

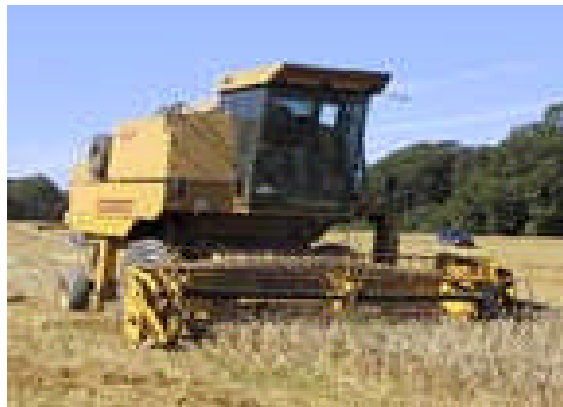


# Fodder Update 2013

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# Outline

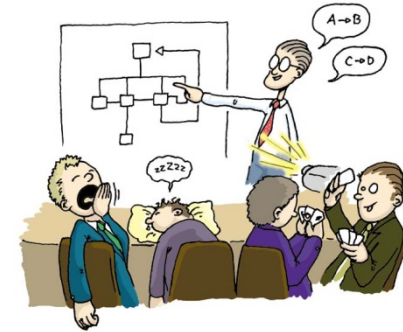
1. Interagency Fodder Committee
2. Fodder Survey Results
3. Dealing with a Deficit



# 1. Interagency Fodder Committee

# Interagency Fodder Committee

Established May 2013

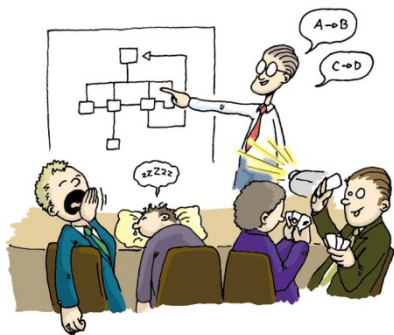


Objective: To provide leadership and technical guidance to farmers and the industry stakeholders in dealing with the fodder shortage for winter 2013 / 2014

Members: Teagasc, DAFM, farm organisations (IFA, ICMSA & Macra), ACA, print media (IFJ, Farming Independent), banks (AIB, Ulster Bank, BOI), IGFA, Veterinary Ireland, ICOS, milk processors (Glanbia, Dairygold, Aurivo)

# Outputs

1. Fodder Census Day July 2013
2. Fodder Budgeting Worksheet
3. Fodder Census Day September 2013
4. Cash flow budgeting sheet
5. Technical notes
  1. Re-Building Fodder Stocks
  2. 5 point plan
  3. Dealing with a drought
6. Content for technical text messaging
7. Whole cropping events x 3
8. Weekly advert in IFJ



# Communications Strategy

- National media
- Surveys
- Inserts in the Irish Farmers Journal
- Teagasc newsletters
- Training advisers
- Text messaging
- Teagasc website
- Q & A - Twitter
- One-to-one discussions with farmers
- Discussion groups
- Regional meetings
- Mart meetings
- Media advertisements
- Participating organisations:
  - Newsletter
  - Milk statements
  - Workshops
  - Farm visits

Teagasc Service:  
Clients & Non  
Clients

# 2. Fodder Census Day

## 1<sup>st</sup> July 2013

### **Objectives:**

1. Engage with farmers to encourage them to do a fodder budget
2. Survey results to help the committee decide on a strategy for dealing with the problem

