



The **Compass**  
Programme™

# Open Day

Furzehill Farm, Bilsby



# 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™**.

## The Compass Programme™ Strategy

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 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 with our partner farmers.

**The Compass Programme™** has been designed to champion best practice, demonstrate simple 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 farm management, 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

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

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

# Gary Allis

## Furzehill Farm, Bilksby

Local KW sales specialists have been supporting Mr Allis for a number of years, but having joined **The Compass Programme™** two years ago, changes are already afoot and producing positive results.

Rations have been altered to improve intakes, cut feed costs and make greater use of moist feeds to be found in the surrounding areas.

### **The Compass Programme™ Strategy**

- **Maximise early growth**
  - Increased protein content in grower ration
  - Use of ProtoTec as a lower cost alternative to soyabean meal
  - Use of sugar beet feed to maintain healthy rumen
  - Rumen-protected protein (SoyPass) to raise protein quality
  - Moist feeds (C★Traffordgold) to increase intakes
- **Drive down production costs**
  - Greater use of co-product feeds
  - Improve growth rate to cut cost/kg LWG
- **Improved labour structure**
  - New stockman introduced November 2009
- **Accurately monitor performance**
  - New cattle handling and weighing system
  - New super tanker for liquids
  - Kite Consulting analysis to monitor costs and identify trends

"I'm excited about how the youngstock will kill out in six months time, and very pleased with the progress we've made so far."

Gary Allis, Furzehill Farm





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**because we're different**

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