Eurodairy: a bottom-up approach to transfer innovations on grass to European farmers

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“EuroDairy is a new international network to increase the economic, social and environmental sustainability of dairy farming in Europe, at a time of unprecedented challenge for the sector.”

Ray Keatinge (Head of Research & Development AHDB Dairy)

(Feb 2016- Feb 2019)
Sharing experience to face challenges

4 main topics:

- 120 innovative Pilot Farms
- 42 Operational Groups
- +20 Knowledge Transfer Centers
- Innovation

Resource Efficiency
Animal Care
Socio-Economics
Biodiversity
Grazing: an innovative solution

- Grazing is one of the means chosen by farmers and researchers to improve


Some examples:

<table>
<thead>
<tr>
<th>Topic</th>
<th>countries</th>
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<tbody>
<tr>
<td>Self-sufficiency in proteins via grazing</td>
<td>France-Brittany, Germany-SH</td>
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<td>Better understanding of grass growth and quality</td>
<td>N Irl, The Netherlands, Germany-SH</td>
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<td>Grassland renovation and improvement of grazing in wet lands</td>
<td>Poland</td>
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<td>Optimized nutrient management of grasslands</td>
<td>Germany-SH</td>
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<td>New forage value indicator (silage)</td>
<td>The Netherlands</td>
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<td>Web forage platform</td>
<td>The Netherlands</td>
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Innovations about grazing in Schleswig-Holstein

- Reintroduction of grazing for dairy cows on a mixed farm in Northern Germany
- Webinar on Youtube on www.eurodairy.eu

- "Eco efficient milk production in Northern Germany..." Ralf Loges et al.
  Theme 3 this afternoon
Focus on one innovation

Jason Rankin, AgriSearch, N. Ireland
GrassCheck: An innovative solution to improve prediction of grass growth in Northern Ireland

European Grassland Federation, Cork, 2018
Background

- GrassCheck is a long-term grass growth and quality monitoring project (Est. 1998)

- Joint initiative of AgriSearch and AFBI

- Grass growth forecasting
  - 7 day
  - 14 day

- Core historic data from plots at AFBI, Hillsborough and CAFRE’s Greenmount Campus
Expansion of Project

- Project was expanded in 2017 to include “commercial farm” data
- Current network of 48 dairy, beef and sheep farms.
- Range of systems, land type, growth potential and management intensity.
Dissemination of Results

- WhatsApp Group for pilot farmers
- Weekly newspaper bulletin
- Website
- Social Media
- Farm Walks
Impact & Reach

- Over 3,300 social media followers
- Facebook page 28 day reach of >26,800
- >24,000 twitter impressions (28 days)
- 8,000 visitors per month to website
- Weekly newspaper circulation of bulletin >23,837
- Over 1,200 farmers at farm walks

Pilot Farmer Feedback

“For me measuring is essential to getting maximum value out of the grass that we grow. I know what is in front of the cows and I can manage grass surpluses much better.”

“I have one field growing 8t DM/ha a year and another 16t DM / ha per year. Unless you measure you will never see that difference”.
Conclusions and prospects

• GrassCheck = a good example of new research and extension approaches

• The heart of ED project are the innovations and how they are transferred from farmers to farmers via the bottom up approach

• Transfer via new technologies like webinars, video magazines, social media, next to "traditional" ones like exchange visits and technical leaflets

www.eurodairy.eu
Silage losses – most of it is invisible

Rolf Spörndly
Swedish University of Agricultural Sciences
Dept. of Animal Nutrition and Management
Section of Feed Science

EuroDairy webinar - How to minimise losses during storage and feed-out of silage

Technical leaflets

Case study

Exchange visits

webinars
Thank you for your attention!

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