

Free and easy: there's a wealth of information, advice and analysis available, so make sure you get a return on your entrance fee 'investment'. [Page 24](#)

Nutritional developments: we take a look at two new feeding 'technologies', which are set to help producers get more milk from their herd's ration. [Page 26](#)

What's new? A snap shot of just some of the 'must-see' products and services that are set to attract visitors this year. [Page 28](#)



Comprehensive technical, business and financial information – free of charge

Free for all

Make your entrance fee for this year's Dairy Event go further and take advantage of the huge range of free advice, information and analysis that's on offer. We highlight some of these must visit stands and areas at the two-day show. Pay them a visit and make sure you get full value for money.

text **Rachael Porter**

Yes, it's a day away from the farm and the herd and a chance to catch up with friends and contacts.

But for many the Dairy Event is also about getting a fresh eye on your dairy business, revising your current strategy and embracing

and researching new ideas and opportunities.

And this year's show promises a plethora of top quality advice and information, covering every aspect of the dairy business. What's more, it's all free.

More than 450 exhibitors representing the entire food chain – producers,

processors, retailers and suppliers – will be there to build much needed collaboration, but also to help you. Technical, management, marketing and all business aspects of the dairy and livestock industry will be covered, from feeding, genetics and milking equipment to recruitment, through to financial and environmental management.

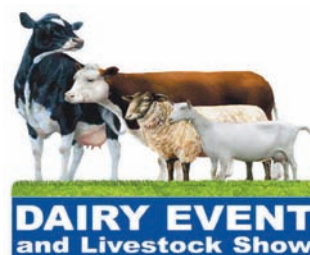
Key to getting the most from your day is a little forward planning and to do that, you need to know what, and who, is going to be there and what's available.

Cow health

Milk quality, heifer rearing and mobility will be the focus of the DairyCo exhibit this year. The organisation is offering producers free help and advice for 'best management'.

Its stand will feature its new mastitis

Wagons roll: the diet mixing demonstrations are always a popular attraction at the show



control plan, together with a mastitis clinic.

Sticking with cow health, there will be Farm Health Planning (FHP) demonstrations for the second consecutive year, in a purpose-built exhibition hall.

Called 'Healthy Animals, Healthy Profits', FHP will feature a series of practical demonstrations combined with technical information provided by some of the UK's leading specialist vets and advisers. Proactive herd measures will be key, designed to help producers to manage disease and improve their livestock's overall performance.

FHP will be staged in 600m² exhibition hall with tiered seating to accommodate a two-day programme of practical demonstrations that will be displayed on a giant plasma screen. The exhibition has attracted support from a wide range of industry sponsors.

"Producers have previously produced health plans that have usually amounted to an exercise of ticking the right boxes to meet certain industry assurance scheme requirements," says FHP project co-ordinator John Sumner. "And that's where FHP differs. Our aim is to encourage the whole industry to take a more active approach to farm health planning whereby the producer, the vet and, where appropriate, a consultant work together in partnership and discuss the various issues before decisions are made. What's more, in addition to improving animal health and welfare, proactive management results in improved farm profits."

Working with the British Cattle Veterinary Association, the event organisers have designed an exhibition to ultimately

improve dairy units' sustainability. And key issues coming under the microscope will be lameness, mastitis, fertility, young stock management, milk recording and health screening tests. The popular foot trimming demonstration will be held three times each day.

Machinery demos

Also vital to cow health is good nutrition and how well a TMR is mixed plays an important role in providing a balanced ration. So once again the show is hosting the popular complete diet feeder demonstrations, sponsored by John Deere. This free demo will be the biggest in the UK this year and will represent all the main types of mixer wagon currently available, including paddle, auger and tub designs.

Visitors will be able to observe the preparation of two different TMRs based on clamp and big bale silage. They will also be able to compare ease of loading and 'feed out' of the individual mixer wagons. Each machine will demonstrate twice, in rotation, on both days. In addition, visitors will have the opportunity to view the mixing operation from a specially constructed high-level gantry.

