

The Prince's Dairy Initiative

2015/16

Working together to
secure the future of
British dairy farming



“Dairy farming is absolutely integral to the very fabric of the countryside; shaping how it looks, supporting the agricultural supply chain, and ensuring that our rural communities stay alive.”

HRH The Prince of Wales



What is it?

The Prince's Dairy Initiative is a programme inspired by HRH The Prince of Wales' long held concerns about the future sustainability of UK dairy farming. Launched in 2012, it is a dairy sector led project to improve the resilience of the UK dairy supply chain by helping to secure a viable future for farmers.

It is delivered by a collaborative industry Steering Group and Working Group managed by The Prince's Countryside Fund in partnership with AHDB Dairy (formerly DairyCo). The project has brought together the dairy sector to take practical action to support the sustainability of a diverse British dairy industry. Through a package of business advice and support it aims to improve confidence and increase efficiencies for participating farmers.

Aims

- To help ensure a diverse, resilient dairy farming sector in the UK.
- To support farmers in tackling the key challenges in UK dairying - such as volatile prices, increased regulatory demands, herd health matters and resource utilization.
- To highlight the importance of farm efficiency for the success of the farm business and provide additional tools to help improve.
- To establish a supportive network of local like-minded farmers to share ideas and best practice.

Who can join?

- **Traditional family dairy farmers** – milking herds of up to 200 cows.
- **Farms on standard contract types** – not linked to a specific retail customer or branded product.

What does it involve?

- The farmer's commitment to the Initiative.
- A programme involving benchmarking of farm production costs currently delivered by Andersons Consulting and a series of free practical workshops, delivered locally on topics such as herd health and financial management delivered by Promar International and Kite Consulting and supported by AHDB Dairy's Extension Officers.
- Access to a network of local farmers to share knowledge and best practice performance.
- An alumni programme funded by The Prince's Countryside Fund which supports those who have taken part with two further workshops in the second year as well as regular newsletters.

What are the results to date?

- Over 200 farmers have been involved in the initiative to date with the majority remaining engaged and participating in three or more workshops.
- Resoundingly positive feedback from the workshops which the farmers have found very valuable in reviewing their business practice with many participants making an ongoing commitment to maintaining their network.
- The vast majority have implemented positive changes on farm as a result of this programme.



Feedback from participating farmers

"I did enjoy comparing farms and seeing where I'm going wrong! We don't measure everything properly and it showed us areas to tighten up on. I'm concentrating on feed costs. I'm looking forward to the "Managing your Bank Manager" meeting. It's something we tend to skip through. We tend to accept what they say and rely on their advice more than we should do."

Andrew Whitehurst, Staffordshire group.

"You never stop learning. It is good to get off your own farm to meet different farmers and both workshops have delivered thus far."

Richard Weatherald, Yorkshire Dales group.

"This is my first time as a member of a discussion group. We milk around 130 cows and have a couple of hundred sheep. I hope my business can progress and benefit from picking up hints and tips from all the farmers in the group sharing ideas."

Martin Jones, Welshpool group

Supported by:



An initiative of

The Prince's Dairy Initiative is co delivered by The Prince's Countryside Fund and AHDB Dairy for more info visit www.bitc.org.uk

**BUSINESS
IN THE
COMMUNITY**

The Prince's Dairy Initiative 2015/16

This year the initiative is being run in six regions. If you farm in one of the below regions and would be interested in joining The Prince's Dairy Initiative then please return the sign up form on the back of this leaflet and attend your local introductory meeting listed below.

Region	Central Location	Date & Time	Venue	AHDB Dairy Extension Officer
Argyll & Bute	Campbeltown	17 th September 2015 19:00-21:00	Ardshiel Hotel, Campbeltown, PA28 6JL	Sharon Lauder 07876 706391 Sharon.Lauder@ahdb.org.uk
North Yorkshire Moors	Crathorne	14 th September 2015 19:30 – 21:00	Crathorne Reading Room TS15 0BB	Tony Hoile 07500 578583 Anthony.Hoile@ahdb.org.uk
Dorset/ Somerset	Sturminster Newton	17 th September 2015 19:00-21:00	The Exchange, Old Market Hill, Sturminster Newton, Dorset DT10 1FH	Becky Miles 07500 873258 Rebecca.Miles@ahdb.org.uk
North West Cumbria	Workington	22 nd September 2015 19.00– 21:00	The Melbreak Hotel Winscales Rd Great Clifton Workington Cumbria CA14 1XS	Hannah Tait 07990 778149 Hannah.Tait@ahdb.org.uk
North West Wales	Denbigh	16 th September 2015 19:00-21:00	Brookhouse Mill, Denbigh Denbighshire LL16 4RD	Gethin Owen 07811 180069 Gethin.Owen@ahdb.org.uk
Ayrshire	Cumnock	TBC	TBC	TBC

