

AIRFIELD



**Visitors
always welcome**

AIRFIELD HOLSTEINS

Robert Paterson, The Grange, Shipdham, Thetford, Norfolk, IP25 7NQ
Contact Ken and Rebecca Proctor on 01362 820497 or 07702 832547

EU quota management

- EU milk production regulated by a quota
- a superlevy is imposed when member state production exceeds national quota
 - imposed on farmers who exceeded individual quotas
- 2008 CAP Health Check – agreement that milk quotas to be abolished by 2015
- took a ‘soft landing’ approach
- quotas increased by 1% per annum with abolition by 2015

Impacts of quota abolition

2013 Expert Report on future of dairy sector (EU Commission – DG Agriculture)

Key conclusions

- no major upheavals as the majority of Member States have been producing under quota limits
- continuation of recent trends in market volatility as prices become increasingly aligned to global markets

Production impacts

Areas where milk production has been increasing and is expected to continue

Member State	share of EU milk deliveries
Germany	22%
Netherlands	8%
Ireland	4%
Denmark	4%
Belgium	2%

Trade impacts

EU will continue to be dominant player in global cheese market

Forecasts are for an increase in cheese and butter exports, stable exports of milk powders

Pricing

Trends in increased alignment of EU prices to global markets to continue

- Increased proportion of production directed to export markets
- Global growth in demand from emerging countries sufficient to support increased production from EU

