



Conversion from beef to dairy



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1 Description of the innovation



- Increase output, more profitable system
- Job satisfaction, economically more sustainable
- Getting used to the dairy animal and the dairy system
- More profitable system
- Economic results
- Farmer focus: planning, bank loans, knowledge, new investments
- Support team
- Discussion groups
- Increase profits



Job satisfaction

Increase output while minimising costs:

- Pasturebase
- Planning
- Bank loans and repayments
- New knowledge



2 Farm description

ENVIRONMENT

Soil type: Clayey-loam

Climate type: Temperate Oceanic Climate

Agricultural area (ha UAA): 140

Arable land area (ha): 44

Permanent grassland area (ha): 96

Average stocking rate (agriculture area)
(LU/ha UAA): 2.4

Average stocking rate (grassland area) (LU/
ha): 2.8

Altitude: Variation across the farm (200m)

Slope: Variation across different paddocks
(20%)

GRASSLAND MANAGEMENT

Grazing : Yes

Grazing management type

Rotational grazing

STRUCTURE

Annual work units (AWU): 2.5

Main animal type: Dairy

Number of animals (heads): 300

Total Livestock unit (LU): 270

Number of reproductive animals (heads):
280

Breed type 1: Fr*Je

Breed type 2: Fr

ANIMAL PERFORMANCE

Milk production per head (l/year/dairy
animal) 5000l

Grassland management type: Rotational

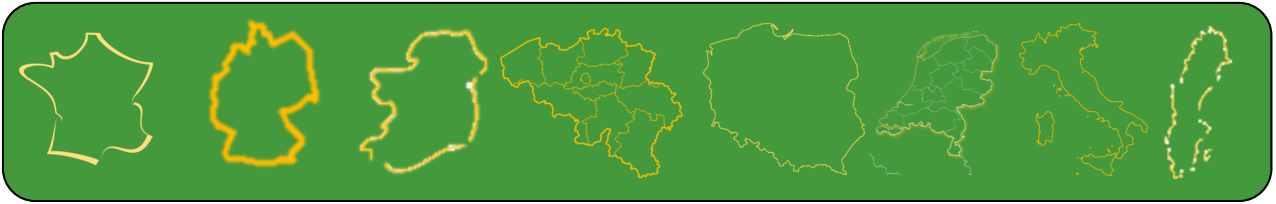
Length of grazing period: 280 days

Fertilization rate (kg N/ha): 245

WHY IT IS WORKING

- Increase output, more profitable system
- Job satisfaction, economically more sustainable
- Getting used to the dairy animals and the dairy system
- More profitable, sustainable system
- Planning, bank loans, knowledge, new investments
- Support team
- Discussion groups
- Pasturebase

Ireland



Domains of innovation



Pasturebase



Grass



Reseeding



Rotational grazing



N/a



Feed barrier, paddocks



fr*Je



Milk



Quality milk from grass

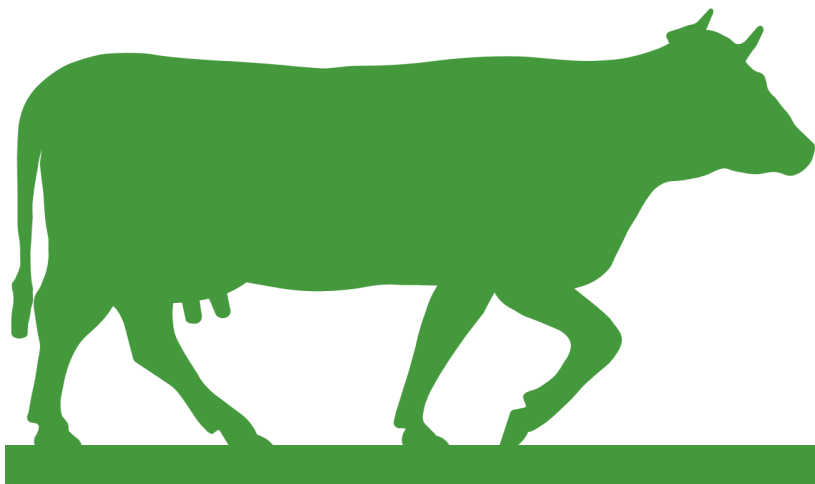


Low cost grass based milk



Clayey-loam soil

Main types of animal



MILK