



Written by
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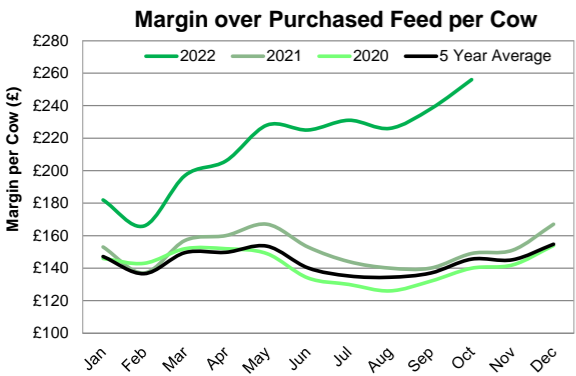
“IN MY FIELD” Does agriculture need good PR?

It's easy to think that marketing and public relations are just for big businesses with big budgets. But that really doesn't have to be the case. Whether you're a family farm seeking to educate the general public, a business selling direct to the consumer, or a dairy consultant building links with clients, it's vital to tell your story. There's a great quote from Steuart H. Britt: "For a business not to advertise is like winking at a girl in the dark. You know what you are doing but no one else does." And it's so true. But promoting your business doesn't have to be about printing flashy adverts or

paying to boost posts on Facebook. Yes, they have their place, but good PR really comes down to storytelling. So, tell your story – don't push your product, explain how it can benefit your customers. That's what they're interested in. Identify your target audience and how to reach them – it may be writing in your parish magazine, posting on Instagram, or featuring in Farmers Weekly or Countryfile. It's not about one-off news releases, but regular drip feeding. And if you need help, just shout – agri-media is what we do and we're always happy to chat www.agri-hub.co.uk.

DAIRY MANAGER UPDATE

Analysis of herds using Kingshay's dairy costings service are continuing to show a significant increase in milk prices, now averaging over 50ppl and up by 57% to 50.02ppl in Oct 2022 compared to the same month of the previous year. Whilst milk prices were higher, concentrate prices per tonne also continued to increase by 35% to £372/tonne compared to Oct 2021. Total concentrate use increased slightly by 3% to 8.9kg/cow/day in Oct 2022, all purchased feed cost/litre rose by 39% to 13.6ppl.



| Monthly Results | Aug-22 | Sep-22 | Oct-22 |
|------------------------------|--------|--------|--------|
| Milk Yield (l/cow/day) | 25.3 | 25.9 | 26.4 |
| Change on last year | 0% | 2% | 3% |
| Milk from Forage (l/cow/day) | 8.1 | 7.7 | 7.8 |
| Change on last year | -8% | -2% | 2% |
| Milk Price (ppl) | 46.9 | 48.8 | 50.0 |
| Concentrate Use (kg/cow/day) | 7.9 | 8.5 | 8.9 |
| All Purch. Feed Costs (ppl) | 12.1 | 12.8 | 13.6 |
| MOPF (£/cow) | £224 | £235 | £256 |
| Change on last year | 60% | 73% | 74% |

Overall, the margin over purchased feed per cow was 67% higher in Oct 2022 at £256/cow, compared to £153/cow last year. Although this needs to cover other costs that have also risen significantly and will continue to do so, such as fuel, fertiliser and electricity costs.

Monitor your herd's costs today and receive the first 2 months free. Kingshay Members get the Regular package included in their membership.

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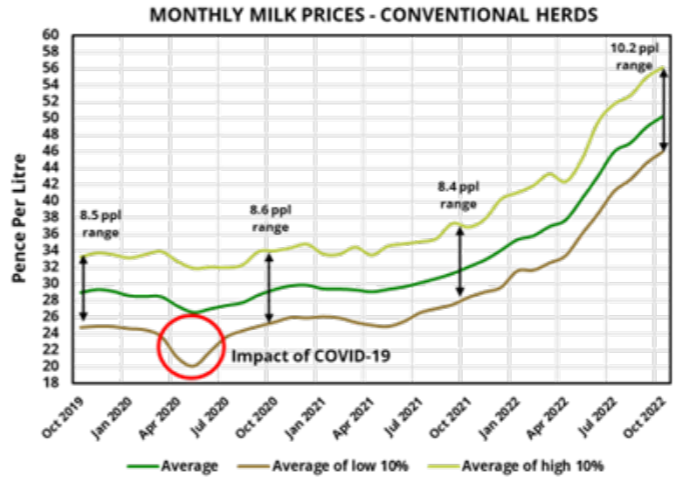
Kingshay | WINTER 2022 NEWSLETTER



WHAT WILL NEXT YEAR HOLD?

Looking back over the last year, milk prices and input costs have changed dramatically month on month. What will the next 12 months hold? Is it a case of “Plan for the worst and hope for the best”?

Input prices are likely to remain high, particularly feed costs, which look set to continue to rise in the spring. The challenge will be to drive efficiencies further to control costs of production and focus on marginal gains, wherever possible.



