

free range Dairy

**a better future for farmer,
cow and consumer**

Help us shape the Free Range Dairy Initiative

**£20
Amazon
vouchers**
The first 20
respondents will receive
Amazon vouchers
worth £20

Dear Farmer

At a time when many questions are being asked of our dairy industry, we can choose to sit back and wait for others to grasp the opportunity to profit from our endeavors, or we can seize it for ourselves. This is why I am developing a new farmer led initiative – Free Range Dairy and want to work with you to reclaim the value of our milk for the benefit of farmers, cows and consumers.

Pasture-based dairy farming has helped to make us amongst the most efficient milk producers in Europe and I believe we can promote this and all the other positive aspects of milk from grass to help secure the future of our industry.

The Free Range Dairy initiative will facilitate knowledge transfer between farmers, continue to improve our competitive position and build recognition for a way of farming that delivers high quality milk, promotes animal welfare and enhances our environment.

Help me make Free Range Dairy a real force for change.

By completing this survey I'm asking you to help me identify the areas on which the initiative should focus. Information collected from your responses will be used to help assess how Free Range Dairy can bring about change for the good of farmers, cows and consumers.

Please complete the questionnaire overleaf and return it to us at the freepost address before 31 January 2012. The first 20 respondents will receive Amazon vouchers worth £20.

Many thanks

Neil Darwent

Email: info@freerangedairy.org

www.freerangedairy.org

Many thanks for completing our survey

Your thoughts and feedback will help us identify what farmers want from the Free Range Dairy initiative so we can turn your ideas into action.

We'll be arranging a series of regional meetings to give us the opportunity to cement the principles upon which Free Range Dairy will be founded and to plan on-farm events and together demonstrate the benefits of free range milk production.

Free Range Dairy is open to all dairy farmers. If you would like to know more please contact us at email: info@freerangedairy.org

Return your survey

Please return your completed survey to us at:

Freepost RSTX-SELT-BBJG
Free Range Dairy
PO Box 5092
FROME
BA11 9BF

Farmer survey

Section 1: You and your farm

Q1. Where is your farm located?

Town:

.....

County

.....

Q2. What is the size of your dairy herd?

No. of cows

Q3. Is your herd organic or conventional?

.....

Section 2: Business planning and productivity

Q4. How important is each of the following for planning and improving the competitiveness of your business?

<i>Please tick for each</i>	Very	Quite	Not very	Not at all
Adopting new technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expanding herd numbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making better use of grass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increasing milk yield per cow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Simplifying the system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing of your milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5. Can you identify how much scope you have to improve your business through the following, today?

	Offers a lot of scope	Some scope	Little scope
Better fertility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Higher calf revenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lower feed cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Less labour cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lower vet bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6. How valuable are the following sources of information for helping to improve your business?

	Very	Quite	Not very	Not at all
Conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical papers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussion groups/forums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farm business consultancy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farming press	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farming websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farm walks/visits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7. How are the main decisions made? For each of the following please say whether it is made by you alone or whether the decision mainly comes from outside, such as vets, independent advisors, or sales representatives.

<i>Tick the box that applies the most</i>	You	Vet	Advisor	Reps
Breeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nutrition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Animal health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8. What do you see as the biggest threats to your business today?

i)

.....

ii)

.....

iii)

.....

Q9. If you were to start again with a blank sheet of paper, what is the one thing you would change in your current milk production system?

.....

.....

Section 3: How you see and run your farming business today

Q10. Which of the following best describes how you see your role as a dairy farmer today?

Tick which one best applies to you.

- An independent producer of high quality food and custodian of our countryside
- Little more than an employee of powerful retailers
- A competitive player in an increasingly global market

Q11. Other farmers have told us how they feel about running their business today – How much do you feel each applies to you?

<i>Tick once for each statement</i>	Applies a lot	Applies a bit	Does not apply
I run an easy to manage system and am in control of my farm and future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My business decisions are complex and I increasingly rely on others for guidance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I spend most of my time on day to day problems rather than being able to plan for a profitable and sustainable future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12. How strongly do you agree or disagree with each statement about keeping dairy cows?

<i>Tick one for each statement</i>	Strongly agree	Agree	Disagree	Strongly disagree
Cows should be in fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cows should have seasonal access to grass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cows are just as happy indoors as outside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 a) About how many days do you graze your cows in an average year?

Days:

Q13 b) Are there any particular reasons that you don't graze your cows for longer?

.....

.....

.....

Section 4: How consumers see us

Q14. How strongly do you think consumers would agree or disagree with each statement?

<i>Tick one for each statement</i>	Strongly agree	Agree	Disagree	Strongly disagree
Cows should be in fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cows should have seasonal access to grass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cows are just as happy indoors as outside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15. What do you think the public believes the life of a dairy cow is like?

Tick up to three answers

- Grazing in fields
- Healthy
- Given lots of medication
- Living in natural surroundings
- Milked all day every day
- Living in sheds

Q16. Apart from price, what is most important to the average consumer when buying milk?

Tick up to three answers

- Freshness
- Animal welfare
- Nutritional content
- Packaging
- Organic production
- Fat content
- Farm Assured

Other (*write in*)

.....

.....

Q17. If you were talking to members of the public what are the three things you would like to tell them about your cows and your farm?

i)

.....

ii)

.....

iii)

.....

Section 5. Our new website

Q18. We are building a Free Range Dairy website. www.freerangedairy.org what would you like to see on this website?

Please tick as many as interest you.

- Message board for questions, ideas and solutions
- Other farmers experiences and case histories
- Research
- Latest journal articles
- Advice and helpful tips
- Chat on line to other farmers'
- Chance to interact and educate consumers
- Any other ideas

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None – not interested in websites

Free Range Dairy is run by farmers for farmers. We'd love you to join us.

Name:

Email address:

Telephone no:

I would like to receive more information from Free Range Dairy*

I am interested in attending a regional meeting

I would like to be entered into the Prize Draw

*We will not share your details with any third parties and you will be able to unsubscribe at any time.