Market volatility impacts

Existing market volatility will remain, but is not expected to increase

More uncertainty with the potential impact of lower investment at all levels

- will require increased use of risk management tools

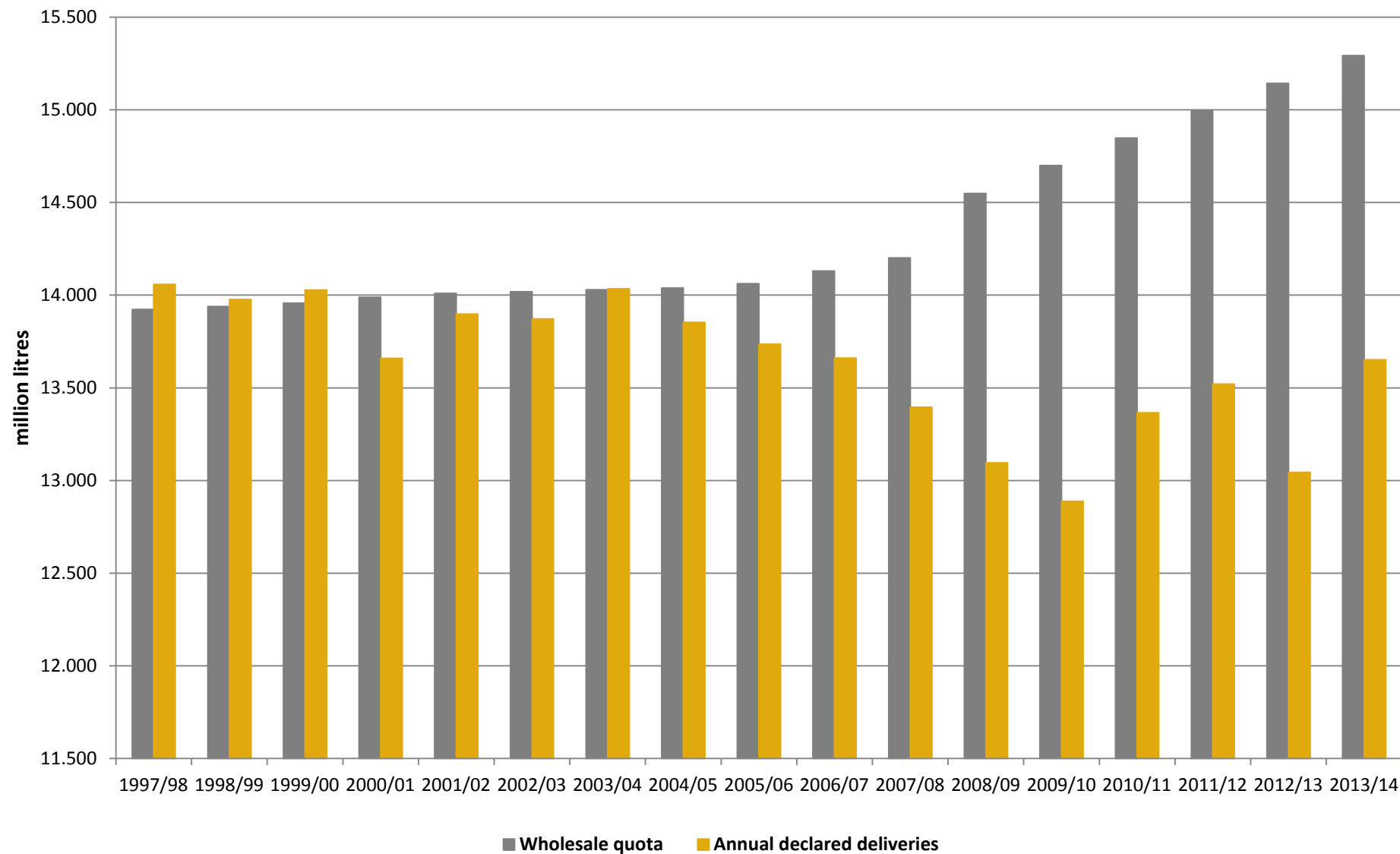
Restructuring of EU industry

Continuation of trend in production moving to more competitive regions

- at both Member State and regional level

Processing sector likely to grow in areas of favourable milk production and high levels of net investment

UK wholesale quota v milk deliveries (1997/98 - 2013/14)





TELEPHONE
VICTORIA 6700



THAMES HOUSE,
MILLBANK,
LONDON, S.W.1

No. 03 / 3184

MILK MARKETING SCHEME

1933

Licence to Sell Milk by Retail

Pursuant to paragraph 62 of the Scheme

(Mr., Messrs or Miss)

of S J Lester
Church Farm, Doughton,
King's Lynn, Norfolk.

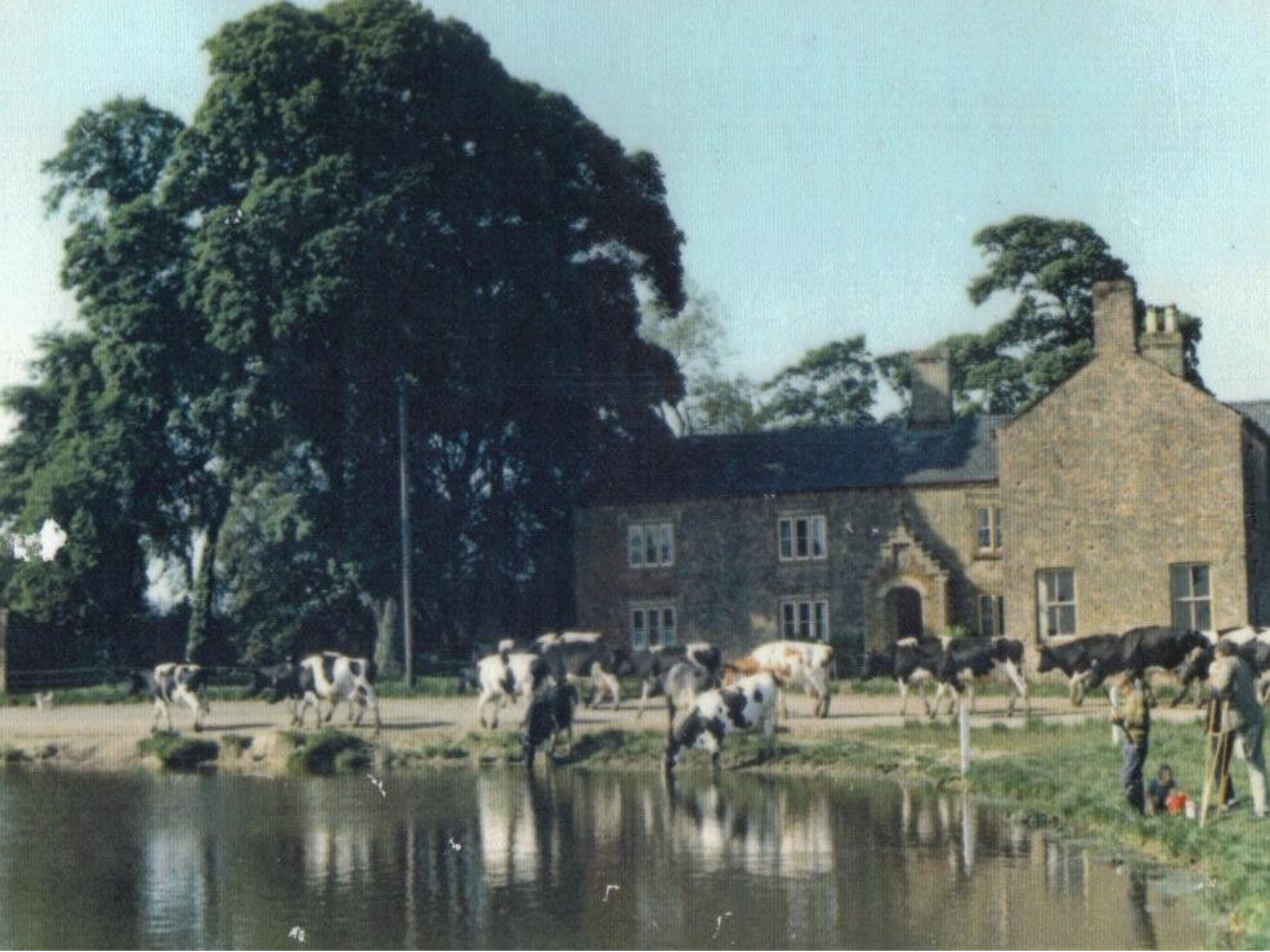
in the administrative County of Norfolk
being a producer of Milk registered under the Scheme, is
hereby authorised to sell Milk by retail during the period
commencing on the date of this Licence, and terminating
on the 30th of September, 1935, upon the terms and
conditions set out on the back hereof.