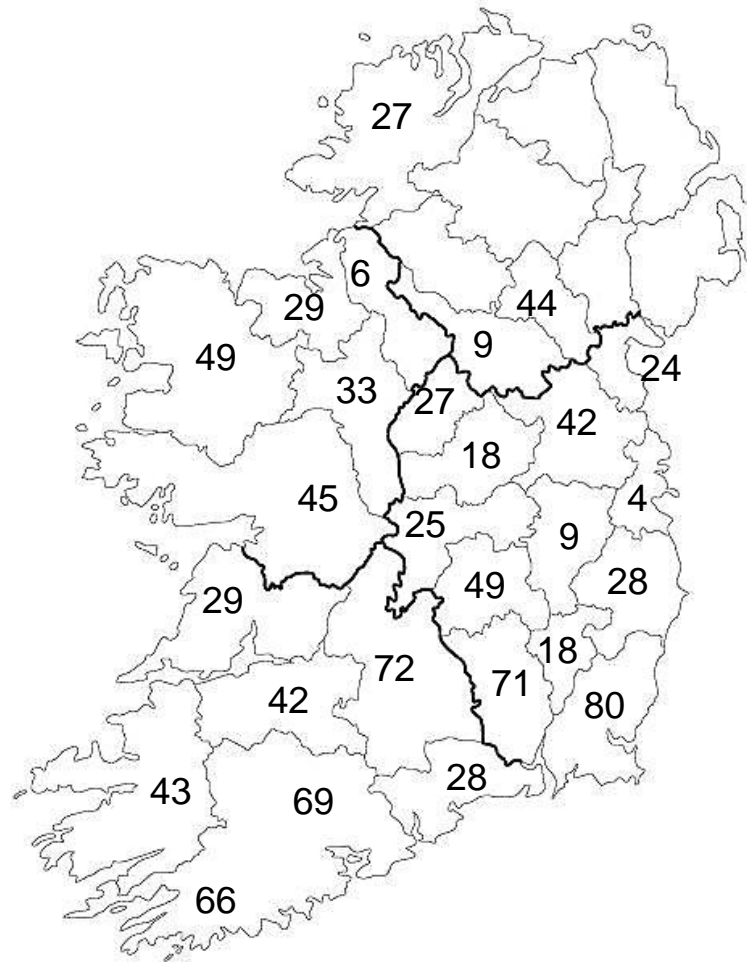
# Overview of Survey

1. Initiative of the Interagency Fodder Committee
2. All farmers to receive a fodder budgeting worksheet to complete
3. Survey conducted by Teagasc & industry personnel
4. Random selection of Teagasc clients & industry clients / customers for survey.

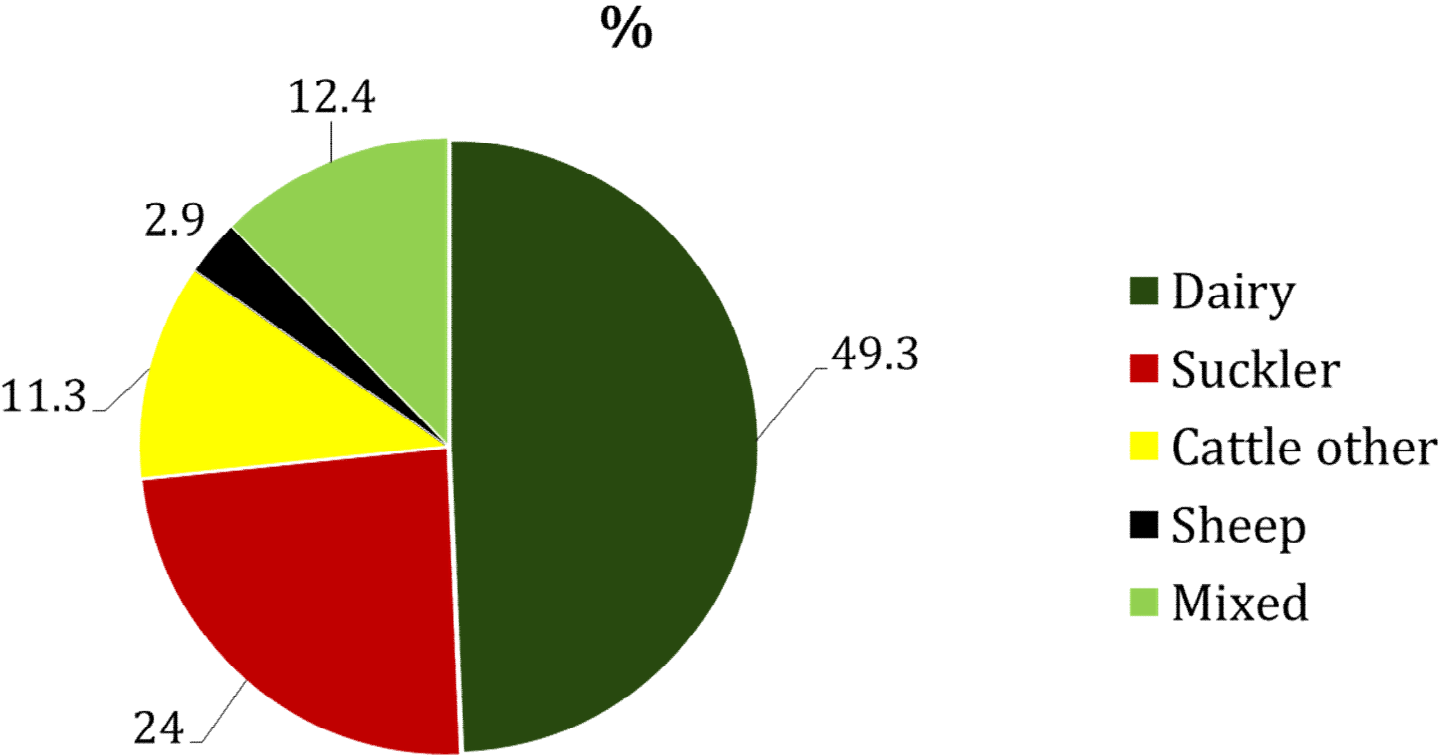
Target	1,000 respondents
Survey Respondents	1,051
	64% Teagasc
	36% Industry



