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Land Matching Services

Which Land Agreement is right for me?

Webinar July 8th 2026

By Abunda & Landmatch England

Today's menu

- Hello
- Agreement types Overview
- What's your Context?
- Agreement types walkthrough
- Summary
- Questions

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Nice to meet you!
Today's speakers: Co-founders of Abunda

Fred 🇬🇧/🇩🇰

- Economics & startups
- Regenerative Farm Finance
- Farm Finance Lead

- Make sexy spreadsheets

Harry 🇬🇧/🇰🇪

- Chartered Surveyor
- Regenerative Land Agent
- Farm Strategy Lead

- Annoying legal guy

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Abunda is the UK's premium Land Matching Service Provider

- Regenerative farming professionals with over a decade of experience in land agency, farm finance and psychology.
- Helping farmers from idea to 10 years of successful farming partnerships.

Abunda brings clarity and confidence to farm partnerships.

All the way from refining your vision to matching with the right farming partner(s), creating a robust agreement and succeeding together.

People Centered

If the personal side does not work, nothing works. We address difficult questions and ensure upfront alignment, expectations- and conflict management.

Regen Professionals

We apply Holistic Management principles and our expertise in land agency, farm finance and psychology to provide support and all essential resources.

Partner Network

We host a large network of farmers looking for land partners, and we understand exactly what kind of opportunities would work for them.

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Deeply personal + Open and collaborative

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Holistic Land Matching

Who we are

Harry Epsom

Land Agent, Farm Strategy

Hedie Nazari

Therapist, Work Relationships

Ellie Savage

Land Agent, Diversification

Frederik Lean Hansen

Economist, Farm Finance

Tim Barker

Rural Planning Consultant

Miriam Fuller

Land Agent Assistant

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Process: When to decide on agreement type?

Prepare	1.	Abunda Consultation (Free)
	2.	Holistic Scoping
	3.	Defining the opportunity
Match	4.	Marketing & Outreach
	5.	Shortlisting, Interviews
	6.	Farm visits
	7.	Whiteboard sessions
Agree	8.	Proposals & Commitment
	9.	Agreeing terms & plan

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Process overview: When to decide agreement?

Prepare

1. Abunda Consultation (Free)
2. Holistic Scoping
3. Defining the opportunity

Match

4. Marketing & Outreach
5. Shortlisting, Interviews
6. Farm visits
7. Whiteboard sessions

Agree

8. Proposals & Commitment
9. Agreeing terms & plan

Agreement type: scope

Agreement type & terms: test

Agreement type & terms: Decision

Agreement: Writing & signing

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Our general approach to Agreements

1. Get the full picture (context)
2. Scope out what type(s) of agreement are relevant
3. Stress test the plan and compatibility
4. Set out terms in plain English (Heads of Terms)
5. Then write a legal agreement

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Agreement Types overview !

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Types of Agreements

Employment

Contract Farming Agreement (CFA)

Share Farming

Joint Venture: LLP / LLC

Tenancy & Licenses

Landholder
More risk/reward

Landseeker
More risk/reward

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What's your context ?

Start with “Why?”

3 Land Matching Cases: Diversification, Succession & Collaboration

Diversification

Stacking symbiotic farm enterprises for a thriving farm ecology and economy.

- Grow your farm business without risking vision-drift
- Expand your farm team with no extra management burden
- Strengthen your weak spots with a stable long-term partner
- Enjoy a harmonic farm life with the right support.

Succession

Sticking to purpose and values of the farm when stepping back from day-to-day.

- Protect your legacy with a partner who shares your values
- Step back without letting go of what matters most to you
- Transition on your own terms and in your own pace
- Peace of mind with a partner incentivised long-term.

Collaboration

Joining forces or reinforcing a relationship with another local farm for mutual benefit.

- Grow your farm business without growing your overhead
- Use clear, robust agreements to collaborate with ease
- Build something better than what either farm could alone
- Set boundaries early, so the relationship stays strong.

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When are you ready for Regenerative Land Matching?

