

# Sentry



## Why Sentry?

### OUR PEOPLE:

**Sentry** is an employee-owned company, we encourage as many of our employees to purchase shares in the business as possible. We offer long term careers for forward thinking individuals who want to make a positive difference for themselves, the company, and our clients. **Our core specialist services are detailed below.**

## PROFESSIONAL SERVICES – SENTRY BUSINESS SOLUTIONS

A summary of the work we carry out for clients. Utilising our on-farm knowledge to get the best out of your business:

- All works with the Rural Payments Agency – BPS, SFI, LNR, LR, CSS and Grant Funding.
- Business Appraisals and Budgets.
- Complete Business Management.
- Complete Property Management.
- Utility works and Compensation Claims.
- Sentry Analytics – System implementation, training, and on-going assistance.
- Compliance Assistance – For ACCS and Cross Compliance such as Nutrient, Manure and Soil Plans.
- Health and Safety Advice and Assistance.
- Marketing Consultancy and Graphic Design.

All carried out by our in-house diverse team of eight rural professionals.

## CARBON AND ENVIRONMENT

- Carbon assessments carried out on behalf of all participants in the supply chain, from producer to retailer.
- Involvement in environmental trials, reducing emissions and reducing inputs.
- Provide access to environmental offsetting markets for both carbon and biodiversity.
- Professional access to grant funding ensuring cost effective estate improvements.
- Regular updates ensure our clients are kept at the forefront of latest developments.
- Farming with Sentry brings access to new environmental income streams.

## SUPPLY CHAIN

- Machinery arrangements direct with manufacturers. Prioritised supply, support back up and training. Long- standing, time-tested relationships.
- Our strategic supply partner arrangements provide strong group purchasing power to our clients.
- Leading market intelligence and insight.

- Unique in the marketplace, we are buyers as well as suppliers.
- We work hard to build a win-win relationship with our suppliers. When products are in short supply (an increasing issue), we are supplied.
- We are loyal to our suppliers which results in continuity of supply.
- We only use and promote quality products.
- Benchmarking our crop growing costs against the remainder of the industry to retain competitiveness.

## FINANCIAL SUPPORT SERVICES

Agricultural specialists with an in-depth knowledge of the industry. Our small, close-knit team of motivated financial professionals offer:

- Annual Accounts Reviews
- Annual Enterprise Budgeting.
- Monthly Cashflow Comparisons.
- Cashflow Forecasting in Detail.
- Balance Gatekeeper and accounts to make sure farms have accurate Up-To-Date information.
- Live budgeting throughout the year.
- Very quick turnaround at year end to solve problems before they become issues.
- Great communication between the farm, the bookkeeper, the suppliers, and the accountant resulting in a smooth running of the business.

## AGRONOMY AND CROP PRODUCTION SUPPORT

Our in-house agronomy specialists can work with you personally to deliver:

- Novel alternative approaches that are not always considered conventional.
- Systems developed that are bespoke to an individual's needs, interests, and desires e.g., conventional production vs. regenerative systems.
- The ability to change and adapt in an ever-changing environment whether through legislation, market forces or climate.
- High levels of attentive detail to produce more from less with latest technologies being used, these can be chemical, natural and technology based.
- Participation in national yield competitions and having industry recognition – People have a desire to consult with us about what we can deliver.
- A well understood knowledge of the industry and its threats, risks and opportunities mean that we can navigate through problems before others in the industry realise, they are happening.
- The whole team are offered training and qualifications to improve their skills at all levels.
- Technically assisted/backed by industry leading distributors and manufacturers that guarantees supply, training, and strategic advice.
- Direct communications with industry R&D companies sharing data to improve our production inputs.
- An open view of the changes coming in the industry and the ability to embrace, challenge and overcome potential issues to increase profitability outside of traditional production systems

## IN-HOUSE HUMAN RESOURCES

The core HR functions, completed by our in-house HR professional:

- Recruitment and Selection.
- Performance Management for the whole team.
- Training and Development.
- Succession Planning.
- Maintain Employee Records/Data.
- Employee Benefits, i.e., Salary Reviews/Bonuses.
- HR Compliance, Updating Policies and Procedures.
- HR Data and Analytics.

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