



THE CREAM AWARDS

DAIRY INDUSTRY TRADE AWARDS 2021

THE 2021 CREAM AWARDS
Winners

BRITISH
DAIRYING

2021 CREAM AWARDS – DAIRY INDUSTRY TRADE AWARDS – SPONSORS & JUDGES



The Cream Awards

CATEGORIES

THANK YOU TO ALL OUR SPONSORS

◆ CREAM AWARD

Lely Atlantic



◆ DAIRY EMPLOYER OF THE YEAR

De Lacy Executive



◆ YOUNG DAIRY FARMER OF THE YEAR

Kite Consulting



◆ ORGANIC DAIRY FARMER OF THE YEAR

Hi Peak Organic Feeds



◆ DAIRY AMBASSADOR OF THE YEAR

National Farmers Union



◆ YOUNG DAIRY VET OF THE YEAR

Krka



◆ HIGH PERFORMANCE DAIRY AWARD

Arla Foods



◆ HEALTH & WELFARE AWARD – ZERO LAMENESS

Ice Robotics



◆ AWARD FOR INNOVATION

British Dairying



◆ YOUNGSTOCK HEALTH & WELFARE AWARD

Buitelaar



◆ HIGH FEED EFFICIENCY AWARD

Mole Valley Farmers



◆ DAIRY MARKETING AWARD

British Dairying



◆ TASTE OF EXCELLENCE AWARD

Morrisons Supermarkets



◆ 2020 MILK SHAKERS

Volac



Senior Judging panel:

David Cotton, Bridge Farm (Chair)
Mike King, Kingspool Farming
Rob Drysdale, Vet, Dairy & Beef specialist
Nicholas Saphir, Chairman AHDB
Sean Rickard, Economist
Neil Baker, Bakers of Haselbury Plucknett

Innovation Award judges:

Paul Tompkins, South Acre Farm;
John Torrance, R Torrance & Son;
Mark Wood, Portway Farms

Category judges:

Sherwin Moazami, Lely Atlantic
Sophie Throup, Morrisons
Jon Wilson, Yeo Valley Group;
Andy King, Barrington Farm Partnership
Stuart Goodinson, De Lacy Executive
Sabrina Jordan, Krka
Gabby Emery, Buitelaar
Dr Nick Bell, Veterinary specialist
Alice Swift, Graham Wilkinson, Arla Foods
Dr Chris Bartram, Mole Valley Farmers
Michael Oakes, NFU
Abi Reader, Goldsland Farm
Becki Leach, Kite Consulting
John Reynolds, Volac

Dinner sponsor



LALLEMAND ANIMAL NUTRITION

CREAM AWARD – THE JOHN BECKETT MEMORIAL CUP WINNER FOR 2021

sponsored by Lely Atlantic



The winner for 2021 is Arla Foods

This year's winner receives the solid silver engraved cup – The John Beckett Memorial Cup – sponsored by Lely, and this win for Arla is their second as they also carried off the cup in 2015. In 2019 the farmer-owned cooperative also won the Award for Innovation at the 2019 Cream Awards, for its innovative new Arla UK 360 programme to ensure sustainable production of dairy.

About the winners

A dynamic cooperative representing around 10,000 farmers across seven countries, "the Arla business works around the clock to deliver the very best returns for its farmer members and drive the dairy industry forward to a more sustainable future," comments Arla.

Despite turbulent times, including the impact of the 2018 drought and the Coronavirus outbreak, the strength and benefit of being part of a leading global cooperative has delivered for Arla farmers in the form of a stable milk price and continuous milk collection. For consumers, the Covid-19 outbreak highlighted just how important dairy was to the nation's larder, and in March 2020, Arla Foods went to significant lengths to 'keep milk moving' for the nation and its farmers, working across its sites and with the wider industry to quickly implement an effective contingency plan to deal with surplus milk and plan for potential tanker driver absences. Arla UK Managing Director, Ash Amirahmadi, was deeply engaged with government during this time, serving on the food resilience forum established by Defra. Here, Arla shared its broad and deep experience with the Committee, including lessons learned from other countries in which Arla operates, such as Denmark and Germany.

Driving sustainable milk production

Arla milk is already some of the most climate-efficient in the world with an average carbon emission that is about half the global average. Despite this, Arla knows it must evolve even further, and with greater urgency to drive improvements across the value chain.

Animal welfare is an essential component in driving perceptions around dairy too. A great example is to help Arla farmers implement its 'Every calf has a value' policy in the UK, whereby from the 1st of January 2021, no healthy calf born on a UK Arla farm will be euthanized or slaughtered before eight weeks of age, allowing all calves not entering the dairy chain to be reared as beef cattle.

"As a dairy farm vet I have been able to witness first-hand the impact the strong leadership and cooperation Arla have brought to their British dairy farming members"

Rob Drysdale, Consultant Vet and Beef Integrator

Positive messages

Arla has started talking about some of the key issues in consumer language, placing dairy farmers as part of the solution to things such as climate change, rather than the problem. All Arla farmers have been supported on how to deal with illegal activity from anti-dairy activists on their farm or on social media.

Judges comments

"This is a richly deserved award that recognises the significant leadership that Arla has taken in not only supporting their membership in addressing the major changes that lie ahead, but also in working with others in the industry to help co-ordinate an industry wide response to the particular challenges of this extremely difficult year."

Nicholas Saphir Chairman AHDB.

"As a farmer cooperative Arla have been responsible for not only supporting their own members through the last 12-24 months, they have been integral to helping maintain the British milk market - paying a consistent price throughout both recent and more prolonged hardships on the industry. As a dairy farm vet I have been able to witness first-hand the impact the strong leadership and cooperation Arla have brought to their British dairy farming members. A strong and stable price has helped many through a very tough couple of years, let alone the impact of lockdown more recently."

Rob Drysdale, Consultant Vet and Beef Integrator.

"As a farmer member of Arla's point of view, their consumer focused brand development and drive for raising of standards on members farms continues deliver members strong returns. Arla's strong presence in the UK and their progress on all fronts I believe is positive for the whole UK dairy sector." *Neil Baker, Bakers of Haselbury Plucknett.*

Winner comment

"Our awards application provided just a snapshot of the energy, investment and scale of work taking place within Arla to drive the UK dairy industry forward. As a cooperative, our farmers very much shape our direction and creating the future of dairy plus transforming the health of the UK, are at the heart of our business agenda. As we work through the Covid-19 crisis it is more important than ever that we work together as an industry to promote the nutritional benefits of dairy and showcase our commitment to sustainability."

Ash Amirahmadi, MD Arla Foods.

Sponsored by Lely Atlantic

Lely is an international family business in the agricultural sector. The company spends every day making farmers' lives easier with innovative solutions and tailored services, and offers solutions for almost all activities in the cowshed: from milking to cleaning. Lely provides advice on how to organise a dairy farm smartly with the use of management systems. Their vision and the needs and demands of clients are the things that drive and inspire Lely in everything they do.

Agri-Business Recruitment Consultants for Professionals - The company's focus is about quality and commitment to service. Consultants live and breathe Agri-Business. The team have extensive experience in the Agricultural sector, derived from their farming and rural pedigree and backgrounds.

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



Winner – Nick Eccles, WA & M Eccles & Son, Sudells Farm

Operating a 180 cow pedigree Holstein herd with average milk yields over 11,000 litres in Lancashire.

“Nick is a phenomenal farmer to work with as a farm vet. He analyses each farm decision with incredible insight and precision, always with the health and welfare of the cows at the fore and maximising any information and data he can. This has led to an extremely efficient and healthy herd which is also beneficial for the business,” commented LLM Vet Rob Howe.

“He has been instrumental in the designing and building of a brand new robotic milking unit, centred around cow comfort which offers some of the best conditions for milking dairy cows I’ve seen or worked with in the UK. Nick should also be given credit for how seamlessly the transition for the cows between the old parlour and new robotic system was managed.

