



## Team Success at Dairy-Tech 2025



Written by Lucy Hicks,  
Kingshay Services Support &  
Marketing Coordinator

On Wednesday 5th February 2025, the team returned to Stoneleigh Park, Warwickshire, for the annual Dairy-Tech Show. But this time, things were a little different. Kingshay were thrilled to be sponsoring the Down to Earth Hub – a new speaker area focused on sustainability. The hub explores concepts that can be implemented on farm to ensure future industry legislation is met when it comes to reducing carbon footprint – a subject that aligns with Kingshay’s values and services.

Our incredible Kingshay advisers hosted various dynamic panel sessions on the Hub. Providing exposure to a whole range of ideas, concepts and new thinking aimed at maximising business efficiency and productivity through to nutrient management planning and dairy herd data. Richard Simpson, our Development Director, chaired a vigorous and stimulating speaker session, attracting a large crowd. Joined by David Craven and Tim Downes, great topics were discussed surrounding ‘How our systems can be different but work the same’, engaging many questions from listeners.



*Sarah Bolt speaking on the Innovation Hub, with Lely's Joe Bramall.*



*Left to Right: Richard Simpson, Lucy Hicks, Emma Puddy, Kate Butler, Sarah Bolt, Molly Lee, Helen Frost & Kathryn Rowland.*

Kathryn Rowland, our Senior Farm Services Manager, stepped up and hosted an enlightening talk on ‘How to utilise your dairy herd data to achieve more sustainable goals’. Kathryn certainly knows her facts, and listeners gained insightful understandings of the various Kingshay Dairy Costings reports and packages and how Kingshay can support your farm business in taking more sustainable incentives.

Finally, our Technical Knowledge Exchange Manager, Sarah Bolt, delivered an engaging and insightful session on Slurry Additives. Balancing humour with strategic discussion, the session explored whether slurry additives are truly a worthwhile investment or merely an expensive trend.

The entire team had a delightful experience at the show, including Kate Butler representing the TB Advisory Service, Molly Lee and Helen Frost advising on our Products & Analysis services, Emma Puddy representing the Dairy Manager team, and myself - Lucy Hicks. Yep, that was me running around the show, capturing as many photographs as I could and keeping the socials up to date! I certainly got my steps in that day.

I’m certainly looking forward to the next show, where I hope you’ll come along to see us all!

### IN THIS EDITION...

- Success at Dairy-Tech 2025
- Dairy Manager Update
- In My Field - Endemic Livestock Diseases
- Good News for Fertility
- Kingshay News
- Recent Events



Written by Felicity Gale,  
Farm Services Specialist

# Dairy Manager Update

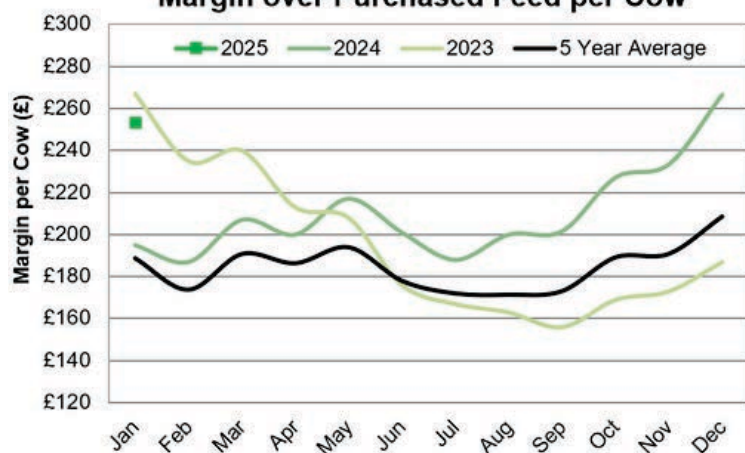
**Latest monthly results of herds using Kingshay's dairy costings service are showing milk prices are plateauing month on month.**

Jan 2025 averaged 45.7 ppl, an increase of 18% compared to the same month of the previous year where prices were at 38.7 ppl. Milk prices had been rising due to lower milk volumes than expected, both in the UK and EU and also globally. However, some milk processors have given notice to their producers that they have had to reduce their milk prices for April 2025.

