

WELCOME James Dunn, Managing Director of Promar International



Welcome to the October edition of Promar Matters.

Last month I had the pleasure of visiting the three finalists of the Milkminster Manager of the Year award, and I was truly overwhelmed by the passion and business acumen that they all exhibited.

Selecting a national champion was not an easy decision, but ultimately, the winner was chosen for outstanding attention to detail in the operation of their farm

business. Using trusted advisors and data to make informed business decisions, demonstrated a high level of technical ability enabling them to extract value from simple rationing and excellent use of grassland. Phenomenal yield from forage, particularly from a farm on the edge of the North Pennines, was also a contributing factor to their award success.

Also in this edition, we further showcase how the use of data and training through Promar's Dairy Management Academy, can help to improve performance

and staff engagement on-farm.

I hope you enjoy the read and please contact us if you would like to discuss any of the areas covered in more detail.

Event

Come along and meet the Promar team at the following upcoming event:

**24th October:
Welsh Dairy Show**

MILKMINDER AWARD SUCCESS FOR COUNTY DURHAM FAMILY

The Pounder family of Stainton Hill Farm, County Durham were awarded the Milkminster Manager of the Year Award 2017 at UK Dairy Day.

Andrew and Pam Pounder, who run a 200-cow Holstein Friesian herd averaging 9,226 litres, with 4.19% butterfat and 3.3% protein, overcame tough competition from two other regional finalists to be recognised as top of their field.

The family impressed judge James Dunn, Promar's Managing Director, with their attention to detail and clear succession plan.

"Andrew knows his business inside out, and his attention to detail sees impressive results being realised on farm. Careful selection of grass leys within the farm rotation has seen good quality forage being produced every year," says James.

"The herd currently yields 4,754 litres from forage, which represents around 55% of the total milk yield. This is a significant figure and well above our recommended starting point of 30%."

James adds that the future looks bright for the family farm of three generations, which includes Andrew's parents Joe and Margaret, Pam's father Dennis, and 21-year-old son Scott, who has recently been made a partner in the business.

"Andrew has taken a proactive approach to farm succession and he, Dennis

and Scott play equal roles in key areas. The Pounder family are very worthy winners, and we're pleased to be able to acknowledge their achievements as a successful dairy business."

Milkminster Manager of the Year Award 2017 regional finalists:

- Finalists, regional winners (North) and National Milkminster Manager of the Year 2017 award winners – Mr and Mrs Pounder, Stainton Hill Farm, County Durham
- Finalists and regional winners (South) – F J and R F Banfield, Westwood Farm (Keevil Ltd), Wiltshire
- Finalists and regional winners (Midlands) – I G Evans and Son, Halton Farm, Wrexham

Read this month's British Dairying for a detailed case study on the winning farm.



STUDY TOUR PROVIDES OPPORTUNITIES FOR KNOWLEDGE TRANSFER

As the latest cohort of future dairy managers returns from the Promar Dairy Management Academy (DMA) study tour to Germany and Denmark, DMA member and herd manager, Rob Chadwick explains more about the tour and his learnings.

"We spent four days visiting farms and supply chain businesses in Europe to learn more about how they work.

"Although the German dairy industry is very similar to the UK, the key take home for me was the difference in culture and management practices.

"As an industry, they have faced some challenging times, and as a result there is a notable move towards large

scale dairy operations as they work towards improving efficiencies."

However, with an increase in business size comes a requirement for leaner management, explains Rob. "There is a different work culture in Germany, where farm owners are very good at taking a step back and giving their managers day to day responsibility. Staff understand their role in recording farm data, working towards KPI's and their part in the farm's overall success. This really motivates the employees, and even promotes a better work-life balance on the farm, which resulted in higher staff retention levels.

"This culture and lean management approach is something I want to implement back on the farm. Alongside the management of the 490-cow Wimboldsley Holstein herd, I am also taking more responsibility in the management of our staff. I appreciate that change isn't going to happen overnight, but I hope to free up more of my time to focus on driving

efficiencies on the farm, and developing and improving our business for the future."

Promar's Dairy Management Academy is the only industry training programme aimed at pioneering dairy managers of the future. The two-year programme comprises of eight, two-day courses and a study tour. Applications for 2018 are now open – please contact Promar's National Consultancy Manager, Nigel Davies at nigel.davies@genusplc.com for more information.



NEW LOOK FBA SERVICE HELPS DRIVE EFFICIENCIES ON FARM



Farm Business Accounts (FBA) analysis has

enabled one West Yorkshire farmer to effectively understand and efficiently manage cashflow, leading to targeted investment and improved efficiencies. Jonathan Hill, Principal Consultant at Promar explains more.

"With a 500-cow milking herd, 300 head beef finishing unit, 1,500 ewe sheep enterprise and a milk processing business, Mr Raw certainly has a lot to juggle," says Jonathan.

"The recently updated FBA service gives him an overview of key figures across the business, allowing easy analysis of data, and an in-depth breakdown of each individual enterprises performance.

"This in turn has helped Mr Raw to understand cashflow fluctuations on a weekly and monthly basis, and handle major investment carefully. Having been an FBA and Consultancy customer for many years, Mr Raw has reaped the benefits of the service, and installed

a rotary parlour and an additional cubicle shed over the last few years."

Alongside an improved understanding of cashflow, the new FBA has also enabled the farm to drill down into the profit margins of each enterprise, helping to drive efficiencies in the volatile agricultural market.

"The farm is a complex business, but using the fully reconciled data, Mr Raw and his consultant can see which enterprises are profitable and understand if there are any major inefficiencies which need addressing and prioritise these as necessary."

For more information on FBA, please contact Jonathan via jonathan.hill@genusplc.com.

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