“Testament to all of this is how many cows are fast asleep when you walk around the building and how calm and content these cows have become.

“Over the years we have worked together to eliminate or control infectious disease, maximise calf health and many other areas. This year we have focused on the sustainability and ecological improvements that we can next make, by focusing on integrated parasite control to eliminate harmful chemicals and wormers which will also maximise soil health and productivity. This will complement the abundant nature that has been welcomed back to the farm through creation of riparian strips by working with the Rivers Trusts.

“I couldn’t recommend Nick more highly for this great accolade.”

Highly Commended – Joel & Emma Redfern, Upper Farm
Joel and Emma from Staffordshire exemplify the passion, determination and drive needed to succeed as new entrants in the dairy industry. From a standing start and in just five years they have established a herd of 190 cows, have moved farms, invested for the long term and have a clear vision of what it takes to be successful in the current trading environment facing dairy farming.

The herd now totals 190 cows averaging 9,500 litres at 4.0% fat and

“Nick has built a new unit, doubled cow numbers and really pushed on doing lots of great things in many different areas . . .”

Mike King

3.3% protein. The goal is to grow to 200 cows at 10000 litres. They will not push cows harder than this and will not overstock the farm or build-ins as this would compromise their principles.

Sarah Hampson, LLM Vets comments: “Three years ago, Joel & Emma moved to Upper Farm to expand the herd and since moving they have invested heavily in the infrastructure to optimise health and productivity. An example of this includes building new dry and fresh cow housing to improve transition health. By combining Emma’s knowledge of nutrition with Joel’s practical application and herdsman’ship they have been able to create high welfare housing to best support the cows at this most critical time in their production cycle.

“Throughout their approach has been pro-active and collaborative; with regular consultation with vets and other advisors. Last year we worked with Joel and Emma to design a ventilation system for the calf housing which has resulted in fewer pneumonia cases and again a reduction in antibiotic use.

“In my opinion, Joel and Emma epitomise the future of British dairy farming and are excellent ambassadors for the industry.”

Judge/sponsor comment

Nick Eccles

“Nick has built a new unit, doubled cow numbers and really pushed on doing lots of great things in many different areas . . .” *Mike King*

“A family farm that has been carried forward dramatically, well done Nick.” *Rob Drysdale*

Joel & Emma Redfern

“Such a great story and shows you can start from nothing if you really want it.” *David Cotton*

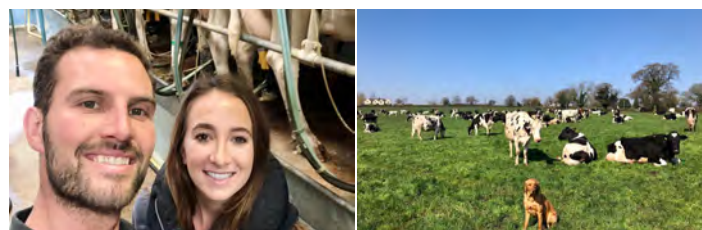
“It’s great to see new entrants being celebrated, the nomination demonstrated good technical and financial performance with clear goals and focus.” *Becki Leach, Kite Consulting*

Other nominations

James Lywood, Battlehurst Farm; Tom Allan, Upper Farm; Clare Miles, DB & H Miles; Andy, Dave & Pete Marrow, G Marrow & Partners; Tom Pemberton, Birks Farm; Peter Howie, Morwick Farm; Aled Vaughan-Jones, Llwyn Farm; Gregor Black, AS Black Farmers; David Campbell; J R & T Campbell; Grant Neilsen, Park Farm; Joe Gregg, Evolution Farming.

Sponsored by Kite Consulting

As consultants Kite work with livestock and arable businesses, serving market sectors including farming, the agricultural supply trade, food processors, retailers and public sector organisations. Recognised for pioneering environmental work, particularly on the carbon footprint of primary production.



Joel & Emma Redfern, Upper Farm

ORGANIC DAIRY FARMER OF THE YEAR sponsored by Hi Peak Organic Feeds



Winner – Dan Burdett of Burdett Farming Ltd.

“A keen advocate of organic farming, supplying milk for McDonalds, via Arla, Dan contract farms both the family dairy business and a second organic dairy business at Bore Place Farm with a total of 500 cows in West Sussex. The Holstein-Friesian, autumn calving herd averages 6,000 litres at 4.4% fat and 3.3% protein and graze 8-9 months of the year. 58% of milk is coming from forage,” comments one of the judging team Jon Wilson, Yeo Valley Farms Group.

“We were impressed with Dan’s drive for improvement, self-reliance and sustainability throughout the business, recently taking up a Nuffield Farming Scholarship study, “Regenerative Agriculture: How to make the change happen. He combines excellent people management skills with technical knowledge, supporting staff with career development and progression as most are from non-agricultural backgrounds.”

Staff engagement is an additional aspect of the business that Dan is passionate about, and his core ethos is: ‘Give everyone a chance’. Most of his six staff members come from a non-agricultural background but have a lot of passion for the industry, so Dan supports them however he can, whether its career development, encouraging autonomy or sending them to farmer groups. He also introduced a 5-day work week an effort to compete with tradition working schedules in other industries. He truly enjoys seeing them progress, and some of his former staff are now in management positions on other farms.

“We were impressed with Dan’s drive for improvement, self-reliance and sustainability throughout the business recently taking up a Nuffield Farming Scholarship study”

Highly Commended

Matthew and Coral Senior of Holy Cow Organic

Matthew and Coral Senior don’t have a farming background, but they have worked tirelessly to build up their own business. In 2009, they took on a share farming agreement with Geoff Sayers at North Perrott, with the Seniors supplying all the machinery and labour and Geoff supplying the farm and the livestock. The Somerset farm was in organic conversion and fully converted in 2010, so having previously supplied Barbers they sought an Arla organic contract in 2011. Having started the agreement owning 20% of the cows they have now successfully built up to owning 50% of the cows and grown the team to include another full-time member of staff. One big change the Seniors have introduced this year (2020) is the installation of four Lely A5 robots, moving from a 24-a-side swing over parlour, as a way of future proofing the farm. Results from the team are, said the judges, impressive, as is their focus on good communication to the wider public and aims for transparency.

Commended – Frank Morphett - South Lakes Organic

Runners up in this category

Hugh Padfield – Park Farm Dairy, Oliver Hemsley - Hollis Mead Organic

Judges and supporters

Dan Burdett

“AHDB’s Head of Strategic Development, Nic Parsons commented. “Dan has an infectious enthusiasm for learning, improving and sharing his progress with others. Cockhaise Farm has been a superb addition to our Strategic Dairy Farm network.

“He has had an amazing year dedicated to exploring his passion of regenerative dairy farming across the globe with Nuffield and has been sharing his excellent work in tightening by half his calving block with other AHDB levy payers, helping them to improve their performance.

“Dan Burdett is not only a keen advocate of organic farming (as can be seen by his excellent cow performance, fertility and health and welfare results) but is involved in the development of Arla as a co-operative. By combining excellent people management skills with technical knowledge Dan is well on the way to achieving his goal.” *Rosie Cowie, Arla Foods.*

Matthew & Coral Senior

“The Seniors are passionate and forward-thinking farmers who are determined to future proof their business in a sustainable way. They are making impressive results – average milk yield is 4,900 litres - with 75% of their milk from forage, with a target of 80%, 820kg of concentrate per cow per year through the robots installed this year.

Their organic system works at improving the soil, and building fertility while providing winter forage.” *Andy King, Barrington Farm Partnership.*

Sponsored by Hi Peak Organic Feeds

The UK and Ireland’s largest - 100% organic - manufacturer of feeds, blends, minerals and speciality products. The 100% focus on organic ensures the company has the largest matrix of raw materials, providing flexibility to manufacture feeds tailored to customer requirements, helping them achieve performance and profitability targets. Hi Peak is Part of the Devenish Group.



