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Welcome to the November edition of ADAS' quarterly knowledge exchange newsletter.

NEXT GENERATION STUDY TOUR

We would like to thank Defa and last years cohort for helping us advertise this years Next Generation Study Tour. We had an interesting and constructive two days. We were lucky enough to visit three farm businesses which were planning and investing in farm infrastructure to future proof their businesses to help them remain viable for the future generation. We also had a tour of Yew Tree Dairy which has a fantastic story, starting out as a family dairy farm of 50 cows to now processing 500,000,000 litres of milk a year. We look forward to the attendees presenting their findings at our next Knowledge Exchange event on **Tuesday 5th December**.



In preparation for the next Knowledge Exchange Event, this month's newsletter will focus on KPI's and Benchmarking.

WHAT ARE KPI'S?

A Key Performance Indicator (KPIs) is a set target or goal which a business is trying to achieve or maintain which it can measure itself against. KPI's can be used to help farmers measure and analyse the performance of their farm enterprises to ensure they are optimising their management and working towards achieving the business' objective. KPI's will enable a business to make informed decisions which can help maintain and improve productivity, efficiency and the health and welfare of the animals under the farms management.

HOW CAN KPI'S HELP A FARM BUSINESS?

KPI's will help a business by giving it a set of measurable, achievable, and specific targets that the business is working towards. Once KPI's have been set it will help the business steer it's management decisions to achieves it's KPI's.

WHAT ARE EXAMPLES OF KPI'S?

On the following page, we have used the AHDB for examples of Key Performance Indicators for sheep, beef and dairy enterprises. For more information on these, follow the links below.

Dairy: <https://ahdb.org.uk/dairy-kpis>

Beef: <https://ahdb.org.uk/key-performance-indicators-kpis-for-beef-sector>

Sheep: <https://ahdb.org.uk/key-performance-indicators-kpis-for-lamb-sector>

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BLOCK CALVING KPI'S

Key Performance Indicators	Performing well (Top 5%)	Room to improve (Top 50%)	Review performance (Bottom 50%)
Cows and heifers calved within the first 6 weeks (%)	>85%	85-70%	70-50%
Herd replacement rate (%)	<18-20%	20-26%	26-36%
Milk solids output per ha (Kg milk solids/hectare)	>1,500kg/ha	1,500-900kg/ha	900-300kg/ha
Milk yield from forage (litres) and (solids)	>5,000l (427kg)	4,000l (342kg)	2,750l (235kg)
Overheads (excluding rent and finance) (ppl)	9ppl	9-12.5ppl	12.5-20ppl

SUCKLER HERD KPI'S

Key Performance Indicators	Performing well	Room to improve	Review performance
Age at first calving	23-24.5months	24.5-30months	30-36months
Cows/heifers calved in first six weeks	85-70%	70-50%	50-35%
Herd replacement rate	14-16%	16-19%	19-22%
Calves alive 24 hours after birth	105-95%	95-85%	85-80%
Calves weaned	102-94%	94-84%	84-80%
Daily liveweight gain - Weaned calves	1.6-1.2kg/day	1.2-1kg/day	1-0.8kg/day

BREEDING FLOCK KPI'S

Key Performance Indicators	Performing well	Room to improve	Review performance	
Lambs reared	Outdoor lambing ewes and shearlings only	170-155%	155-135%	135-125%
	Outdoor lambing ewes, shearlings and ewe lambs	160-145%	145-125%	125-115%
	Indoor lambing ewes and shearlings only	175-160%	160-140%	140-130%
	Indoor lambing ewes, shearlings and ewe lambs	165-150%	150-130%	130-120%
Ewe mortality	0 - 2.5%	2.5 - 5%	5 - 7.5%	
Ewes sold	1-16%	16-22%	22-31%	
Flock replacement rate	25-15%	15-10% 25-30%	10-0% 30-45%	
Lamb losses from scanning to reared	10-12%	12-20%	20-30%	
Daily liveweight gain - Reared lambs	500-350g/day	350-150g/day	150-100g/day	

HOW SHOULD A BUSINESS SET AND RECORD KPI'S?

To successfully set KPI's for your farming business you must consider the following 3 points.

1. The farm needs to understand how its currently performing.
2. Where does the business you want to get to?

When a business is setting KPI's it is important to make them SMART: Specific, measurable, achievable, realistic, and time-bound. An example of a SMART KPI can be found below.

'Increase the average daily weight gain (DLWG) of the farm's finishing lambs from approximately 150g/day to 350g/day up until day of sale.'

Specific: The goal is still clear, focusing on increasing the daily weight gain of lambs.

Measurable: An increase from 150g/day to 350g/day is quantifiable and can be measured by recording weights.

Achievable: The goal is attainable through improved nutrition and flock management practices.

Realistic: Increasing DLWG from 150g/day to 350g/day is technically a realistic KPI with the correct management and nutrition.

Time-bound: The goal maintains a specific deadline, until the day of sale, providing a clear timeframe for achieving the increase in daily live weight gain in grams.

3. How is the business going to achieve it's KPI's and how will the business measure it's performance?

Farms are encouraged to formalise their KPI's. This enables businesses to hold themselves accountable for their performance. Formalised KPI's are also easier to share with other family members, colleagues and employees.

UPCOMING EVENTS

Tuesday 5th December (evening) – Key Performance Indicators & Benchmarking Knowledge Exchange Event, plus a presentation from the 2023 Next Generation Study Tour participants.

Could you benefit from a 1:1 meeting with an ADAS representative?

We would be pleased to organize a meeting with you to discuss your chosen topic. This meeting will be kept confidential. Fill out the form [HERE](#) or e-mail manxfarming@adas.co.uk