

# Successful combining of robotic milking & grazing strategies in Dutch context

EAAP 2015 session 34

2 September

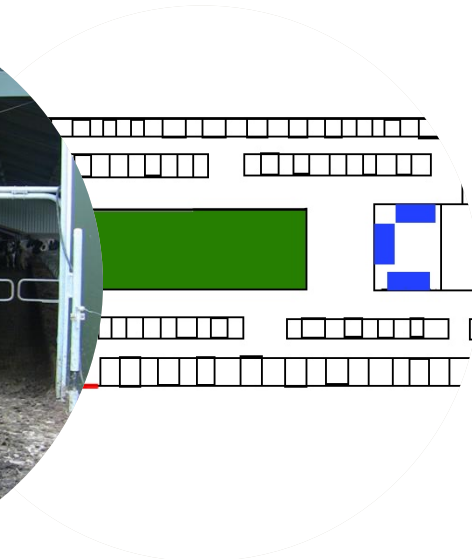
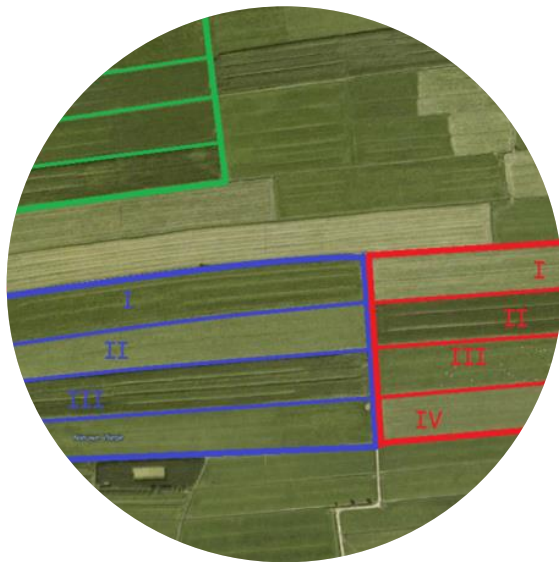
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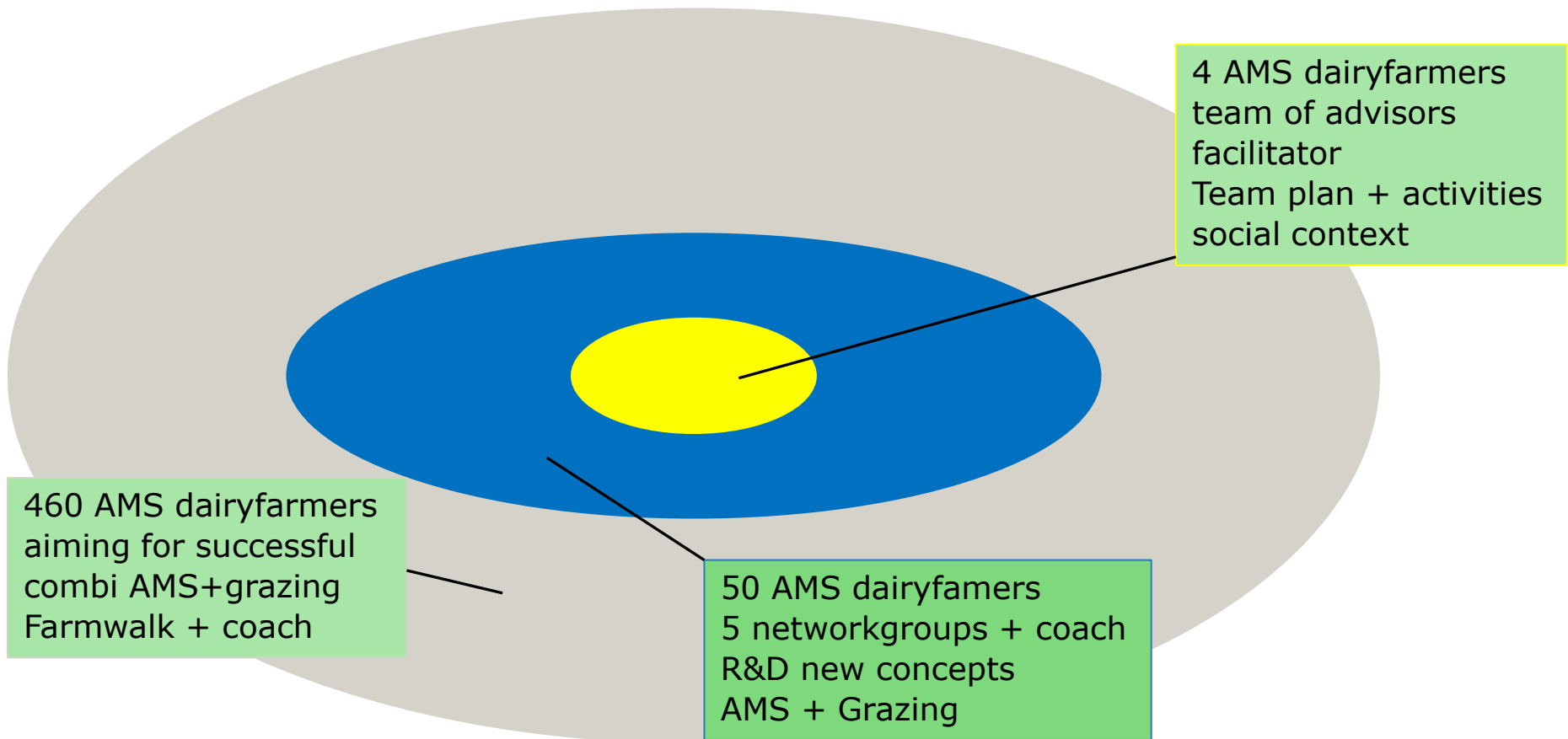


