



Your Invitation to a 'Large Herd' Dairy Discussion

"The challenges of maintaining a sustainable profitable dairy enterprise in today's market and into the future"

Achieving optimum milking efficiency from healthy dairy cattle and maintaining a consistency of production is the cornerstone of any large-scale milk production system.

Venue: Lord Hill Hotel, Abbey Foregate, Shrewsbury, Shropshire SY2 6AX
On: Thursday 24th November
Time: Starting 10:30am

Alex Robertson Farm Manager of Coopon Carse Dairy Farm talks about his journey over the last three years from changing his feeding regime in 2008 and introducing a zero grazing system in spring 2011. And from Nutritionist Eoghan Mullery who provides an insight into the management of North American Herds; Feeding High Genetic merit cows both for health and production pre & post calving.

Coopon Carse Dairy Farm



In 2008 the first detailed large scale commercial farm study on the benefits of a 'physical nutrition' approach took place at Coopon Carse Farm in South West Scotland; one of 5 dairies owned by Wijnand Pon, who farms 4,000 cows is also the owner of Alta Genetics Inc. "Since adopting this new feeding regime over the last three years we've maintained an average increase of £1:07p/cow/day on our 520 cow herd" say Alex.

Come along and hear more about how you can capitalise from today's market opportunities - you've nothing to lose, everything to gain!

For more information contact me on **07920 832357**
Location map on the reverse, a Buffet Supper will be provided on the night.
I look forward to meeting you.

Yours sincerely,

Eddie Bourke

Eddie Bourke
Area Business Manager

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**Meeting with
our speakers
on the day:**



Alex Robertson
Farm Manager of
Coopon Carse



Eoghan Mullery
Senior Dairy Nutritionist