

Our **capabilities**

# **Primary** production

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Food & agribusiness specialists

# **Primary** production

As the first stage of the food supply chain, primary production provides the foundation upon which processing, distribution, retail, and consumption depend. Whether its crops, livestock, dairy, or fisheries, is it critical that efficiency, sustainability, and resilience are established to ensure a stable and reliable production.

Global food demand is on the rise, necessitating an increase in food production. However, primary producers are experiencing a growing number of challenges that threaten food production. The impacts of climate change, growing resource scarcity, and supply chain volatility are driving farmers to find novel ways to maximise their output, while also ensuring their products are produced safely and responsibly.



# **Cultivating** success

At Farrelly Mitchell, we offer deep expertise in farming practices, technologies, and business strategy. We've worked with primary producers from around the globe, encompassing everything from farmland and feed, flour, and rice milling to livestock and fisheries. Our highly experienced consultants can work across operational, commercial, and technical aspects of any agribusiness and find innovative ways to enhance efficiency, maximise production, and drive growth.

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“Meeting growing food demand and establishing long-term sustainability starts at the farm level. Primary producers must embrace new technologies, tools, and strategies that balance productivity and efficiency with environmental stewardship.”
Malachy Mitchell
Managing Director
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# Agri **inputs**

Agri inputs are crucial components in the food production process. Whether its seeds, pesticides, fertilisers, tools, or machinery, inputs are necessary for maximising yields and ensuring production is profitable and sustainable. Procurement strategies are severely impacted by fluctuating costs, as well as regulatory and market demands. In an industry beset by tight profit margins, how a farm procures and utilises its agri inputs can set it apart from its competitors and strengthen its market position.

Our experts excel at identifying the most suitable agri inputs and enabling our clients to strike the right balance between quality and cost-effectiveness. We understand the growing pressure and associated challenges with trying to reduce costs while improving productivity. We can evaluate the resources that your operations require and identify suitable upstream partners for machinery, equipment, labour, land, raw materials, water, energy, or any other relevant input.

# Crops

Crop production is foundational to human society, providing everything from food and feed, to oil, textiles, and medicine. As such, crop production is directly tied to food security, poverty, economic prosperity, and has significant ramifications for countless other industries.

The way we produce crops has changed drastically in recent years, owing to new technologies and farming methods aimed at maximising productivity while maintaining environmental sustainability. At Farrelly Mitchell, our consultants have a deep understanding of the latest tools, technologies and strategies transforming the industry. Amidst growing environmental, market, and regulatory pressures, we work with farmers to adapt and innovate their operations for maximum productivity.

Our specialists can enhance your farm's productivity and sustainability by assessing crop health, integrating advanced technologies, optimising input management, improving infrastructure, and advising on ESG-compliant practices.



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# Dairy

The dairy industry is replete with productivity, waste, environmental, safety, and nutritional challenges. Dairy producers must maintain extremely high standards of safety and efficiency, owing to the fact that they manage live animals and work with perishable products.

At Farrelly Mitchell, our consultants work across the production, processing, and retail stages of the dairy supply chain to increase efficiency, productivity, and safety in line with regulatory and market demands. We help producers ensure long-term success, animal welfare, and competitive innovation with a comprehensive range of services.

These services include strategic planning, herd management, milk quality assessments, sustainability audits, technology integration and guidance on feed and nutrition.

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# Poultry

Demand for poultry is on the rise, with broiler meat and eggs seen as a comparatively cheap source of protein. For poultry farmers, this rapid growth presents an opportunity to expand their operations and capitalise on the growing market. However, to stay in line with consumer and regulatory demands, producers must also invest in sustainable farming practices, enhanced biosecurity measures, and ethical production methods.

At Farrelly Mitchell, we support poultry farmers with the day-to-day management of their flock and wider business operations. Our poultry specialists have an in-depth understanding of poultry feed requirements, environmental controls, biosecurity risk management, storage, and transportation. We vigilantly track evolving markets and emerging policies to ensure that your poultry farm can capitalise on growth opportunities, mitigate risks and remain compliant with regulation.

