

A close-up photograph of a person's hand holding a rectangular sign. The sign is orange with a black border and contains the text "PITCH UP!" in bold, black, sans-serif capital letters. The person holding the sign is wearing a light-colored shirt and dark shorts. The background is a blurred outdoor setting, likely a field or park, with green grass and a light sky.

**PITCH
UP!**

2024

**Growing together
for a better future**



THE IDEA

We've seen what commodity farming has done to harm the planet.

Now we want to see what community farming can do to put things right.

Pitch Up! connects holistically-minded farms with sustainable land-based businesses needing access to land/ space.

They then share resources, knowledge and land to feed one another and grow together.



THE VISION

A successful and thriving circular UK farming community; replicating nature's 'closed loop' system – with no waste that is not reused, no produce without a purpose, and every part of the ecosystem contributing to a greater whole.



HOW IT WORKS

Our Partners are land-owning organic and regenerative farms of similar mindset, offering plentiful space, fertile soil, inspiring ethos and invaluable connections.

Our Pitchers are businesses at any stage – from the seed of an idea to a fully-grown enterprise – who can see an opportunity to innovate in a sustainable, circular and integrated way.

The Pitch Up! process brings Pitchers and Partners together in our annual call for submissions every November.

Successful matches then go on to work together and with the wider Pitch Up! community to grow their ideas to fruition.





“Bringing that mix of activity and people brings more diversity to the farm. And with this diversity comes greater opportunity for nature, our businesses, and everything else to thrive.”

Tim May
Kingsclere Estates and Pitch Up! founder

OUR PARTNERS



Kingsclere Estates

Kingsclere Estates is a modern, sustainable rural estate in Hampshire, looking to build a bright future and circular community by balancing economic activity, countryside stewardship and community engagement.

Covering just over 2,500 acres of mixed-use land, it has been actively regenerating its soils since 2012 and is now fully organic.

kingsclere-estates.co.uk / [@kingsclereestates](https://www.instagram.com/kingsclereestates)

Balcaskie

Balcaskie is a modern working estate at the heart of the East Neuk of Fife. Spanning almost 5,000 acres from the coastline at St Monans to Kellie Law and into the hills behind, it has a mixture of let farms and in-hand farming operations.

Balcaskie is committed to cultivating and caring for the natural environment, nurturing local business and supporting its vibrant community.

balcaskie.com / [@balcaskie_estate](https://www.instagram.com/balcaskie_estate)

OUR PARTNERS



Weston Estate

Weston Park Farms is a family-owned 2,500-acre estate across two farms in Hertfordshire. Working to the six key principles of regenerative agriculture, Weston's goal is to stay profitable, while passing on the land and soil in better condition than when they started.

westonparkfarms.co.uk / [@westonparkfarms](https://twitter.com/westonparkfarms)
grainworks.co.uk / [@grainworks.weston](https://twitter.com/grainworks.weston)
groundswellag.com/ / [@groundswell_agriculture](https://twitter.com/groundswell_agriculture)

Rectory Farm

Rectory Farm is a mixed and diversified organic family farm with a strong environmental ethos. Covering 700 acres in Buckinghamshire, they have a range of business units on the farm and are ideally situated for a wide range of enterprises.

Rectory Farm hope to provide opportunities and insight, to inspire the next generation to take on the challenges facing many in UK agriculture.

trifolium.uk / [@rectoryfarmgb](https://twitter.com/rectoryfarmgb)

OUR PARTNERS



Planton Farm

Set among 80 acres of ancient trees and rolling pastureland, Planton is a working regenerative farm in the Shropshire hills. They work directly with pioneering partners to explore a transformation of the food system to allow people, land and animals to truly flourish.

Planton's goal is to provide a blueprint for a different future for agriculture: one that puts nature, people and profitability first.


plantonfarm.co.uk / [@planton_farm](https://twitter.com/planton_farm)

Rosuick Farm

Rosuick has been certified organic since 1997 and is committed to using sustainable practices and providing education to help protect and enhance our natural environment.

