

**THURSDAY 23
NOVEMBER 2017**

**PUNCHESTOWN
EVENT CENTRE,
CO KILDARE**

#dairyday

**IRISH
FARMERS
JOURNAL**



Dairy Day

**SOLUTIONS FOR A
GROWING SECTOR**

ORGANISED BY THE IRISH FARMERS JOURNAL

WHEN - THURSDAY 23 NOVEMBER 2017

WHERE - THE PUNCESTOWN EVENT CENTRE, CO KILDARE

Theme: Developing solutions for a growing dairy industry

Ireland's dairy industry is going from producing five billion litres of milk per year in 2015 to over seven billion litres in 2018. There has been over 600 new entrants to dairy farming in the last three years. Milk price has risen from a base price close to 22c/l to a base price closer to 32c/l in the last two years. The average size of the dairy herd is growing and now over half of the milk in the country is produced from herds with over 150 cows.

With such enthusiasm and growth come opportunities and challenges. This event aims to showcase all that is good about the dairy industry and find solutions for farmers to emerging challenges and trends. Keep an eye on farmersjournal.ie/dairyday for updates.

Skills hub: Live demonstrations and specialist advice

Attendees choose the sessions that apply to them. Sessions will run at 30 minute intervals, with each session repeated morning and evening to give attendees maximum flexibility.

1. The essential infrastructure: water, roadways and fencing – what do you need and how much will it cost?
2. Preventing lameness: hoof-trimming and mobility-scoring cows.
3. Milking skills: best practice for operators and milk quality.
4. Grass management: measurement, targets and actions.
5. Managing people: how to recruit, manage and pay staff and the legal implications.
6. Financial management: how to better manage farm finances.

Target audience:

1. Dairy farmers
2. Agribusiness professionals
3. Industry stakeholders and leaders
4. Government officials and industry lobby groups

Trade stands:

1. Buildings
2. Milking equipment
3. Grass and crops
4. Genetics and stock
5. Machinery

Beyond the parlour: Ireland and the world

The Beyond the parlour morning session will focus on global and Irish dairy markets. Given the opportunity and potential for growth, what steps are the leading dairy countries taking to deliver for dairy farmers?

Morning:

THE GLOBAL CONTEXT:

International scene set – price trends, cow numbers, farmer numbers and future growth.

Engagement with market experts of global dairy processors. What is happening in world markets and how will it affect Ireland?

THE IRISH CONTEXT:

The Irish dairy industry – price trends, cow numbers, farmer numbers and future growth. Who will benefit when Ireland produces more milk?

Afternoon:

The Beyond the parlour afternoon session will focus on learning from those who have met business growth challenges:

- Solving the people dilemma: employing people – the dos and do nots.
- Growing cow numbers: moving to a second dairy unit – challenges and solutions.
- Dairy education: what dairy education needs to look like for a growing dairy industry?
- The right herd: breeding a herd to sell 500kg of milk solids per cow from 500kg of meal fed per cow per year stocked at three cows/ha?
- Growing cow numbers and managing herd health: how the best farmers keep cows in the herd delivering mature milk solid yields?

ALSO:

- Connecting people for contract rearing, leasing etc.
- Careers wall for dairy farm jobs.
- Exhibitor stands.
- Agri colleges and universities.



Opportunities

OVERALL PLATINUM PARTNER
TO BE ANNOUNCED

GOLD DAIRY DAY PARTNER

- Stand 5m x 3m
- Half-page advertisement in the pre-Dairy Day publication with the Irish Farmers Journal
- 35,000 impressions on farmersjournal.ie across mobile, app and desktop
- Social media post from event
- One minute video recorded, edited and produced from event for use on social platforms and website
- Interview in pre-Dairy Day publication for print and digital (300-word business profile)
- Branding on Irish Farmers Journal Dairy Day promotional adverts as a Gold Partner – two insertions
- Sixty free tickets worth €15 per ticket for your key clients (value €900)
- Private meeting room available for Gold partners
- Investment: **€6,000 + VAT**

*** Limited number of 12 Gold Partnerships available ****

SILVER DAIRY DAY PARTNER

- Stand 4m x 3m
- Quarter-page advertisement in the pre-Dairy Day publication with the Irish Farmers Journal
- Social media post from event
- Interview in pre-Dairy Day publication for print and digital (300-word business profile)
- Forty free tickets worth €15 per ticket for your key clients (value €600)
- Investment: **€4,000 + VAT**

*** Limited number of 12 Silver Partnerships available ****

BRONZE DAIRY DAY PARTNER

- Stand 3m x 3m
- 10x2 page advertisement in the pre-Dairy Day publication with the Irish Farmers Journal
- Twenty free tickets worth €15 per ticket for your key clients (value €300)
- Investment: **€1,800 + VAT**

EDITORIAL:

Jack Kennedy

Deputy Editor & Dairy Editor

Tel: 01 4199 521 | M: 087 908 2551

E: jkennedy@farmersjournal.ie

Aidan Brennan

Dairy Specialist

Tel: 01 4199 521 | M: 086 361 9628

E: abrennan@farmersjournal.ie

COMMERCIAL:

David Leydon

Commercial Director

Tel: 01 4199 504 | M: 087 990 8227

E: dleydon@farmersjournal.ie

Linda O'Mahony

Sales Director

T: 01 4199 589 | M: 087 836 4412

E: lomahony@farmersjournal.ie

Noel Lynch

Livestock Advertising Manager

T: 01 4199 597 | M: 086 044 3858

E: noellynch@farmersjournal.ie

Shane Finnegan

Livestock Account Manager

T: 01 4199 527 | M: 087 9268131

E: sfinnegan@farmersjournal.ie



PLEASE NOTE:

- All extra stand frontage will be charged at €150
- Double your depth for:
 - €1,000 Gold
 - €800 Silver
 - €600 Bronze

IRISH
**FARMERS
JOURNAL**