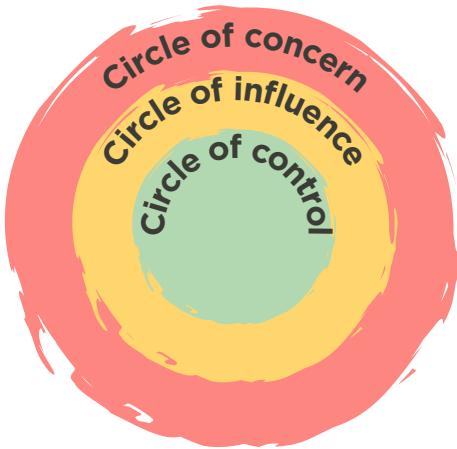




Control The Controllable

The latest AHDB survey estimates that, as of October, there are around 7,010 dairy producers in Great Britain. With milk prices already reduced by many processors, and further cuts expected in the new year, the outlook for the dairy sector is challenging. So, the question every dairy farmer is asking, 'What can we do?'

At times like these, I am reminded of Stephen Covey's 'Circle of Influence'. See below.



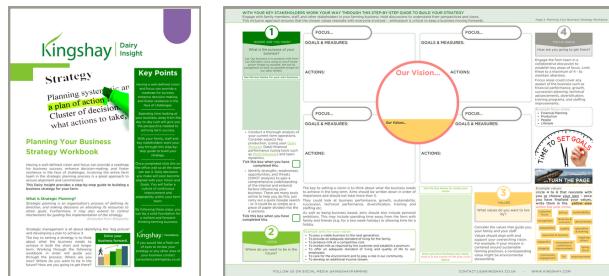
When the industry faces uncertainty, it is easy to feel overwhelmed by the sheer number of concerns. But trying to tackle every one of these concerns will flatten your battery very quickly. *How can you determine the areas that truly deserve your attention?*

Some factors, such as government legislation, market volatility, and weather, are beyond your control. Spending time and energy on these will only lead to frustration. Accepting this reality frees you to concentrate on areas where you can make a difference. This is your circle of control: the things you can directly impact, such as your farm operations, your team, and your budgets. Proactive action here puts you in the driver's seat. Examples include adjusting cow rations to optimise performance, reviewing and tightening budgets, and improving team communication and efficiency. Quick wins in these areas build momentum and resilience.

While you can't control everything, you can increase your influence. Being proactive in leading your team effectively influences how your team performs. Or collaboration with advisors, and engaging with organisations like your milk buyer or NFU. These actions can gradually shift some concerns into areas where you

have more say. For example, representing your fellow farmers in discussions with processors or contributing to local NFU initiatives can help shape outcomes that matter to your business.

To be proactive, you need to know where you are now and where you want to be. A well-defined vision provides a roadmap for success, better decision-making, and greater resilience during tough times. Share your strategy widely, not just with staff, but with your advisory team, including nutritionists and consultants. When everyone understands your goals, they can make decisions that align with your vision. Make it clear to anyone who steps onto your farm what you are working toward. This fosters a culture of continuous improvement and accountability.



Kingshay's *'Planning your business strategy workbook'* can help you plan a clear vision.

At Kingshay, we specialise in helping farmers bring clarity to their business. Our support ranges from developing practical strategies and realistic budgets with our experienced consultants, to providing training and knowledge exchange that upskill your team. In addition, our UK-leading costing services enable you to monitor progress and improve efficiency across your operation.

Don't be that farmer who complains about or blames 'the things in your circle of concern', it wastes time and energy and leaves you reacting to the situation, rather than leading. Instead, shift your attention, be proactive and control the controllable!



Written by Sarah Bolt
 Technical Knowledge Exchange Manager

IN THIS EDITION...

- Control The Controllable
- Dairy Manager Update
- Start As We Mean To Go On - Training Update
- Welcome Agri-King
- Capital Grants 2025 Round Up
- Kingshay News



Written by Felicity Gale
Senior Farm Services Specialist

The latest figures from herds using Kingshay's dairy costings service for October 2025 indicate another strong month, despite continuing milk price cuts. The average margin over purchased feed rose to £261 per cow, a 13% increase compared to October 2024. Purchased feed costs continued to fall, with concentrate prices averaging £296/tonne, 3% lower than October 2024.

