

## 20% DISCOUNT BOOKING FORM

\*For all prepaid bookings received by Monday 29th December.

Book \_\_\_\_\_ member(s) at €50/€40 each. Total: € \_\_\_\_\_

Book \_\_\_\_\_ non member(s) at €100/€80 each. Total: € \_\_\_\_\_

Cheque enclosed:

### ATTENDING DELEGATE CONTACT DETAILS

NAME (DELEGATE 1): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Do you want to attend the IGA members only breakfast meeting

Yes \_\_\_\_\_ No \_\_\_\_\_

NAME (DELEGATE 2): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Do you want to attend the IGA members only breakfast meeting

Yes \_\_\_\_\_ No \_\_\_\_\_

### DISCUSSION GROUP DEAL (for groups of 10+ members) :

€40 per head for discussion groups of 10+ members who book and prepay in full before Monday 29th December (strictly no late applications accepted after this special offer date). Please emailing secretary@irishgrassland.com to apply.

**You can register and avail of 20% prepaid discounted rates detailed above by MONDAY 29th DECEMBER by:**

- Making a pre-paid discounted registration online [www.irishgrassland.com](http://www.irishgrassland.com)
- Posting this 20% discount form and your cheque to: Discounted Registrations, IGA office, Cookstown, Kells Co. Meath.

Conference fee includes attendance, copy of the conference proceeding, refreshments on arrival and two course dinner. Please note that as part of the IGA initiative to attract new members, the conference fee for non-members also includes one year's FREE membership to the IGA for all new direct debit memberships.

***So, if you are thinking of attending then book today and don't miss out on these excellent offers!***



## Maximising Grass Yield Potential



### Formulated for the Irish Grassland Farmer

[www.yara.ie](http://www.yara.ie)



## Irish Grassland Association



### Pathways to Success Post-Quota



## ANNUAL DAIRY CONFERENCE 2015

Thursday, 8th January 2015  
Radisson Blu Hotel, Cork

Sponsored by





## IGA DAIRY CONFERENCE THURSDAY 8TH JANUARY 2015, RADISSON BLU, LITTLE ISLAND, CORK

- 8:00am** Challenges post quota  
Corporate breakfast (no charge for those who have pre-booked by 29th Dec) - places limited 130  
Guest speaker: Prof. Patrick Wall, Associate Professor of Public Health, UCD  
(This session is only open to IGA corporate Members and IGA Members) Booking Essential.
- 09:00 am** Registration and light refreshments
- 09:45 am** Opening Address  
Dr. Paul Crosson, President of the Irish Grassland Association
- Session 1** Maximising grass growth on your farm  
Chairperson: Dr. Deirdre Hennessy, IGA and Teagasc Moorepark
- 10:00 am** Influence of perennial ryegrass cultivar, ploidy and the incorporation of white clover to increase performance from grazed pasture, Brian McCarthy, Teagasc Moorepark
- 10:15 am** Building and Balancing your grass budget, Donal Patton, Teagasc Ballyhaise
- 10:30 am** How I maximise the amount of grass grown on my farm  
Michael Doran, Dairy Farmer
- 10:40am** Discussion
- Session 2** Planning for the next three months and beyond  
Chairperson: Eddie O'Donnell, IGA and Dairy Farmer
- 11:20 am** Managing the Last 3 Months of the Last Milk Quota Year  
Matt Ryan, Dairy Consultant
- 11:35 am** My Approach to the Last 3 Months of Milk Quota  
Joe Leonard, Dairy Farmer
- 11:45 am** Discussion
- 12:30 pm** Lunch
- Session 3** Creating win/win scenarios  
Chairperson: Páidí Kelly, IGA and Irish Farmers Journal
- 01:50 pm** The people approach to collaborative farming  
Austin Finn, Land Mobility Service
- 02:10 pm** Collaborative Farming: Providing options to improve the structure of Irish farming, Tom Curran, Teagasc
- 02:30 pm** Discussion
- Session 4** Which route to take post quota  
Chairperson: Michael Bateman, IGA and Dairy Farmer
- 03:00 pm** Post quota: will you make money from milk or milk from money? Lessons from New Zealand Dr. John Roche, DairyNZ
- 03:30 pm** Discussion
- 04:00 pm** Conference Close  
Dr. Paul Crosson, President of the Irish Grassland Association

The annual Irish Grassland Association 2015 Dairy Conference will take place on Thursday 8th January at the Radisson Blu Hotel, Little Island, Cork. This year the event is sponsored by Yara.