Holy Cow Organic



South Lakes Frank Morphett



DAIRY AMBASSADOR OF THE YEAR sponsored by National Farmers Union



Winner – Liz Hoggarth, Calf Buyer for the Buitelaar Group

What the judges said

“Liz is known to many farmers, especially in her patch in North West England working for Buitelaar. She works tirelessly with farmers to improve and enhance calf breeding, and rearing, in dairy beef. She is always promoting courses, good practice and support to farming businesses.

“Then there is what she does outside the day job. Notably over the last 12 months Liz has stood out as a huge supporter for the Milk Your Moments campaign with daily social media posts offering cups of tea and cheery messages to farmers and other key workers within the agricultural industry throughout the campaign. This was quickly followed by her efforts during Ag Mental Health Week where she talked so bravely about her sisters’ suicide in the hopes that it might help another family to avoid this terrible experience. And now she is helping the industry again as Vice Captain for #teamEngland in #run1000, which is also linked to mental health in agriculture. This is someone working in the industry and working tirelessly for it.

“Overall Liz is a huge asset to ‘Team Dairy’. Her determination to support dairy, and beef farmers, her cheery attitude and her efforts to go above and beyond the day job and make a difference in this industry make her my final choice for this award.” *Abi Reader, Goldsland Farm.*

Winner comment

“Wow! What an honour to be nominated, but to win has bowled me over. Last year started out with an invitation to the Cream Awards as part of the Buitelaar Group team. Never could I have imagined that one day I would be a winner, but to be named Dairy Ambassador of the Year is unbelievable...”

“Overall Liz is a huge asset to ‘Team Dairy.’ Her determination to support dairy, and beef farmers, her cheery attitude and her efforts to go above and beyond the day job and make a difference in this industry make her my final choice for this award.”

Abi Reader, Goldsland Farm.

No one could have anticipated what was to follow in the coming months and the complete shut down of the food service industry due to Covid. I saw farmers on a daily basis struggling with falling milk prices and milk not being collected. No one knew where this was going to end, says Liz Hoggarth.

When the ‘Milk Your Moments’ campaign was launched I realised I could have some fun with it and bring a little humour to social media whilst promoting the two things I am most passionate about. Mental health and the dairy industry.

Raising mental health awareness has become a huge part of my family’s life since losing my sister four years ago. I realised that a simple brew and zoom chat with friends could be a great mood lifter.

I’m also passionate about finding a solution to the bull calf and TB calf issue. As an industry, UK farmers are trusted to produce food to the highest welfare standards in the world and I believe we all have a role to play. It is no longer acceptable to say ‘it’s just a bull calf’ but rather look to solutions and work through to ensure we are doing the very best to protect our reputation.

I love working with dairy farmers particularly to improve and enhance their calf rearing and breeding. It is so satisfying to see farmers reduce their age at first calving and overcome calf rearing issues.

Latterly in 2020 I became involved in #AgMentalHealthWeek. This was a global initiative started by Peter and Paula Hynes, who have become great friends over the last 18 months. The aim was to raise mental health awareness in agriculture and I was truly honoured to be on a discussion panel with the first lady herself Minette Batters. Minette has been a great supporter and is a driving force in everything she does.

During #AgMentalHealthWeek another initiative was launched called #Run1000. This was the brain child of Sheena Horner and pitched five nations, (England, Scotland, Ireland, Wales and the Rest of the World) against each other to raise much needed funds for their chosen mental health charity. The first team to collectively run 1000 miles in January would be the winners. This prompted an unbelievable amount of support and raised more money than any of us could ever have imagined.

I couldn’t do any of this without a fantastic group of people behind me. My one wish would be that no one has to suffer alone or in silence and no one should have to go through what we did as a family. There is a huge support network out there both financially and for mental health. Agriculture is without doubt THE best industry to work in, but we are all too often in a rush and under immense pressure to get things done. We need to look out for each other. Ask someone if they are OK and if you are ever in any doubt about their answer, ask them again, because the second answer could be very different to the first and you might just be the change in their day. #forcheyenne. *Liz Hoggarth*

Sponsored by the National Farmers Union

The National Farmers’ Union is a member organisation/industry association for farmers in England and Wales. It is the largest farmers’ organisation in the country, and has over 300 branch offices.



Winner – Rob Hall

“I’ve been with LLM since graduating from vet school 4 years ago and have benefitted immensely from being part of such a dynamic and thriving practice. We have a great client base of enthusiastic and forward-thinking farmers, and we do our best to match their energy and provide innovative ways to support their businesses and animals. I’ve thrown myself into all aspects of the practice – from the agricultural show season (pulling pints for thirsty farmers) to driving LLM’s BVD eradication efforts and revamping our herd health planning scheme. My roles in practice management are growing: including overseeing work for the Johnes CHCS programme and helping to steer our industry-leading team of VetTechs.

“I find the interaction between dairy cattle and their environment fascinating – and after specialist training with the Dairyland Initiative in Wisconsin I’ve been helping our farmers make major changes to their cow and calf housing, particularly by improving ventilation.

“My other major area of interest is cattle breeding and fertility. Improving reproduction is one of the key variables in driving profit into a farm business and is core to the working life of most dairy vets. Being able to deliver services to help farms improve their animals is vital in both a short and long term – working as a Clarifide breeding & genomics adviser looks at the longer term vision, but it’s balanced by getting out and doing the day-to-day graft at the dirty end of cows. Looking outside of LLM, I lead the VetPartners Reproduction Special Interest Group which pulls together vets from across the national vet group for projects and discussion about repro & fertility, and I am working towards my Diploma of Bovine Reproduction qualification.”

“Rob Hall is a real go-getter and doing some great work, he would be a real asset to any farm or vet business”

Rob Drysdale.

Highly Commended – Rupert Sheppard

“I graduated from the University of Bristol in 2017. I have been working at ProStock Vets, a 20 vet dedicated large animal practice in south west Wales for the last 3 years. After cutting my teeth and settling in I have been able to grow my dairy caseload so that now my day-to-day work has developed into working intensively with 8 all-year-round calving dairies encompassing approximately 1,500 cows. I also get to work alongside the senior partners in the role as 2nd Vet on some of largest and best run farms in the UK. Being the primary vet for 3 of our block calving herds provides some seasonal variety and working with farmers with a different perspective and challenges I find particularly refreshing.

“An area of work which I find highly rewarding is providing ongoing herd health planning advice. At the sword point of this is supporting our Arla and Tesco producers endeavouring to achieve ever higher welfare and farm assurance standards. Becoming a BCVA Accredited Johnes Veterinary Advisor (BAJVA) has helped me highlight the value of a tailor made approach to National Johnes Management Plan (NJMP) when controlling Johnes disease in our client’s herds.

“Working with a herd achieving a 12 month 30% rolling 21-day pregnancy rate but still striving for improvement has certainly kept me on my toes!”

Judge/sponsor comment

Rob Hall

“Rob Hall really stands out looking at the additional services he’s trying to offer. Getting involved in the Stamping Out BVD campaign, technical groups and specialist skills in calf housing ventilation to increase welfare standards. He’s taking an active role as an educator and trainer and showing his commitment to his vocation by additional DBR.”

Sabrina Jordan, Country Brand Manager, Krka

“Great vet for going to the next level with clients with building design and getting quotes, but still focused on fertility and genomics, as well as welfare and health – and he only qualified in 2017!”

Mike King

“Rob Hall is a real go-getter and doing some great work, he would be a real asset to any farm or vet business.”

Vet Rob Drysdale.

Rupert Sheppard

“A personal submission that ticks all the boxes for me,” commented judge Sean Rickard. “I think Rupert deserves this award because he has an approach that really does benefit the industry. I find particularly striking the recognition that he has to go beyond the required veterinary CPD requirements – enrolled at University for post-graduate learning – and his recognition of the importance of establishing solid business relationships with clients based on mutual respect. His interest in herd planning and housing reflects a broad approach to the business beyond individual animals.”