Spanning 1,500 acres of mixed habitat across the Lizard peninsula in Cornwall, the farm also has an education centre and a care farm for children and adults with additional needs.

rosuick.co.uk / [@farmfornature](https://twitter.com/farmfornature)

A photograph of a man carrying a child in a field with cows, overlaid with a large orange text box. The man is wearing a white hat and a green vest, and the child is wearing a white hat. They are standing in a grassy field with cows in the background. The orange text box is positioned in the center of the image, containing a quote in bold black text.

“There are people out there who have amazing ideas and don’t have the access to the land and the space that we do... Enabling people to come in and develop or grow their business...it’s a win–win for everybody.”

Sam Parsons
Balcaskie Estates
and first Pitch Up! Partner

OUR PITCHERS



Monch



The Roaming Smoker



The Scottish Tallow Co



Fife Beekeepers Association



Vandyke Bros Coffee



Smith Robotics

“Pitch Up! is perfect for people who have an idea, but need help to make it happen. The Kingsclere team has really helped bring Monch to life, and it’s grown bigger, better and faster than we ever thought.

“It was quite daunting applying for something like that, but it just seemed too good to not give it a go. We saw it as a new way of working, as partners working together in a circular way, instead of the traditional employer/ employee or landlord/ tenant hierarchy. The guidance and support from Tim and the Kingsclere team has been invaluable; giving us help and advice, freedom and

time to explore. They’ve really allowed us to grow by ourselves, rather than telling us what to do – but have been there whenever we need them.

“I’m a forager, a plant person, but I’m not a farmer. So having that experience in farming has been incredibly helpful. We’ve found out ways to minimise our picking, and maximise efficiencies with labour and time. Tim’s come up with some incredible ideas of ways to use his machinery and store things that I never would’ve thought of, because I didn’t even know these things existed!”

Daisy Sharp and
Dan Davies, Monch
founders and forerunners
of Pitch Up! 2022





Basingstoke estate invites people with sustainable ideas to farm on their land

DIY Skills



Least seen horticulture: recent judge, Kingsclere Estate

By Kim Scales
Reporter
@kimsc1977

AN ESTATE in Basingstoke is inviting people with innovative ideas for sustainable food, farming or business to join a challenge.

Observer

Invite To Pitch Up Again

FOLLOWING the first ever Pitch Up in November, the team at Kingsclere Estate organic, regenerative farm has announced PITCH UP 2023.

The PITCH UP applications season, which runs from 1 - 30 November 2023, is inspired by Kingsclere managing director Tim May's vision of building a circular economy on the 2,000+ acre mixed estate.

WICKED LEAFS & **NetHolidays**

'Dragons' Den of farming' returns to Kingsclere Estate



Regenerative farmer Tim May is offering land, investment and sustainable business as part of his ambition to build a bioscience hub.

Subtitled the "original 'Den of farming'", the initiative invites applicants for a spot on the 1,000ha estate and to have access to offices and tractor hire.



DARING TO GROW DIFFERENTLY AT KINGSCLERE ESTATES

WE HAVE HAD A CHAT WITH TIM MAY, WHO DARES TO FARM DIFFERENTLY - BY CREATING A CIRCULAR COMMUNITY OF GROWERS, FARMERS, AND LOCAL BUSINESSES WHO BENEFIT EACH OTHER AND THE OVERALL HEALTH OF KINGSCLERE ESTATE.

Waitrose weekend



BRINGING NEW FARMERS INTO THE LOOP

A mobile meat supplier, an insect farm, robotics company and a beekeeping association have all won spots to develop their businesses on estates in Hampshire and Wiltshire thanks to an annual competition. Pitch Up searches for sustainable food-based businesses to join.

Bid to win East Neuk business base



The winners of the annual Pitch Up competition have been announced. The winners are: Wicked Leafs, NetHolidays, and Kingsclere Estate. The winners will be working with Kingsclere Estate to develop their businesses on the estate.

We will use the space to test new tech. The Bioscience Estate in East Neuk, Scotland, selected an insect farm producing feedstock for pigs alongside five beekeepers Association, which will teach agri-tourism. Other estates are invited to join the 2024 scheme, with the competition window running from 1-30 November. Anna-Marie Julian

Food File

Insect farmers, beekeepers and fellow makers: Finalists announced for Pitch Up! Project in Scotland

Farmerama

PITCH UP APPLICATIONS SEASON 2022

Apply now to the Pitch Up competition. The Pitch Up competition is a national competition for innovative food and farming businesses. The winners will be working with Kingsclere Estate to develop their businesses on the estate.