Monthly Results	Nov-24	Dec-24	Jan-25
Milk Yield (l/cow/day) Change on last year	↑ 26.4 3%	↑ 27.1 3%	↑ 27.4 2%
Milk from Forage (l/cow/day) Change on last year	↓ 6.0 -6%	↓ 6.4 -10%	↓ 6.9 -11%
Milk Price (ppl)	45.5	45.8	45.7
Concentrate Use (kg/cow/day)	9.9	10.1	9.9
All Purch. Feed Costs (ppl)	13.2	12.5	12.3
MOPF (£/cow) Change on last year	↑ £226 36%	↑ £247 35%	↑ £251 30%

Source: Kingshay Dairy Manager

## Margin over Purchased Feed per Cow



Concentrate prices per tonne are also at a similar price per tonne month on month, currently 7% lower at £307/tonne compared to Jan 2024. Total concentrate use increased by 6% to 10kg/cow/day in Jan 2025, therefore all purchased feed cost/litre increased by 1% to 12.29ppl.

Overall, the margin over purchased feed per cow was 28% higher at £253, compared to the same month of the previous year where it was £197. This is nearly up to those levels seen in Jan 2023, where it peaked at £267/cow.

**How does your herd compare?  
Sign up today to benchmark your results against other herds on a similar production system.**



Written by Emma Puddy,  
Farm Services Specialist

## "In My Field"

Within my role at Kingshay I am responsible for supporting the coordination of a group of research projects within the Government funded BBSRC Endemic Livestock Diseases (ELD) Initiative. The ELD Initiative aims to meaningfully reduce the overall level and impact of endemic disease in the UK livestock sector, to improve productivity and the health and welfare of animals.

Historically, there have been challenges ensuring the value of new research is realised on farms. This has been for many reasons including a lack of understanding of what farmers actually require, ineffective communication of results and low uptake from commercial companies. Government increasingly target quicker, real world change resulting from their funding, so these research projects are set up to more effectively deliver this. This includes involving agricultural industry partners from the outset, a plan of how they intend to communicate with relevant farmer audiences and within many projects, involve farmers within the co-design of uptake strategies to overcome potential barriers.

Kingshay are also organising events enabling researchers to hear from industry organisations such as levy boards, health and welfare group leaders, veterinary associations and farmer organisations, and facilitate discussion on the best way to make their projects a success.

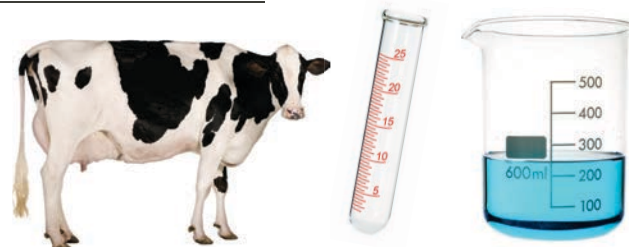
I recently organised such an event in Birmingham, where researchers heard from AHDB, NFU and others, understanding their viewpoints on what the industry needs

from science, and then the researchers themselves presented some early findings from their projects.

So, what's on the horizon for dairy herds? Projects in their early stages include:

- A project led by Professor Andrew Dowsey at the University of Bristol using camera technologies and artificial intelligence for early detection of disease in dairy cattle from their social behaviour.
- A rapid cow-side test for lungworm led by Dr Krystyna Cwiklinski at Liverpool University.
- Utilising tree bark extracts as antiparasitic feed additives being researched by Dr Spiridoula Athanasiadou at SRUC.
- Investigating genetic and management solutions for lameness-associated endemic diseases in dairy cows, from Professor George Oikonomou at Liverpool University.

