



The **Compass**  
Programme™

# Open Day

Crosby Grange, Northallerton





# Farming in the UK is changing fast

At KW we know the success of our business depends on your business – that's why we've spent the last few years developing **The Compass Programme™**.

Working with a small group of farmers across the UK we've been tackling the production and management challenges that most livestock farmers face. We've worked together to identify barriers to profitability and implement the relevant changes.

Our involvement has gone well beyond just feed and herd management – to make a real impact on

profitability we've also had to consider e.g. labour structure, veterinary input and infrastructure. It's been a difficult journey at times but we're proud of what we've been able to accomplish.

And what's more, these changes have involved no capital expenditure and no increases in feed costs!

The Compass Programme™ has been designed to champion best practice, demonstrate easily applicable integrated farm management strategies that can improve profitability and highlight the opportunity new feeds and feeding practices present. It recognises that dairy and beef farms are comprised of interlinked production units, e.g. calf and heifer rearing, dry cows and milking cows, and that management approaches

should be formulated and implemented by a team, comprised as a minimum, of the farmer, feed advisor and vet.

#### Independent result verification

All our input and output data has been independently verified by Kite Consulting so you can have total confidence in our results.

“Compass Farm owners are special because they’ve been bold enough to admit there are challenges and brave enough to address them.”

Dr Michael Marsden,  
KW Technical Manager



# Open day invitation

Now we'd like to share The Compass Programme™ with you.

Our open days are designed to give you the opportunity to see system and management practices that could be adopted on your farm to make you more money.

# John and Mark Smith Crosby Grange, Thornton-Le-Moor

KW has been working with John and Mark Smith of Crosby Grange, Thornton-Le-Moor, Northallerton, on **The Compass Programme™** since July 2008.

Together, we've worked to pave the way to profitability, with 5.9 litres per cow year on year to June 2010, annual yield of +2154 litres with marked improvements in health and fertility. Now we'd like to show you the how this was achieved and the detail behind the results.

## The Compass Programme™ Strategy

At the onset KW conducted a detailed analysis of all aspects of the farm, identified the key limiting factors holding back performance and presented a strategy to John and Mark how things could be improved. As with numerous farms it was not simply a matter of feeding different rations it was more of a root and branch review that did not need any significant capital investment and will strike a familiar note to many.

### • Milk production

Low output compared to past performance and genetic potential.

### • Heifer rearing

Higher than preferred proportion of heifers +2 years and over-conditioned at calving, reducing performance.

### • Health and fertility

Higher than desired costs and cull rate due to lameness, mastitis (high SCC), milk fever and infertility.

### • Veterinary input

Need to have a more proactive than reactive approach.

### • Labour structure

Lack of skilled labour, with staff failing to stick to agreed routines.

"A constant 33 litre/cow daily average is now an achievable and realisable aspiration."

John Smith, Crosby Grange





The **Compass**  
Programme™

[www.kwalternativefeeds.co.uk](http://www.kwalternativefeeds.co.uk)



Telephone 01733 871163  
[compassfarms@abagri.com](mailto:compassfarms@abagri.com)