For and on behalf of the Milk Marketing Board.

A handwritten signature in dark ink, appearing to read "Honey Porter".

General Manager.

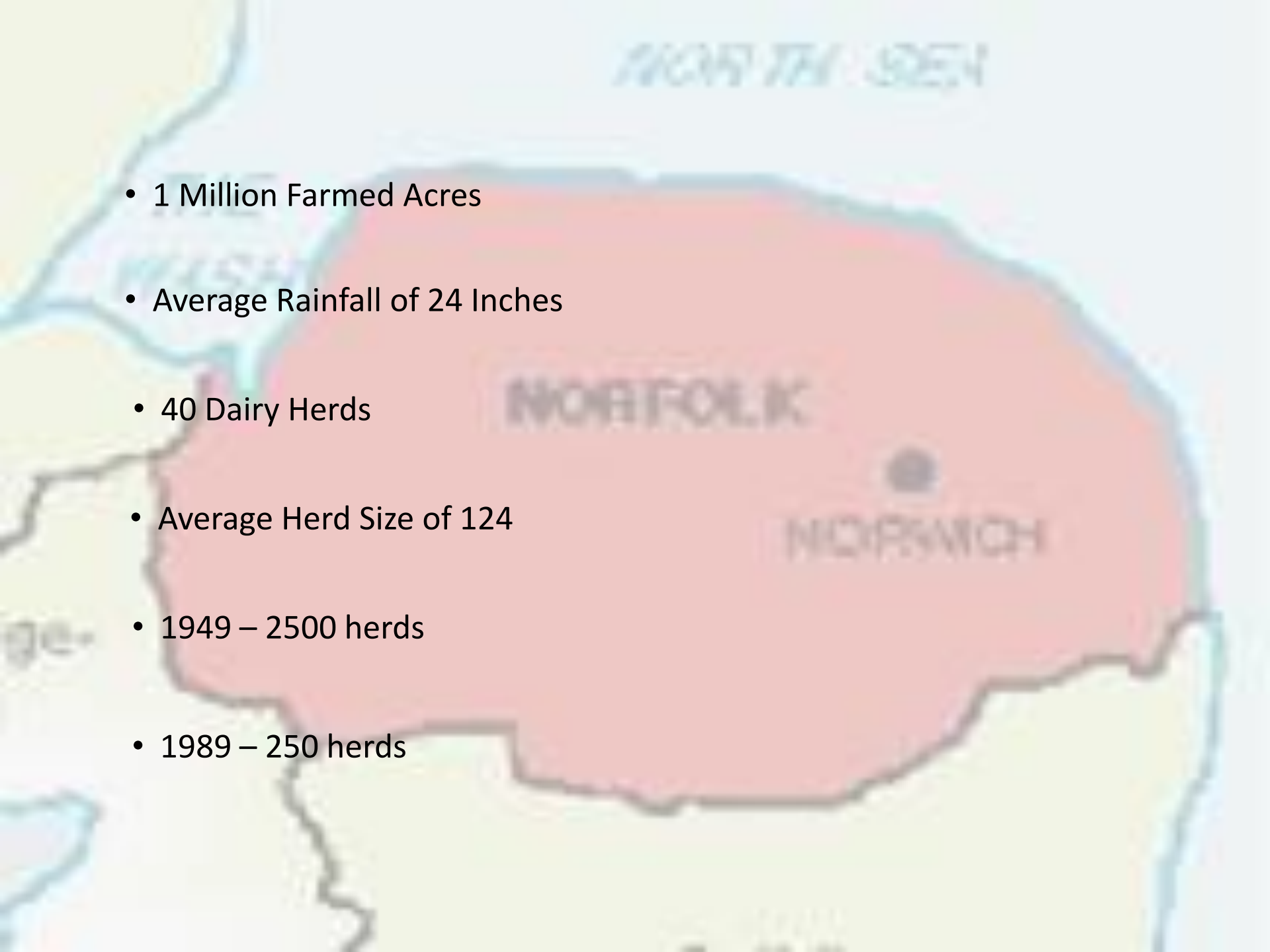
Dated the 15 of Dec 1934.





