



**Independent
Dairy
Specialists**



KINGSHAY DESIGNS NEW FIRST4MILK SERVICE

Kingshay have developed a new data platform and smart phone app for First Milk, for the benefit of their farmer members. First4Milk provides a platform to promote best practice, encourage the adoption of new technology and demonstrate to First Milk customers and consumers that they are committed to doing the right thing.

Kingshay were selected to design the new platform and app, combining our experience collating and analysing data to produce valuable farmer friendly reports, with new technologies to smartly integrate data from different sources.

The First4Milk App has many benefits, including a daily feed of milk collections and quality, which are reported both in tables and graphs, plus it provides a reference point for monthly milk statements. The app also contains details of farm business reviews. With appropriate permission provided by individual farmers, a link from BCMS gives a "My Herd Today" overview of cattle numbers and a link from Kingshay's Dairy Manager

includes monthly and rolling results with charts highlighting trends. Further developments include data links from feed companies, milk recording organisers, vets, as well as farm assurance reviews.

The app has already received positive feedback from farmer members, providing a near instant track of performance, leading to more informed decision making and facilitate discussion between farmers and their advisors.

The First4Milk App is based on the Kingshay App, which is available to all Kingshay members and Dairy Manager users. The Kingshay App can be downloaded from the Apple App Store or Google Play for free with *insight* members benefiting from the extensive knowledgebase and Kingshay Direct Dairy Manager users having access to their costed herd.



News

July 2019

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THE BRITISH GRASSLAND SOCIETY SUMMER MEETING 2019 GLOUCESTERSHIRE 1ST - 3RD JULY



This years' summer meeting in Gloucestershire includes visits to three dairy farms alongside one beef and one sheep unit, providing plenty of opportunity for discussion around

grassland management. The meeting will see Kingshay's Richard Simpson officially take up his role as President of the British Grassland Society Council.

Booking is essential. Further details can be found at www.britishgrassland.com



SOUTH WEST DAIRY DEVELOPMENT CENTRE UPDATE

Early April saw the cows go out to graze for the first time since their arrival at the South West Dairy Development Centre, funded by Agri-EPI, designed and operated by Kingshay. With one of the main objectives of the Dairy Centre to integrate robotic milking with precision grazing – this was a hugely momentous occasion.

The grazing platform is subdivided into four zones, which the cows access via a network of tracks, controlled by a grazing gate system. This gate sends them to a measured paddock for around six hours before switching to a fresh area for the

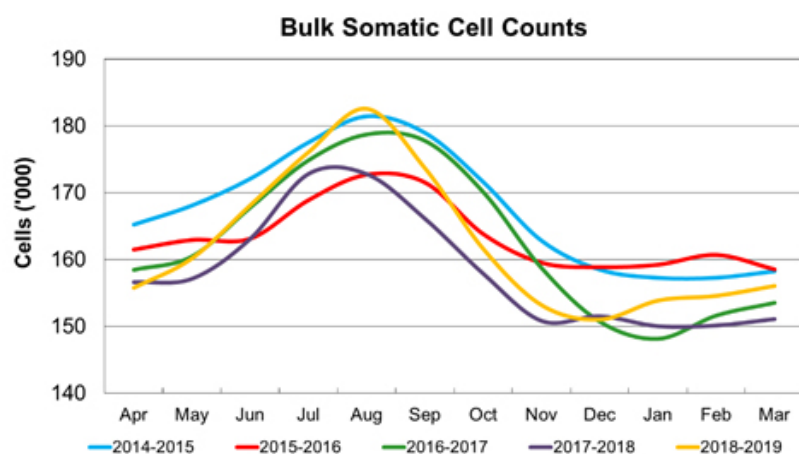
next six hours and so on. The cows are free to come back to be milked when they choose. As can be expected, when faced with the unfamiliar, the cows “tested the system” to start with, but are adjusting to it well as the season progresses.

The tracks themselves are made of crushed stone or concrete sleepers. In both cases, they have AstroTurf laid on top to make for a comfortable and very cost-effective walking surface. Some grass areas were cut for first cut and are now being brought into the grazing round.

The cows are now international TV stars after being featured on several BBC and ITV programmes and most recently on Reuters TV, which syndicated their footage worldwide to a potential audience of over 700 million people! This is thanks to the involvement of the dairy as a test bed for the 5G Rural First project, which is examining the potential of the next generation of mobile signal to enhance connectivity in farming and rural areas.