Pitch Up! 'The Dragon's Den of Farming' is Back

Posted on 18th November 2022 by WICKED LEAFS

Following the first ever PITCH UP in November 2021, which attracted a huge range of pitches from local and national farmers, the Pitch Up competition is back. The Pitch Up competition is a national competition for innovative food and farming businesses. The winners will be working with Kingsclere Estate to develop their businesses on the estate.



WILDFARMED



**PITCH
UP!**

For Pitchers

IS PITCH UP! FOR ME?

You live near the farm you're applying to OR can be on site as regularly as needed. This is about being on-land and hands-on.



Your business is ecologically-minded, with a regenerative, low impact mindset, wanting to improve things for nature and future generations. You need to show it can be practically and financially viable too.



Your business will work with the existing natural resources of the farm, or associated businesses. This is about collaborating to source, supply, re-use, repurpose, bring a new resource to the communal system.

You bring something new to the mix – creating new opportunities, filling gaps or solving problems for the businesses already operating. This is about integration within the whole estate, rather than standing alone.

WHAT YOU GET

- Land, office, production or storage space
- Roadside or market retail opportunities
- Business support to get new ideas to get off the ground
- Raw materials/ by-products from the farm and other businesses based there
- Low overheads, reduced risk and shared running costs
- Potential to share costs of new equipment
- Job share opportunities
- Help with accounting, administration and marketing
- Access to industry knowledge and contacts from the circular community.

WHAT YOU GIVE

- Your idea (it's still yours, but tell us about it and we can help make it reality)
- Your time
- Your commitment
- Your energy
- Your best

THE APPLICATION PROCESS

STAGE	Stage 1 APPLY	Stage 2 INTRO	Stage 3 VISIT	Stage 4 ASSESS	Stage 5 CONFIRM
WHAT YOU NEED TO DO	Fill in an application form	15-minute Zoom call	Farm/estate visit	45-minute Zoom interview	We do this bit!
PURPOSE OF THIS STAGE	To see if your business/idea is a good fit for Pitch Up!	To meet each other and get a sense of how we could work together	To see the land/ space, meet other businesses on the farm and discuss ideas, details and practicalities	To see if there is a long-term future for your business with Pitch Up!	To confirm both sides would like to continue and begin our partnership together

FOLLOWING YOUR SUCCESSFUL APPLICATION



Totally new start-up

Monch had a concept, but needed support to develop their business plan and product offer/production processes. Pitch Up! helped them forage raw materials at Kingsclere Estates, and gave them space to trial drying techniques and package/dispatch products.



Established business

Vandyke Bros specialty coffee roasters are relocating to a newly renovated collection of units at Balcomie farm on the Balcaskie estate. They'll also have access to Bowhouse markets, café customers for their beans, and can process waste to compost.



**PITCH
UP!**

For Partners

IS PITCHUP! FOR ME?

- Holistically-minded and wanting to grow/ tap into opportunities on your land that you don't currently have time to explore
- Currently struggling to find suitable partners to fulfill your ideas
- Agroecological, organic and/ or regenerative practices
- Land, buildings, resource, time, expertise and contacts you can offer
- At least one other business/ tenant already on your farm
- Pitch Up! outlook – abundance (not reductionist) mindset, wanting to discover and try new ideas/ uses of land or products, good with people, sustainable and circular approach



WHAT YOU GET

- A group of farmers sharing similar vision (and challenges!) as you, on call
- A headstart – learn from people who've done it (and avoid their mistakes!)
- A national team of marketing and PR experts + Pitch Up! toolkit / design and content
- Your farm on pitchupandgrow.com and your stories shared on our new Substack platform (coming summer 2024)
- Shared costs and risk – not going for it alone
- Access to shared knowledge and experience of different agreement structures between businesses, to support your decisions

WHAT YOU GIVE

- Access to / use of land
- Use of buildings, production, storage or office space
- Investment – mainly time, but also some financial (see below)
- Knowledge/expertise and contacts



OUR MARKETING & COMMUNICATIONS PARTNERS



Stranger Collective

Stranger Collective is a brand storytelling, creative content and communications studio specialising in finding and telling stories that make a difference.