“It keeps the ration open, naturally.”



- 
- A map of Norfolk Island, a red-shaded territory in the North Pacific. The island is surrounded by the North Sea to the north and the Tasman Sea to the south. The city of Norfolk is marked with a black dot in the center. The names 'NORTH SEA', 'TASMAN SEA', 'NORFOLK', and 'NORWICH' are visible on the map. A list of statistics is overlaid on the left side of the map.
- 1 Million Farmed Acres
 - Average Rainfall of 24 Inches
 - 40 Dairy Herds
 - Average Herd Size of 124
 - 1949 – 2500 herds
 - 1989 – 250 herds

Expansion

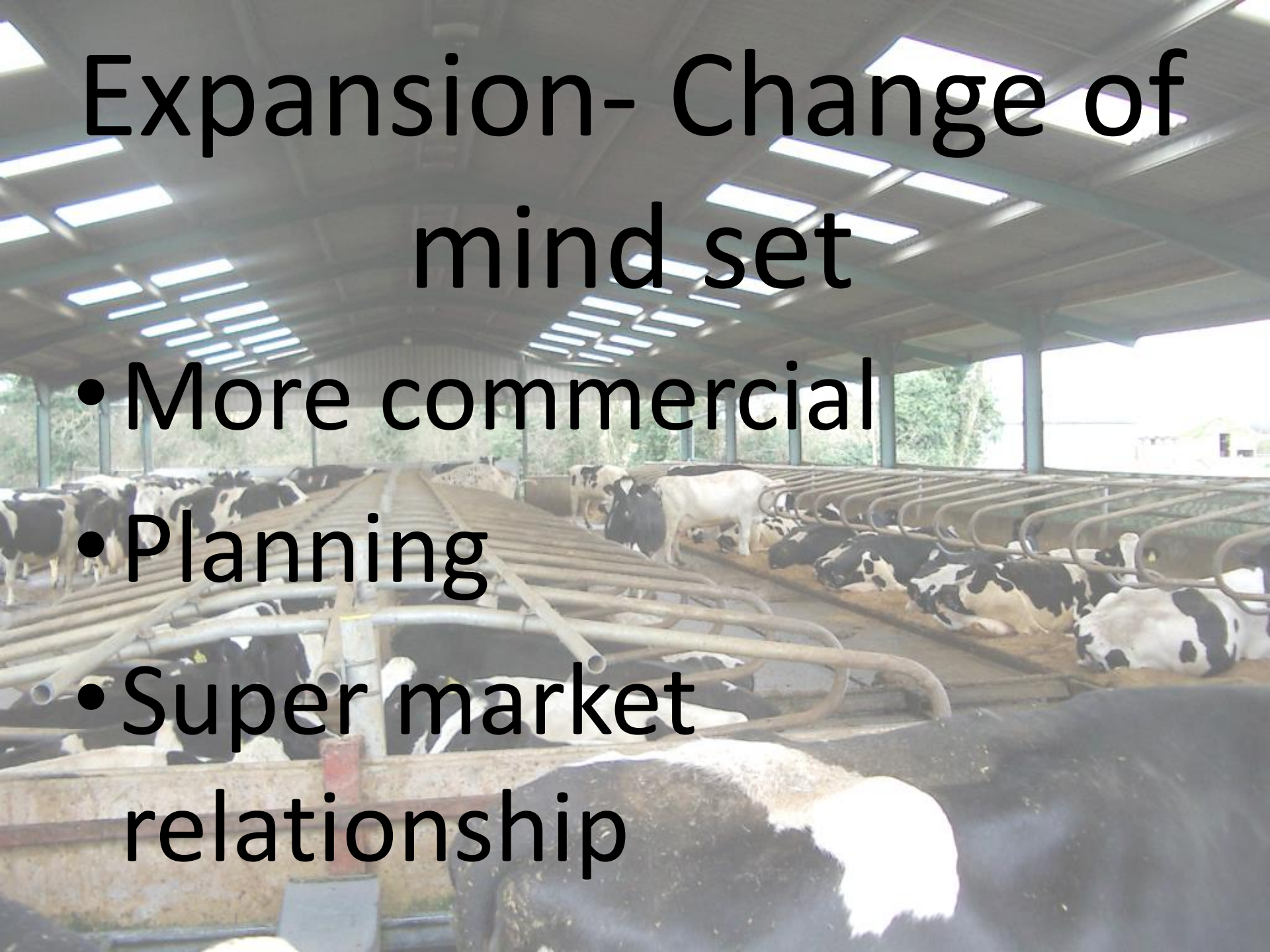
- Over 7 years
- Litres per labour unit
- Quality of Staff
- When the wheels fall off
- Generally better