Details of these and other dairy and non-dairy related research projects from this initiative can be found at [www.endemicdisease.com](http://www.endemicdisease.com).







Written by Emma Puddy,  
Farm Services Specialist

## Good News on the Fertility Front

The total cost of infertility to a dairy farm is a product of many factors including yield lost due to extended calving intervals, replacement costs, and of course, milk income. The decrease in the average cost of infertility from 2.17ppl in 2023 to 1.91ppl in 2024 can largely be explained by the lower milk price seen after the peak of 2022/23, but zoom out a few more years and an encouraging pattern can be seen.

Over time, dairy farmers are reducing the cost of infertility to their businesses. Figure 1 shows that the average cost of infertility. In terms of pence per litre produced has decreased by 28% since 2017, despite milk being worth 62% more. This pattern is virtually identical when expressed as costs in £/cow, with a decrease of 29%.

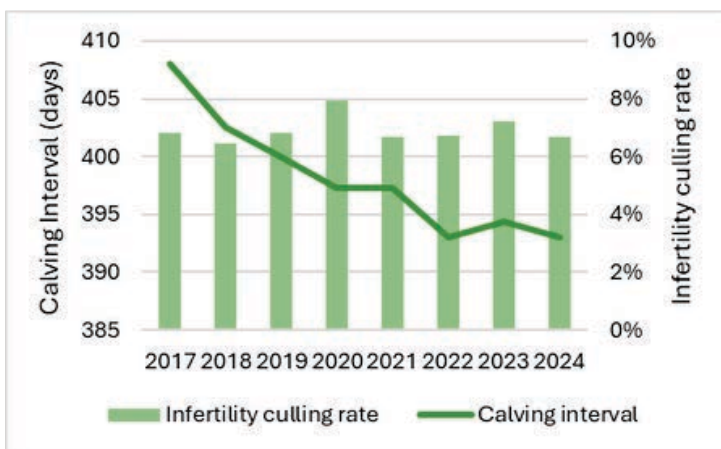


**Figure 1.** Average cost of infertility per litre of milk produced versus average conventional milk price.

Over the last 7 years, farmers have been reducing the cost of infertility to their business by improving fertility performance. This can be seen in Figure 2, where calving interval has decreased from 408 days to 393 days, but interestingly this improvement has not been accompanied by an increase in the culling rate for infertility.

Another positive trend over this period is the 200 day not in calf rate which has almost halved, from 23% in 2017 to 12% in 2024, with a spike in 2023 due to the very hot summer which had a large negative effect on cows showing oestrus on many farms.

In conclusion, dairy farmers have made significant improvements in fertility performance across many metrics, improving efficiency and reducing costs.



**Figure 2.** Calving interval versus infertility culling rate (% of herd to culling rate).



## Bluetongue Update

As Bluetongue cases continue to be diagnosed across Great Britain, and the control zone expanding, it is worth keeping up to date with the latest situation. There are requirements for moving animals in/out of restricted zones, and some post-movement testing requirements - full details can be found at:

[www.gov.uk/government/collections/bluetongue-information-andguidance-for-livestock-keepers](http://www.gov.uk/government/collections/bluetongue-information-andguidance-for-livestock-keepers).

An APHA Interactive Bluetongue Virus Map showing both the high risk counties as well as the current Bluetongue Control Zone can be found here: <https://defra.maps.arcgis.com/apps/webappviewer/index.html?id=514ec88edec74575958d860f0196d2ea>.

