

It's time to enter the Cream Awards for 2024

www.creamawards.UK e:caroline@calderwood.cc

THE CREAM AWARDS

DAIRY INDUSTRY TRADE AWARDS 2024

Organised by British Dairying



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Reasons why you should enter the Cream Awards - Dairy Industry Trade Awards 2024

- 1 This is your chance to shine, your chance to receive some recognition for a job well done.
- 2 A chance to thank and celebrate with your entire team.
- 3 An award win provides a great PR opportunity – you can use your win to promote your business further.
- 4 Raise your profile – all the winners are featured in the pages of British Dairying, on our website, social media pages and e-newsletter.
- 5 Winner and runners up receive an award logo, comments from judges, photos from the event.
- 6 The logo can be used in your marketing materials and endorses your business enterprise to customers and peers and beyond.
- 7 Demonstrate how your expertise and innovative thinking is getting the results your business needs.
- 8 What you do matters, and provides much-needed leadership to others.
- 9 Plus, you get to meet others like you at the awards dinner on the 5th of September at Chesford Grange in Warwickshire, hosted by the sponsor of your category including your accommodation.

Award Winning Status

Reasons to enter



Enter online now at
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THE CREAM AWARDS

DAIRY INDUSTRY TRADE AWARDS 2024

CATEGORIES

THE CREAM AWARD - sponsored by **Lely Atlantic**

DAIRY AMBASSADOR OF THE YEAR - sponsored by **NFU**

HIGH PERFORMANCE DAIRY FARM AWARD - sponsored by **Arla Foods**

HIGH FEED EFFICIENCY AWARD - sponsored by **KW Feeds**

YOUNG DAIRY VET OF THE YEAR - sponsored by **Virbac**

YOUNG DAIRY FARMER OF THE YEAR - sponsored by **Kite Consulting**

THE ANTHONY WILLS DAIRY FARM DEVELOPMENT AWARD

- sponsored by **Trouw Nutrition** and **Willsbro Holsteins**

YOUNGSTOCK HEALTH & WELFARE AWARD - sponsored by **Progiene**

CLIMATE POSITIVE AGRICULTURE AWARD - sponsored by **Mole Valley Farmers**

(NEW) FERTILITY HEALTH & WELFARE AWARD - sponsored by **ForFarmers**

AWARD FOR INNOVATION - sponsored by **G Shepherd Animal Health**

DAIRY VITALITY AWARD - sponsored by **Wynnstay**

(NEW) MOST EFFICIENT AMS FARM - sponsored by **Advanced Ruminant Nutrition**

(NEW) COMMITMENT TO PEOPLE AWARD - sponsored by **REAL Success**

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The Cream Awards - Categories

Start thinking about your awards entry now go to www.creamawards.uk

THE CREAM AWARD

Sponsored by: **Lely Atlantic**



The overall Dairy Company of the Year, chosen by the judging panel on the judging day, winner of the John Beckett Memorial Cup.

Criteria - any company working in the UK dairy chain.

What are our judges looking for?

A company working in the dairy industry, contributing to the success of the dairy industry, you will demonstrate that as a direct result of your business, and the activity, product or service you offer, your contribution to the industry is an exemplary one. You will be investing in and confident of a bright future for dairy.

You can enter this category, but judges will also make their choice from all companies entering all categories.

Category Judge

Stewart McAlister, Proposition Manager for Milking & Digital business

About the judge

Stewart McAlister, Proposition Manager for Milking & Digital business covering the UK & Ireland. "All of my professional career has been dedicated to dairy automation helping farmers find solutions while meeting their business objectives. I have the pleasure of working with some of the most progressive farmers in the industry."

YOUNG DAIRY VET OF THE YEAR

Sponsored by: **Virbac**



Nomination or self entry.

Criteria - UK dairy vet (an individual).

What are our judges looking for?

