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# Is 'profit £ per cow' more important than 'profit per litre'?

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# Setting the scene

- Increasing market dairy demand
- Increasing environmental/ sustainability pressure
- Future legislation
- Limiting factor- Cow numbers
- Profitability vs Sustainability

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## What is the metric of choice?

① Start presenting to display the poll results on this slide.

# What is the metric of choice?

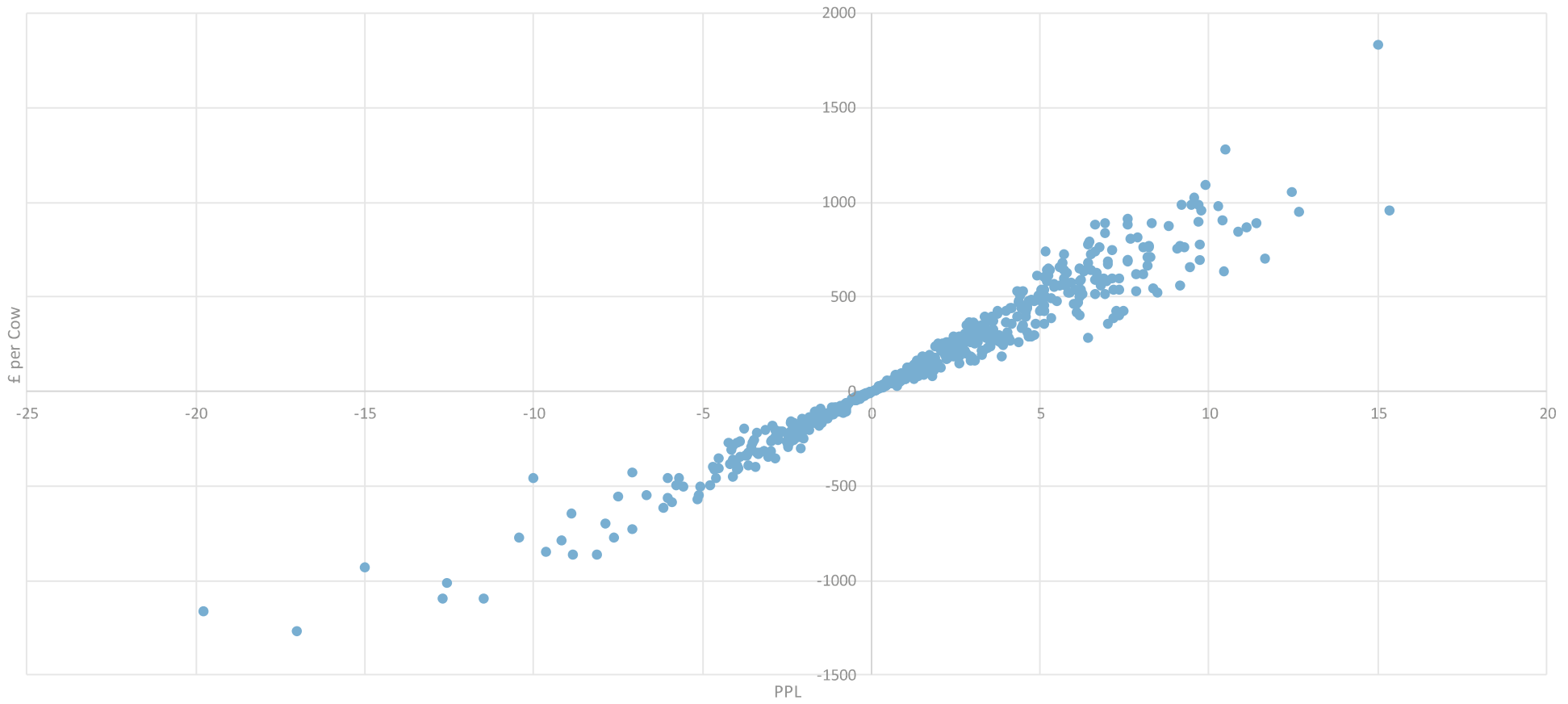
- Profit PPL
- Profit per hectare
- Profit £ per cow