DAIRY MANAGER UPDATE

The dry summer took its toll on somatic cell counts last year with a high peak of 183,000 cells in August, 6% higher than the same month in 2017. Although the annual average was very similar to 2016-17 and 2015-16 at 162,000 cells, only 4,000 cells higher than 2017-18.



This reversal from the gradual falling trend over the last few years was most likely due to the high peak in July/August coinciding with the hot weather. Cows were possibly lying (and dung-ing) in shadier areas, where flies are more prolific, potentially transferring disease from cow to cow. Heat stress was also rife last summer, which, along with nutritional stress, compromised immune function resulting in the cow not being able to cope with disease as easily. Organic farms saw a very comparable trend.

If you are interested in monitoring your herd data, call our Dairy Manager team to enquire about our costings service on 01458 851555 or email dairy.manager@kingshay.co.uk

SAVE THE DATES - SHOW SEASON

Kingshay will be exhibiting at this year's UK Dairy Day and The Dairy Show. If you are attending either event, make sure you come along and say hello!

UK DAIRY DAY

The UK Dairy Day will be held on Wednesday 11th September at The International Centre in Telford and is free to attend.

For more information, visit www.ukdairyday.co.uk



THE DAIRY SHOW

The UK's largest Dairy Show makes an essential date in the dairy industry calendar - be sure to come and visit us on our stand, on Wednesday 2nd October at the Bath and West Showground.

For more information, visit www.bathandwest.com/the-dairy-show



RECENT MAILINGS

Twice a month, Kingshay's farmer, consultant and vet members receive Insight publications and a Monthly Checklist and have access to previous ones in the members' area of the website at www.kingshay.com. Here are some highlights from those produced in recent months:

FLY CONTROL IN CATTLE

As the days start to get longer, it is time to turn our attention to fly control. As we all know the seasons can be variable and so it is worth being prepared to treat from March through to October, should climatic conditions require. Flies are not only a nuisance to cows and staff, they carry bacteria and viruses.

20 YEARS OF COSTINGS!

This year marks the 20th year of Dairy Manager costings at Kingshay. From an initial group of 50 loyal members, several of whom are still using our costings, the service is now offered both direct to farmers and through many partner companies and used monthly by almost 2,000 herds across the UK.

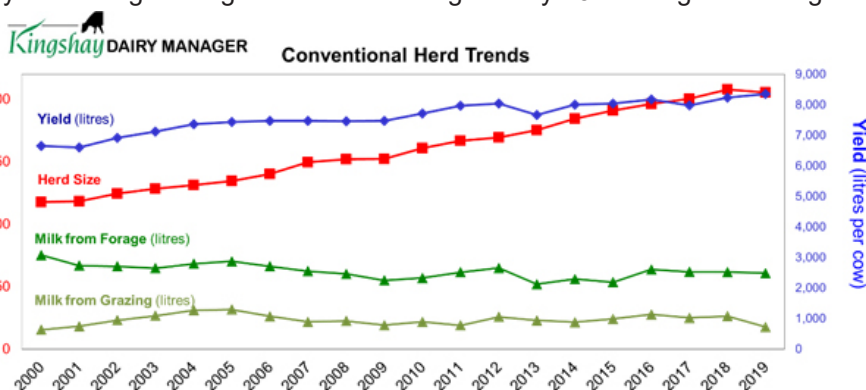
Over the last 2 decades, boy have things changed! Herd size has grown by 43% taking the average herd from 118 cows up to 205, but have we reached the top, with a 3-cow reduction in herd size in 2019, or is it more likely an impact of last year's challenging summer?

Milk yield has followed a similar upward trend with herds being more efficient than ever at

producing milk. However, where that milk comes from has been very static for several years, in particular the amount of milk produced from grazing. What is the potential? Could more milk come from grazing for those herds that do graze? Limited grass availability, due to the hot summer, is the likely cause of a drop in milk from grazing in 2019, resulting in an increase in concentrates and other feed sources being fed.

Milk price has been at its highest for the last 4 years at an average of 29.0p/ltr compared to 24.2p/ltr back in 2016, but is still below the peaks of 2014, unlike most cost areas have risen since then.

Look out for Kingshay's eighth edition of the annual Dairy Costings Focus Report, which will be available soon. The report views milk price trends to March 2019, ranking results by yield from forage, yield band and herd size from Dairy Manager costed herds. The report also incorporates additional results from Kingshay's Health Manager service, including fertility performance and cell counts.