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Defining Your Holistic Context

- Define the Whole Under Management
- Define Resource Base
- Define Sources of Money
- Define Statement of Purpose
- Quality of Life statements
- Forms of Production
- Future Resource Base (landscape + behaviour)

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The Eight Forms of Capital

💷 **Financial** – Money, savings, cash flow e.g., produce sales, grants	🎭 **Cultural** – Traditions, heritage, identity e.g., farming lineage, community role
🏠 **Material** – Tools, buildings, livestock, assets e.g., tractor, fencing, barn	🤝 **Social** – Relationships, trust, networks e.g., co-op membership, local suppliers, farm clusters
🌱 **Living** – Soil, water, plants, animals e.g., fertile soil, diverse pasture	🌍 **Experiential** – Lessons learned, lived practice e.g., previous roles, skills learnt
📚 **Knowledge** – Skills, learning, expertise e.g., regenerative grazing techniques, finance	✨ **Spiritual** – Meaning, connection, sense of place e.g., purpose in land stewardship

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Understanding Yourself

- Flexible or precise vision?
- What level of investment are you willing to make?
- What role do you want to have?
- How much input / control do you want?
- What daily life do you really want? And don't want?
- **Mental space: Abundance or scarcity?**

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Understanding Your Context

- Outcomes: ecological, enterprise, community — what does success look like?
- Control & involvement: decisions you keep vs delegate; time you'll invest
- Time horizon: term length, trial period, review cadence
- Financial shape: budget/investment; payment model (rent/profit-share/hybrid)
- Resources & boundaries: housing/infrastructure offered;
    - non-negotiables/red lines

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Clarifying Boundaries & Requirements

- What land is available?
- Income needed
- Trading status
- Investment appetite / limits
- Appetite for risk

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Ready, set, wait?

Reality Check

- Are you ready if you find the right partner tomorrow?
- Is your family / partner / existing team ready for this too?
- Do you have vacant possession of the land?
- Is planning consent secured (if needed)?
- Financing/investment capacity in place?
- Tax advice acquired?
- Any needed Trading structure created?

Any Questions ?

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Agreements Walkthrough !

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Employment

- Landholder employs Landseeker as staff
- Provides stable income, holiday, pension contributions
- Employment rights (as per law)
- Low autonomy
- Often no profit-share / ability to build assets
- Good way to “test a relationship”

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Contract Farming Agreement (CFA)

- Flexibility in contractual terms
- Landholder = The farmer / Landseeker = The Contractor
- Landholder retains in possession and operates the Farm Business on paper
- Separate No. 2 account is set up, representing a clean basis for annual P&L settlement and ongoing payments
- Landholder typically carries most of the financial risk (not all, and can be tweaked)
- Landseeker provides labour/skills for a (typically monthly) Contractor's Fee and runs their own business
- Landholder receives "Prior Charge" (often equivalent to rent)
- Ability for Landseeker or Landholder to invest into the enterprise, receives ROC (annual %)

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Share Farming Agreement

- Linked (but separate) businesses coming together to form an enterprise
- Parties share inputs & outputs
- Often parties split their roles in providing land, labour, expertise and machinery
- Profits are split in agreed proportions
- Risk is shared (i.e. no guaranteed payment to Landseeker)
- Sometimes more informal (not recommended)

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Joint Ventures

- Usually a limited liability structure (LLP, LLC)
- Ownership divided based on investment, commitment, contribution
- Makes most sense when there's a product (some degree of scalability) involved
- In land context, would likely include a lease from Landholder to JV organisation
- Often done when trust is established

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Farm Business Tenancy (FBT)

- Exclusive possession
- Landseeker (Tenant) runs their own business (and controls the land, within FBT parameters)
- Must be primarily or wholly agricultural
- “Freedom of contract” (well, almost)
- Fixed-term or periodic
- Limited security beyond the term
- Rent payable (flexibility as for mechanism, e.g. Market Rent, output based, linked to commodity price)
- Responsibility for repairs etc assigned

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Licence (Grazing / Cropping)

- Not an interest in property, rather a “right” to do something in return for a fee
- Guidelines / limitations of what you can do with the license
- Suitable for short-term / seasonal use
- No security beyond licence period
- Landholder retains possession of the land

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Other Agreement Structures

- Partnerships
- Co-operatives
- Community Interest Companies
- Etc…

Any Questions ?

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Agreement Types summary

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