Sean Rickard

Also nominated: Matt Gue, Huddlestons Farmers, Bella Maine, Larkmead Vets; Roland Millar, LLM Vets

Sponsored by Krka

Krka UK aims to provide novel solutions to animal health, promoting the well-being of both animals and their owners. Their products provide effective and simple management of the most important bacterial infections parasitic diseases and pain control.



Rupert Sheppard

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

Winner – Stuart & Helen Rogers, Colin Rogers, Longmoor Farm

Stuart and Helen Rogers's self-proclaimed drive for perfectionism is clearly evident at Longmoor Farm, Gillingham, where the herd averages 11,447 litres on twice a day milking.

"Longmoor showed us a great deal of progressive ideas with their entry," comments category judge Alice Swift, at Arla - such as on-farm culture, enhanced lighting - that are being trialled shows that the farm is prepared to experiment and show a creative approach. We liked the fact that the Rogers and their team have achieved this within the confines of a tenanted farm which further added to their achievements."

"We're both perfectionists" says Stuart Rogers, who has six herd management apps on his phone, which he monitors continuously. This includes CCTV in the calving yard, a TMR tracker, herd management software and smart ear tag system. As a practicing vet for Friars Moor Livestock Health, Helen is on top of the herd's health, working hard to improve health and welfare and reduce antibiotic use. Stuart adds: "For a long time we've been getting yields to increase, but not at the expense of the cows. That's through breeding, facilities and management."

Grazing and producing as much milk from forage is a top priority, with all the milking herd going out to grass and 38% of total production from forage. Last year the herd was out for 153 days.

As tenants of The Duchy of Cornwall, Stuart says they're not afraid to invest in specific equipment or infrastructure to help efficiencies. This has included investing in LED lighting in the youngstock and milker sheds to help dry matter intakes and heat expression. These are on for 17 hours a day. The Rogers have also put in a walkway so cows can get back to their beds quicker after milking.

The team do their own on-farm milk bacteriology testing on mastitis cases or high SCC cows to identify the causal pathogen. Treatment decisions will then be made accordingly. For example, those testing positive for gram negative bacteria, which is more likely to self-cure, will just receive non-steroidal anti-inflammatories and fluids rather than antibiotics.

"At the top of their game in every area."

Mike King [Longmoor]

Highly Commended

– Joe & Claire Ives, W&P Ives, Park Farm

"We have been in a benchmarking group for many years and will be joining a new robot specific one shortly," say the Ives. "We always learn something from the comparisons. It has helped us challenge our costs and led us to invest in the borehole saving on water costs and to review our labour too. It's also nice to know where you are doing well."

"We are quite competitive on our litres/ha costs for example."

Benchmarking shows we are competitive on purchased feed costs, which is a big driver for our business, but it remains key to monitor it monthly and focus on forage quality. We are currently achieving a rolling yield of 12,135 litres a cow with a rolling feed cost of 7.42p a litre, with 3,974 litres from forage and a feed rate of 0.31kg a litre.

"We have recently invested heavily in cow facilities on our Hampshire farm and robots to make them fit for the next 10 years or more, as above we will be investing in heifer housing and be on the lookout for any new opportunities to expand in a profitable way. Creating a good working environment for staff too will allow us to recruit and retain the best and experienced people," says Claire "who will help us care for cows and become more profitable, as labour availability is an increasing issue for the dairy industry."

"While our boys are still young, if they choose to farm, we want them to have that opportunity, so will continue to grow our business. The robots do cap current milking herd numbers, but with good genetics, using sexed semen and genomic testing, we aim to keep more heifers and improve their housing, so we can sell some each year to boost our profits."

Judge/sponsor comment

Stuart & Helen Rogers, Colin Rogers, Longmoor Farm

Great yield, high litres from forage, very high peg rate for yield with a low feed rate/L and only 11 cases of mastitis/100 cows. They also show a very low antibiotic usage and grazing!! At the top of their game in every area." **Mike King**

Joe & Claire Ives, W&P Ives, Park Farm

"A well-presented submission for a farm that ticks all the boxes including investment and willingness to obtain external expert advice."

Séan Rickard

"Great lifetime production and yields from forage alongside good fertility." **Rob Drysdale**

Other contenders

Peter Conway, Hauxley Farm; The Watsons, Moorhouse Farm; Hugh & Clare Miles, DB & H Miles; Mark Read, Drummers Farm; The Marrow Family, G Marrow & Ptns; James Tudor and daughter Pippa; Andrew Patterson, Hallon Farm; Philippa MacTaggart, WP Callander; Rheinallt Harries, Llwynmenny Farm

Sponsored by Arla Foods

Arla Foods is the fifth-largest dairy company in the world and a cooperative owned by more than 12,500 dairy farmers. Arla combines traditional craftsmanship and world-class technologies to ensure its products remain closer to nature, from farm to fridge.



Winner – Kingspool Holsteins

A zero lameness policy means 95% of the herd at Kingspool Holsteins has perfect mobility.

“We don’t talk about lameness, we talk about foot care. We don’t want lameness. A lot of it is down to mindset,” says Gloucestershire dairy farmer Mike King.

Two years ago, Mike and his farm team decided to adopt a zero tolerance to lameness. By working closely with Dr Nick Bell of Herd Health Consultancy and vet, Tom Oxtoby of George Farm Vets, foot health has improved markedly. Today, 95% of the 650 cow Kingspool Holstein herd are not lame (score 0 and 1), compared to 75% in 2018. The herd also has no score 3 or chronically lame cows. This was backed up by an RSPCA audit in August where they didn’t identify any lame animals.

“The score twos were the ones we wanted to get on top of and also prevent cows from becoming threes,” adds Mike. “Improving the parameters for our milk buyer was one reason, but it was also about having a more efficient and productive herd.”

The fact lameness impacts on all aspects of cow health and fertility was also a driver. “If you control lameness, cows will eat more and that will reduce metabolic issues. Metabolic health and lameness go hand in hand,” says Mike. That in turn helps fertility.

Herd manager, Colin Robertson and assistant, Alan Roberts have spearheaded management changes, which include trimming routines, footbathing, housing, milking standing times & environment, aiming for a consistent body score and zero lameness.

“Outstanding entry on all counts.”

David Cotton.

Highly Commended

Phil Randall, Goodens Farm

Goodens Farm consists of 75 Friesian dairy cows 20 Hereford cross-bred cows 5 pedigree Herefords. The emphasis is on being a closed herd with a high level of bio security. “My brand of farming,” says Phil, “is what I call sustainable farming I want to breed animals which best utilize the types of grass which grows on the farm. In the case of the dairy herd this is meadow grasses, all summer the cows graze the meadows adjoining the river Frome, they are unfertilised and form part of the farms HLS agreement.”

Just over a half a million litres of milk (6500/cow BF4.21% PR 3.26% rolling average August) is sold through Arla on the 360 contract too Morison’s supermarket the current key objectives is to reduce reliance on antibiotics and to ensure as to near perfect cow locomotion as economically possible. All calves are kept from birth to slaughter with the predominant beef breed being Hereford crosses which are sold to Waitrose through Dovecote. The Friesian dairy cows attributes to beef carcase conformation and milks well on grass. Thus 60% of farm income comes from milk and 40 % from beef sales so every calf does matter which is an important ethos of Arla 360.

The cows walk some 250 meters down the village road in Wareham to access the grazing. To control lameness, cows are scored quarterly and that data is fed into Arla garden plus and 360. In the last year only one cow was treated systemically with antibiotics for lameness. Prevention is always better than a cure so we have tried to improve the environment the cows live in. Cow and machinery access to the field is not at the same point. Housed management has been focussed around improving lying times. Bedding material has switched from straw to sawdust are just some of the measures.