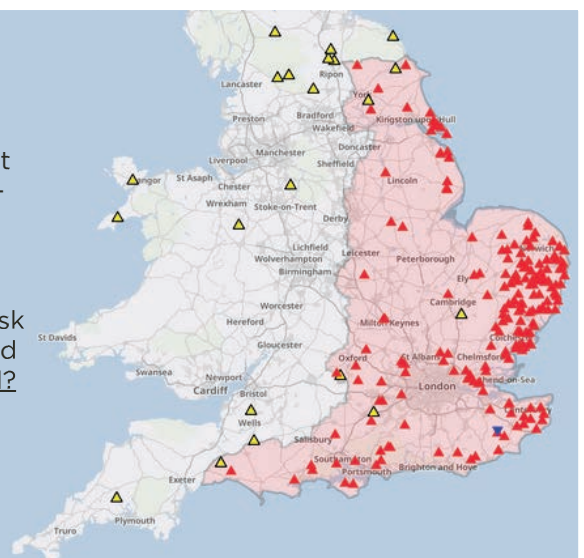
For Wales:

[www.gov.wales/bluetongue-virusbtv](http://www.gov.wales/bluetongue-virusbtv);

For Scotland:

[www.gov.scot/publications/bluetongue/](http://www.gov.scot/publications/bluetongue/)

*Bluetongue is a notifiable disease. If you suspect bluetongue, you must report it immediately by calling 03000 200 301 in England, 03003 038 268 in Wales or your local Field Services Office in Scotland.*





# KINGSHAY NEWS

## Staff News

### Welcome back Christina!

Our Product Owner Christina Ford is returning from Maternity Leave following the birth of her son Reggie. It's now time for Christina to return to the Kingshay office



to continue her great work project managing clients and internal projects within Kingshay.

*We can't wait to have you back Christina!*

### Welcome to the team Spike!

**Michael Head BSc (Hons) BVetMed CertCHP DBR MRCVS.**

Michael's career has focused on farm animal clinical practice with a dairy focus, together with a national reputation for providing farmer training. He's passionate about making the learning process both practical and fun. He will be joining the Kingshay team as a Training Consultant in April to continue to educate the next generation of farmers and those new to the industry. Spike would love to hear from you if you need your skills topping up!

Contact: [training@kingshay.co.uk](mailto:training@kingshay.co.uk)



## Dale Farm - Dairy Herd Efficiency Awards

The Dale Farm, Dairy Herd Efficiency Awards, sponsored by Kingshay, were presented for the third year at the Annual Dairy Winter Fair in Belfast in December. This year, two producers from Co. Down were awarded for demonstrating excellent technical performance in the 12 month period up to September 2024. A marginal difference separated the winner and runner up when their data was analysed using the Kingshay Dairy Manager Costings Service. Coming out as overall winners were the Stevenson family from Kilkeel, managing a 180 cow Holstein/ Friesian herd. Averaging 9,052 litres/cow and feeding an average of 3.1 tonnes of concentrate per cow, a feed rate of 0.34kg/ litre and 2,997 litres is produced from forage. Margin over Purchased Feed was £2,612/ cow over the most recent 12 months. Runner-up was Stuart Simpson and family from Lisburn, who manage a herd of 166 Holstein/ Friesian cows which calve across the autumn/winter period. Both herds are very technically efficient - *Huge congratulations to all!*



Left to Right, winners Harry and Simon Stevenson pictured with John Blakely, United Feeds, Fred Allen and Paul Reaney, Dale Farm and Felicity Gale, Kingshay.



Left to Right: Runner up Stuart Simpson from Lisburn pictured with Andrew McMordie, United Feeds and Felicity Gale from Kingshay.

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## Recent Events

### Mole Valley Expo

The Dairy Manager team attended Mole Valley Farmers Expo in January. A wonderful collaborative event which hosted a great environment for the team to catch up with familiar faces. Kingshay's dairy costings expert, Kathryn Rowland, shared useful insights into dairy costings reports in her delightful talk on the expert panel discussion!



### Maize Growers Association Conference

With the annual MGA conference being held just down the road this year, two members of the Kingshay team Molly and Sarah attended the 2 days. They indulged in the future of maize, observed new camera technology for crops, met fellow sponsors, and even got a tour of the Glastonbury Festival grounds!

*Can you guess which famous Glastonbury stage Molly is pictured under?*



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