

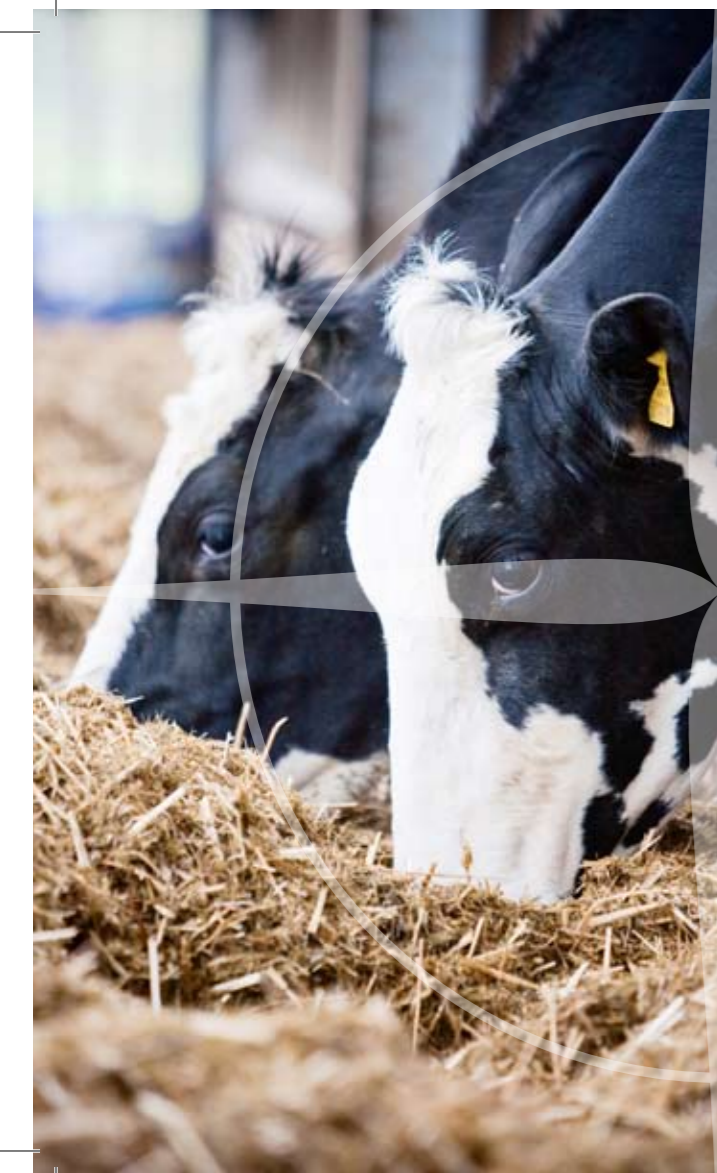


The **Compass**
Programme™

Open Day

Rode Farms, Congleton

KW



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™**.

What is The Compass Programme?™

Working with a small group of typical commercial beef and dairy farms across the UK, we've been identifying reasons behind everyday production challenges and implementing the relevant solutions.

Our involvement has gone well beyond just feed and management - to make a real impact on profitability we've needed to consider a broad range of issues, including labour structure, veterinary involvement and infrastructure; it's been a challenging journey at times but we're proud of what we have been able to accomplish.

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

“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 profitable.

The Compass Programme™

The Compass Programme™ recognises that farms are made of up of integrated units, e.g. youngstock rearing, dry cows and the milking herd and that a successful enterprise is about bringing all the contributors together, e.g. the farmer, vet and feed advisor, ensuring everyone is working together as a team.

Independent result verification

The farm improvements have been monitored, recorded and verified by Kite Consulting and the farm vet, using Kite's software, NMR, Interherd and Sum-IT, so you can be confident that all the data is independently validated so you can have total

Tom Halton Rode Farms, Congleton.

Tom Halton of Rode Farms Astbury, Congleton began working with us in November 2008. He's now opening his doors and allowing visitors to the Townsend dairy unit to see how our program of improvements has removed barriers to optimum herd performance and so far has pushed average yields up by 4-5 litres per cow per day.

Visitors will see how the dairy farm has now been divided into inter-related discrete business units (dry cows, milking cows, calf rearing, heifer rearing), each with specific objectives.

Handouts will be available from each speaker for you to take away. These will provide the detail you need to see how the systems and practices could be considered for your own farm.





The **Compass**
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