# Distribution of the Respondents



# What Enterprises were Represented?



# Results – National Picture

Length of the Winter	150 days
Requirement for silage per farm	716 tonnes
Tonnes of silage in the yard	346 tonnes
Tonnes of silage to be harvested	<u>283 tonnes</u>
Predicted Silage Available	629 tonnes
Deficit in silage	-87 tonnes
% deficit	-12%

# Farmers with a Deficit

% of farmers with adequate silage / surplus	36%
% of farmers with a deficit	64%
Average deficit on these farms	23%
Average number of tonnes deficit	201 tonnes

2/3 of farmers have a deficit of less than 200 tonnes

1/3 of farmers have a deficit of greater than 200 tonnes

# Silage Harvested vs Silage to be Harvested

## *Farmers with no deficit*

Silage already conserved	74%
Silage to be conserved	26%



## *Farmers with a deficit*

Silage already conserved	46%
Silage to be conserved / bought	54%



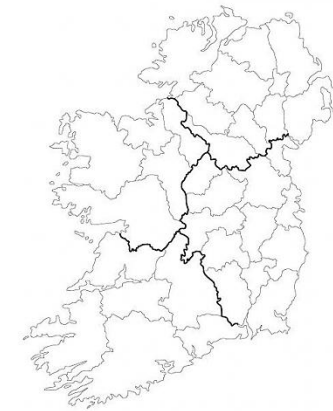
% of farmers with no silage made 1<sup>st</sup> July 7%

## By Region

	% deficit
South	25
East / South East / North East	24
West	23
South West	20
North West	28
Midlands	27

## By Enterprise

	% deficit
Dairy	23%
Suckler	23%
Cattle	23%
Mixed	23%



# How Does the Deficit Compare to 2012

Late July 2012 (n=200)

33% with a deficit

Deficit of 23%

Late November (n=158)

30% with a deficit

Deficit of 17%

Early July 2013 (n=1051)