Judges comment

Kingspool Holsteins

“This is a comprehensive, focussed submission. It sets out in some detail the philosophy underlying the farm’s approach to lameness, the steps that have been taken and importantly evidence of succession this area i.e. in 2020 95% not lame (mobility scores 0-1) and no mobility score 3’s. The practices/systems detailed provide an exemplar for the industry - foot-trimmer visits every other week, daily foot bathing, housing design. *Sean Rickard* “Outstanding entry on all counts.” *David Cotton.*

Phil Randall, Goodens Farm

“The farm would appear to boast a very superior performance when it comes to lameness.” *Sean Rickard.*

Other contenders

James Lywood, Battlehurst Farm; Mendip Vets; Willie Baillie, Hillhead Farm; Colin Murdoch, Bunton Hill Farm; Caroline & Dave Williams, Curtis Hulme Farm; Rhys Davies, Moor Farm; Scott Shearlaw, RC Shearlaw & Son; James Minford, Primrose Farm; Colin & Caroline Pople, Tophayes Farm; James McAuley, Parkshaw Holsteins; Lewis Stuart, 26 Kerrs Road; Jane Targett, Park Farm; Hugh McClymont, SRUC Barony Farm; Simon Cox, Northbrook Farm; Peter Golder, Bednall Farm.

Sponsored by Ice Robotics, producers of Cow Alert

Founded in 2002, the company is committed to improving the health and wellbeing of animals globally through advanced wearable technology. Innovative monitoring sensors use an advanced accelerometer that measures orientation and acceleration across three axes, multiple times per second. Each animal’s movement is recorded constantly, and intelligent algorithms analyse the data collected, providing accurate alerts and information on fertility, lying time, lameness and mobility.



Pioneering and proven advisory service designed to reduce feed waste across the entire feed process.

Winner – Alltech Navigate

Launched September 2019, Alltech Navigate is a feed waste reduction and input utilisation service designed to help UK dairy farmers seeking to advance production profitability and imposing agri-food sustainability goals. The zero-fee service is founded on the principle of Assessing, Analysing and Actioning data. The service comprises a unique computerised system of algorithms that analyse the assessed data into both actual feed wastage percentages, respective financial losses, and opportunities to action in order of priority.

Today the team of specialist advisory experts have identified over £5million in potential savings from optimising the entire feeding process: in the field, during storage, at feed out and inside the cow. From those 20,300 dairy cows achieving Alltech Navigate targets, carbon emissions have reduced by 5.78% or 10,488 tonnes. This equates to a staggering 4,748 cars off the road or 1,323 flights around the world each year, say the company.

Commended

JF Hudson – Silo Crab

The Silo Crab is an attachment for a materials handler/loader. It has a wing that pivots horizontally on each side of a bucket with a rubber wear edge that runs on the floor. As the Silo Crab travels along the feed passage, the leftover feed is guided into the bucket by the angled wings. The wings are closed to force the leftover feed into the bucket at various points along the feed passage (depending on the amount of leftover feed) and then at the end the doors are closed which removes the need for digging the remaining leftover feed into the bucket manually.

Cambridge Animal Technologies Ltd – Smartbell

A smart ear tag that can help to detect early signs of respiratory disease in calves - before there are visible signs. This allows earlier isolation and treatment which will improve recovery rates and also help to reduce the spread of disease between animals. Specially designed for calves, bringing individual animal monitoring to a whole new sector of the dairy and dairy-cross beef industries. By effectively having 'eyes' on the animal 24 hours a day.

Viking Genetics – CFIT Technology

A new project launched by VikingGenetics, where the feed a cow consumes be measured with the use of Artificial Intelligence and 3D cameras. With this data, farmers can select for more feed efficient and climate friendly cows. It works by monitoring how much – and how fast the cows eats, and it sends the data back to the CFIT system to be validated under the specific cow.

Calibrate – Renewable Energy Ground Source Heat Pumps

Calibrate is dedicated to offering a 'hands off' renewable energy system by using an integrated bespoke control solution to remotely monitor tariff generation and manage the operation of a ground source heat pump. This innovative Calibrate solution, enables clients to focus on running their already busy enterprises with minimal disruption.

Judges comments

Alltech Navigate

"Most dairy farms operate on tight margins so dairy farmers are always keen to learn of innovations that will help reduce input costs without compromising cow performance. The Navigate system pioneered by Alltech stands out as an opportunity for dairy farmers to challenge food waste on their farms, making use of truly reliable, customised data to make improvements in their feeding regime. This innovation boosts feed conversion efficiency, driving on farm profitability at the same time as driving down carbon emissions, exactly the type of innovation the dairy sector requires in order to build a sustainable future." *Paul Tompkins, South Acre Farm.*

"With more and more emphasis on reducing Carbon Footprint, farmers need to make the most out of home grown food. Making every bit of food that gets fed out of the clamp as good as it was when it went into the clamp. Feed costs accounting for about 33% of production costs, any savings that can be made are valuable. With an on farm service from Alltech, making it easier for the producer to be aware of the little things that make a big difference when it comes to conserving forage." *Mark Wood, Portway Farms.*

JF Hudson – Silo Crab

"This application stood out immediately to any dairy farmers who has consumed too much energy on manually sweeping feed passageways. This innovation offers a tool to farmers that is simple, straight forward, low cost but offers a practical time saving solution and can help improve cow performance." *Paul Tompkins, South Acre Farm.*

Smartbell

"Smartbell is aimed at finding sick calves quicker, and therefore keeping them on track to calve in at the desired age. With a rough cost of £1500 to get a heifer to calve at 2 years old, any savings that can be made are valuable." *Mark Wood, Portway Farms.*

Viking Genetics – CFIT Technology

"Having individual feed intake records on commercial dairy farms can be a game-changer in modern dairy cattle management. It is something we have always dreamt about," says *Professor Nic Frigens, MoSAR, French National Institute for Agriculture, Food and Environment.* "Artificial intelligence makes cows more feed efficient and climate friendly, I definitely applaud this." *John Torrance, R Torrance & Son.*

Calibrate – Renewable Energy Ground Source Heat Pumps

"I feel the environment needs to be at the forefront of innovation if we are going to move forward as an industry. Heat pumps offer a tremendous opportunity for customers, and it is important to ensure they are designed and installed to the most professional standards."

John Torrance, R Torrance & Son.

Other contenders

AHDB – KPI Benchmarking Tool; Datamars – Speedright Smart Mains Electric Fence Energizer, Speedright Solar Energizer range, Stallion Smart Cow Clear Teats, True Test Walk On Weighers (WOW); Easyfix; Envirosystems; Friars Moor Health; HH + Effective Hoof Hardiness.

Sponsored by British Dairying

British Dairying is a specialist publication dedicated to keeping dairy farmers up-to-date with the latest information, innovations and ideas in the dairy industry, with the addition of a weekly e-mail news bulletin. British Dairying are organisers of the annual Cream Awards.



Winner – Andrew Eastabrook, Hartpury University, Home Farm

Hartpury in Gloucestershire is a 400-hectare award-winning farming business across five rural sites that supplies Muller, Sainsbury's and Glencore. The main 72-hectare Home Farm is on campus, with four other farms nearby. "We're pioneers of livestock performance, productivity and profitability. We're also leading the way in crop biodiversity, as a base for ADAS's environmental research plots." Comments Eastabrook.

Hartpury boasts exceptional facilities including a dairy bull-beef rearing unit, a 296-cubicle dairy unit. They are achieving exceptional levels of performance, producing 9,418 litres with 4,000 from forage which is 50% higher than the average farm. Feed costs per litre are also 11% lower than average.

"Treatment protocols are ongoing and evolving constantly, and we regularly review with our vet. All calves are fitted with SenseHub tags, which aid the calf rearing staff with early detection of issues. Most treatment follows a clinical diagnosis, usually rectal temperature to confirm suspicions. John's protocols are biggest part of system – and cover snatch calving, use of powder instead of waste milk, amber cows being bred to beef only, red calves being isolated, targeted application of slurry away from youngstock grazing, with quarterly John's testing."