Ultimately the technical demonstration is designed to help producers to make a more informed decision before investing in a complete diet feeder.

Not 'park and ride', but 'Ride and Drive' – this is a new machinery demo for 2009 and again aimed at helping producers to make more informed machinery purchase decisions. So why not go along and take the opportunity to put a few new models, specifically designed for livestock farmers, through their paces in the main ring at

Stoneleigh Park? One of the most 'fun' exhibits at this year's event and expected to be extremely popular, so go along early to avoid disappointment!

Free analysis

Another popular exhibit is the Manure Centre and Soil Surgery – two services offered free of charge, by event sponsors RABDF, to help all producers to make more from their own valuable resources. The first is the popular Soil Surgery, which is organised in association with independent dairy specialists Kingshay Farming Trust, will once again be examining samples of established sward, including turf layer. Kingshay and Ground Level Nutrition agricultural nutritionist Jo Scamell will be assessing soil status and offering advice on how to improve its structure. So make sure you take along a soil sample 'profile' to take advantage of this free service.

The Manure Centre, which is organised in association with ADAS requires a sample of either 1kg of muck or one litre of slurry for free analysis including total N, available N and phosphate. And reports will be returned on the day.

Second income

Producers looking to add value to their businesses through diversification should visit Diversifarm exhibit. The Country Landowner Association (CLA) is sponsoring this area where visitors can talk to CLA advisers for free and find out more about diversification opportunities and options. There's plenty of information available about renewable energy, which is proving to be a popular option among livestock producers at the moment. |

And something for the ladies...

New to the show this year are the 'Farming Women's Workshops'. Specifically designed for farmers' wives or partners, the seminars will be delivered, chaired and supported by women – The Women's Food and Farming Union and the Institute of Agricultural Secretaries

and Administrators – and sponsored by EnviroSystems' Liz Russell.

The free workshop seminars will offer solutions to the vital issues farming women frequently have to manage including employment law, succession, negotiating skills and

business implications for diversification enterprises. See the timetable below and find out what you could gain from spending half an hour or so listening to some of the top dairy business women who are donating their time and expertise to the workshops.

Farming Women's Workshops schedule

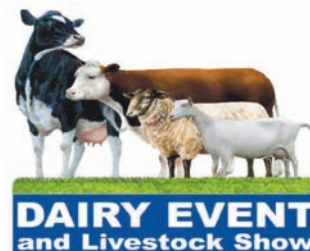
time	workshop	trainer	chair
10.30-11.00	Farm training, what's available and funding opportunities	Lantra's Laura Biddick-Bray	IAgSA's Tracey Nicholls
11.30-12.00	Diversification and the business implications	CLA's Sarah Slade	Baroness Byford
12.30-13.00	How to develop an effective succession plan	Sian Bushell	Farmers Weekly's Jane King
13.30-14.00	Latest developments on employment law	Wright Hassall's Suki Harrar	WFFU's Helen Bower
14.30-15.00	Improving you negotiation skills	Julie Sargent, Carrs Billington	sponsor EnviroSystems' Liz Russell
15.30-16.00	Making headway with your paperwork – the maps and the data	RPA's Elizabeth Lore and BCMS's Rachael Ferguson	farmer Sally Macalpine

More nutritional value and reduced winter ration costs

Less feed, fewer costs and more milk

The Dairy Event and Livestock Show is the perfect opportunity to find out more about two new nutritional developments and see if you can get more milk from your herd's ration. Read on and see if these products should be on the menu for your milkers this winter.

text **Rachael Porter**



This winter it's all about getting more from your feed – more protein, more energy and, ultimately, more milk. And help is at hand in the form of two new products – both set to be launched at the Dairy Event.

The first, SCA NuTec's Amaferm, is a feed additive that improves fibre digestion and, therefore, milk yields. And the second is a treatment, developed and launched by BOCMPauls, which effectively 'protects' the raw materials in the ration to help reduce protein degradation or starch fermentation in the rumen.