We want to recognise those farm vets that have recently started working within the dairy industry: priority to those with 3-5 years in practice. Developing vital skills and services in disease management and mitigation is now seen as a major part of the farm vet role, with a focus on herd health planning to maximise health and wellbeing. The winner will have shown: how they provide practical advice to dairy farmers and herdsmen, whilst working in partnership to meet clear production targets as efficiently and cost-effectively as possible. Good knowledge transfer skills on business and technology developments. Strong personal communication skills.

Category Judge

Eileen Bulloch, Farm National Sales Manager, Virbac

About the judge

Eileen has served the veterinary industry for over twenty five years, working closely with vets to provide products and services that are critical to animal welfare.

YOUNG DAIRY FARMER OF THE YEAR

Sponsored by: **Kite Consulting**



Nomination or self entry.

Criteria - dairy farmers under the age of 35 may enter.

What are our judges looking for?

This award looks to celebrate young farmers who are playing an active and leading role in a farm business and we encourage applications from both new entrants and those taking on a lead role in existing businesses. Candidates will be expected to demonstrate that they are having a positive impact on people, the planet and profit in their business and delivering improved technical performance, sustainability and business resilience.

Category Judge

Becki Leach, Head of People & Senior Consultant, Kite Consulting

About the judge

Becki is Head of People at Kite and specialises in recruitment and people management consultancy. She works with some of the largest and most progressive dairy businesses in the UK, delivering strategic people management advice and enabling leaders to build effective and motivated teams.



THURS 5TH SEPT 2024

CHESFORD GRANGE, WARWICKSHIRE

THE CREAM AWARDS
DAIRY INDUSTRY TRADE AWARDS 2024

HIGH PERFORMANCE DAIRY FARM

Sponsored by: Arla Foods



Nomination or self entry.
Criteria - UK dairy farmers. Demonstrable measures verified by your records, consultant, vet or other independent member of the industry.

What are our judges looking for?

We are looking for a farm with high levels of production and cost efficiency across the board plus a strong plan on creating a sustainable future, the highest standards of welfare, the candidate will also be conscious to minimise the use of antibiotics. The above average all-round performance would be demonstrated by KPI records of good physical performance and excellent financial results represented by year-on-year low production costs in pence per litre (eg NMR records, or other equivalent). Results will be achieved through effective management of all aspects of the dairy enterprise & examples of sustainability on farm.

Category Judge

Paul Savage, Agricultural Director, Arla Foods UK

About the judge

Paul has over 20 years' experience working with globally recognised consumer brands, developing strong commercial relationships and sales results. He is directly responsible for the UK Agricultural team – focused on supporting Arla's farmer owners with on-farm management as well as Arla's leading sustainability agenda and commercialisation offering.

HIGH FEED EFFICIENCY AWARD

Sponsored by: KW Feeds



An award for high feed conversion rates on farm - self entry or nomination

Criteria - UK dairy producers, herd managers.

What are our judges looking for?

The essential ingredient to a high performance, healthy herd is accurate nutrition. The ability to achieve the optimum balance is the key to driving feed efficiency. Feed selection and profitability go hand in hand – the correct feeding regime makes a significant difference to milk output, milk quality and of course the sustainability of your herd. It is essential that up-to-date KPIs and costings are submitted with your entry.

Category Judge

Anna Sutcliffe, Ruminant Technical Manager, KW Feeds

About the judge

A degree in Animal Science from Edinburgh University, followed by a PhD from Nottingham University investigating the dynamics of rumen function and the impact of designing rations that synchronised energy and protein supply to the rumen microbiome on cow productivity. Today Anna provides nutritional support and advice to dairy farmer customers for KW Feeds.

DAIRY AMBASSADOR OF THE YEAR

Sponsored by: National Farmers Union



Nomination or self entry.

Criteria - an individual positively promoting UK dairy.

What are our judges looking for?

An individual who represents the industry at a national level, is respected by their peers and shows a driving ambition to promote the dairy industry in a positive, creative and successful way to various audiences. The award is specifically for a dairy farmer, but others may be considered if the application is exceptional.

The person could be a private individual or represent an organisation or company.

