

Kite

BRITISH
DAIRYING



**Progressive
Dairy Operators**
Chesford Grange
Sep 5 2024

Thursday 5 September 2024 - 9.30am - 3.45 pm
Chesford Grange, Kenilworth , Nr Warwick

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Dairy Operators**
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CONFERENCE PROGRAMME

9.30 Registration		
10.00	Welcome	Becki Reay - Kite Consulting
10.15 Market Dynamics		
	What matters in the milk markets?	Erik Elgersma - Strategic Analysis Services BV
11.00 Planning for Profit - Business Benchmarking		
11.00	Money matters	Matt Ryan - Head of Farmer Relationships, Oxbury Bank Mel Shipley - Senior Agricultural Relationship Manager Oxbury Bank
11.20	Is '£ profit per cow' more important than 'pence per litre'?	Tillie Williams - Kite Consulting
11.40	Oakley Farming Ltd - 1750 cows, 12k litres & counting	Miles Oakley - Oakley Farming
12.20 Lunch		
13.20 The Future of Feeding & Breeding - Feed efficiency		
13.20	Feeding	Maimie French - Kite Consulting
13.40	Breeding	Sion Parry - Genetics Data and Analysis Specialist, Cogent
14.00	The pace of progress that is possible	Rob Goodwin - Longlands Farm
14.40 Striving for success & gaining competitive advantage?		
14.40	Panel discussion	Erik Elgersma - Strategic Analysis Services BV, Emma McAvoy - Kite Consulting, Mike King - Kingspool Holsteins
15.10	Closing comments	John Allen - Kite Consulting Becki Reay - Kite Consulting
15.30 Networking and Close		

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Introduction

Welcome to the 2024 Progressive Dairy Operators Conference from me, the Kite team, British Dairying and our sponsors!

To say it has been a challenging and turbulent 24 months doesn't even begin to cover it; from devastating droughts followed by a waterlogged winter and record high milk prices to crippling cashflows. We are being challenged to balance profitability with productivity and to do all this whilst reducing our environmental impact on the planet.

But with every big challenge, comes a bigger opportunity for those who look for it, react and adjust their business to harness this as competitive advantage.

Now is the time to start looking for opportunities, to ask yourself what next? What's on the horizon and how can I best prepare my business for these opportunities. Are there metrics I should be measuring, monitoring and managing to move my dairy business forward faster in this new and exciting dairy world?

Today you'll hear speakers from our sponsors Cogent Breeding and Oxbury Bank along with industry speakers and members of the Kite team. They'll explain what new metrics to measure and why they're relevant to the new dairy world, then our farmer speakers; Miles Oakley of Oakley Farming Ltd and Rob Goodwin of Longlands Farm will share their own business stories and how they have developed their businesses through a focus on the future.

Aside from making the most of the conference by listening to and questioning our speakers, please do use the breaks and lunch to network with fellow progressive dairy operators.



Becki Reay - Kite Consulting

Becki was awarded a first-class BSc (Hons) in Applied Animal Science in 2008. During her early career she worked in technical advisory, project management and relationship manager roles in the agricultural supply trade, for AHDB Dairy and within the beef supply chain for Dovecote Park; a processor fully integrated with Waitrose. Having joined the Kite business in 2019, Becki is now Account Manager and relationship manager for several key corporate accounts and industry stakeholders. She plays a key role in corporate business development and project management both in the UK and internationally and is also responsible for events, marketing and PR across the Kite business, including being the producer of our weekly Kite podcast.

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Erik Elgersma - Strategic Analysis Services BV

Erik has been working for 20 years in various strategy roles at Dutch dairy processor FrieslandCampina – assessing market developments as input to FrieslandCampina local and global business strategies. Since 2019 he is an independent consultant that regularly works for and with Kite Consulting.

<https://www.strategicanalysisservices.nl>



Matt Ryan - Head of Farmer Relationships, Oxbury

Matt was brought up on his family's 4th generation sheep & arable farm just outside of Christchurch in the South Island of New Zealand, he attended Lincoln University (NZ) attaining a Dip Farm Mgmt and a B. Com (Agri Mgmt). He then joined ANZ bank as an Agri bank manager in 2005, since then Matt has run large customer portfolios, managed large regions & teams for both Rabobank and ANZ Bank with specialisations in irrigation & farm syndication financing, along with offshore lending projects in the Pacific Islands and SE Asia.

In Feb 2020 Matt joined Oxbury Bank Plc as Head of Farmer Relationships and assisted the business in gaining its banking license through to its successful launch in Feb 2021, and since then put together a national sales force and continues to lead the customer facing team to major lending and revenue milestones.

<https://www.oxbury.com/>



Mel Shipley - Senior Agricultural Relationship Manager Oxbury Bank

Mel grew up on her family's sheep, arable and dairy support farm located on the Canterbury Plains in the South Island of New Zealand, and after attending Lincoln University, obtaining a B. Comm (Ag Mgmt) majoring in farm management and rural valuation, she joined the Bank of New Zealand (BNZ) as an Agribusiness Partner in the Waikato and Bay of Plenty regions, managing large customer portfolios with a specific focus in dairy and horticultural sectors.