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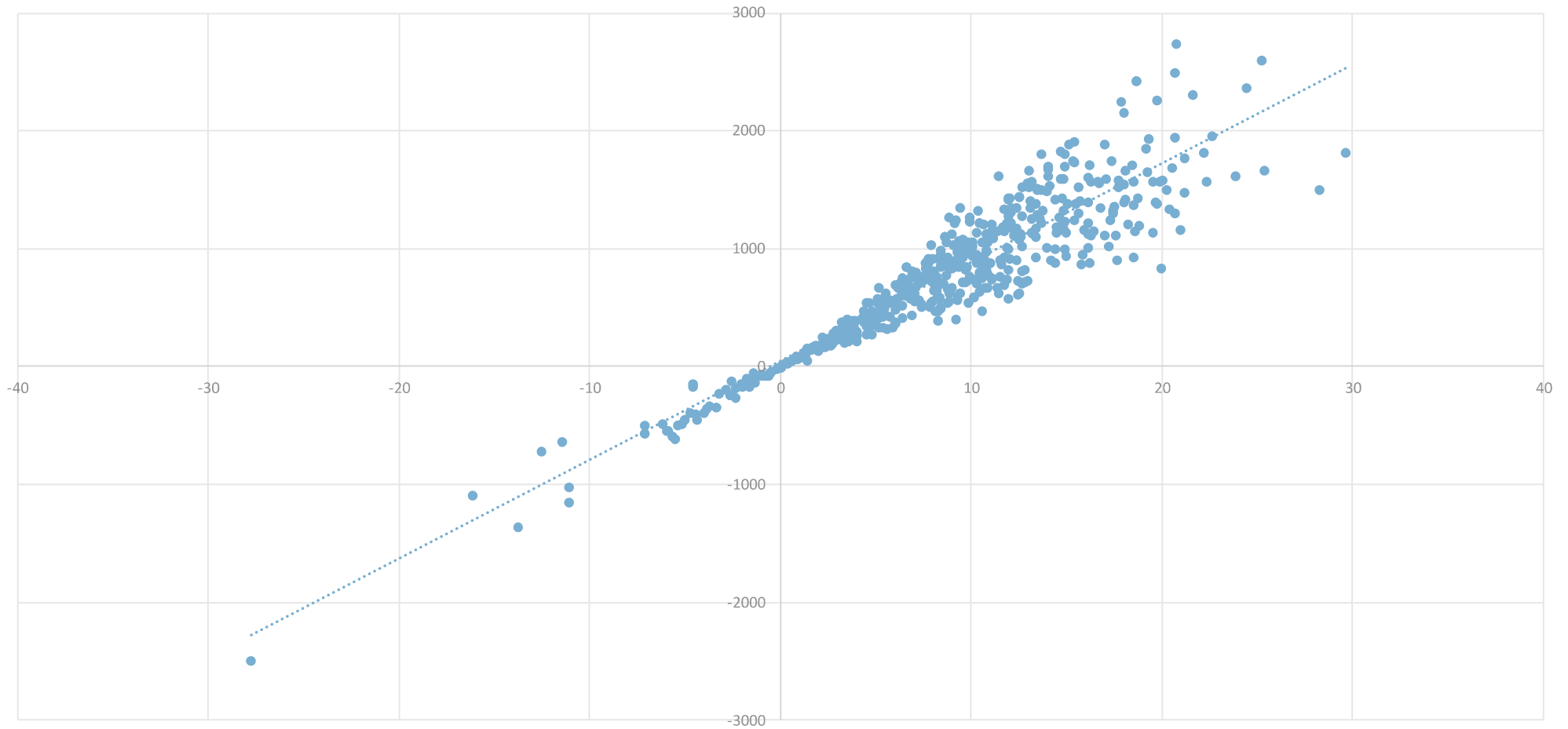
2022 Profit £ per Cow vs Profit Pence per Litre



