing commercial, operational, and technical strategies that enable long-term success and bridge the gap between strategy and execution.

- **Value creation & implementation:**
  Designing and implementing improvement programs that enhance performance, drive sustainable growth, and generate long-term value for your business.

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Food systems services

Our food systems specialists have decades of experiencing working with all facets of food production and consumption. We design solutions that deliver long-term economic, health, and environmental outcomes.

- **Sustainability & ESG:**
  Building a brighter future through environmental sustainability and social governance initiatives.
- **Traceability & transparency:**
  Meeting rising consumer and regulatory demands for authenticity and accountability.
- **Supply chain optimisation:**
  Maximising efficiency and value in the agricultural supply chains through tailored optimisation strategies.
- **Technology & innovation:**
  Helping agribusinesses foster innovation with cutting-edge and innovative new tools.
- **Policy & regulations:**
  Strengthening and applying agricultural policies for a safe and reliable future.
- **Food safety:**
  Upholding the highest standards of food safety and quality control to ensure healthy, safe, and nutritious agricultural products.

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Development & impact services

Agricultural development is one of the most powerful tools for improving food security, stimulating economies, and building safe, secure, and sustainable food systems. In many developing countries, poor management, weak infrastructure, and a lack of industrialisation has directly led to widespread inequality, poverty, and malnutrition. Our experts seek to improve agricultural productivity in these regions and make a profound impact on the lives and livelihoods of the people who suffer the most.

- **Nutrition & food security:** Driving nutritional and economic improvements by strengthening food production systems.
- **Institutional development:** Building robust agricultural institutions for stronger, more efficient sector governance and development.
- **Capacity building & training:** Regional training programs targeting modern farming techniques and technology.
- **Market linkages & value addition:** Empowering smallholders and strengthening supply chains with greater market access and value-adding processes.
- **Programme design & implementation:** Supporting the design and mplementation of impactful and sustainable agri-development programs.
- **Impact evaluation & monitoring:** Measuring success and driving improvement with thorough impact assessments and ongoing monitoring and evaluation.

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Contact us

Staying ahead in the agrifood industry requires strategic intelligence and adaptability. For many agribusinesses, identifying and solving inefficiencies can be tough, particularly in such a fast-paced and evolving industry. At Farrelly Mitchell, we excel at this process. To learn more about our services and how you can optimise your business, contact us today.



Ireland
Tel: +353 16906550



UK
Tel: +44 2070303725



US
Tel: +1 720 3705971



Saudi Arabia
Tel: +966 8008143819



UAE
Tel: +971 52 683 2748



Kenya
Tel: +254 203892211



Ghana
Tel: +233 308250308

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Europe & Global

Ireland

Farrelly Mitchell
Unit 5A, Fingal Bay Business Park, Balbriggan Co.
Dublin Ireland. K32 EH70
Tel: +353 16906550

UK

Farrelly Mitchell
7 Bell Yard, London,
WC2A 2JR, UK
Tel: +44 20 7030 3725

North America

US

Farrelly Mitchell
1500 N Grant St #5375,
Denver, CO 80203,
United States
Tel: +1 720 370 5971

Africa

Ghana

Farrelly Mitchell
Utopia Office, 14 Senchi Street,
Airport Residential Area,
Accra, Ghana
Ghana (West Africa)
Tel: +233 308250308

Kenya

Farrelly Mitchell
7th Floor, The Address Building,
Muthangari Drive, Off Waiyaki Way,
Nairobi, Kenya,
Africa
Tel: +254 203 892 211

Middle East

Saudi Arabia

Farrelly Mitchell
Jarir Plaza Building, Suite 106, King Abdullah Road,
Al Hamra District, Riyadh 12211-3857,
Saudi Arabia
Tel: +966 8008143819

UAE

Farrelly Mitchell
Unit 1001, 10th Floor, Swiss Tower,
Cluster Y Jumeirah Lakes Towers,
Dubai United Arab Emirates (MENA Office)
Tel: +971 52 683 2748