Based in Cornwall and working with national and international clients, they work across the sustainable farming, food and drink, hospitality, tech, culture, ethical fashion, environmental and charity sectors.

After working with Kingsclere Estates on its messaging and website copy in 2019-20, they came up with the idea for Pitch Up! in 2021 and are now in the fourth year of collaborating on the campaign.

stranger-collective.com



SoundBite

Sound Bite PR is a specialist boutique communications consultancy for the restaurant, food and drink, hospitality and tourism industries.

They are based in Central Scotland with clients throughout the UK. The SoundBite team includes marketing, PR and social media experts in Edinburgh and London.

They pride themselves in offering our clients sound advice and consulting with integrity.

soundbitepr.co.uk

A person's hands are visible at the top, holding a large, vibrant bouquet of wildflowers and greenery. The bouquet includes purple thistles, yellow flowers, and various green leaves. The background is a soft-focus green field.

**PITCH
UP!**

More info

THE PITCH UP! PEOPLE

Tim May

**Managing director of Kingsclere Estates,
Pitch Up! founder and Nuffield scholar**

Tim is a pioneering force in modern agriculture, seamlessly blending sustainability with innovation. He has transformed Kingsclere Estates through implementing organic, regenerative and mobile infrastructure practices focused on improving soil health, animal welfare, biodiversity and circular systems.

A fourth generation farmer, Tim has travelled the world looking at progressive farming models. His vision, cultivated through this extensive research and a Nuffield scholarship, aims to transform traditional farming into a 'circular community' system. Tim is now committed to sharing what he has learnt with farms and businesses across the UK and beyond, speaking at events and teaching a holistic management course.

Find out more about [Tim's story here](#).



THE PITCH UP! PEOPLE

Nikki Amor



Kingsclere Estates

Nikki is development manager at Kingsclere Estates, where she works closely with Tim across all aspects of the estate.

After studying geography at university, she had a successful career in retail and merchandising before being drawn to working in agriculture and the environment. She has lots of experience in setting up and running systems, budgeting, processes and compliance, and is a firm believer in the difference that farming can make.

Sam Parsons

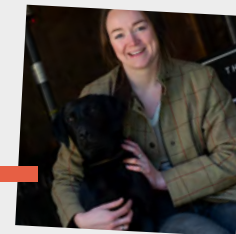


Balcaskie

Sam is the estate manager at the Balcaskie Estate in the East Neuk of Fife. After studying Agriculture with Land and Farm Management at Harper Adams, Sam began estate management in Ludlow at The Earl of Plymouth Estates. He then managed an estate in East Lothian, before moving to Balcaskie in 2008.

Sam's practical approach coordinates Balcaskie's varied enterprises and builds strong links with local trades, businesses and organisations.

Rosie Jack



Balcaskie


Rosie is business development manager at Bowhouse & Balcaskie Estate in Fife. Bowhouse opened as a makers' hub for local food and drink producers in July 2017, working to provide the missing link between field and fork for producer and consumer.

Rosie has been working in regenerative farming and sustainable food production for more than five years, and completed The Challenge of Rural Leadership, hosted by the Worshipful Company of Farmers and Dutchy College, in January 2024.

A rural landscape with a green field, a tree, and a white tanker truck in the background. The scene is captured from a low angle, looking across a field towards a line of trees and a white tanker truck parked on the right. The sky is blue with some clouds. A large orange text box is overlaid on the center of the image.