Biosecurity measures include badger proofed perimeter fence; changing shed with sterile overcoats and wellingtons on entry; boot dips; specialist, devoted staff and clothing exclusive to the calf unit; muck trailer and ramp straddling perimeter; bespoke pallet truck for moving bales within calf unit, negating need for vehicles to enter; loading chute facilitating calves to leave calf unit without vehicles or trailers needing to enter calf unit.

"Calf mortality has been reduced from 6.7% to 1.2% in 12 months," Mr Eastabrook comments, "with enrichment in calf housing. Weigh at birth so that immediate colostrum feed can constitute 10% of birth-weight – colostrum register kept. Use of fans, heaters, calf coats and gale-breakers to address different ambient conditions. Use of embryo transfer to avoid need to buy in stock bull for sweeping, able to be born on-farm."

"This may be a college farm but the protocols here really can't be faulted," commented Chairman of the Judges David Cotton.

"This may be a college farm but the protocols here really can't be faulted"

Chairman of the Judges David Cotton. [Hartpury]

Highly Commended

James Yeatman, Gary Jane and the Youngstock Team, Grange Farm

The Dorset-based team is led by Gary Jane and consists of a young team including the daughters and sons of James the owner. Night time checks are performed to ensure cows are moved to the straw yard from sand transition cubicles and calves are fed warmed, pasteurised colostrum.

Attention to detail is critical when calving 450 cows over a 10 week period. Adaptions to existing buildings using positive pressure tube fans and consideration for calf comfort and draft protection have been made in this really well managed system. The team ethos has made the farm a real success with a combination of being open to advice and ideas to improve and adapt the environment and an enthusiasm and willingness to put the effort in and make the system work. The calf health has been excellent with scour and pneumonia virtually non-existent which is no mean feat when housing 180+ heifers, born over a short period.

Block calving means that systems must be able to cope with rapid and large influx of calves. Calving 450 cows that have 100% sexed Holstein or Angus semen gives about 150-200 heifer calves per crop. Genomics are used to select the best animals for Holstein sexed semen. Calves are fed pasteurised colostrum from homemade pasteurisation system and given 4 litres in first 2 hours after birth and a 2nd feed in the first 8 hours. Calves move to pens of 10 and are on 4 litres of milk powder (1000g/day) by 7 days old. SG results from weekly calf bloods have shown excellent passive transfer of immunity from the colostrum to the calf.

What makes this farm stand out is the willingness to evolve and adapt systems and existing buildings to make the system work and with calf welfare at the heart of everything they do.

Judge/sponsor comment

Andrew Eastabrook, Hartpury University, Home Farm

"Preventative measures in place in relation to Johnes, BVD and TB ensure that disease in the dairy cows, and therefore youngstock, is kept to a minimum and in the case of appearance, is easily controlled to ensure longevity of the herd. Producing all stock through to finish- cost of dairy beef production understood which will naturally drive higher standards through youngstock management." *Gabby Emery, Buitelaar*

James Yeatman, Gary Jane and the Youngstock Team, Grange Farm

"Utilising genomics within sexed and beef breeding policy. Measuring immunity from colostrum weekly- challenging their own protocols to ever improve. Mechanical ventilation systems are used to make the best of housing available on farm whilst limiting drafts to ensure calf comfort." *Gabby Emery, Buitelaar*

Other contenders

Mark Read, Drummers Farm; Micheal Metcalfe, Bolton Hall Farms; Colin Murdoch, Bunton Hill Farm; Arla Foods UK Farmers 'Every Calf has a Value Policy'

Sponsored by Buitelaar

The company procures dairy bull and beef calves and finishes them through its dedicated supply chain of farmers. Their extensive knowledge of farming, livestock and production systems, coupled with a proven track record of delivery across the full chain, ensure an excellent end product with quality customer service.

HIGH FEED EFFICIENCY AWARD sponsored by Mole Valley Farmers



Winner – John Cottle, Birchenfields Farm

John Cottle is very keen to record, monitor and benchmark all aspects of herd and crop performance on his farm. This is helping him achieve impressive results and keeping his herd in the top 10% for business efficiency and margins. That attention to detail produces some eye catching herd costing figures including the key performance indicator of producing over 6,000 litres of milk per cow from homegrown forage.

As well production, health and fertility records he also monitors forage closely including yields and nutritional quality of each maize variety grown and fodder beet variety yields and cow preference. Forage production costs are also calculated annually. From crop varieties to bulls he will thoroughly research and study the best options for his business—much of it from specialist dairy publications and information easily accessible on the internet.

John Cottle farms 390 acres at Birchenfields Farm, Sealand, Chester, of which 140 acres are owned and the remainder rented. Crops include 240 acres of maize, 20 acres of fodder beet, 10 acres of lucerne and the remaining 120 acres grassland. The feeding system has developed to make it as simple as possible. The farm does not have a mixer wagon and no clamp grass silage is made. Milking cows are mainly on maize—self-fed in the clamps or easy fed in mangers—with dry cows and young-stock fed in ring feeders or troughs.

“I spend time researching maize varieties and studying the NIAB Recommended List, I look for high energy varieties with high cell wall digestibility. A crop producing 4% more energy will give an extra 310 litres for a cow yielding 8,000 litres,” says Mr Cottle. “A crop with 5% better cell wall digestibility will produce an extra 310 litres per cow. This year yields averaged 16 tonne per acre at 35% dry matter.”

Highly Commended – Joe & Claire Ives, W & P Ives, Park Farm

There has been a switch to feeding more concentrate during milking, in the robots, with up to 10kg a day max. The partial mixed diet fed is now simplified to include forages and rapemeal, fats and minerals. Joe also believes keeping the ratio of forages the same all year is a big factor in keeping cows milking well, at their Hampshire Farm.

“Great results with some solid endorsements with this entry, and wow some impressive figures on litres from forage.”

David Cotton, Bridge Farm [Birchenfields]

Growing enough maize to feed year round is important. This they have grown an extra 30 acres to provide three months carry over into autumn next year, saving on feeding freshly cut crop next autumn, so a consistently matured crop can always be fed. Grass silage is cut in early May and second cut in early June, the farm is at 600ft so they don't get an early spring. Further cuts may be taken as required. Grass is always mown in the afternoon when the sugars are high. With grass that can be grown on the rotation, he takes care to select improved varieties. When it comes to feeding, different cuts are often mixed into the ration based on the analysis, again minimising any ration changes.

Kite Consulting's Mike Bray explains the current ration are based principally around very high quality grass and maize silage forages. Total forage intake is close to 60% of the total dry matter which drives a high feed conversion efficiency (1.68kgs of milk per kg DMI). A farm pre mix is prepared which includes principally rape seed meal, fats, minerals and rumen buffers. This is fed as a PMR and then the robots include a high energy dairy 18% nut as the predominant concentrate feed. Transition success is also a major key to Park Farm success with very low incidence rates of milk fever (0.8%) and retained foetal membranes (2%).

Judge/sponsor comment

John Cottle, Birchenfields Farm

“Great results with some solid endorsements with this entry, and wow some impressive figures on litres from forage.”

David Cotton, Bridge Farm

Joe & Claire Ives, W & P Ives, Park Farm

“Good yields and feed rates here, great longevity with 15% of cows over 100T and Daily lifetime yield of 19.6l, making the most of genetics and forage quality.” *Mike King, PE King*

Sponsored by Mole Valley Farmers

Cream Award winning - Mole Valley Farmers is known as a one-stop-shop for rural and countryside products, and today remains one of a few true co-operatives in the supply industry. Started by a group of farmers in 1960, Mole Valley Farmers is an award-winning retail firm with 55 stores, and also owns its own feed mills, fertiliser blending plants, a specialist mineral plant and farm building division.