WOMEN IN DAIRY ANNUAL CONFERENCE

18 September 2019

Sixways Stadium, Worcester

9.30am - 3.30pm

General admission is £55 + VAT with an early bird ticket of £50 + VAT before 31 July.

Tickets are £41.25 + VAT for Women In Dairy Members

Visit www.womenindairy.co.uk to book or call 02476 639317

OUR AUTUMN GRASS SEED MIXTURES ARE AVAILABLE

"Give your Cows what they like to eat"

Kingshay supply a wide range of seed mixtures to suit your enterprise, choose from:

- Short term, IRG, Hybrid and Red Clover
- Silaging Mixes
- Grazing Mixes
- Sheep and Beef Mixtures
- Organic Seeds

Kingshay Members can benefit from discounted rates.

**A FURTHER DISCOUNT OF 5%
APPLIES TO LARGE ORDERS OVER
25 ACRES**



IMPROVING SOIL BIOLOGY

In the busy day to day running of a dairy farm, it is too easy to focus attention on the things that you can see. Soil health is one such area. So, what can you do to make sure your soil and therefore your crops and forage, are as healthy and productive as possible?

JUNE CHECKLIST

- Climate Change & Environmental Impact
- Be Prepared to Control Flies
- Don't Neglect your Maize Crops
 - Sulphur
- Sodium Recommendations
 - Summer Cake

Feedback on publications will be gratefully received, let Sarah know your thoughts on 01458 851555 or email sarah.bolt@kingshay.co.uk



WELCOME TO JUSTIN BIRCH

Justin recently joined the Kingshay team at the South West Dairy Development Centre, taking on the role of Dairy Centre Manager from David Pettitt.

Justin started relief milking at the age of 13 and worked his way up from dairyman to herd manager. He later progressed on to share farming on the Isle of Wight and set up a processing group, selling milk direct to supermarkets.

More recently, having gained experience with Ice Robotics, Justin has developed a keen interest in technology within the agricultural sector and will look to introduce further new developments at the Dairy Centre working with leading companies within the dairy industry.

He spends his spare time with his wife and three children, walking, camping or playing pool with his 10-year-old son!

Justin will be a great asset to complement our existing team and we look forward to working with him.



FOCUS ON PROFIT MANAGER
DISCOVER YOUR TRUE COSTS OF PRODUCTION

Profit Manager provides you with a true representation of your dairy enterprise costs and profits, allowing you to plan your business future.

The detailed reports will highlight performance, strengths and weaknesses, showing areas for further improvement.

With just 3 simple input forms Profit Manager can help you build and improve on your dairy business.

Contact us to find out more on 01458 851555



WELCOME TO CHRISTINA FORD

Christina joined the Kingshay team as Services Development Specialist in April, to provide customer support and to further develop the services we provide. Getting involved in all things Dairy Manager from the antimicrobial reporting to data integration.

Christina grew up on a beef and pig farm in Somerset and studied Bioveterinary Science at Harper Adams. Before joining Kingshay, Christina worked as a pig nutritionist at

ForFarmers, where she formulated unique diets and progressed a data analysis system to enable clearer access to data to help improve productivity on farm.

In her spare time Christina can be found running around the hockey pitch or walking her dogs Aussie and Rolo. She also enjoys watching the rugby and helping her brother and parents on the family farm.

“IN MY FIELD” BY SIMON SMITH DON'T BLAME THE MILKING RATION!!

Simon Smith is one of the Kingshay Team of Associate Consultants based in Buckinghamshire.

In my experience, too much emphasis is placed on the production diet and not enough focus on the dry cow rations. A poorly prepared cow entering the milking herd is no different to a Harry Kane or an Owen Farrell starting the new season without a preseason program. Poor performance is generally down to poor preparation in most walks of life and the same goes for dairy cow nutrition.

Time again when I visit farms to “firefight” the usual problem of the – “cows aren't milking as expected” or “they aren't getting in calf as they should be”, I end up turning my attention to the dry cow protocol rather than throwing more money at the milking diet by introducing yet more very expensive miracle cure supplements. All too often, these miracle cures will only compound the main issue of the cows not having the appetite or capacity to consume enough of the fresh cow mix. Brought about by either being too fat or suffering from subclinical metabolic issues or more commonly a combination of both caused by a poor pre-calving regime. In such circumstances, they cost you a lot of money and achieve nothing, so please spend as much time on the dry formulation as you do on the milking cow diet and prepare your cows for success!!

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