Milk prices averaged 45.68ppl, up 2% compared to October 2024. However, recent UK milk price cuts are not yet fully reflected in the October figures, and their negative impact will appear in the coming months. Milk from forage averaged 7.7

litres per cow per day, an 18% increase compared to October 2024. Earlier in the season, many farmers had to feed more concentrates due to prolonged dry weather and limited grass growth. As a result, total milk yields increased by 8%, reaching 28.2 litres/cow/day.

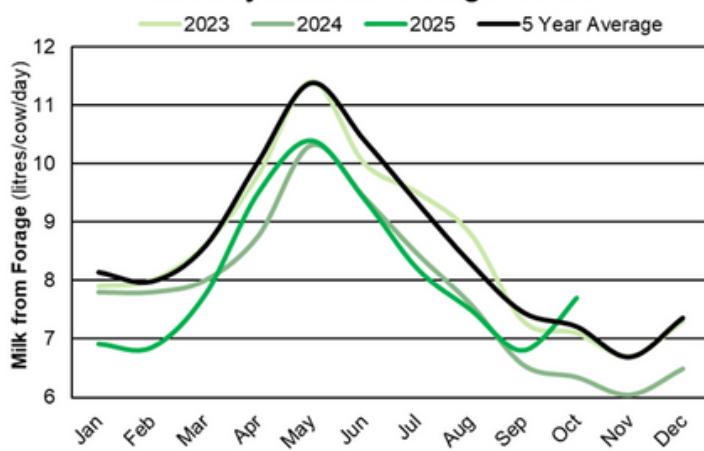
Overall, October figures highlight how lower feed costs and improved forage utilisation are for now helping to stabilise margins at a time when milk prices are facing further cuts.

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

Source: Kingshay Dairy Manager

Monthly Results	Aug-25	Sep-25	Oct-25
Milk Yield (l/cow/day) Change on last year	↑ 26.4 5%	↑ 27.2 7%	↑ 28.1 9%
Milk from Forage (l/cow/day) Change on last year	↓ 7.4 3%	↑ 6.8 5%	7.7 21%
Milk Price (ppl)	44.8	46.1	45.6
Concentrate Use (kg/cow/day)	8.9	9.8	9.8
All Purch. Feed Costs (ppl)	11.2	11.8	11.4
MOPF (£/cow) Change on last year	↑ £225 18%	↑ £238 22%	↑ £260 18%

Monthly Milk from Forage Trends



Written by Lucy Hicks
Marketing Coordinator & Services Support

The first nine months of Kingshay Training has been a huge success! When we took over the reins in March this year, none of us envisioned the exciting journey we'd embark on, and the support we'd receive along the way.

From Cornwall, Devon and Somerset to Scotland and beyond, the training team have been busy delivering courses that inspire, energise and empower our learners. Our flagship DIY AI course proved once again to be a hit, attracting participants new and old from across the Southwest. Meanwhile, our Refreshing Essential Instructional Techniques sessions brought fresh ideas to businesses nationwide, helping teams sharpen their presentation skills and discover new ways to make learning fun and engaging. On top of that, we've delivered courses internally within our corporate network, pushing our total well beyond 20 courses in just 9 months!

It's safe to say the team has earned a well-deserved Christmas break!

Learners with their certificates after completing a recent DIY AI course in Cornwall.



Start As We Mean To Go On

"The course was an amazing experience. Professional but still fun and enjoyable, and the props made learning easier." - Brodie, DIY AI course 2025

The whole training team can agree that the most rewarding part of this journey is the feedback we have received. Since March, the amount of positive comments and encouragement across all our courses has been overwhelming, and it only fuels our passion to educate. More specifically, the feedback from young people eager to learn the ropes of farming, has inspired us to continue to grow the range of courses on offer. To make our courses even more accessible, we're delighted to offer Young Farmers Club (YFC) members a 10% discount across all our DIY AI courses. It's our way of helping the next generation gain the skills and confidence they need to thrive.