Fibre 'buster'

Developed through SCANuTec's parent company Provimi, Amaferm works by providing rumen fungi with the nutrients they need to accelerate fibre digestion.

The rumen cannot function without fungi as they are responsible for breaking down cellulose, hemicelluloses and lignin. Rumen fungi are first to invade the plant wall, usually within 30 seconds of feeding. And they also 'open the door' for the rumen bugs that utilise rumen protein.

"If we can improve fibre digestion then we see feed intakes improve, feed efficiency improve and subsequently milk yields also increase," says SCA NuTec's technical ruminant manager Norman Downey.

"The product will maximise the digestibility of rumen fibre and improve the synthesis of microbial protein. These both help to improve feed efficiency and, in turn, milk yields."

An improvement in rumen fibre digestion of 1% increases dry matter intakes by 0.17kg and milk yield by 0.25kg. And results from 18 different on-farm trials,

with cows in early, mid and late lactation, show an average increase in milk yield of 4.5% where the additive is used compared with the control.

Trials on two farms in Lancashire have also shown positive responses in milk yield, around 2kg a day, where the

The nutritional value of readily available rapemeal can be increased



	CRP (%)	DUP (g/kg)	cost (£/t)	cost (£/g DUP)
soya	48	186	£313	£1.68
rape	34	90	£153	£1.70
50:50 soya rape mix	41	138	£238	£1.72
50:50 soya rape plus mix	41	172	£250	£1.45
30:70 soya rape plus mix	38	166	£225	£1.36
20:80 soya rape plus mix	37	163	£213	£1.30
rape plus	34	158	£188	£1.19

Table 1: Cost comparison of different protein sources

product was included as part of the total mixed ration.

Where Amaferm was included, at a rate of 4g per cow per day in the ration fed to a herd of 134 Holsteins, milk yield increased from an average of 30 litres per cow per day to a maximum of 31.89 litres. Costing 9.5p per cow per day and based on a milk price of 25ppl, this provided a five-to-one return on investment.

“Even at a lower milk price, it still gives a good return on investment – at a milk price of 23ppl, an increase of only 0.4 litres would be needed to cover the cost and Amaferm is consistently out-performing this.”

The company recommends including the

additive in blends or as part of a farm pack for TMR diets and including it in milking cow rations at a rate of between 3g and 5g per cow per day.

Nutritional value

BOCMPaul's unique treatment process will protect and enhance the nutritional value of soya, rapemeal and rolled wheat and is poised to help lower feed prices for dairy and beef producers this winter, according to the company.

No additives are involved, nor is there a need for heat or specialist plant as the process relies on conditioning the feed through the formation of pH sensitive complexes. There are no residues in the feed or in the environment as a result of



Norman Downey: “Fibre digestion will improve”

the process, and all of the raw materials are UFAS approved.

The effect of the process on the supply of digestible undegradable protein (DUP) and digestible unfermentable starch is significant – it increases DUP levels by around 80% for soya and rape. Based on the cost of a unit of DUP the treatment reduces the cost of DUP in rapemeal from around £1.70 (normal rape) to £1.19, and reduces the cost per unit DUP for soyameal to £1.12, compared to around £1.68 for Hipro soya (see table 1).

For wheat the treatment protects the starch element, reducing starch fermentation in the rumen and increasing the digestible unfermentable starch (DUS) levels.

A reduction in starch fermentation in the rumen means there is a lower acid load in the rumen, and this reduces the risk of acidosis and also means that more wheat can be fed to ruminants than otherwise would be possible. It also means that home-grown cereals can be used to substitute for imported maize grain, which could be worth up to £30/tonne.

“The treatment process enhances the nutritional value of the raw materials,” says BOC PAULS’ development manager Wyn Morris. “This means treated materials can be used to replace more expensive protein or starch sources, resulting in cost savings, without compromising production or animal health”.

He estimates that for a milk producer feeding 1kg of hipro soya a day the savings could be worth 9p/cow/day or around £15/tonne in feed costs.