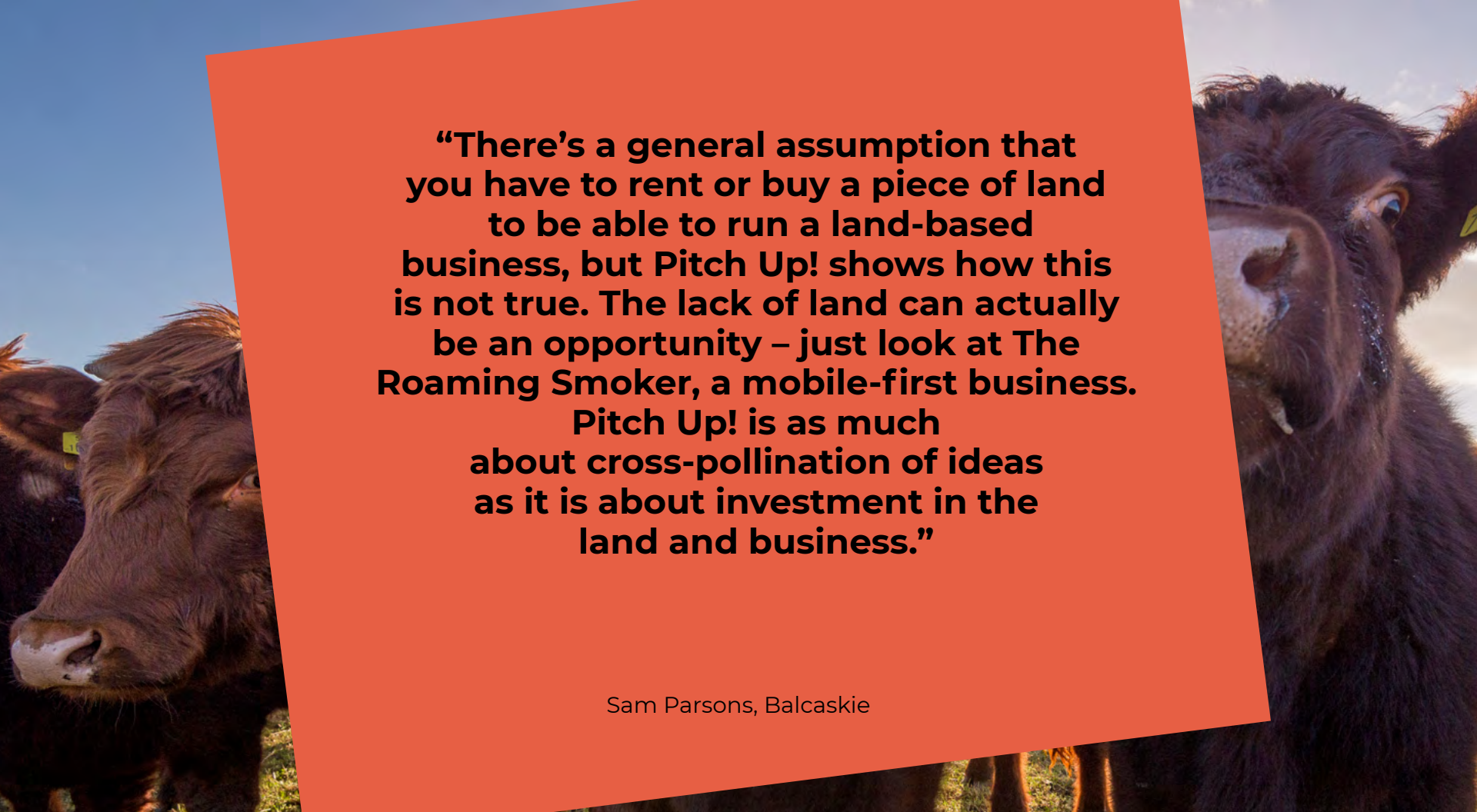
“It’s really important to us that Pitch Up! offers space for innovation and experimentation. We’re very happy working with people in the early and proof-of-concept stages of their business, as well as established enterprises looking for new opportunities to join a circular system. Seeing the progress Daisy and Dan at Monch have made – as well as their creative ideas and marketing savvy – makes us really excited about the next generation of land-based businesses.”

Nikki Amor, Kingsclere Estates



“Many farmers and estate managers are keen to get more businesses onto their land in a financially and environmentally sustainable way, but don’t always know where to start – or have the time and capacity to do it themselves. If we can all share knowledge, experience and resources instead of duplicating work or making the same mistakes, it’s better for everyone – and we can grow the impact and opportunities much faster. There’s an increasing focus at government level on collaboration between farms – this is a collaboration that can have multiple benefits for both rural economies and the environment they depend on.”

Tim May, Kingsclere Estates

The background of the slide features a photograph of two brown cows in a field. One cow is on the left, looking towards the right, and another is on the right, looking towards the left. The sky is a clear, bright blue. The text is overlaid on a semi-transparent orange rectangular area.