Our goal for the new year is to expand the range and delivery of courses, and bring them to even more locations. If you'd like us to deliver a course in your area, simply complete our 'Register your interest' form by scanning the QR code below.

When enough interest is gathered, we'll plan a course near you. So spread the word to your friends, relatives, and colleagues - **and let us know where you'd like us to be next.**

SCAN ME



Scan the QR code to register your interest for future courses.



Welcome Agri-King

We are delighted to announce that Agri-King has joined our community as a Corporate Member. Agri-King is a leader in providing innovative nutritional solutions for livestock, helping farmers achieve optimal herd health and productivity. Their commitment to research and sustainable farming practices aligns with our mission to support agricultural excellence. We look forward to working closely with Agri-King, sharing their expertise, and building strong partnerships that benefit our members and the wider industry. Welcome aboard!

Agri-King can be contacted on [01243 558884](tel:01243558884), email sales@agriking.co.uk or visit www.agriking.co.uk.

Interested in joining our community as a Corporate Member? Contact the office today!



Written by Emily Bunn
Rural Compliance Consultant

As 2025 comes to an end, it's time to sit down, mince pie in hand, and reflect on the year... and what a year of ups and downs it has been when looking at the grants that have come and gone. We welcomed 2025 with the Expanded SFI 2024 still on offer and farmers, agents and consultants alike with their heads down busy getting applications together and completed; that was until a shock (with immediate effect) closure of applications came in on the 11th March 2025, with no warning from the RPA. There wouldn't be many applicants who didn't have an outstanding application that they hadn't got completed in time, and who were left with no opportunity to get it submitted, after hours of work! Those with applications submitted were safe and would still get a signed agreement.

The 6-week application window for the Farming Equipment and Technology Fund (FETF) 2025 opened on the 29th May 2025, a very competitive round, with 8,800 applicants successful in securing funding for



Award Finalist - Congratulations Sarah!

Please join us in congratulating Sarah Bolt, our Technical Knowledge Exchange Manager at Kingshay, on being named a finalist for the Inspirational Woman in Agriculture Award at the South West Farming Awards.

The whole team was thrilled to celebrate with Sarah at Somerset County Cricket Club in Taunton, enjoying an evening of great company, smart attire, and excellent food and drink. It was a fantastic opportunity to recognise her achievements together.

Although Sarah didn't take home the trophy this time, we couldn't be prouder. Her passion for dairy and dedication to driving positive change across the sector continue to inspire those around her. This well-deserved recognition highlights the incredible impact she's making within the industry.



The Kingshay Team celebrating with Sarah.

Capital Grants 2025 Round Up

Productivity and Slurry Management and Animal Health and Welfare items. Those who have got their claims in already are receiving payments from the RPA, so it's worth not leaving them right until the claim deadline!

The Capital Grant Scheme opened for applications on the 3rd July, with £150 million in funding available, and applications (depending on options selected) being capped to £25,000 to £35,000 each - it was important to get your application in early to be successful. 19 days after the application window opened, 50% of the funding had been allocated, and then 7 days after that, 75% was gone, with the application window finally closing on the 1st August 2025, just 28 days after opening. There was no hanging around!

So what is there to look forward to in 2026? The RPA have suggested that there will be a new scheme available, which we hope will support those who have Mid Tier and SFI 2023 agreements ending, but nothing has been shared about how it will all work and what will be on offer. And although it may seem keen, if you are thinking of applying for future land action schemes, it's worth thinking about how you would make it work on your farm, where herbal leys, cover crops etc. would suit your rotation, also thinking about their benefits with the adverse weather we now get, from drought to heavy rainfall, or looking at fields for no-till options, where soil health benefits. And keep your eyes open on our socials, Checklists and Newsletters to keep up to date when we know more!

Kingshay are able to offer consultancy for Rural Compliance and Grant Applications. Our rural compliance expert, Emily Bunn, is here to guide you through every step of your application.



Trophy for Top Business Management Student Award

Kingshay proudly sponsors the Top Business Student of the Year Award at the Royal Agricultural University (RAU). This year's winner is Paul Rodde, who completed an MSc in Business Management.