Category Judge

Chair of the National Dairy Board



The Cream Awards - Categories

Start thinking about your awards entry now go to www.creamawards.uk

NEW CATEGORY FERTILITY HEALTH & WELFARE AWARD

Sponsored by: **ForFarmers**



Nominated by vet or self-entry by the farm.
Criteria - UK dairy farmers

What are our judges looking for?

Candidates should have an understanding and evidence of engineering characteristics that promote milk production, increase solids, health & management traits that can be passed to the next generation of cows. We are looking for dairy farmers who value an annual calving interval and link it to boosting farm profitability, monitoring genetic improvement and extra milk in early lactation. Farmers should be aiming to get the majority of their cows calved within the first six weeks. This is an award for high and consistent fertility rates on farm, proactive breeding strategies in the unit, high levels of health & hygiene.

Category Judge

Bruce Forshaw Product Manager, ForFarmers

About the judge. Bruce is the Product Manager for the ForFarmers Feed2Milk concept and range of feeds. He also invests time into ForFarmers staff and customers as a Master CowSignals trainer. Previously Bruce has held roles as a Ruminant Nutritionist and Reproductive Management trainer, with a career underpinned by 12 years experience as a dairy herd manager.

NEW CATEGORY MOST EFFICIENT AMS FARM

Sponsored by:

Advanced Ruminant Nutrition



Nomination or self entry

Criteria - UK dairy farmers.

An award for high and consistent outputs on an Automated Milking System, whilst still maintaining a high health status. A proactive attitude to animal health and welfare and good team management.

What are our judges looking for?

Understanding the links between cow health, management, nutrition and robotic data in order to maximise profitability. Dairy farmers who value a proactive approach to robotic milking to maximise their potential beyond initial

YOUNGSTOCK - HEALTH & WELFARE AWARD

Sponsored by: **Progiene**



Nomination by your farm advisor or farm assurance scheme, or self entry.
Criteria - UK dairy farmers.

What are our judges looking for?

The dairy farmer/business that demonstrates proactive health and welfare management of youngstock on farm. The farm herd health plan will be integrated into daily management of the farm, as will the use of records and any initiatives undertaken. A team/inclusive approach in the care of the herd should be demonstrated, with standard protocols for routine tasks, regular team meetings and biosecurity.

Category Judge

Emily Hall, Product Manager, Progiene

About the judges

Emily is the Product Manager at Progiene and Nettex. After completing her BSc (Hons) at Harper Adams University, she worked in farm management and education before joining the Rumenco group. She has worked in the technical team, advising on best practice mineral supplementation before joining the marketing team at Progiene.

installation. Evidence of the maintenance of a high health status and welfare of the cows whilst increasing efficiency. Looking at both long and short term objectives to assess the sustainability of their systems. Understanding the importance of a collaborative/team approach to meet farm targets.

Category Judge

Eoghan Mullery, Technical Director,
Advanced Ruminant Nutrition

About the judge

Eoghan brings over two decades of experience feeding cows, including three years working in North America. Specialising in nutritional management for robotic milking systems, Eoghan was instrumental in setting up the company's robotic division - Advanced Robot, and provides robotic consultancy to clients in the UK and Europe. Eoghan is still active on farm alongside his current role as Technical Director, supporting the dairy team to provide state-of-the-art nutritional solutions to their customers.

THE ANTHONY WILLS DAIRY FARM DEVELOPMENT AWARD

Sponsored by: **Trouw Nutrition**
and **Willsbro Holsteins**



The winner receives The Anthony Wills Memorial Cup. Nomination or self entry.

Criteria - UK dairy farmers.

This category represents a celebration of new dairy farm construction or redevelopment of existing farm infrastructure.

Entrants will demonstrate clear business vision for the future and the next generation through investment and will showcase dairy enterprises that are investing effectively for the future.

What are our judges looking for?

The judges will be looking for stand out strategies, implementation and evidence of successful delivery resulting in development, innovation and sustainable practice.