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# Livestock

The global livestock sector is changing with increasing demand for meat in developing countries and a focus on efficiency and sustainability in developed ones. With changing appetites, resource constraints, and rising competition, meat producers face a critical choice: embrace innovation, efficiency and sustainability, or risk getting left behind.

We provide tailored solutions to farmers to improve their business, covering everything from technology and input procurement to animal breeding and health. Our consultants posses a vast reservoir of knowledge on the livestock industry garnered from decades of on-farm experience. They can enhance the wellbeing, productivity, and sustainability of your animals, whether they be cattle, pigs, sheep, horses, goats, or poultry.





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# **Fisheries** & aquaculture

The fisheries and aquaculture sectors are pivotal to meeting growing food demand globally. However, as these sectors expand, it is crucial that they do so sustainably. A long history of overfishing, as well as excessive waste, has seen wild fish populations plummet, and has led to the rise of aquaculture and a general increase in fishery regulations and quotas.

At Farrelly Mitchell, we recognise the importance of sustainable growth in these industries. To avoid the risk of collapsing fish stocks, aquatic agribusinesses must find ways to catch or farm fish in a more efficient and less environmentally detrimental way.

We advise those in the blue economy on the latest technological advancements and sustainable practices, including breeding technologies, disease control, and feed efficiency. Our consultants also offer comprehensive operational and regulatory support, ensuring that your business remains compliant with emerging sustainability, ESG, and environmental policies.

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# Milling

The importance of the milling industry cannot be understated. The milling process directly contributes to producing staple foods such as flour and cereals, as well as animal feed for livestock farming. It is essential for improving food security and as such, it is vital that this sector remains resilient and productive, particularly in the wake of rising populations and the growing threat of climate-induced disruptions.

To remain competitive, mills must maximise their output while keeping costs low. Our solutions are designed to put financial viability first. We can improve the efficacy and sustainability of your milling operations without compromising on commercial value. We provide a range of supports to flour and feed mills, including supply chain management, process and quality control as well as machinery selection, maintenance, and optimisation.



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# **Textiles** & fibres

The textiles and fibres industry faces a critical challenge; maintaining productivity while adhering to sustainable practices. Fortunately, promising advancements are emerging. The sustainable cultivation of natural fibres like cotton and innovations in creating materials from renewable resources are reducing environmental impact. Additionally the growing emphasis on water-efficient practices, organic farming, and the development of eco-friendly materials further exemplifies the industry's commitment to sustainability.

Farrelly Mitchell works across the textiles and fibres industry, guiding clients toward developing practices and policies that are economically viable and environmentally sound. Our approach directly addresses the increasing consumer demand for environmentally-friendly products and supply chain transparency, alongside the industry's need to embrace circular practices. This includes efforts to minimize waste and promote the recycling and reuse of materials.

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# Supporting farmers across the entire **agricultural industry**

A successful agricultural industry can meet global nutritional needs, address food insecurity, and bolster both local and global economies. However, these benefits can only materialise when the agricultural sector operates efficiently, continuously improves, and maintains minimal environmental impact.

Our goal is to help primary producers strike a balance between productivity and profitability, while ushering in a new era of sustainability. We offer a suite of services to agricultural producers around the globe, no matter where they are based or what they produce. With our help, producers can maximise their output, minimise costs, manage risks, optimise supply chains, and achieve commercial growth.

Our services are designed to address every aspect of agricultural production, from enhancing day-to-day operations to navigating complex global markets. Our structured approach ensures a professional and focused delivery of solutions tailored to our clients' needs. Delivery of these services is managed by three teams:

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



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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 control 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 in the agricultural sector.

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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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# **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 materialise.

- **Strategy & execution:**
  Designing commercial, operational, and technical strategies and putting them into action for long-term success. We bridge the gap between strategy and execution, turning ambitious plans into tangible results.

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



# **Contact** us

Innovation and industrialisation are transforming food production leaving primary producers facing a complex and uncertain future. With decades of experience and a global network of agrifood experts, Farrelly Mitchell is uniquely positioned to guide food and agribusinesses through this transition, ensuring they operate at peak efficiency and meet their commercial and sustainability goals. Contact us today to learn more.



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