

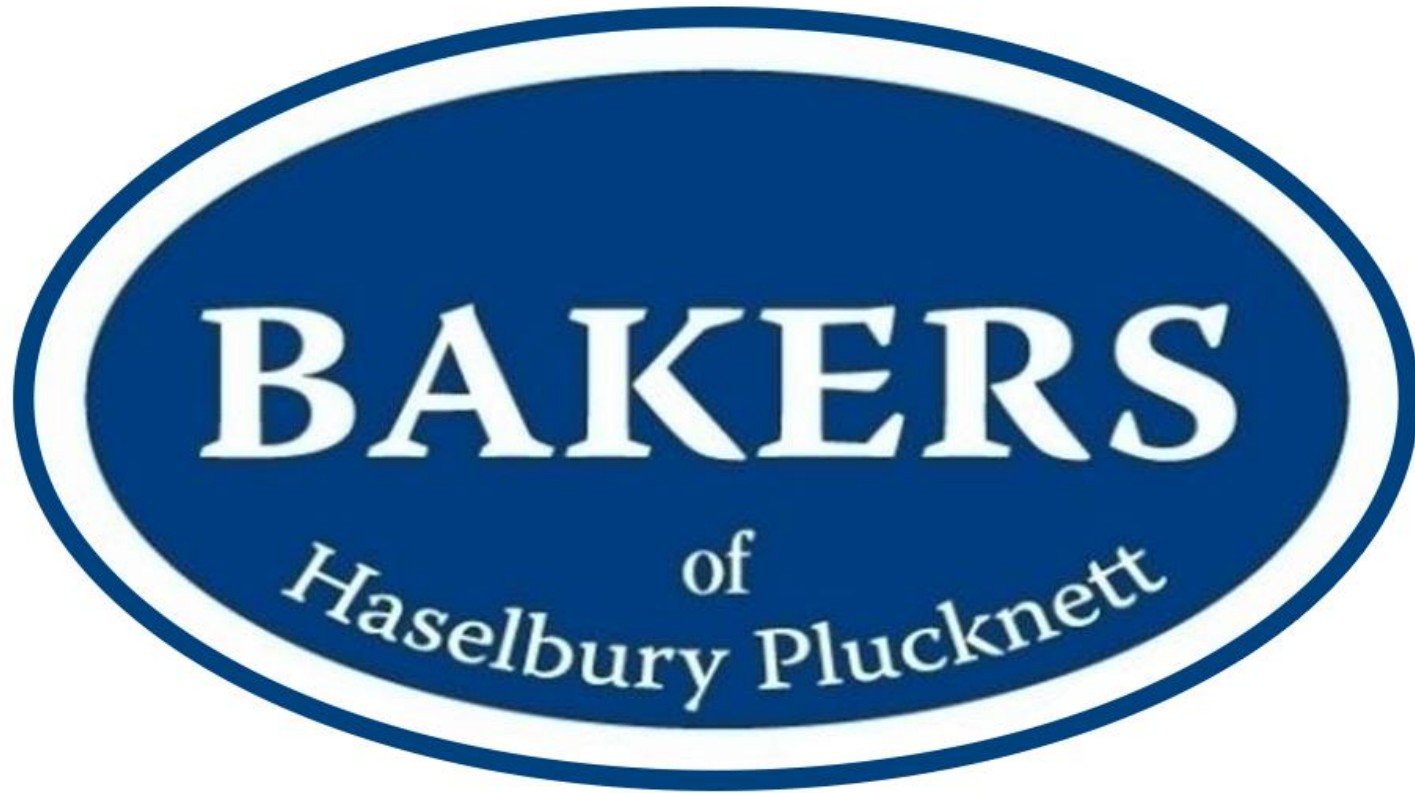
# Framing your Farming Story



Neil Baker

Farm Manager, FAW Baker Farming Ltd





## LIVING OUR VALUES

Neil Baker – Bakers of  
Haselbury Plucknett

Progressive Dairy Operators

Kite Consulting

March 2020



## Business Quality Statement

Bakers of Haselbury Plucknett are committed to producing the **highest quality milk** possible from the **healthiest cows**. Our aim is to produce more milk every year, at a **lower cost** than our industry contemporaries. We do this by continually **questioning and improving** practices and procedures, and ensuring everybody at all levels within our business are aware of the **standards required**.