Category Judges

Mathew Wills, Trevor Birchall
and Georgina Thomas

About the judges

Mathew Wills is a partner in Wills Brothers and has been actively involved in the development and management of the business - which won three Cream Awards in 2022 - for many years, overseeing the continued evolution of the business. Trevor Birchall, proprietor of TBA Ltd, is a widely respected dairy nutritionist and consultant with over 40 years experience working with some of the country's leading dairy farm businesses. Georgina Thomas is the Young Animal Feed lead for Trouw Nutrition where she promotes a sustainable approach to youngstock rearing based on the latest research translated into practical application.



THURS 5TH SEPT 2024

CHESFORD GRANGE, WARWICKSHIRE

THE CREAM AWARDS
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CLIMATE POSITIVE AGRICULTURE AWARD

Sponsored by: **Mole Valley Farmers**



Self-entry or nomination.

Criteria - UK Dairy farmers making sustainable farm practices a priority.

What are our judges looking for?

This award recognises dairy farm businesses that are planning and delivering Climate Positive Agriculture, both now and for the future. Business contenders will need to demonstrate how they have already improved, or how they intend to improve, their environmental sustainability within their commercial dairy. Any areas of improved sustainability, large or small, are welcomed by the judges and may include examples such as net zero goals, feed efficiency, biodiversity, carbon monitoring, animal health and welfare, fertiliser use, protein efficiency and energy sourcing. If you have one area of improved sustainability or multiple the judges would like to hear from you and entries are welcome from all farms.

Category Judge

Matt Witt, Sustainability and Technical Manager, Mole Valley Farmers

About the judge

After completing his BSc Hons at Harper Adams, he gained an MSc in Animal Nutrition from University of Aberdeen. He has around 30 years of agricultural industry experience and currently works at monitoring and improving the company's environmental impacts and helping dairy, beef and sheep farmers to do the same.

NEW CATEGORY

COMMITMENT TO PEOPLE AWARD

Sponsored by: **REAL Success**



Nomination or self entry

Criteria - UK dairy producers (farm owner, manager, herd manager may enter)

AWARD FOR INNOVATION

Sponsored by: **G Shepherd**



Product or business innovation in the dairy chain - self entry.

Criteria - companies offering products or services.

What are our judges looking for?

Innovation drives the industry forward. Do you or your company have an innovation you think is worthy of an award, one that could benefit from the positive promotion surrounding such a win?

This could be a technical, mechanical innovation, a high-tech product innovation or management system, robotics technology, an online product or app, or a new medicine, or it could be a new concept/new way of thinking. Please include innovations launched or developed in the last 2 years.

Judging

Judged by select group farmer winners and Dr Graham Shepherd

Graham Shepherd MRCVS, a dairy farmer's son, and vet, started G Shepherd Animal Health in 2008, with the focussed desire of pioneering the control and eradication of Johnes disease on UK cattle farms. Before diverting from general practice in 2008, Graham had built up a reputation as one of the UK's leading bovine veterinarians. G Shepherd were winners of 2023 Award for Innovation.

What are our judges looking for?

This new award will recognise a farm that can demonstrate a clear commitment to becoming an employer of choice through its approach to recruiting and retaining staff. Labour is one of the critical challenges faced by the dairy industry, and the judges will be looking for a farm owner, manager or herd manager who consistently places people at the centre of their business by developing their people management skills, ensuring safe working conditions, and promoting effective communication. Innovative initiatives that attract or retain new staff will also be welcomed, as well as a commitment to ongoing learning and development of the business leaders.

DAIRY VITALITY AWARD

Sponsored by: **Wynnstay**



Vitality in the herd - highest standards of health & welfare, effective disease management protocols.

Criteria - UK dairy producers, herd managers.

What are our judges looking for?

The judges will be looking for a farm business that understands the importance of maintaining consistency across the entire herd. They must show a real commitment to reducing lameness in the herd and be able to clearly demonstrate the measures they have taken which have resulted in very low levels - prevention, early detection and treatment. How does the farm achieve consistent levels of vitality across the herd - what are the strategies in place to ensure high welfare standards?