Expansion- Performance

- Reduction in yield
- Increase in litres sold per cow per year
- Monitoring costs
- Planning!
- Reduce CI and increase feed conversion efficiency

Expansion- Change of mind set

- More commercial
- Planning
- Super market relationship





Alison Bental

Airfield Explained

- First registered 1980
- 460Ha (+80Ha Tenanted)
- 500 cows
- Twice daily milking
- 10,250kg at 3.95 B/F 3.20 Protein 410 Calving Index

AIRFIELD

HOLSTEINS





Feed

- Maize
- Italian Rye Grass
- Soya/Rape
- Crimped Maize or Wheat
- Sugar Beet Pulp







Expansion- Parlour

- Parlour Choice
- Output- originally 500 L/labour unit/hr to 1100 L/labour unit/hr
- Make more use of it?







FULLWOOD
Fullflow II

FULLWOOD
Fullflow II

FULLWOOD

FULLWOOD
Milking Equipment
Support and Service
by
MILK DAIRY SERVICE
1-800-235-1111

UDDER CONTROL
110-1111111111

UDDER CONTROL

UDDER CONTROL



Housing

- Housed in sand cubicles
- Sand is recycled
- Straw calving yard



Expansion- housing

- Originally 17000 ft² to 26500 ft²
- Efficient use of space -
from 138 ft²/cow to 88 ft²/cow
- Bedding method





