**Neil Baker**

Farm Manager, Bakers of Haselbury Plucknett

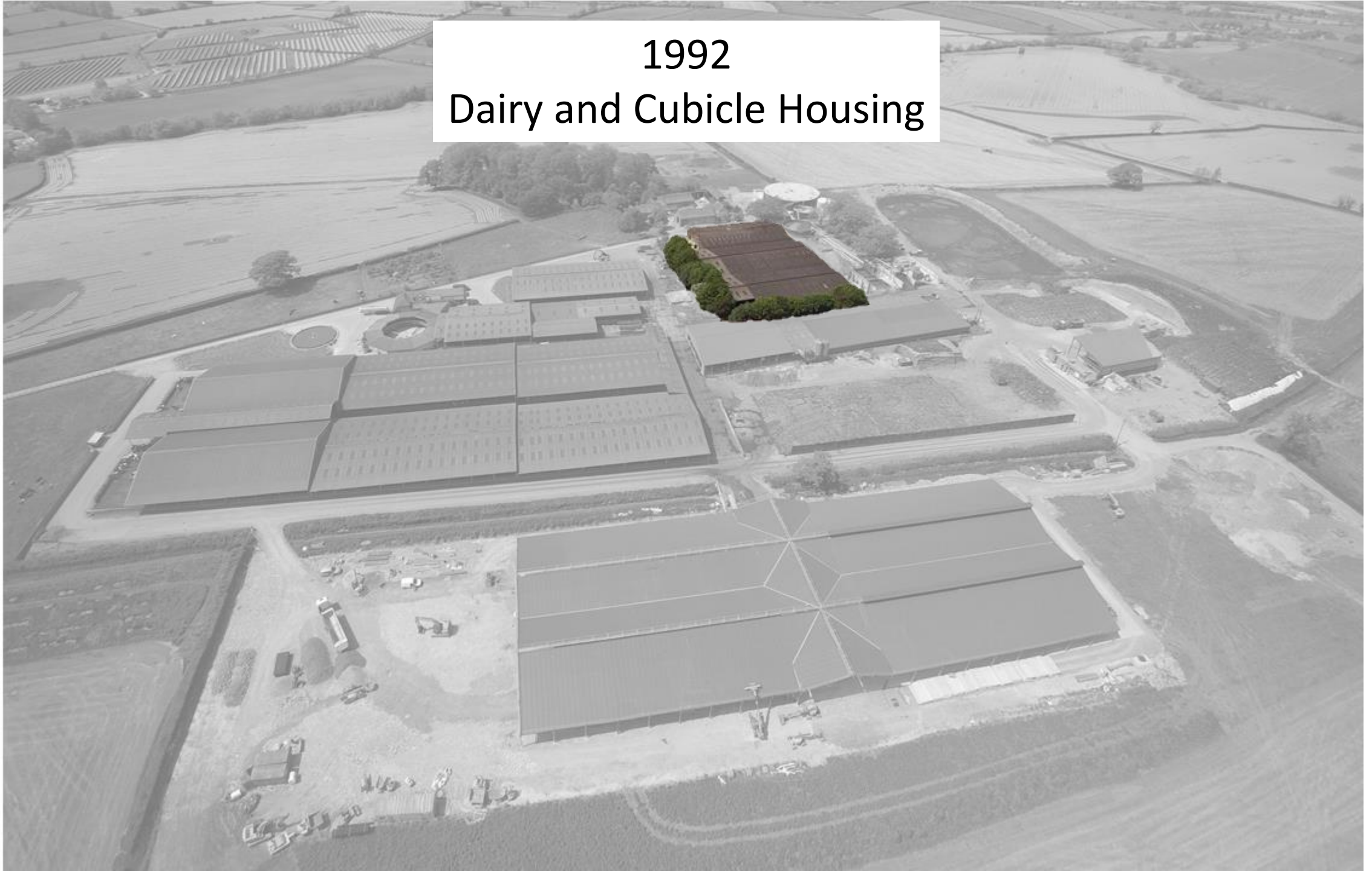


**“YOU CAN’T BUILD A REPUTATION ON WHAT YOU ARE GOING TO DO” – HENRY FORD**

**“BUILD YOUR REPUTATION BY HELPING OTHERS BUILD THEIRS” – ANTHONY J D’ANGELO**



1992  
Dairy and Cubicle Housing





2005  
Rotary Parlour



2018  
Small Breed and Dry Cow Barn










Johnes



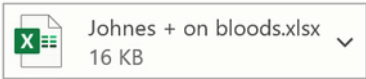
neilbaker@bakersfarms.co.uk


To Jon Reader; Rhian Baker; Jamie Baker


Cc simonlea@bakersfarms.co.uk


 Follow up. Start by 20 February 2020. Due by 20 February 2020.