All three products – RapePlus, SoyaPlus and WheatPlus – will be available this winter in the company’s compound feeds, straights and blends. |



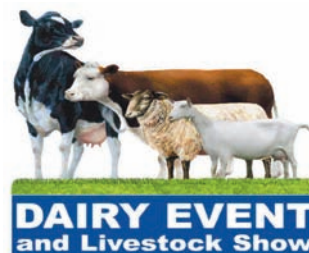
New technologies will help to turn more feed into milk on dairy units this winter

New products and services take centre stage

Dairy Event 'debutants'

Here are just a handful of some of the latest launches that are set to take this year's show by storm. Take some time to look them up and see if they can offer solutions to any herd – or business – problems on your unit.

text **Rachael Porter**



Never buy bedding again

Bedding costs spiralling? Or perhaps sourcing good quality bedding material or NVZ regulations are causing serious headaches? Well Spreadwise could have the solution. It's launching a bedding recovery unit (BRU) at the show, with the promise that if you install one you'll never need to buy in any bedding ever again – and you can reduce your slurry storage requirements.

The cost and size of the system, which will be on display at the show and will undoubtedly be one of the 'must-see' attractions this year, means that it's only viable for herds of 500 cows or more. But it's an impressive piece of kit and well worth a look, whatever your herd size.

The BRU recovers bedding material from liquid manure. After separation via a screw press, the larger undigested fibre is treated in a patented aerobic process for cleaning and drying. This process, which kills harmful bacteria, requires no external heat source, so sanitised bedding material is produced on farm

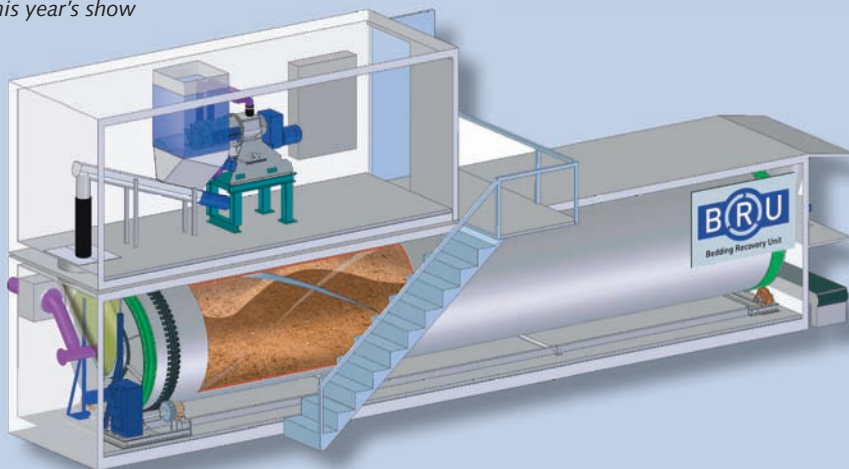
with very low energy consumption. The bedding material produced is safe and offers increased cow comfort with the associated increase in milk yield and reduces risk of animal injury, according to the company.

With a recommended list price of £195,000 plus installation, it's not for the faint hearted, but it should also

reduce slurry storage requirements by 20%. And other benefits include the fact that the separated liquor will also have an increased fertiliser value.

To find out more and to see the system in action – and to find out how the UK's first installation, on a 500-cow unit in Cheshire, went this summer – visit stand number K-702

A working BRU will be on display at this year's show



Clean up with 'good' bacteria

Probiotics could replace disinfectants, but it will require a change of mindset and a change of routine. So says EnviroSystem's Liz Russell, who, undaunted, is launching a new approach to combating livestock disease and health issues using probiotics at the show.

Called the Probiotics in Progress (PIP) system, the solution has been formulated to overcome pathogenic bacteria and provide a healthy microbial environment when applied to housing systems and to livestock themselves.