This year's event has a very exciting line up of speakers covering a range of topics. The conference will focus on dealing with the last three months of quota, growing more grass, pathways into dairying and valuable lessons learned from New Zealand. April 2015 will see the removal of quotas and the potential for the most dramatic change in the Irish dairy industry for the past 30 years. Maximising grass growth and utilisation on farm are key components of profitable milk production systems. The first session will outline the role of cultivar, clover and high stocking rates in growing more grass. Michael Doran, Dairy Farmer, Co. Wexford will tell delegates how he manages his grass to grow 16 t DM/ha in a newly developed dairy enterprise.

The first three months of 2015 will be critical as cow numbers have increased over the past few years and many farmers may be over quota by the 1st of April next. Matt Ryan, Dairy Consultant, will explore options to manage the last few months of quota and minimise superlevy costs. Matt will also speak about planning for the future focusing on risk management, particularly around milk price volatility. Joe Leonard, Dairy Farmer, Co. Meath will outline his plans for the last three months of quota.

Dairy farming is now a very attractive option for young people interested in farming; however, they may not have the opportunity to manage their own farm. Equally there are a number of farmers with no successors to take over the family farm but yet they do not want to sell it. What are the options available? A panel including Austin Finn, The Land Mobility Service, and Tom Curran, Teagasc, will give an overview of collaborative farming options and the best approaches to take.

The final session of the day will be of great interest to all delegates. Once quotas are removed many farmers intend to increase concentrate input but perhaps they should wait until they have heard Dr. John Roche, Principal Scientist for Animal Science at DairyNZ speak. John, a Kerry native, who is working in New Zealand, has seen a dramatic change in the New Zealand dairy industry over the past number of years. Concentrate input has risen substantially but farmers are not necessarily making more money. John will answer the question 'Post quota: will you make money from milk or milk from money? Lessons from New Zealand'

Commenting on the event Jan Jensma from Yara said "We are delighted to have been given the opportunity to be the sole sponsor of the annual Irish Grassland Association Dairy Conference. It is always a very informative event and judging by the session topics that have been planned, this year looks like it will be no different. There will be Yara personnel in attendance at the event to discuss any questions on grassland nutrition you may have".



Dr John Roche

Dr John Roche is Managing Director and Principal Consultant for Down to Earth Advice Ltd, a company providing strategic and operational advice to universities and dairy farming groups around the world. He is also Principal Scientist for Animal Science at DairyNZ and an Adjunct Professor of Animal Science at Lincoln

University. He has also held science appointments with the National Centre for Dairy Production Research at Moorepark in Ireland, the Department of Primary Industries in Australia, and the University of Tasmania. He leads a team of 14 scientists, post-graduate students, and development specialists across nutrition, reproduction animal health and welfare, mastitis, and biosecurity. He has published more than 110 peer-reviewed, science journal articles and book chapters in the last 10 years. In addition to his science role, Dr Roche is one of dairy farming's most sought after speakers and Master of Ceremonies because of his humorous, yet outspoken presentation style. He is a regular contributor at both science and farming conferences across the world.

He was reared on a dairy, sheep and beef farm in Co. Kerry, before carving his way to the Antipodes in 1995. He has had both passive and active roles in dairy farm development since that time. He is married to the most patient woman in the world and they have 2 sons; his passion is family, dairy farming, science, and the truth.



Matt Ryan

Formerly Agricultural Adviser in Laois, Leitrim and Tipperary; Discussion Group Specialist and Dairy Programme Manager with Teagasc before retiring in 2009. Since, he has been active as a private Consultant, Facilitating Discussion Groups plus some individual technical advice.

**Radisson BLU**  
HOTEL & SPA, CORK

**IRISH GRASSLAND ASSOCIATION SPECIAL OFFER**

€70 room only per room per night single occupancy  
€79 room only per room per night double/twin occupancy  
*\*Rates are subject to availability. Quote "Irish Grassland Association" when booking.*

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