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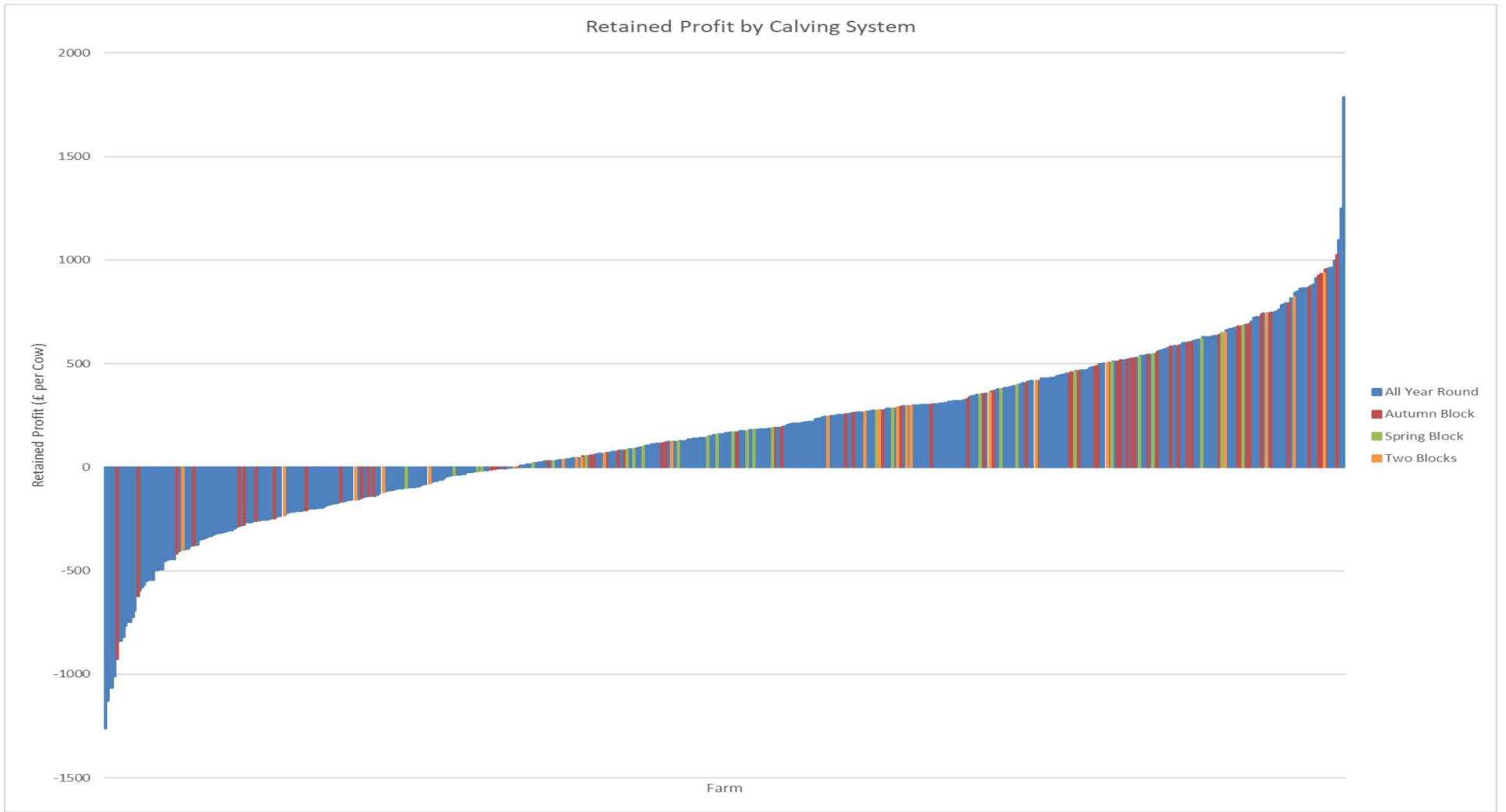


