



JustFarm

Pricing Document

G-Cloud 15 Framework – Lot 2B (Cloud Software)

Version: 1.0

Date: January 2026

Supplier: Black Sheep Technology Ltd (T/A JustFarm)

Company Number: 12365350

Contact: contact@justfarm.app

Table of Contents

1. Farm SaaS Pricing	2
1.1. 'Basic' Farm License.....	2
1.2. Pro Farm License	3
'Pro' Farm Pricing Table.....	3
2. 'Application' Fees.....	4
Application Fee Example:	4
3. Enterprise Pricing.....	5
Enterprise License Example.....	5

1. Farm SaaS Pricing

JustFarm has two pricing tiers, 'Basic' and 'Pro' each providing different levels of access to the platform and its features.

Note: The JustFarm platform is constantly evolving, with new features being develop and released regularly. For an up-to-date list of features, please visit www.justfarm.app.

1.1. 'Basic' Farm License

Available for **FREE** within the JustFarm platform. The 'Basic' license allows farmers to create their farm, upload their agreement documents and get guidance on Environmental Land Management (ELMs) scheme actions that are active on their farm. The 'Basic' license includes:

- ✓ Automatic farm mapping using SBI number
- ✓ Automatic agreement ingestion using our industry leading AI
- ✓ SFI & CS advice and guidance
- ✓ Virtual Farm Advisor
- ✓ Parcel level details and actions
- ✓ Simple rotational action management
- ✓ Annual Declaration tracking; and
- ✓ Ability to invite Farm members so they can view detailed subsidy guidance.

1.2. Pro Farm License

For farms wanting to store evidence and track compliance against their ELM obligations, they need to upgrade to our 'Pro' license tier. This includes:

- ✓ Everything in the 'Basic' farm, plus:
- ✓ Secure evidence capture and storage
- ✓ Streamlined rotational action management
- ✓ Document management (non-ELMs related)
- ✓ Mobile companion app for evidence capture in-the-field
- ✓ Advanced progress tracking
- ✓ RPA inspection ready reports
- ✓ Custom map annotations and print outs; and
- ✓ Map layer imports.

'Pro' Farm Pricing Table

As of 01/01/2026

Farm Size (Ha)	Monthly	Annual (saving 1 month)
25	£11.75	£129.25
50	£23.50	£258.50
100	£27.00	£297.00
150	£30.50	£335.50
200	£34.00	£374.00
250	£37.50	£412.50
300	£41.00	£451.00
350	£44.50	£489.50
400	£48.00	£528.00
450	£51.50	£566.50
500	£55.00	£605.00
600	£62.00	£682.00
700	£69.00	£759.00
800	£76.00	£836.00

900	£83.00	£913.00
1000	£90.00	£990.00
1200	£104.00	£1,144.00
1400	£118.00	£1,298.00
1600	£132.00	£1,452.00
1800	£146.00	£1,606.00
2000	£160.00	£1,760.00
2200	£174.00	£1,914.00
2400	£188.00	£2,068.00
2600	£202.00	£2,222.00
2800	£216.00	£2,376.00
3000+	£230.00	£2,530.00

2. 'Application' Fees

The JustFarm platform has the ability to help farmers plan for additional ELMs actions. The platform uses its understanding of the government policy, the latest scheme rules (e.g. SFI 2026), the farm makeup (e.g. cover types) and existing agreements to provide guidance on additional actions which can be applied for.

Our intention is to make ELMs accessible to farms of all sizes and therefore charge a commission-based fee for applications which have been successfully accepted by the RPA. We charge 1-3% of the ELM agreement amount for this service.

Application Fee Example:

A Farm uses the JustFarm 'Planner' tool to assess their farm against SFI 2026 to see what additional actions they can apply for. The platform assesses SFI 2026 against their existing SFI 2023 and Countryside Stewardship agreements and identifies compatible actions for the farmer to select.

The farmer identifies £12,000 of additional scheme actions they can apply for and submits this to the RPA. Their application is accepted.

JustFarm Application Fee: £12,000 * 2% = £240.

Note: This equates to the same costs as 1hr of Agent/Advisor time. It typically takes agents 8-12hrs to prepare a plan for a farm.

3. Enterprise Pricing

The Enterprise license fee gives agencies access to the JustFarm platform across their entire organisation, and portfolio of farms. This allows every farm supported by the agency be onboarded onto the platform along with their individual ELMs agreements.

The agreement documents will be automatically processed and mapped to the farm's land parcels by the JustFarm platform, providing granular management and guidance to the agency and its members alike.

This enables oversight of the entire portfolio and the ability to track key deadlines (e.g. annual declarations) and compliance milestones.

By default, farms are onboarded under the 'Basic' licence which allows the agency (and its staff) to view ELMs commitments, receive detailed guidance and deadline reminders. The agents can invite their clients (at an individual farm level), allowing them to view guidance and evidence requirements.

For those clients that would like additional support, they can be upgraded to a 'Pro' license which unlocks the ability to capture and store evidence within the JustFarm platform, along with many other time-saving features - like our rotational action management tool.

All Enterprise licenses are customised depending on the needs of the organisation.

However, prices range from £3-6 per farm per year, with 'Pro' farms receiving a discount of 10-20% on the upgrade cost.

Enterprise License Example

Large agency supporting 500 farms with an average size of 100ha. 100 farms opt to upgrade to the 'Pro' tier, receiving a 20% discount.

Enterprise License: $500 \times £3 \text{ per farm} = £1,500$

100 Pro Farm Upgrades: $100 \times (£297 - 20\%) = 23,760$

Total License cost: £25,260