

**Case study Sam Taylor**

A commitment to Dairy Excellence has resulted in some major changes for Shropshire dairy farmer Sam Taylor who feels his business has benefitted from the tailored consultancy service provided by Andrew Hawkins.

*"I have been using Dairy Excellence since autumn 2008 and it has given me the confidence to focus on broader strategic business issues, knowing the detailed management of the herd is in good hands.*

*"With Andrew's experience and input we have employed some top quality staff and benefitted from Andrew's help with the production of job descriptions and carrying out the interviews. This has helped improve the timeliness of the most important jobs.*

*"We then implemented Standard Operating Procedures for the specific tasks so that we know jobs are done correctly every time which helps maintain the standards which lead to the improvements.*

*"With a specific goal of improving grazing output, Andrew helped us design a new paddock system including the creation of a network of over 1.5 miles of tracks. This and the use of the plate meter means we are making far better use of grazed grass. Yield per cow has risen by nearly 200 litres, while yield from all forage has increased by 850 litres, and concentrate usage has been cut by 18%.*

*"At his fortnightly meetings Andrew focuses on staff management, nutrition and cow signs and works as a team with the farm staff and our local vet to ensure the herd is delivering on all fronts."*



Sam Taylor

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Tel 01270 616800 • Fax 01270 616704 • [www.promar-international.com](http://www.promar-international.com)

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Freepost RSKC-ZBGZ-HJSR  
Promar International Ltd  
Alpha Building  
London Road  
Stapeley  
Nantwich  
CW5 7JW

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## Promar Dairy Excellence

**Consultancy that delivers  
real results...  
or your money back**

A  Genus Company

## Introduction

Many of today's dairy farms are becoming bigger, more complex businesses and require a new approach to management and to management consultancy. That new approach is Promar Dairy Excellence.

More higher yielding cows, more staff and a difficult economic climate all combine to make it a greater challenge to maximise profits.

Analysis of farm accounts shows a vast range in performance at the same yield output. Some businesses are better able to get the most from their cows and their staff resulting in better cost control, greater production, superior fertility and better forage utilisation.

Increasingly profit is generated by constantly fine tuning performance to make more money. Dairy Excellence helps achieve this by getting farm staff to deliver top quality results.

Our specially trained consultants will spend more time with your staff and business to help with the day to day management, allowing you more time to manage the other aspects of the business. Regular visits, usually fortnightly but often weekly, allow the consultant to work in partnership with the farm team to closely monitor and fine-tune performance to help deliver long term success.

We have invested approaching £250k in training and recruited specialist staff to make the Dairy Excellence team the best equipped consultants in the country to help drive performance in progressive dairy herds.

The need for change has never been greater. Let Dairy Excellence help you change for the better.

## Dairy Excellence – making a big difference –

**Paul Henderson**  
Dairy Excellence Manager



**The average Dairy Excellence customer make an 8:1 return on their investment in consultancy, worth an extra £48,744 after all costs.**

Ask yourself, what other investment could you make today which offers an 8:1 return on investment?

We are so confident in the ability of our Dairy Excellence Consultants that we are agreeing to give 100% return on your investment – GUARANTEED!

Dairy Excellence has been developed in response to the needs of dairy farmers who find themselves employing more staff and looking for skilled input to get the most from the staff and the cows.

Delivered by specially trained staff, Dairy Excellence typically includes:

- Initial planning meetings to agree targets for key areas of the business
- Advice and support on staff recruitment, retention and management
- High frequency visits to work closely with the farm team on all areas of day to day management including:
  - Cow environment
  - Nutrition
  - Udder health
  - Fresh cow, calving cow and transition cow management
  - Calf management
- Implementation of Standard Operating Procedures to achieve consistent quality management of key areas.

Dairy Excellence is not a 'one size fits all' approach, but individual tailored consultancy designed to get the best from your business. Many customers have already seen a big improvement in their performance by following the Dairy Excellence approach. Isn't it time you found out more?

# Hear what our customers have to say!

### Case study Thakeham Farms

Mrs Joanna Binnington runs a herd of 160 autumn calving cows at Thakeham Farm in Sussex planning for 220 in the future. She had been working with Promar consultant Garry Kidner for several years and has been using Dairy Excellence since August 2009.



"We run a block calved system with 80% of cows calving by mid-December so we can make best use of the short grazing season," Mrs Binnington explains.

"The initial focus of Dairy Excellence was on simplifying the system and driving down feed costs. Garry went back to basics on the diet, cutting out high priced ingredients and instead focussing on rumen health.

"The unit has recently been redesigned and Garry is working to help maximise the benefits. We hope to reduce stress on the cows and improve labour efficiency. The herd has moved into a new cubicle building which has improved the cow environment, reduced mastitis cases and simplified day to day management. We will be controlling daylight length when the cows are housed to improve performance and will possibly consider grouping the cows to further improve feed use.

"Garry meets with the farm staff every two weeks and also works closely with our Genus ABS RMS technician to ensure we achieve the tight calving pattern we require. This year we will be focussing on grazing productivity and utilisation.

"Dairy Excellence has had a huge impact on my business already and I am sure we will see further large improvements."

### Case study Greg Fletcher

Leicestershire dairy farmer Greg Fletcher of Fletcher Partners believes Dairy Excellence has provided the impetus to improve technical performance and profit from the 190 cow dairy herd.

"You can't afford to aim to be average but instead have to focus on being in the top few percent on all aspects of performance, and our Dairy Excellence consultant Emma Thompson has challenged us all the way.

"When Emma first visited the farm in October 2009 the annual yield was 8,000 litres per cow with limited grazing.

Feed rate was high and replacement rate somewhere approaching 30%.

"The main focus has been to improve yields and production from forage to reduce feed costs and we are now producing over 9,200 litres with over 3,200 from forage with a feed rate of 0.3kg/l compared to 0.37kg/l.

"Cows are now turned out to grass and we are seeing big increases in yield from grazing. The return to grazing has helped reduce costs while the higher proportion of forage in the diet has led to healthier cows and reduced vet bills. Lameness and mastitis cases have fallen and we have slashed the replacement rate to 18%.

"In many respects Dairy Excellence is a confidence building exercise. Emma is an integral part of the team and initially she guided and challenged us, but now we challenge her. However, the aim is always the same, to get the best performance from the cows and the best profit from the business."



### Case study Rob Warren

For Gloucestershire milk producer Rob Warren, a decision to join Dairy Excellence has seen changes to many aspects of the milking system resulting in more effective milk production.

"Our objective is to build a profitable herd offering high standards of welfare for both the cows and the staff employed on the unit. It is about cost-effective milk production rather than low cost production. With the help of our Promar Dairy

Excellence consultant Danni Cooke we are achieving just that.

"Danni has been instrumental in developing a new labour plan for the unit which involved employing an additional member of staff, taking more jobs back in hand and having a clearer structure of responsibilities. We have also moved to 3x milking as the staff and infrastructure were in place. This has allowed output to increase as well as welfare benefits.

At her regular visits Danni makes sure that production is on track. She has greatly simplified the diet to get

rid of unnecessary complications and so allowing more time to be spent paying attention to detail to the basics. Particular attention is paid to fresh calved cows.

"The move to Dairy Excellence has allowed us to increase both herd size and output per cow, reduce feed use per cow, increase production per man and maximise forage utilisation, all of which have a direct impact on profit."



**Promar Dairy Excellence**  
Consultancy that delivers real results... or your money back



**Yes please. I would like to know more about how Promar Dairy Excellence can make a difference to my business.**

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Post code \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Herd size \_\_\_\_\_

**Andrew Thompson**  
Managing Director