You forwarded this message on 20/02/2020 10:01.



 Reply

 Reply All

 Forward



Mon 20/01/2020 17:24

Hi

We currently have 21 cows (1%) in herd that are Johnes + (13 are barren)

When I looked at the ancestry of these 21

Homebred 4

German 7

Danish 2

Ireland 2

CZ 1

UK various herds 5

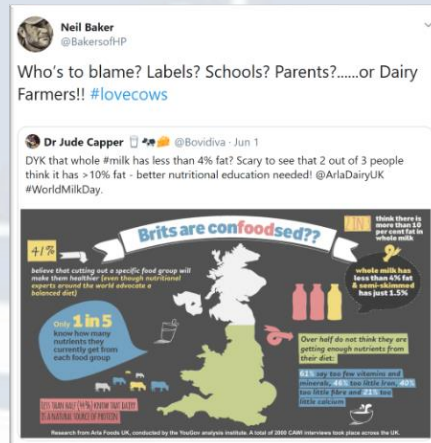
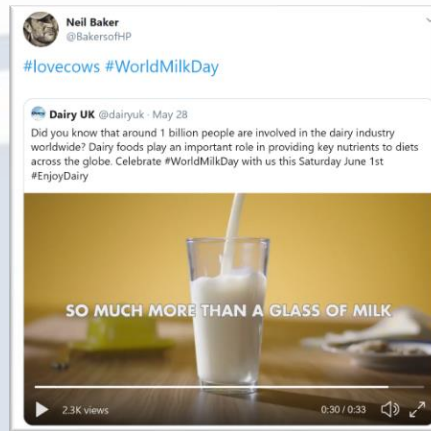
Considering we bought a lot from Germany then just 78 heifers from Denmark about 50 from Ireland in 2011 and hardly any from UK herds it looks to me ‘very un-scientifically’ that our home herd was pretty clean before I started buying in! And by far UK purchased animals have done us the most Johnes harm.

They largely were blood tested due to throwing suspect milk results at milk recording.

We have 215 animals in the milking herd that are from positive Dams or had a Danish Mum.

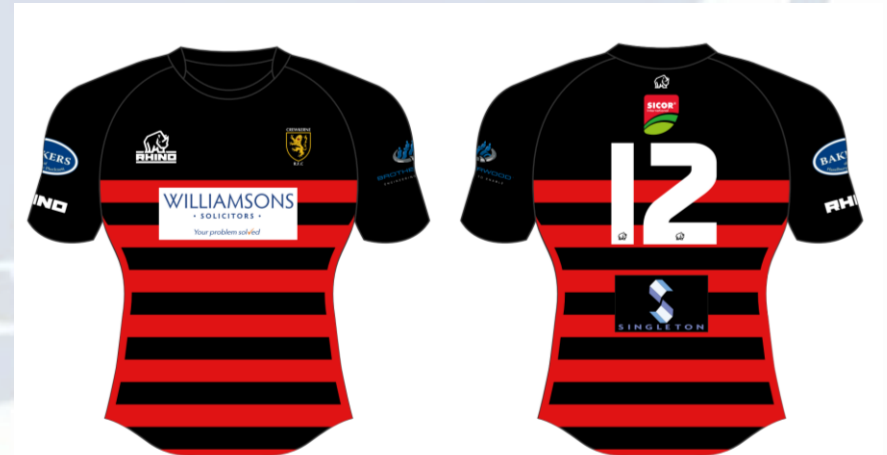
There are 47 heifers that are from a Danish Mum or mother was a confirmed case.

# BUILDING THE BRAND





# LOCAL ENGAGEMENT





# OVERCOMING INDUSTRY ISSUES





Milk yield vs Antibiotic Treatments used.



# SUMMARY



- HIGH STANDARDS
- ENVIRONMENTAL
- USE SCIENCE AND RESEARCH
- TRAINING
- PARTNERSHIPS
- LOBBY ORGANISATIONS
- POSITIVITY



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