The system is available for three different applications: PIP Animal Housing Cleaner, a strong detergent cleaner which leaves a healthy and stable microbial community immediately after cleaning; PIP Animal Housing Stabiliser, to maintain sufficiently high numbers of probiotic bacteria on the cleaned surfaces; and PIP Feet and Teat Cleaner, to introduce to foot baths and for spot treating to combat digital dermatitis, and for application as a teat dip or spray to improve skin condition, reduce cell counts and provide disease protection.

"Aggressive chemical disinfectants and antibiotics kill all bacteria, both good

and bad, and within one hour the area is re-populated often with the disease causing bacteria," explains Mrs Russell. "In contrast, probiotic bacteria compete with these pathogens and dominate the area through the process of competitive exclusion.

"PIP, which is already used in hospitals worldwide and is reducing the occurrence of highly resistant bacteria such as C difficile by up to 100%, was inspired by a

Belgian manufacturer of cleaners who incorporated probiotic bacteria in to conventional detergents," she adds.

"More recently PIP has been introduced to farms in mainland Europe, where the probiotic is successfully sustaining a clean and healthy environment that reduces favourable conditions for infectious bacteria such as Staph aureus and E Coli."

To find out more, visit stand CS4- 574.

The PIP range offers an effective alternative to conventional cleaning products



Fat facts for free

Volac is staging a dairy cow fat nutrition clinic for the first time this year. The 'Volac Fat Clinic' aims to help producers identify the most appropriate protected fat product for their production system, taking into account milk payment structures and potential financial returns.

Producers who wish to take advantage of this free service should bring their herd's current ration and milk payment structure to the show to enhance their individual discussions with one of the company's team of nutritionists.

"Cows are often subject to a major nutritional change onto winter rations at this time of year," says the company's Richard Kirkland. "Silage quality and the selection of raw materials and feeds will impact on herd performance.

"Producers may also need to consider changes in milk constituent payments, if there is an incentive to increase milk

production. And they need to think about the cost of feeds.

"The clinic is designed to help producers identify when they should feed particular products to ensure their herd's potential is fully exploited and cost-effectively," he adds.

Advisors will be available throughout the two-day event – at EH2-208, Hall 2 – to discuss the options, assess which type of fat would best fit each individual milk contract and recommend nutritional solutions to help producers realise higher rewards this season.



Fat analysis for free

New weapon to help tackle lameness

Producers looking to improve foot health while at the same time avoiding the risks associated with formaldehyde and copper based products have a new weapon in their armoury.

Deosan Hoof Care Plus is a powerful broad-spectrum bactericidal and virucidal footbath disinfectant, based on proven active ingredients including glutaraldehyde and quaternary ammonium compounds (QAC). These have been shown in independent trials to reduce the incidence of digital dermatitis and improve locomotion levels in dairy herds.

"Lameness continues to be a major problem on dairy farms, affecting both profitability and welfare, and is believed to cost the average herd more than £10,000 each year," says JohnsonDiversey's Louise Womersley. "Foot bathing is recognised as an essential and effective part of any preventative routine, but many traditional products are dangerous and unpleasant to handle. Formaldehyde, for example, is carcinogenic.

"This new product contains a specific

blend of ingredients that are both highly effective and easier to use coupled with the added benefit that the used material can be safely and easily disposed of with no risk to the environment."

Glutaraldehyde is a broad spectrum bactericide and its activity is not greatly affected by organic matter ensuring a longer active life in the footbath. QAC's also have broad-spectrum biocidal activity and are also bacteriostatic and fungistatic materials with exceptional residual activity. Together they provide outstanding, fast-acting control of infectious lameness

while also being non-toxic. "The combination of glutaraldehyde and QAC gives producers an effective approach to lameness prevention when used at strengths up to 3% v/v solutions. It works through soiling on the hoof before killing bacteria on the hoof. It is rapidly dissolved and has a pleasant odour," said Ms Womersley.

"Results of independent trials confirm that herds using the solution saw a reduction in the incidence of digital dermatitis and a reduction in average mobility score."

Visit CS9, stand number 617.



Hoof health is high on this year's show agenda