In 2017, she made the decision to move to the UK with a plan to stay for two years. Mel secured a position as the National Agriculture Support Manager at HSBC UK, working closely with senior leadership in the agriculture and central teams before returning to relationship management in Cheshire. In 2021, Mel joined Oxbury Bank, where she is now Senior Agriculture Relationship Manager in the Northwest of England tasked with maintaining growth and managing customer relationships.

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Tillie Williams - Kite Consulting

Tillie is based in the Staffordshire Moorlands; she joined Kite as a Dairy Consultant in November 2023. Tillie has extensive knowledge of livestock production systems in particular grass-based block calving dairy systems, having gained further experience in New Zealand. She graduated from Harper Adams University in 2011, with a degree in Rural Enterprise and Land Management. During her career she has worked for a large multi-site dairy farming business based in Cheshire, where she played an integral role within the senior leadership team to successfully expand and develop the business further. In her previous role as a farm consultant, Tillie managed several dairy discussion groups as well as gaining a vast amount of experience in farm business management and grant applications. Tillie specialises in all aspects of farm business management including farm budgeting and contract farming agreements. Tillie has firsthand experience of managing people and has a particular interest in team dynamics, effective communication, and people development.

<https://www.kiteconsulting.com/>



Miles Oakley - Oakley Farming Ltd

Oakley Farming Ltd, is based in Dorrington, Shropshire. The 230 acres site farm originally tenanted by Miles' grandfather in 1931 and bought from the estate in 1995. Miles is taking over from his father Mike and now runs the farm with 15 staff members and has continually expanded to its current herd size of 1750 cows.

Originally a grazing system the Holstein herd is now fully housed and he milks 1750 Cows 3 Times a day on a 60-point rotary parlour averaging 12,000 litres per cow. The farm grows approximately 950 acres of maize and 600 acres grass plus wheat for home use. After many years as a flying herd the business now rears heifers and is focusing on genetic gain and increasing cow performance.



Sion Parry - Genetics Data and Analysis Specialist, Cogent

Sion Parry lives and works on his family farm in North West Wales. He holds a Master's Degree in Quantitative Genetics from the University of Edinburgh, where he developed a strong passion for the impact genetics can have. As a Genetics Data Analyst at Cogent, Sion has dedicated several years to helping farm businesses optimise their genetic strategies. By focusing on the key economic drivers related to their specific milk contracts, he enables them to maximise profitability and achieve long-term sustainability.

<https://www.cogentuk.com/>

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Maimie French - Kite Consulting

Maimie has spent several years working in Ruminant Nutrition before joining Kite in 2022 as a Technical Consultant. She is based in the South West of England working with a range of dairy businesses and systems along with an ever increasing number of robotic herds. Maimie holds an honours degree in Agriculture with Animal Science and also a Masters degree in Agriculture Professional Practice. Maimie likes to focus on technical efficiencies and improving kgs of fat and protein produced on farm. Her areas of expertise are in nutritional and technical consultancy including genetics. .

[https://www.kiteconsulting.com/
1000kg report](https://www.kiteconsulting.com/1000kg-report)



Rob Goodwin - Longlands Farm

Rob Goodwin farms in Derbyshire and has seen huge gains in the performance of his Holstein herd after investing in improved cow comfort and welfare. Farming in partnership with his wife Shanette and mother, and with support of herdsman Dane Jones, Rob has overseen a series of changes over the past five years that have led to a 30% increase in yield across the herd.

The Holstein herd is fully housed, all-year-round calving and produces milk under an Arla 360 Starbucks contract.

Rob has been opening the farm gates to visitors for Open Farm Sunday for the past eight years and strongly believes in the value of education and talking to the public about all that he does to keep his cows happy and healthy.



Emma McAvoy - Kite Consulting

Emma has worked as a consultant since graduating from Harper Adams University in 2019 with a degree in Agri-Business. Emma joined Kite in 2022 and is part of the Sustainability team, based in the South West, and working across the UK. Key areas of work involve farm level carbon reduction strategies along with planning for environmental compliance. Emma is co-author of The cost of climate resilience: Future Proofing UK Dairy released in June this year.

[https://www.kiteconsulting.com/
Cost of climate resilience](https://www.kiteconsulting.com/Cost-of-climate-resilience)

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Mike King - Kingspool Holsteins

Mike, along with his brother, is a director of the 2145-acre family-run farming business in South Gloucestershire, whose Kingspool herd consist of 810 pedigree Holsteins. They were winners of the RABDF/NMR Gold Cup in 2010 and the Cream Award for zero lameness and welfare in 2021.

The herd is high output/welfare, all year-round calving, seasonal grazing, supplying 10 million litres on a premium retail contract, that requires industry-leading welfare and environmental standards. The closed herd uses sexed genomic sires, with replacements entering the herd at an average 23.5 months, bred from the top 25% of the herd. The remainder of the herd are bred to beef to supply a retail-based beef scheme.

Mike sits on the council of RABDF, represents them on the Dairy UK farmers Forum; he is also a board member of M&S Dairy Farmers.

<https://ahdb.org.uk/>



John Allen - Head of Corporate Dairy

John was a founder of Kite Consulting, recognised consultancy specialists in the UK Dairy Sector. He now is leading the corporate and global business for the AB Dairy business and works along the dairy supply chain with some of the UK's leading operators and has linkages with international processors via IFCN.

He has been recognised with a number of awards for his contribution to the industry.

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