

## Irish Grassland Association

\*Free Members Event

### Pre Conference Networking Evening & Dinner

6.30pm Tuesday 17th January 2017  
Newpark Hotel Kilkenny

\*On the evening before the Dairy Conference, there is an exclusive opportunity for the first 100 Irish Grassland Association members who book tickets to meet at a FREE Pre-Conference Networking Evening & Dinner in advance of the conference. The 2017 guest speaker is Siobhan Talbot, CEO, Glanbia PLC who will be interviewed by former Irish Farmers' Journal Editor, Matt Dempsey. She will address the topic, 'Future expectations for milk markets and milk price – a Glanbia perspective'. Our members only gatherings are very popular and tickets have sold out within three days. Online booking is the quickest method to secure your tickets (plus you will also avail of the best discounted conference tickets detailed on the booking panel).



#### Pre-conference Dinner Tuesday 17th January

6.30pm	Registration and light refreshments
7:00pm	'Future expectations for milk markets and milk price – a Glanbia perspective' <b>Guest speaker:</b> Siobhan Talbot, CEO, Glanbia PLC <b>Facilitator:</b> Matt Dempsey
8.00pm	Conference Dinner

Pre booking is essential as places are limited to 100 members. Tickets will be issued on a first come first served basis.

Do you want to attend the FREE Pre Conference Networking Evening & Dinner    Yes \_\_\_ No \_\_\_

The annual Irish Grassland Association National Dairy Conference, sponsored by Yara, takes place on Wednesday 18th January 2017. The theme of this year's event focuses on the business of dairying. Addressing the conference will be a selection of dairy farmers, agri-consultants and researchers from Ireland and abroad.

Over the past decade milk price volatility has become an increasing feature of the Irish dairy industry. Farmers who recognise the challenges it presents and adapt accordingly will continue to operate profitable and viable farm businesses. This conference, focusing on the business of dairying is divided into three parts: strategic development for the medium to longer term; tactics for the spring ahead; budgeting for the current and future years.

**Long-term business strategy:** Sean O'Donnell will describe how he operates his dairy farm; review strategies for overcoming fragmentation in dairy farming; and present his recommendations for profitable dairy farming on a fragmented holding. Karina Pierce will outline the rationale behind UCD's decision to investigate the high EBI, high yield, high stocking rate dairy farm option and review the performance of year one of their trial. Chris Mossman will detail his system of milk production which incorporates crossbreeding with a high stocking rate and a late start to the calving season.

**Short-term spring tactics:** Shane Fitzgerald will outline performance on his dairy farm focusing on the strategy employed in spring during the busy calving season to maintain a high health status and control disease. Michael Egan will report on a recent experiment at Moorepark on spring grazing and review the targets set in the spring rotation planner for different regions and soil types.

**Business budgeting:** Patrick Gowing will describe his approach to business budgeting for new and expanding dairy farmers following a difficult financial year in 2016. Paul Tully will describe his path to leasing and owning his own pig business and his approach to budgeting in a volatile marketplace. Olin Greenan will describe his progression through the New Zealand dairy industry and his guidelines for budgeting in a volatile industry.

Early booking for Dairy Conference tickets is strongly encouraged as places will be limited and this event sells out early every year. A special 20% discounted registration fee (€40 for Irish Grassland Association members and €80 for non-members) applies to online registrations up to and including Tuesday 3rd January.

# Maximising Grass Yield Potential



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Irish Grassland Farmer



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Knowledge grows



## Irish Grassland Association

**20%**  
**DISCOUNT\***  
\*See discount panel  
save €10/20  
per ticket!

'The Business of Dairy Farming'

# ANNUAL DAIRY CONFERENCE 2017



Wednesday 18th January  
Newpark Hotel, Kilkenny

Sponsored by





## Members Event

Pre Conference  
Networking Evening & Dinner

Tuesday 17<sup>th</sup> January 2017

6.30pm

Newpark Hotel Kilkenny

## Dairy Conference

Irish Grassland Association

Wednesday 18<sup>th</sup> January 2017

9.00am

Newpark Hotel Kilkenny



With escape Health Club & Spa

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€40 p.p.s €75 single

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## Irish Grassland Association

### Dairy Conference

9.00am Wednesday 18<sup>th</sup> January 2017

Newpark Hotel Kilkenny

9.00 am	<b>Registration and light refreshments</b>
9:45 am	Opening Address Paul Hyland, Chairman of the Dairy Conference Committee, IGA
<b>Session 1</b>	<b>Strategic planning of your dairy business</b> Chairperson: Michael Bateman, IGA Council Member and Dairy Farmer, Cork
10.00 am	<b>Adapting to a fragmented dairy farm</b> Sean O'Donnell, Dairy Farmer, Mayo
10.15 am	<b>UCD Lyons: Investigating the high yield, high stocking rate option</b> Dr. Karina Pierce, UCD
10:45 am	<b>Dairy farming at a high stocking rate and late mean calving date</b> Chris Mossman, Dairy Farmer, Wales
11.15 am	Discussion
<b>Session 2</b>	<b>Spring planning for your dairy business</b> Chairperson: Jan Jensma, IGA Council Member and Yara Fertilisers
11.45 am	<b>Large scale calving management of a high health status herd</b> Shane Fitzgerald, Dairy Farmer, Cork
12.15 am	<b>Revisiting current spring grazing targets</b> Dr. Michael Egan, Teagasc Moorepark
12.45 pm	Discussion
1.15 pm	<b>Lunch</b>
<b>Session 3</b>	<b>Financial planning of your dairy business</b> Chairperson: David Shane, FDC, Cork
2.30 pm	<b>Business planning for new entrants / rapid expanders – advisory perspective</b> Patrick Gowing, Teagasc Moorepark
3.00 pm	<b>Living with price volatility – the pig farmer perspective</b> Paul Tully, Pig Farmer, Laois
4.00 pm	<b>Living with price volatility – the dairy farmer perspective</b> Olin Greenan, Dairy Farmer, New Zealand
4:30 pm	<b>Conference Close</b> Bernard Ging, President of the Irish Grassland Association