Joe & Claire Ives and team, W & P Ives, Park Farm



Winner – Singletons Dairy – Dairy Parlick Cheese

Singletons & Co. is an award-winning artisanal cheesemaker, exporting handcrafted products across the globe and enjoying the spotlight in prestigious retailers, farm shops and delis. The family's cheesemaking roots can be traced as far back as 1745, but it is said that Grandma Singleton began the family's journey in earnest back in 1921, with commercial cheese production beginning in 1934. Singletons is now exported to over 40 countries around the globe and has been awarded the Queens Award for Export twice. Today, they continue to innovate while maintaining core values of traditional cheesemaking and close family bonds.

Parlick

This award winning Ewe's milk cheese takes its name from Lancashire's Parlick Fell. Singleton's Parlick has a fresh and clean flavour, mirroring the lush Ribble Valley the sheep graze. The flavour has a little earthiness, but also hints of sweetness, with creamy and fresh tones, say the company. The light aroma accompanying this cheese makes it perfect for a cheeseboard or used as an ingredient – for example to top a rich tomato pasta sauce.

Judges comment

"Smooth, great example of a parlick, very creamy, sweet and smooth, very clean to taste, we loved this universally on the day of judging. Absolutely spot on acidity wise, nice gentle warming cheese with a little salted flavour coming through." *Morrisons buying team*

Highly Commended

Granny Gothards - Salted Honey Ice Cream Sorbet

In the heart of the South West, nestled in the green countryside of Devon is the team creating and churning the Granny Gothard ice creams and sorbets. Fresh milk comes from their own herd of Jersey and Friesian cows and thick double cream from the West Country, hand blended with passion. "As artisan ice cream makers, we believe in adding nothing artificial and using only the very finest natural ingredients to make our amazing ices." Comments Owner Amanda Stansfield. Quality and creativity are our driving forces as the company goes from strength to strength and looks to expand.

Granny Gothards have a full range of ice creams made from milk from the South West, Buffalo milk and Goats' milk from Somerset, Ewes milk from Dorset, and Camel milk from Dubai.

"Smooth, great example of a parlick, very creamy, sweet and smooth, very clean to taste, we loved this universally on the day of judging"

Morrisons buying team [Singletons]

Judges comment

"Wonderful ice creams, the raspberry flavours were nice and rounded, the icecream/sorbet mix was an interesting surprise. Lovely flavour combinations. Never had salted honey ice cream mixed with sorbet. Really delicious and very easy to eat a lot!" *Morrisons [Gothards]*

Highly Commended

Riverside Dairy - Ice Cream - multiple flavours

A family farm in Carlton since 1965 alongside the River Great Ouse, with 200 cross breed Jerseys. Farming a free range, pasture fed herd to achieve the kind of flavours that are perfect for ice-cream making. In 2018, the idea of Ice Cream production first started. "We knew our milk was ideal, and we also loved Ice Cream - a perfect combination!" Comments the Davies family.

The family team of Ellie, Bobby, Debbie and Richard, worked hard gutting the old milking parlour and dairy, derelict for 20 years, and converted it into an Ice Cream production facility. "We launched our first Ice Cream flavours in May 2020, selling directly from the farm in a small wooden building which we call the Ice Cube," says Richard Davies. "We also now sell and deliver to over 20 wholesale customers including farm shops, restaurants, pubs and delis."

Judges comment

Riverside Dairy - Ice Cream

"Nice smooth top and natural strawberry looking with sprinkling of strawberry seeds. Super sweet." [Strawberry ice cream] "Works really well, just like a Terrys Chocolate Orange. Smooth, rich, tangy, very luxurious. Good." [Chocolate orange truffle ice cream]

Morrisons Buying team.

Other contenders

Godminster; Delamere Dairy; Graham's The Family Dairy; Bath Soft Cheese, Brown Cow Organics, Brinkworth Dairy, Daltons Dairy, W Chapman & Sons, Belton Farm.

Sponsored by Morrisons

From small beginnings as a Bradford market stall the company has risen to become the UK's 4th largest supermarket chain. Proud of their Yorkshire roots, the food retailer owns some 500 stores, and online home delivery, with 110,000 staff serving customers across the UK. Reaching around 11 million households each week, Morrisons stands for freshness, service and value.



Riverside Dairy - Ice Cream



Granny Gothards - Ice Cream

DAIRY MARKETING AWARD sponsored by British Dairying



Winner – Graham's The Family Dairy

Graham's is celebrating their achievement in now becoming number one Scottish Food Brand in Scotland, overtaking Irn Bru for the first time. The ranking is based on Scottish household shopping choices and reveals which brands are being bought by the most consumers the most often.

2020 has been a challenging year for the whole country and Graham's has responded to the global pandemic with the same hard-working family values, great taste, product and innovative thinking which has been at the heart of the business for over 80 years. Sales of butter doubled amid a surge in home baking during Lockdown, the business working around the clock to make sure this and all other dairy products were available on shelves.

The business also understood very early on that some people were unable to leave their homes to buy milk, cream or butter, so very quickly mobilised their teams across the country to be in a position to offer doorstep delivery, a personal service to more people and areas across Scotland.

"Grahams are the winner for me, they are tough and hard buyers, they have built their business on innovation and excellent marketing."

Nicholas Saphir.

With the launch of new Goodness Kefir, a cultured, fermented milk drink, similar to yogurt last year, as well as an expansion of the Goodness ice cream flavours, Graham's focus will be to continue and develop new and exciting dairy products for their customers.

Another launch Skyr in handy 'on-the-go' pouches made with pure Scottish milk from 100 farming partners. Plus high protein, smooth and fruity quark, Protein 22 has been given a packaging refresh this year and is also available in pouches.

Robert Graham, Managing Director at Graham's The Family Dairy, said: "People have increasingly sought our local, great tasting Scottish dairy products that they understand and trust. We believe that the consumer's desire to support brands that are local and have the provenance they can trust, has further accelerated since Covid-19. This will continue to be increasingly important as we move forward."

"A great all round approach for a family business showing good longer-term plans"

Rob Drysdale. [Our Cow Molly]

Highly Commended

Our Cow Molly

The company farm 180 acres on the edge of the Peak District National Park, with 90 cows, and deliver 'Our Cow Molly' fresh milk direct to customers and local consumers, this includes 20 coffee shops run by the University of Sheffield. They make 101 flavours of ice cream on the farm, and more recently, their own butter.

"Whilst farming is hard, we think we have made milk exciting, by connecting directly with our customers using Twitter, Facebook and Instagram. We don't supply 'just milk', comments Eddie Andrew, "but super-fresh milk from cow to customer in just over 12 hours. Milked in the evening, on the doorstep next day, with the connection to the farm where customers know exactly where it's coming from.

"For young farmers starting out, it is particularly tough, especially to establish their own unique 'brand'. It is something that has taken us many years, including nine intense years of social media to build our brand and reputation. Mine and my brother's children will be the fourth generation, hopefully building on and continuing what we have done as a family at Our Cow Molly."

Judge/sponsor comment

Graham's The Family Dairy

"A Great positive story." *David Cotton*

"Grahams are the winner for me, they are tough and hard buyers, they have built their business on innovation and excellent marketing." *Nicholas Saphir*

Our Cow Molly

"A great all round approach for a family business showing good longer-term plans." *Rob Drysdale*

"Enthusiastic and growing business very good at self promotion across all forms of media." *David Cotton*

Other contenders

Hillsgreen; Jersey Dairy; MorVend; Belton Farm; The Ladies Organic Milk; Riverside Dairy; Bath Soft Cheese – Park Farm Dairy; Granny Gothards.

For the love of all things dairy

In 2020, a challenging year for everyone, *British Dairying* launched a PR campaign with Volac to highlight the diversity of 'kick-ass' individuals that are helping to make the UK dairy industry keep on moving forward . . . You nominated people you knew that stood out from the crowd, that made things happen, that helped to make the industry a better brighter place to work in . . . here are the people who you put forward this year as deserving some applause. Thank you to everyone who nominated

Who is a 'Milk Shaker'?