Paul's thesis explored breeding and genetics in blueberries in Spain - a fascinating intersection of agriculture and business. He has since joined leading business consultancy McKinsey & Company in Germany, where he is putting his MSc learnings into practice. Congratulations, Paul!

Photo: Dame Fiona Reynolds (Chair of the RAU's Governing Council) receiving the Kingshay Trophy on behalf of Paul Rodde (RAU Graduation Day 2025). Inset: Paul Rodde



Dale Farm - Dairy Herd Efficiency Awards

The Dale Farm, Dairy Herd Efficiency Awards, sponsored by Kingshay, were presented for the fourth year at the Royal Ulster Winter Fair in Belfast this December. The top prize was awarded to County Tyrone dairy farmers John and Derek Edgar, who run a 115-cow pedigree Holstein herd. Data was analysed using the Kingshay Dairy Manager Costings Service and revealed the herd achieves an average yield of 10,213 litres/cow and is fed 4.1 tonnes of concentrate per cow resulting in a feed rate of 0.40kg/litre and producing 2,985 litres from forage. Over the most recent 12-month period, the herd delivered a margin over purchased feed of £3,314/cow.

Huge congratulations to John and Derek Edgar!



Herd Efficiency award winner John Edgar pictured with Megan Morrow, United Feeds, Fred Allen and Marcus Graham, Dale Farm and Paul Deakin, Kingshay

Congratulations Michael Masters

At this year's Bath & West Dairy Industry Dinner, held on Tuesday 30th September, the prestigious Dairy Industry Award was proudly presented to Michael Masters, Head of Milk Supplies & Operations at Barbers Cheesemaker. The award was presented by David Cotton, who said "The award this year goes to an individual who has spent a lifetime involved in dairy farming, coming from a small family farm. I have known Michael for most of my farming life from when he used to supplement his income with some milk recording, through to public speaking at Young Farmers."

At Kingshay we extend our heartfelt congratulations to Michael on this outstanding accomplishment - an achievement that reflects his exceptional ongoing commitment to the dairy industry.



Michael Masters & David Cotton

Welcome to the team Paul!

We are delighted to welcome Paul Deakin to the Kingshay team as **Dairy Services Key Account Manager**. Paul is responsible for cultivating and strengthening strategic relationships within Dairy Manager, while driving growth across key business areas. Outside of work, Paul is busy running a beef farm with his wife and family and is very keen on shooting and working his Springer Spaniels.

Congratulations to Christina & Tom!

We want to say a huge congratulations to the newlyweds, Christina and Tom, who tied the knot in September this year. Surrounded by their closest friends and family, they celebrated in style and danced the night away. We wish them both a lifetime of love, laughter, and many happy years together.



Stepping into Agriculture - Poppy's Week at Kingshay

During the October half term, we were delighted to welcome college student Poppy to Kingshay for a week of valuable work experience. Currently studying Media, Business, and English Language at A-level, she was able to put her existing skills to excellent use by contributing to our Dairy Insight publications, giving her a real taste of how classroom knowledge translates into professional practice.

The week provided hands-on experience in publishing and communications, while also offering Kingshay fresh ideas and energy from a student's perspective.

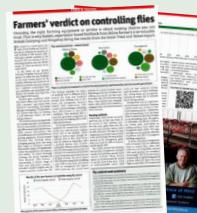
"My favourite part of my week was designing and personalising my work using Canva. Learning to write in a more conversational tone and making my work special, not just an objective piece, but something more meaningful than that."



Well done Poppy for all your hard work and we hope you have taken some valuable lessons back to college with you.

Tried & Tested Update

The results from our third Tried & Tested survey on Fly Control is now available to read in the November issue (Vol 31, No.13) of **British Dairying Magazine**! Flip straight to page 70 & 71 to discover who came top of the leader board!



Our fourth Tried & Tested survey covering **Grass Silage Additives** is now LIVE! Please scan the QR code to have



your say on Silage Additives on your farm, whether you use them or not. Help us uncover the best solutions for everyone in the industry.

We need you!