## Dairy Conference 2017 Speakers

### Sean O'Donnell, Ballina, Co. Mayo

Farming full time since 2008, Sean milks 120 cows on 75 ha in 5 divisions. He previously worked in veterinary retail and the construction industries and holds a degree in business. Sean completed a Nuffield Scholarship in 2013 where he focused on the options to overcome dairy farm fragmentation. In 2014 he won the Macra na Feirme young farmer of the year competition.

### Dr. Karina Pierce, School of Agriculture and Food Science, UCD, Belfield, Dublin 14.

Graduating with a Ph. D. in 2004 from UCD, Karina worked as an animal nutritionist with Brett Brothers, Callan until 2006. She then returned to UCD and was appointed lecturer in dairy science in 2007. Recently she led the development of the €2m re-development of the dairy unit at Lyons Estate and the establishment of its high EBI research herd.

### Chris Mossman, Cardigan, Wales

Farming near Cardigan, South Wales, Chris milks over 400 crossbred dairy cows. Chris will discuss his system of milk production which incorporates high stocking rate, high milk production with excellent fertility and a late start to the calving season.

### Shane Fitzgerald, Garrycamera, Ballynoe, Co. Cork

Shane and Fiona Fitzgerald milked 260 dairy cows on a 72 ha milking platform near Ballynoe in 2016. Shane won the national Heifer Farmer of the Year competition in 2015. The health status of the herd is a high priority for Shane. In 2011 he completed a Nuffield Scholarship on the subject.

### Dr Michael Egan, Teagasc Moorepark

Michael completed his Ph.D. at Moorepark in 2016. His study focused on the role of clover in the diet of dairy cows. He has since joined the research staff at Moorepark and completed a study in spring 2016 on grazing different proportions of the milking platform in early spring.

### Patrick Gowing, Teagasc Moorepark

Patrick completed a B. Agr. Sc. from UCD in 2002. He worked for SWS consulting for the Connacht Gold Programme before joining Teagasc in 2006. He has worked as agricultural adviser in counties Sligo and Westmeath. In 2015, he accepted the role of development consultant with Teagasc. He specialises in providing consultancy advice for new and rapidly expanding dairy farmers.

### Paul Tully, Ballinakill, Co. Laois

Starting as an apprentice in 1989, Paul first leased the pig farm he worked on until eventually purchasing the business in 2001. He now employs 9 staff and farms 1,100 sows. Paul will discuss how he has developed a successful business while operating in a highly volatile marketplace.

### Olin Greenan, Clevedon, North Waikato, New Zealand.

Monaghan-born Olin emigrated to New Zealand in 2001 to begin his career in dairy farming. Starting as a farm manager, he graduated to sharemilking in 2009. He currently holds a 50:50 sharemilking position with his New Zealand born wife Anna. Today they milk 480 crossbred cows and operate a low input low cost system of milk production close to Auckland.

## 20% DISCOUNT BOOKING FORM

\*For all prepaid bookings received by Tuesday 3<sup>rd</sup> January.

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: \_\_\_\_\_

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

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

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

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

## DISCUSSION GROUP DEAL

40 per head for discussion groups of 10+ members who book and prepay in full before Tuesday 3<sup>rd</sup> January (strictly no late applications accepted after this special offer date). Please email secretary@irishgrassland.com to apply.

## HOW TO BOOK TICKETS

You can register and avail of 20% prepaid discounted rates detailed above **BEFORE Tuesday 3<sup>rd</sup> January** by:

- Booking online [www.irishgrassland.com](http://www.irishgrassland.com) (This is by far the quickest method to secure FREE IGA Members Networking Evening & Dinner tickets);
- Posting this form and your cheque to; Registrations, IGA office, Cookstown, Kells Co. Meath;
- Calling the office on (087)9626483

Conference fee includes attendance, copy of the conference proceedings, 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 a non-member and thinking of attending, then don't miss out on this excellent offer!**

## FREE MEMBERS PRE CONFERENCE NETWORKING EVENING & DINNER

The first 100 IGA Members who purchase tickets are also welcome to attend our FREE Pre Conference Networking Evening & Dinner on Tuesday 17<sup>th</sup> January – (see reverse panel for further details).

**Pre-booking is essential as places are limited 100 members and tickets will be issued on a first come basis.**

Do you want to attend the FREE Pre Conference Networking Evening & Dinner Yes \_\_\_\_\_ No \_\_\_\_\_