64% with a deficit

Deficit of 23%

1. Silage quality better in 2013

2. Bigger proportion of farms with a deficit

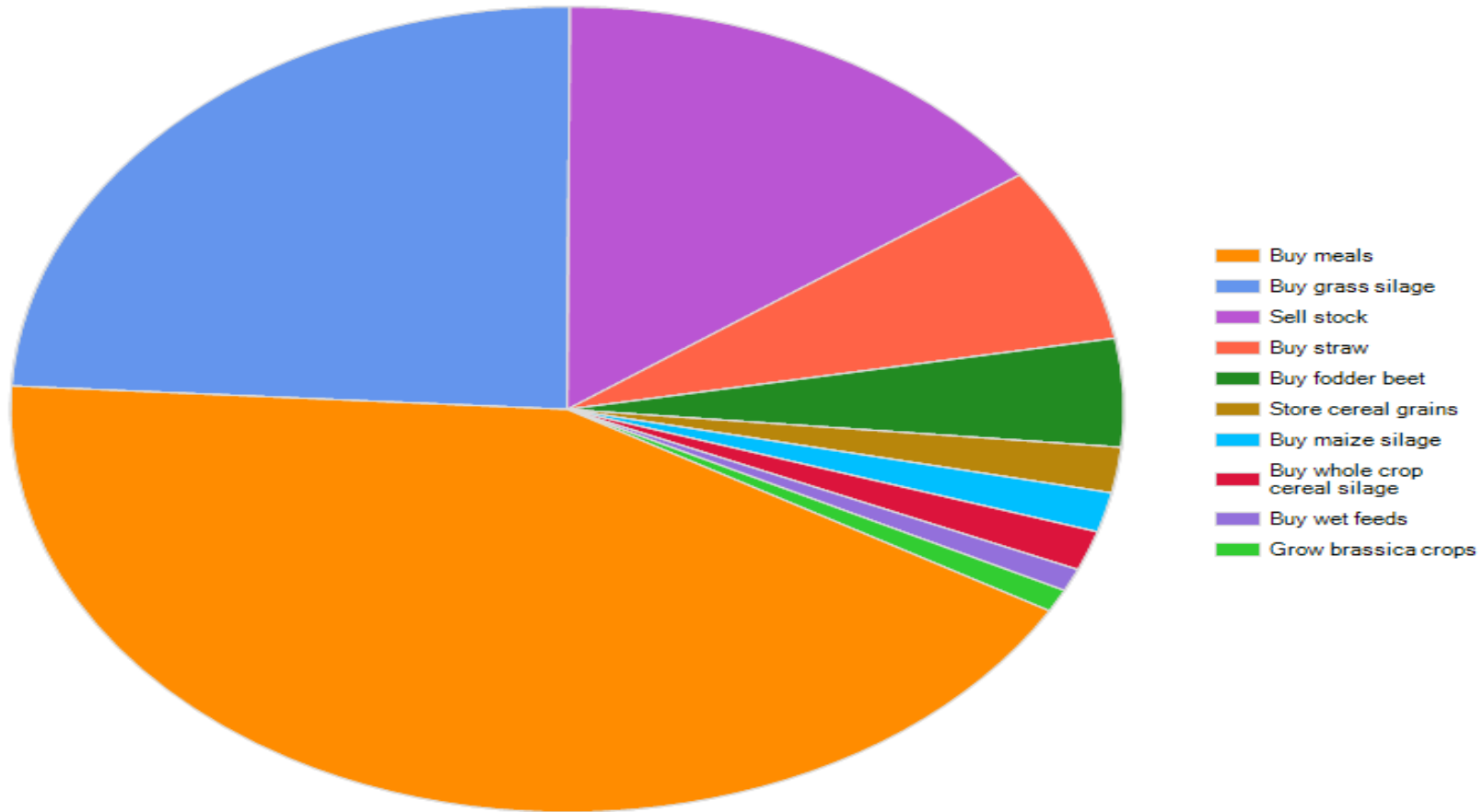
3. Less silage available for trading



# 3. Dealing with the Deficit



# Farmer's 1<sup>st</sup> Preference for Dealing with the Deficit



# Is this Deficit Manageable?

Act Early

Do a Fodder Budget

Purchasing Fodder / Concentrates

Growing Fodder On-Farm

Reducing Demand for Feed



## Challenges

1. Inaction by farmers
2. Early winter
3. Late spring