# Robotic Milking and Grazing project context

- Dutch Dairy Processors initiative
- September 2014 – October 2015
- Funded by Sustainable Dairy Chain
- Grazing cows -> Dutch culture
- Decrease in grazing on farms with AMS
- Farmwalk, Grazing coaches, *Weideman* weekly newsletter, EU Amazing Grazing, Dynamic Grazing network ...
- Challenges: high milk yield / ha  
small house plots  
robotic milking



# Robotic Milking and Grazing project structure



# Robotic Milking and Grazing project

## conclusions (concept)

- Possible to realise excellent results on AMS + grazing
- Develop a clear and challenging strategy
  - based on farmer values & farm context
  - smart activities
  - timeline: season and 24h based
- Necessary to monitor grassyield, robotdata, effects & results, etc. It takes time.
- Better plan and results with *team of advisors*
- 5 concepts AMS + grazing for 90% of farmers



# Framework

## My strategy

Rules

Tips

Options

## The basic ingredients of my strategic plan

Grazing  
Concepts  
(Profiles)

**My personal values, skills and goals**  
*Farmer skills and challenges*  
**Support and expertise needed?**

Ambition and Motivation of Farmer

Farm Context



# Team of advisors Robotic milking and grazing: method

- Feed supplier, veterinarian, accountant, dealer milking robot, farmer, partner, and others start as a team, initialized by the farmer
- 3 meetings during wintertime, inventing challenges, searching for possible solutions, goals and activities
- Process facilitator
- Grazing season: monthly update progress, 1 summer meeting
- After grazing season: team evaluation and plan next year

# Team of advisors Robotic milking and grazing: 9 steps

- **Teambuilding:** people, expertises and roles (process facilitator)
- **Team start-up:** share motivation and goals, playing field, team, rules
- **Context awareness:** entrepreneur style, dreams, farm structure, environment, possibilities
- **Goals, conditions, challenges:** formulate, team, farmer decides
- **Creative process:** diverge, portfolio of possibilities, converge, options
- **Decision making:** matrix of coherent possibilities, farmer decides
- **Action plan and activities:** time, everyone on the job, limitations,
- **Feedback:** plan moments of team reflection on results and process
- **Activity based reports:** activity scheme



# Team of advisors Robotic milking and grazing: experiences

- Continu!
- Second year and on: 1 meeting/year
- Team member can facilitate the process
- Remote experienced facilitator
- Better ideas and solutions, more power.
- Other themes and farmers
- Businessmodel: time vs quality of advice
- Risk management, higher importance, teamwork



# Team of advisors Robotic milking and grazing: the power of

- **Community:** clear goals + reality based = energy boosting for teammembers
- **Knowledge synergy:** different points of view = more creativity and solutions
- **Focus and attention:** all attention on robot milking and grazing, explicit
- **Commitment:** power and realisation
- **Sharing:** positive energy and brotherhood
- **Passion:** pleasure working together
- **Competition:** challenge to show best of you and your organisation



# Team of advisors Robotic milking and grazing: critical basic rules

- One goal
- Respect each other (new roles)
- Use same language
- Everyone in action mode
- Time for learning and reflection
- Role of facilitator (free actor)
- Takes more time: quick => alone; far and better => together
- Celebrate successes



# More information



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