

'Tried and Tested' – a new service for our British Dairying readers

In our survey of British Dairying readers, there was a clear desire for independent farm equipment reviews. So we've joined forces with Kingshay to offer exactly that – we hope that you will get involved and share your experiences; reviews by farmers, for farmers.

Nobody enjoys sitting through a sales pitch, unsure which products or services will actually deliver for your system. Imagine having access to unbiased reviews of dairy farming equipment, animal care products, and services - reviewed by real farmers who have tried them out in on-farm conditions.

By joining forces with dairy consultant Kingshay, British Dairying is rolling out a new initiative to offer readers independent, practical reviews of a wide range of farm equipment and products.

Kingshay's Tried and Tested reports have been a part of its research-driven resources for many years, helping farmers make informed, evidence-based decisions. The reports have covered anything from diet feeders to calf jackets and even hoof blocks, earning them the fond accolade of 'the Which? Magazine for dairy farmers'.



Wearable technology is the subject of the first BD / Kingshay survey

"The reports are composed from farmer surveys specifically designed for each product, and report on durability, ease of use, maintenance requirements, efficiency, and, where possible, cost-effectiveness," notes Sarah Bolt, Kingshay's Technical Knowledge Exchange Manager.

"Each product is scored, with clear rankings and recommendations to help farmers make positive choices.

"Reviews like these give farmers a sense of confidence in their purchases," she adds. "When they read that others have had a good experience with a product, they feel more assured that they are

making a sound investment. This is especially valuable for big-ticket items where mistakes can be very costly. Peer reviews offer first-hand insights into how products perform in the field, including durability, ease of use, and effectiveness, giving farmers confidence in their purchase decisions."

The first in the series of British Dairying and Kingshay's new Tried and Tested reports will cover wearable technology. The earliest monitors became popular in the 1990s, using pedometers for heat detection. But they have since been joined by many others, driven by improvements in

miniaturisation of sensors, electronic cattle identification, and more cost-effective technology. Many of these new sensors provide individual cow monitoring for production, nutrition, fertility, and even behavioural indicators.

"With so many available in the marketplace our mission is to cut through the noise and get down to what really matters for your farm's productivity and profitability," says Sarah.

"You will get a clear view of the pros, cons, durability, cost-effectiveness, and actual benefits of each product. These are the kind of honest insights that sales pitches can't deliver."

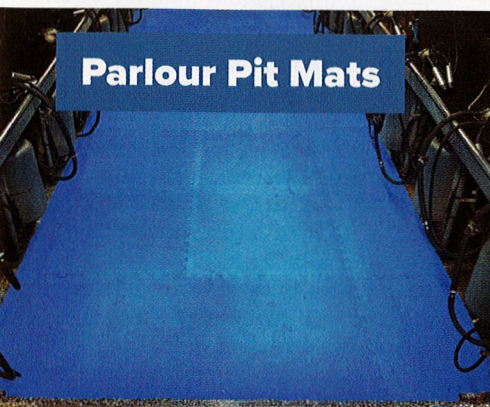
If you are a dairy farmer who has purchased any wearable heat detection, mobility, lameness, rumination, calving or health monitors in the past 10 years, please share your experiences; the good the bad and the ugly!

We can't do this without you, so please register your interest at <https://forms.office.com/e/keX4Duj6uZ>.



The reports offer real farm reviews

Use this QR code to register your interest



Expert advice and proven products