The people that make it, buy it, move it, process it, package it, brand it, promote it and love it . . .



Shaking it up
in 2020

Sponsored by

volac

Tony Moulds

Job title: Milkman

Recently in the national press for his lifetime commitment to dairy- 86-year-old Holcot milkman, until lockdown had got up at the crack of dawn seven days a week for the last 71 years.

Anna Goodwin

Job title: Ruminant Nutritionist, HJ Lea Oakes Ltd

She is a continual problem solver.

Nothing is too much trouble. She's in early and last to leave at night, 6 days a week. When she isn't in the mill she is at home working on the dairy farm with her husband Jeff.

Tom Neill

Job title: Farm Manager/ Owner, Thornton Farm

Progressive dairy farmer based at Thornton Farm in Mindrum, Northumberland. The 740 acre tenanted farm is run as one unit along with brother David.



Tom Neill

Ian Luxton

Job title: General Manager, Belton Farm

Shares his passion and knowledge in a very remarkable way, he is a passionate communicator and motivator.

Bill Westnedge

Job title: Dairy Farmer

Farms 3 dairy units by Gatwick Airport; he's 94 years old, one of the founders of Surrey Grasslands (first grasslands society in the world), helped develop modern silaging techniques in 1960s and helped train and mentor many young farmers and herdsmen through the years.



Emily Hobbs

Job title: Partner, Wholly Cow Gelato Ice-Cream

Producing great quality milk and gelato from their family-run Gloucestershire farm.

Dr Jude Capper

Job title: Livestock Sustainability Consultant

Has been brilliantly explaining to people the World over the true impacts of livestock farming and its benefits for many years.

Jonny Crickmore

Job title: Farmer and Cheesemaker, Fen Farm Dairy

As a cheesemaker, he has stepped up during the pandemic, to gain support for all UK artisan cheesemakers, using contacts in the food industry and social media.

Neil Parish MP for Tiverton & Honiton

Job title: MP Conservative Party

Working hard to amend the Agriculture bill to protect British farmers and food production in the UK. Shame the MP's were on lock down and failed in due diligence to protect their own future food production.

Katie Evans

Job title: CPM Evaluator, Cogent Breeding

Katie's bubbly personality and commitment to her role leaves a lasting impression on her fellow colleges and customers.

Colin Hanson-Orr

Job title: Director, Farmtex

Spends a lot of voluntary time supporting farmers and always goes the extra mile to help those in need.

Dan Leedell

Job title: Area Sales Manager, Carrs Billington

Not just a feed rep, always happy to help with anything; from leading farm tours on Open Farm Sunday to helping fill in grant applications that secure the future productivity of the farm to working out monthly costings to improve the herd efficiency.



James Robinson

Job title: Dairy Farmer, Strickley

Has great enthusiasm and knowledge of increasing the biodiversity on his farm and is endlessly giving back to nature whilst teaching us all about the little things we can do ourselves. The changes he has made on his farm and shared on Twitter are incredible and he is a credit to the industry.

Liz Hoggarth

Job title: North of England and Scotland Calf Buyer, Buitelaar

Backing dairy farmers to the hilt during the crisis. Liz has crammed social media with cheerful messages, especially backing the #MilkYourMoments campaign. Her determination to do her bit and make a difference makes her stand out from the crowd. You go girl!

James Mann

Job title: Farm Manager, Vine Farm Dairy

An innovator, an entrepreneur, a fantastic farmer. Highly intelligent and creative and the true brains behind Vine Farm Dairy. He is a huge advocate for the dairy industry and is absolutely fantastic with our customers.

Paul Macer

Job title: Partner, Kite Consulting

Appreciation for co-ordinating the team pulling together Kite's Covid-19 updates and ensuring this vital information reached clients in a timely matter. He's made of the right stuff.

Sandra Bell

Job title: Marketing Manager, Wensleydale Creamery

The marketing of Wensleydale Cheese – the bales of cheese along roadsides in Wensleydale – what a great campaign.



Robert Cowgill

Job title: Dairy Farmer, Heygill Holsteins

A great example of someone shaking things up. He's a young farmer working with his family on a tenanted farm, constantly striving for improvement and also communicating with the wider population via social media.

Adrian Robinson

Job title: Partner, Mawley Town Farm

This great family farming enterprise is doing a wonderful job promoting all that is great about British dairy farming right now.



Anne Harrison

Job title: Dairy Farmer, Bassingthorpe Milk

Anne started up a vending machine last year, pasteurising on farm with her all female team. They are hard working women, with happy healthy cows and are constantly stocking up their milk machine when it sells out after a few hours to keep their local village stocked during this crisis - and beyond.

Helen Smith

Job title: Dairy Farmer, Brecks Lane Farm

She eats sleeps and lives for cows - her cows always come first over everyone and anything. She is always driving home the message of how important farmers are to the nation. She speaks up to the public and is always trying to educate them about dairy farming - and now during the crisis, she's selling milk from her farm too.

Andy Venables

Job title: Director/dairy farmer, Hillsgreen

He always strives to help rural businesses to become greater and stronger. Andy is working tirelessly to promote the healthy benefits of drinking milk and consuming dairy.



Sarah Tomlinson

Job title: Dairy Vet and TB Advisory Service Technical Board Director, Westpoint Farm Vets

A real Shaker, to be applauded for her work in trying to get TB issues under control through the TBAS - so important as we try and move the industry forwards while coping with the Covid-19 crisis.



The Academy of Cheese

Job title: *The Team*
Highlighted for their recent British Cheese Weekender that aimed to get everybody learning about and buying more cheese – fantastic campaign that really showed what an incredible range this country produces and first class photography of products.

Alastair Johnston

Job title: *Senior Farm Business Consultant, Promar International*
An extremely knowledgeable and trusted voice in his vocational fields. Relatable to all, mentor to most and dedicated to agriculture.

Catherine Collins

Job title: *Dietician*
An ICU registered dietician who very much knows the value and benefits of dairy in recovery from illness and has a low tolerance of dodgy science and dietary beliefs.

Jimmy Dickinson

Job title: *Owner, J&E Dickinson, Longley Farm*
Appreciated for being ahead of the game and incredibly proactive as the threat of Covid-19 emerged. Implementing decisive in-factory rules and on-farm milk collection protocols in order to protect the health of Longley Farm employees, their farmer suppliers and their families and ultimately, their customers.

Holly Beckett

Job title: *Meditative therapist, Focussedfarmers.com*
Shaking things up by encouraging farmers to meditate and think about their mental health. Creating a programme designed to share with farmers ways to achieve their goals with less stress.



Hannah Batty

Job title: *Farm Vet, LLM Farm Vets*
She posted a recent video on social media which received high level of engagement, helping to raise awareness of the challenges, which have only been exacerbated by the Covid-19 pandemic.



Phil Ormerod

Job title: *Goats farmer, dairy*
For showing the industry progressive farming techniques e.g. feed trials to reduce carbon emissions, analytical approach to farming, being a team player, knowledge sharing with the wider industry.

Gabby Coles

Job title: *Herd Manager, Yeo Valley*
Passionate about organic dairy farming. Always has a smile and loves working with British Friesian cows.

Hefin Richards

Job title: *Dairy Consultant, Rumenation Nutrition Consultancy*
Working very hard with his farmer clients to adjust diets, calving rates. To control milk output and to maintain margin and income - delivering what is required to the contracted supplier.

Abi Reader MBE

Job title: *Farm Manager, Goldsland Farm, E Reader & Sons*
Right now when most needed, Abi is out there shaking it up, she's the first person that comes to mind when you ask 'who's looking out for the dairy industry's best interests in this crisis.'



Abi Reader MBE

Stuart Martin

Job title: *Dairy Hub Manager, Scottish Dairy Hub*
"For all he does for the Dairy discussion session at Agriscot. He spends a lot of time, and even more mental energy, setting it up, and organising it and worrying about it."