Category Judge

David Howard, Wynnstay Head of Dairy Services

About the judge

Wynnstay Head of Dairy Services, David Howard has over 16 years of experience in the ruminant feed industry. His specialties lie in key areas such as dairy nutrition, robotic milking, lameness in dairy cows, transition cow management and sustainability in dairy production systems. David is also a qualified Cow Signals Master Trainer and is RoMS accredited for mobility scoring of dairy cattle.

Winners of this award will have a huge opportunity to promote themselves as an employer that invests in their people.

Category judge:

Paul Harris, CEO, REAL Success

About the judge

Paul is the founder and CEO of REAL Success - one of the leading providers of recruitment services and people management training to the agri sector. He is widely recognised as a thought leader and speaker on people management and leadership, and is an experienced coach, writer and consultant who works with some of the largest dairy enterprises in the UK along with a wide variety of family-owned businesses.

What the judges want to see

Judges

- 1** They want to hear from you - they want to know what's happening in the industry, new innovations, new ideas and to hear about your success stories
- 2** They want to find ambassadors for the industry that can help to drive a more positive, forward thinking dairy industry to go forward with confidence
- 3** Judges are looking for dynamic individuals and companies
- 4** Companies that go the extra mile to reach their goals
- 5** Quick to adopt new technology and ideas
- 6** Attention to health and wellbeing is paramount
- 7** Committed to training and enhancing skills
- 8** Companies that reward best practice
- 9** Individuals that deserve recognition

WHAT TO SUBMIT

Tell us why you feel you or your company should win your chosen category (minimum 700 words).

Include as much information as possible about why you think you are the winner in your chosen field. Evidence of your success is important, as are testimonials, KPI reports – please send us whatever best supports your entry and please take time to ensure that you have clearly shown how you or your business stands out among your competitors, and that your measure of success is clearly demonstrated.

Financial statement of your business growth and success to support your entry, can be included where applicable to the category, such as your turnover for the past year, or any other growth indication, such as investment in new avenues of business.

You can upload files on the website www.creamawards.UK or email caroline@calderwood.cc For advice on what to include in your entry, please call us on **01892 231604**.

David Cotton, Dairy Farmer & Chairman of Judges

David farms in Somerset with 280 dairy cows and 350 youngstock. He is Chairman of The Dairy Show at Shepton Mallet and is a Strategic Dairy Farm for AHDB Dairy. David has lifelong experience in the dairy industry and is a great advocate for the ongoing training and development of everyone in the sector.

Séan Rickard, Business Economist and Company Director

Former NFU Chief Economist, Director of Cranfield MBA programme and government advisor. Sean now runs Sean Rickard Ltd providing independent economic analysis primarily relating to the food industry. He is also Chair of First Milk's Members Committee.

Mike King – RABDF

Mike King and his brother Chris run the Kingspool Holstein herd at Two Pools Farm in Iron Acton, Gloucestershire, alongside their Herd Manager Jared Kloke and team. With the herd established almost 100 years ago, and now numbering 765 year-round calving cows averaging 14,295 litres per cow, the team maintains a tight hold on health & welfare. Previous Cream Award and Gold Cup winners.

Neil Baker, Dairy Farmer

Haselbury Plucknett is a family farming company who have been milking and caring for dairy cows for over 90 years, Neil has been running the dairy herd management side of the business for over 25 years with a herd of 2000 milking cows plus replacement heifers. He has focused on constant improvement of herd performance with the analysis and use of herd data. He regularly holds visits on the farm from milk buyer, retailers, politicians, farmer groups, consumer groups, schools as well as taking part in Open Farm Sunday. Multiple accolades include the Cream Awards, RABDF Gold Cup 2015, Tesco TSDG Farmer 2017.

Sarah Tomlinson – Farm Vet

Sarah Tomlinson has been a farm vet for 20 years. Now a Veterinary Consultant and Technical Director for the TB Advisory Service (TBAS). She is a member of the Defra bTB Partnership, and sits on the board of the British Cattle Veterinary Association.



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