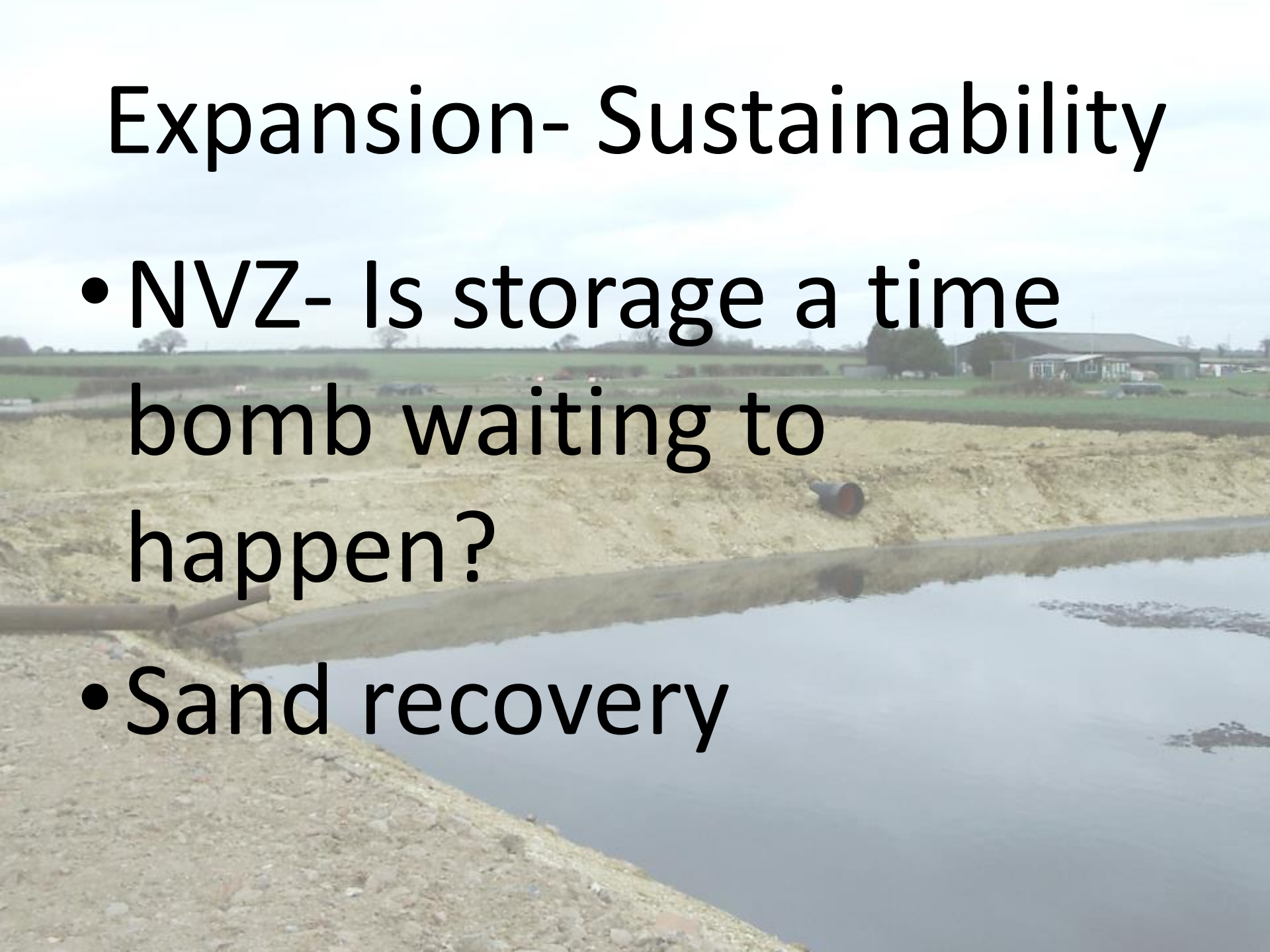






Expansion- Sustainability

- NVZ- Is storage a time bomb waiting to happen?
- Sand recovery

















My Thoughts on Holstein Breeding

History of Holsteins in the UK

Eastern Area

Airfield Explained

The Future

Type of Cow Needed for This System

- The Versatile Holstein
- Large Capacity
- Good Legs and Feet
- Good Udders



Rings







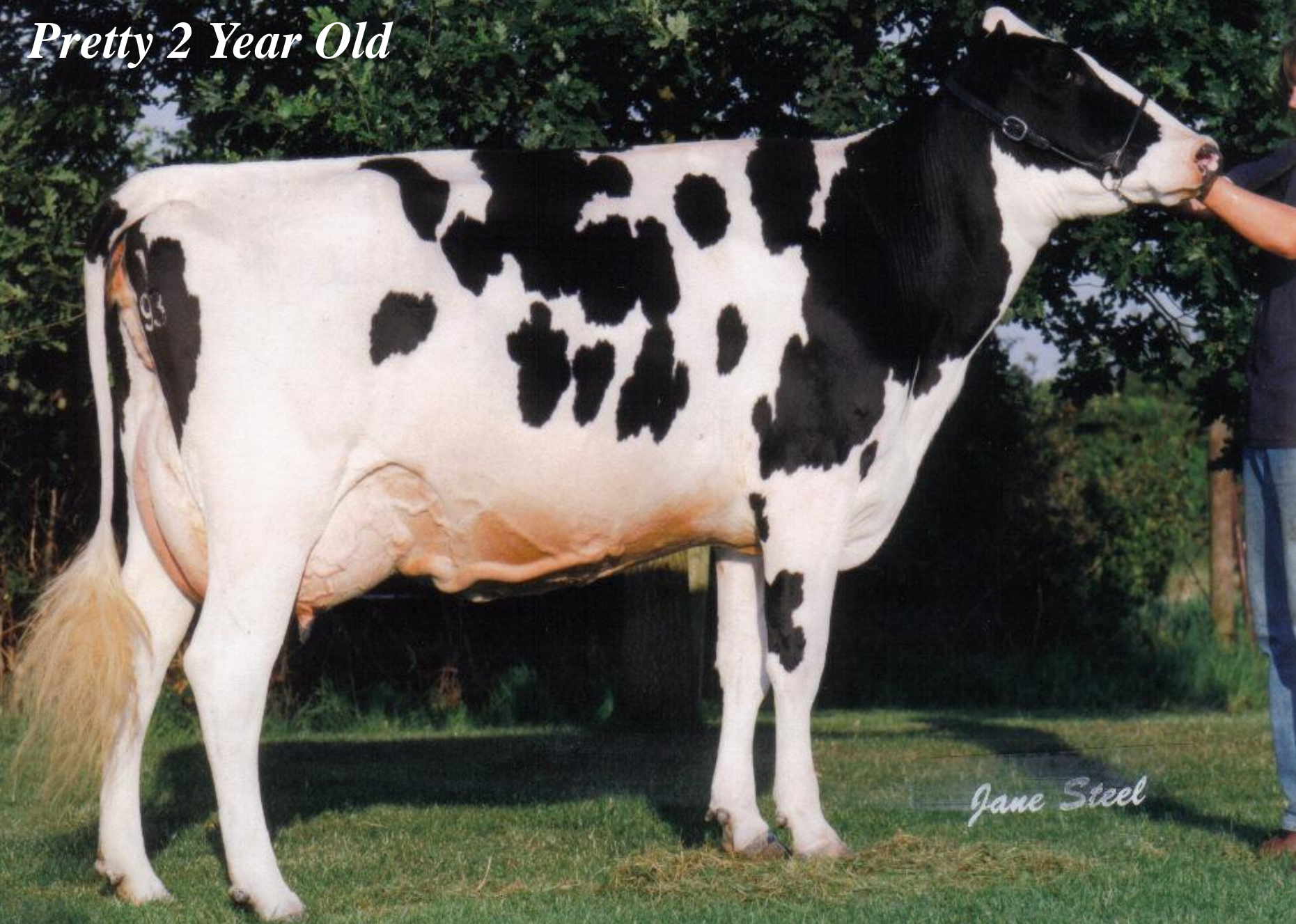


Lucinda Morgan

Sunshines



Pretty 2 Year Old



Jane Steel

Pretty 7 Calves On

A black and white cow with a large udder is standing in a barn. The cow has a white body with black spots and a white face with black markings around its eyes. It is standing on a bed of straw. The background shows a corrugated metal wall and a window with vertical bars. The text "Pretty 7 Calves On" is written in a cursive font at the top of the image.