2023 Profit £ per cow vs Profit pence per litre



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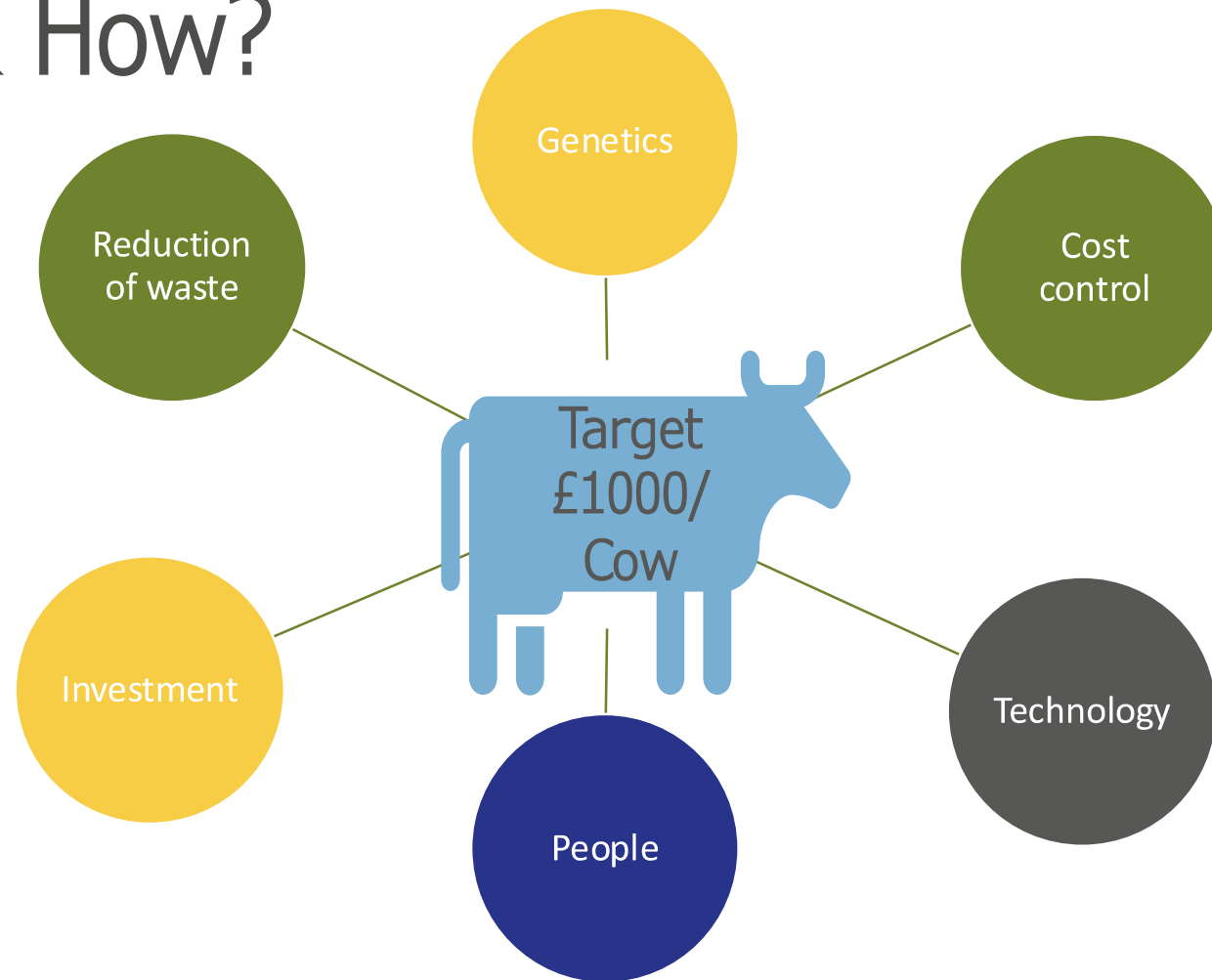


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# What & How?



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# Where are you now and where next?



# Key Messages

- Cows are a limiting factor, important to optimise on each cow space.
- Focusing on profit £ per cow is a holistic approach.
- £1000 profit per cow is achievable in every system.
- Understand where you are in the process, why are you not meeting the target and identify the opportunities?

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Thanks for listening

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