“There’s a general assumption that you have to rent or buy a piece of land to be able to run a land-based business, but Pitch Up! shows how this is not true. The lack of land can actually be an opportunity – just look at The Roaming Smoker, a mobile-first business. Pitch Up! is as much about cross-pollination of ideas as it is about investment in the land and business.”

Sam Parsons, Balcaskie



“Pitch up! is all about looking ahead. We’re not just looking for start-ups and people with ideas. The collaborative Pitch Up! model reduces risk for both business and land owner, as well as benefiting the land and local community. So we’re also looking for well-established businesses looking for a change, to be part of something truly regenerative in many ways.”

Tim May, Kingsclere Estates.

BUSINESS EXAMPLES

KINGSCLERE

The Roaming Smoker

The Roaming Smoker is a mobile meat smoker engineered from repurposed farm machinery found on Kingsclere Estates – including a skip! The team will serve organic ‘old cow beef’ from existing Kingsclere partner The Roaming Dairy (a mobile milking parlour that also builds soil fertility for Kingsclere’s organic crop rotations) with quinoa grown on the estate for The British Quinoa Company.

The Kingsclere Estates team is now supporting Chris Saunders – The Roaming Smoker founder – with developing his business plan, including fine-tuning quantities, processes and income potential.

Look out for The Roaming Smoker at events in summer 2024, including Groundswell and the National Organic Conference (held at Kingsclere Estates).



More case studies, stories and partners available [here](#).

BUSINESS EXAMPLES

KINGSCLERE

Monch

Monch is a sustainable pet food brand that received mentoring from Tim May and the Pitch Up! team after their application in 2021. Their story started in a flat in south London, when co-founder Daisy wanted to give her house bunnies a more natural, gut-friendly and plant-diverse diet.

Daisy and Dan forage ingredients growing on Kingsclere's organic land, air dry them on site, and send them off all over the UK in their beautiful Monch boxes.

Careful picking of leaves and stems from the hedgerows and herbal leys (planted on Kingsclere as part of a long-term soil regeneration focus) encourages more growth, supporting biodiversity and eliminating waste from pruning activity already happening on the farm.



More case studies, stories and partners available [here](#).

BUSINESS EXAMPLES

BALCASKIE

Futtle

Futtle specialise in organic beer made from foraged ingredients, which uses locally-sourced barley and water. They also offer a changing list of small-batch spirits, ferments and soft drinks.

Based at Balcaskie Estate, one of the Bowhouse producers, their business is a classic example of a circular enterprise in action, making the most of local land and by-product, feeding back into the land and community.

The brewery is fully accredited by the Soil Association (making it the only accredited organic brewery in Scotland) and is specialising in farmhouse styles that will allow the incorporation of foraged ingredients from the coastline, hedgerows and fields surrounding Bowhouse, such as the mighty pineapple weed and gorse flower – or whin! Water for brewing is taken from an onsite borehole and in time, all of the barley will come from the fields outside.



More case studies, stories and partners available [here](#).

BUSINESS EXAMPLES

BALCASKIE

The Scottish Tallow Co

Tallow is an ancient source of healthy fats, treasured for its nutritional benefits and stability at high temperatures. Mostly lost as a kitchen staple in the rise of industrial seed oils, it is slowly coming back into mainstream awareness as a high-value food product. Right now, most of the fat removed during the butchering process is a waste product, and The Scottish Tallow Co seeks to reduce this waste by rendering and purifying it into a shelf-stable, long-lasting and nourishing culinary must-have.

Fife Beekeepers Association

The Fife Beekeepers Association will build a number of hives across the Balcaskie Estate and teaching apiary, supporting biodiversity and pollination. The beekeepers would also lead educational tours and supply businesses based at Balcaskie and beyond with local honey and beeswax.

Fife Insect Farm

Helena is aiming to found the first insect farm in Scotland to produce feedstock for pet, poultry and fish food. There is a growing demand for sustainable, high protein feed, which is almost exclusively imported from abroad at present. The team have started running trails from a shed space at Balcaskie and are working with local businesses to sources of food waste that will be used to feed the insects.

More case studies, stories and partners available [here](#).

**PITCH
UP!**

Find out more...

PITCHUPANDGROW.COM

IG: @pitchupandgrow

Substack: pitchupandgrow.substack.com

E: hello@pitchupandgrow.com