Pricilla



Norman Walker ©

Primrose



Norman Walker ©





Jessica









Norman Walker ©



Lucinda Morg





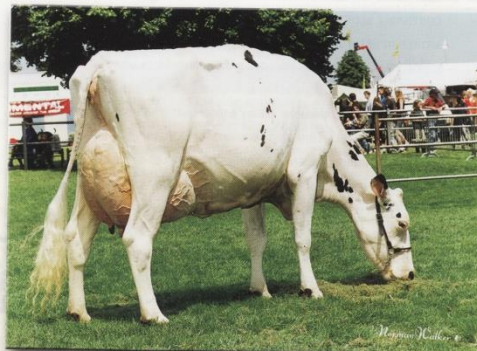
Lucinda Mor

AIRFIELD

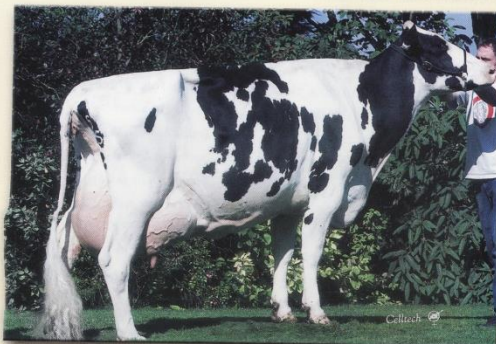
Introducing the Angie influence at Airfield



Dohbell Lindy Angie Ex93-6E LP60
Her 13 daughters are 2 EX, 9 VG & 2 GP



Airfield Juror Anne EX91	Airfield K Anne EX90
Airfield Gibson Anne VG89 (at Dalesend)	Airfield Gibson Anne VG86-2yrs
Airfield Matic Anne VG87	Airfield Matic Anne 3 VG85 (at Hycrest)
Airfield Angie (Stormatic) VG87	Airfield Lyster Angie 2 VG86
Airfield Lyster Angie VG87-2yrs	Airfield Lyster Anne VG86-2yrs
Airfield Allen Angie VG86-2yrs	