At the time of printing, there are rumours that milk prices will start to come back down in the new year. A few milk processors have announced a drop for January/February and others will follow. How quickly they will fall is difficult to predict and by how much. If they come down too far too quickly this will have devastating impact on the dairy sector. We have yet to see the true impact of rising costs of production on many farms, with many electricity contracts still fixed.

Margins will be tight in the spring, as fertiliser costs look to stay high. Some producers cut back on fertiliser use to control costs last year, but this is not a sustainable option for too long and may impact profitability. If we have another dry summer like last year, we will need all the forage we can harvest. In the South West, many herds started feeding winter rations back in July and have been trying to 'eek out' stocks to last through the winter.

October milk production was up nationally according to AHDB Dairy and average milk prices have just hit 50ppl (see page 4) for herds using Kingshay's costings service. Many herds have kept more cows for longer to take advantage of high milk prices as much as possible. Culling cows that are not carrying their weight in the herd will be a key way to drive feed efficiency.

BUDGETS

Prepare different scenarios – although budgets can be tricky to do with a lot of unknowns, it is important to know what impact any changes to milk prices will have on your business.

Now it is more important than ever to know where your costs of production are and where small incremental changes can have a big impact to the bottom line. Contact Kingshay to independently evaluate your business and review your costs of production annually or quarterly.

IN THIS EDITION..

- Staff news
- Latest events
- Dairy Tech 2023
- Glass half full or half empty?
- Does agriculture need good PR?
- Dairy manager update

STAFF NEWS



Nettie Award Winners

Congratulations to Christina Ford and Mary-Kate Foster for winning a VetPartners "Nettie" award for outstanding commitment. They were nominated for being the key driving force behind the successful completion of the First Milk antimicrobial project. They worked closely and tirelessly together, achieving great team dynamics. Well done!



Congratulations to Mary-Kate and Rod

We wanted to say a huge congratulations to the newlyweds Mary-Kate and Rod who got married last month joined by close friends and family.

LATEST EVENTS



Technical Posters

Kingshay presented posters at the BCVA Congress and also the British Mastitis Conference. Kathryn Rowland won the best poster as voted by delegates at the BMC with her poster - "The impact of milk prices on the cost of mastitis and herd performance".



Farmer Meetings

Kathryn Rowland and Simon Withers did a series of farmer meetings in the South West on behalf of Crediton Milling with the theme "Maximising Milk Price". If you would like Kingshay to provide a speaker on any dairy related topic give us a call.

Total Dairy Conference

As part of VetPartners' sponsorship package for TotalDairy, Kingshay had an exhibition stand at the conference. Staffed by Simon Withers business development manager and technical knowledge exchange manager, Sarah Bolt - a busy two days were had. Between seminar sessions, which were great for our CPD, we had countless discussions with both farmers and industry alike.



GLASS HALF FULL OR HALF EMPTY?

Visitors to the Kingshay stands at both UK Dairy Day in September and the Dairy Show in October were asked to share 'how optimistic they were about the future of their dairy business' and 'how profitable they thought their dairy business would be' - by putting a coloured sticker to represent their dairy system on our chart. See the results below.



According to the AgInflation Index, farming inputs for the year to the end of September 2022 rose by 33%, despite this, dairy farmers on the whole, remain optimistic.

Almost one third of those surveyed were Autumn/split block calving herds with a grazing focus. Two fifths of herds were all year-round calving, split equally between housing and grazing focused herds. Overall, only 2% farmers were pessimistic about the future of their business, 5% indifferent, neither optimistic nor pessimistic, with the remaining 93% optimistic - with an average optimism score of 17 (ranging from -2 to 42). Nearly all farmers (95%) felt that their dairy business would be profitable to some extent in the future, the profitability score averaging 8.7, ranging from -2 to 21.

12% of dairy farmers surveyed farmed organically. On average they were far less optimistic than farmers on conventional systems (average optimism score 9 versus 18). As with optimism, the organic farmers scored less favourably for profitability, scoring 4 versus 9 for conventional farmers. Most likely reflecting the current organic farm gate price alongside increased feed costs experienced by the sector.

Thank you to all the farmers who took part, I hope you are enjoying using your Kingshay glass? - It is positively reassuring to know that despite current challenges the general mood remains optimistic for dairying.

For more information on dairy systems see our Dairy Production Systems Report 2018 and page 6 of Dairy Costings Focus Report 2022.



We're Attending Dairy Tech 2023

Come visit us on the VetPartners stand

Stand I14 in Hall 1



RECENT PUBLICATIONS

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



Lean Management



Vaccination Planning



Pneumonia (BRD) Prevention



Oestrus Synchronisation



NEW FARMIQ COURSE

Understanding anthelmintic usage is a fundamental necessity to achieving good productivity by using the right product at the right time for the right animal and at the right dose to improve health and performance.

To book the course visit farmiq.co.uk today. All Kingshay members get 20% off this course (contact office for discount code).