

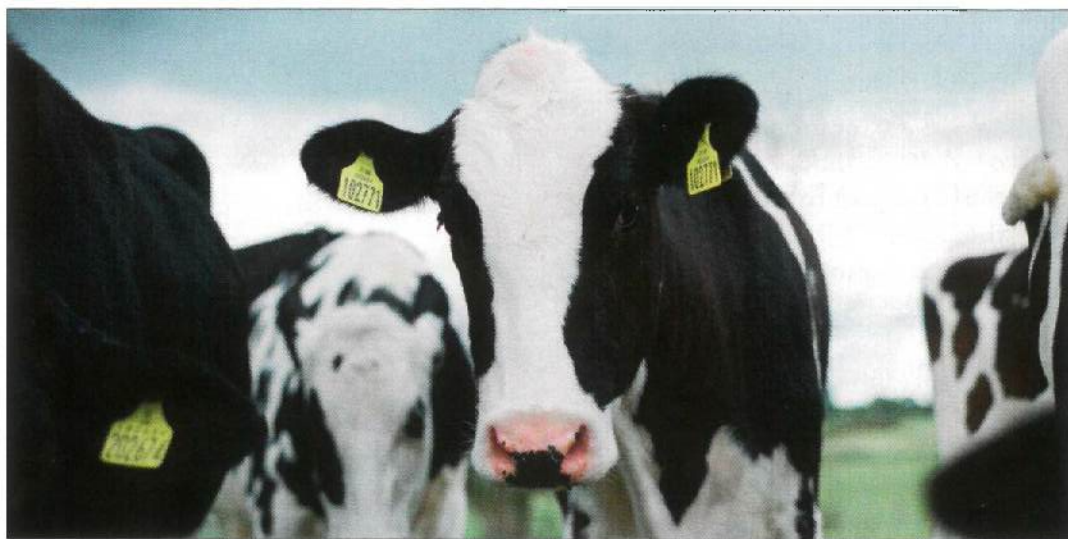
Why farmers should take a holistic view on sustainability

In this issue's industry opinion, Richard Simpson, Development Director at Kingshay, part of the VetPartners group, comments on how industry events can help farmers think holistically about tackling emissions – using practical, evidence-based solutions.

As I write this, we are gearing up for Dairy-Tech, an event that always presents a fantastic opportunity to explore innovative solutions to both new and familiar challenges.

Attending events like this with a clear focus on your objectives is not only a step towards futureproofing your farm business but also a chance to step outside of siloed thinking and discover innovative ways to improve productivity, reduce emissions, and enhance sustainability.

As we know, there are no shortcuts to sustainability, which is why staying informed about the latest innovations and pairing that knowledge with credible advice is so important.



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“Sustainability is not about following the latest trend.”

Now more than ever, reducing carbon footprint is a key focus for the dairy sector, but it's vital to take a balanced approach in doing so to help keep the bigger picture in mind. So, when making innovative changes, make sure you measure, monitor,

and manage how you are doing this holistically, using external services and advice where relevant.

This bigger picture view is crucial for avoiding unintended consequences. For example, focusing solely on reducing emissions without considering other factors could risk harming soil health. Plus, it's important to evaluate the economic return in both the short and longer term.

Another common pitfall is relying on a single solution that promises to

fix all challenges at once. In reality, a tool that performs well in a housed system might not be appropriate for a grazing system, and vice versa.

A holistic example is using innovation and tailored advice from consultants to improve the biological health of your soils, which includes everything from grazing management, lime and fertiliser applications, through to livestock worming policies. These will help improve grass growth and ultimately increase milk production

from homegrown forage, reducing purchased feed use.

It's also important to remember sustainability is not about following the latest trend. It's about finding practical, evidence-based solutions that are tailored to your farm's unique needs.

“Identify potential ways to help deliver long-term benefits.”

As you prepare to attend industry events, think about building a mental shopping list of priorities to make the most of your time away from the farm and identify potential ways to help deliver long-term benefits that align with your system's goals.

This February, the Kingshay team will be supporting the Down to Earth hub at Dairy-Tech, showcasing how the industry can adopt holistic, sustainable practices to reduce emissions.

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