AIRFIELD K ANNE EX90
Picture taken after 5 calves



AIRFIELD GIBSON ANNE VG86-2YRS

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Celltech 



Lucinda Morgan





Lucinda Morgan



Lucinda Morgan



Lucinda Mor



Lucinda Morgan



Lucinda Morgan



79

80

81

IC TEIN



**Anthony
Mosley**



HOLSTEIN





**Anthony
Mosley**



Lucinda Morgan







*XVIII. Alföldi Állatteny
és Mezőgazda Nap*

Hódmezővásárhely, 2011. máj













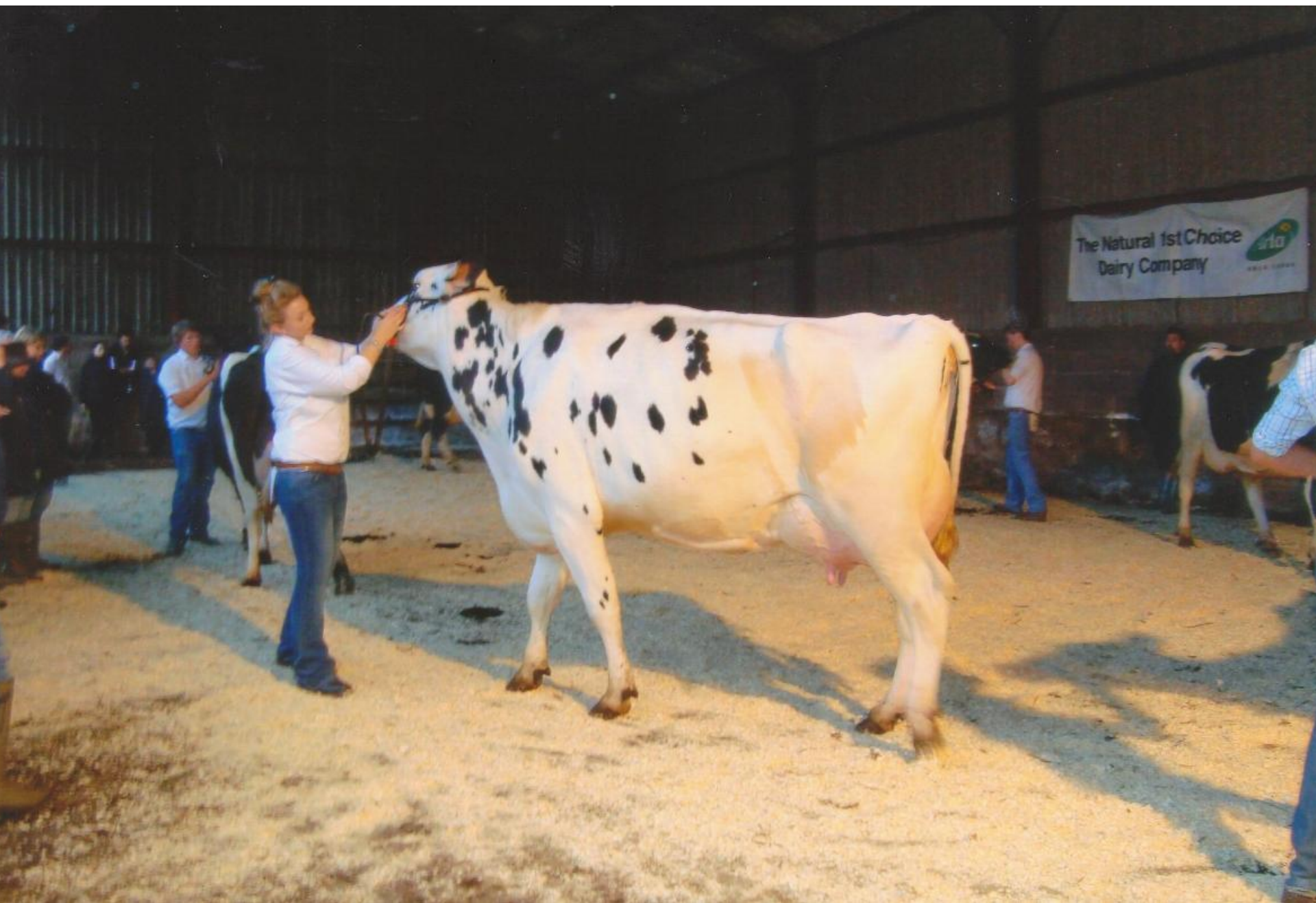


Anname Luige baasis rendile lao-, tootmis-
ja bürooruume. Tel. 6790733 6790735.



The Natural 1st Choice
Dairy Company











Norman Walker ©

Relations with our markets

- 2 way deal
- Sustainable milk price- A return that reflects our risk.
- Confidence to reinvest
- Result an efficient milk supply

Becoming more efficient

- Find a question to answer!
- Improve relations with our markets
- Unite with one voice
- Embrace new techniques



New Technologies

- Record accurate information and use it
- Genomics
- Bio digesters
- GM Technologies

Data Caption is the Future

- Milk Recording and Health Data
- Type Assessment
- The Database

The Future

- Cow number have fell by 4.5% in the last three years
- Pedigree Holsteins average 500kg more milk
- Pedigree Holsteins live 0.23 of a lactation longer
- Data caption and analysis is the future

