



PEOPLE PLANET PROFIT

How can you drive sustainability change at farm level?





There are major challenges ahead for UK agriculture, food processing and retail as the sustainability agenda accelerates.

The Government's Streamlined Energy and Carbon Reporting (SECR) policy has pushed large organisations to increase their awareness of energy and carbon output, in order to help them address their impact on climate change.

Many retailers and food processing businesses, that have a high proportion of their total emissions from primary production and transport, have already committed to net zero targets. This means that over the next few years, reporting on these 'Scope 3' areas will become mainstream across retailers, even if it isn't mandatory under legislation.

Continued relationships with customers will be dependent on a business's commitment to issues such as decarbonisation and biodiversity, throughout its entire value chain. As such, all food and farming businesses need to be mindful that supply chains will be asking for carbon data. And those who can demonstrate engagement and a change mindset at primary production level will have a clear competitive advantage.

Sustainability in agriculture is not just about emissions. As we enter an era of 'conscious consumption', consumers expect businesses to be doing the right thing in all areas; people, planet and profit. For farmers, enhancing the natural environment will be a cornerstone

[Click here to read Kite Consulting's report 'Are you ready? - Why energy and carbon reporting requirements for large organisations matter to you...](#)



of sustainability policy, particularly in the eye of the consumer, alongside building a resilient business that is fit to feed the next generation.

Your ability to meet these sustainability challenges quickly will enable you to differentiate yourself in the marketplace and meet, or even exceed the requirements of your customers. Sustainability data and roadmaps for change will be hugely valuable to retailers and consumers, and could ultimately add significant value and strength to your business.

Kite Consulting is well-placed to help you navigate these challenges.

We have wide experience in change management and working with groups of farmers to adapt aspects of their businesses to meet wider policy changes.

Our team of consultants and facilitators can translate the issues you need to address into actions for your business and deliver the results you need.

Kite and people

People will be key to implementing sustainability change on farms. Through wide experience with individual businesses and with groups of farmers, Kite Consulting has developed and learnt the processes, tools and techniques to equip farmers for change.

Our extensive experience with peer group learning and support as an aid to change puts us in an excellent position to lead change within your business.





Data based change

A sustained focus on antimicrobial resistance, and its risk to human health, has meant antibiotic use in livestock farming has come under increasing scrutiny. In 2017 RUMA set antibiotic reduction targets for all livestock sectors to reach by 2020, with particular emphasis on the highest priority critically important antibiotics (HP-CIAs).

The dairy industry needed to demonstrate its responsible use of antibiotics and work towards reducing usage on farm. Kite Consulting worked with a number of clients to help their farmer suppliers address this issue.



Kite Consulting worked with these groups to assess and review their antibiotic usage by using data analysis and a workshop programme that promoted discussion around the topic and developed understanding and engagement on the issue.

The workshops encouraged farmers to think about their antibiotic use, discuss this with Kite and other members at the meetings, and to talk to their own farm vet, making it part of their yearly action plans.

Farmers were involved in training on responsible antibiotic use, the benchmarking of on-farm use and preventative medicine discussions.

Below is a table of results from one of the groups.

There are five RUMA metrics assessed as part of the programme, and for 2019-2020 the farmer group averages were below the targets for all five of these metrics. As the table below shows, each year of the project has seen great improvements in reaching these targets, with the 2017-2018 data showing two of the five metrics met and 2018-2019 four of the five. This improvement over such a short period of time is testament to the farmer engagement of the programme and is a success that should be celebrated.

Table 1 Group average antibiotic use against RUMA industry targets

	National Baseline	2017-2018	2018-2019	2019-2020	RUMA target 2020
Intra-mammary tubes- dry cow (DCDVet)	0.732	0.49	0.46	0.43	0.586
Intra-mammary tubes- lactating cow (DCDVet)	0.808	0.70	0.62	0.62	0.727
Total Use (mg/PCU)	26.20	21.74	21.9	20.29	21.00
HP CIA Injectables (Mg/PCU)	0.922	1.09	0.30	0.06	0.461
HP CIA Intra-mammary use (DCDVet)	0.332	0.25	0.07	0.02	0.166



Kite's achievements in this area were recognised when it was named winner of the Antibiotic Guardian Award in 2019.



Driving farmer behaviour change

ASDA
Challengers

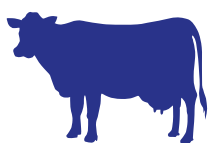


ASDA Challengers (formerly known as ASDA Pathfinders) are farmer groups set up by Kite to enable farmers to share best practice. They have a particular focus on animal health and welfare, as well as benchmarking data to drive technical performance. They provide confidential and supportive environments, where farmers can share financial data.

The farms within the ASDA Challengers project have transformed considerably over the last 10 years, increasing herd size by 90%, total output by 120%, and reducing emissions per litre by 20%.

For reference, UK total milk output grew by 13.4% over the same period, primarily through increased per cow output. This difference shows the positive impacts of this active intervention programme.

In addition to production changes, these farms showed considerable reductions in their cost of production, indicating that their increased efficiency has wide-reaching benefits. ASDA's support for these groups will have directly led to these reductions.



Herd size
increased by
90%



Total output
by
120%



Reduced
emissions per
litre by
20%



Going forward the groups will be majoring on reducing environmental footprint and efficiency gains putting special emphasis on key sustainability areas including: -

- Biodiversity
- Carbon reduction
- Slurry utilisation and forage output, including ammonia reduction.
- Feed conversion efficiency, with emphasis on the role of genetics and genomics – this in turn will decrease methane production
- Reducing plastic usage on farm

The application of probiotics in all aspects of dairy (calves, cows, forage and slurry/FYM)

Case study

As part of The Co-op's commitment to 'net zero', carbon output and the environmental impact of dairy farming features regularly in discussions at Co-op Dairy Group (CDG) meetings, which are facilitated by Kite Consulting. Sustainability is an area that has been proactively addressed by the CDG who have been measuring members' carbon footprints (g co2 equiv /l milk) for the full ten years of existence.

Regular discussions take place on this topic, looking at how individual farms can improve their scores by addressing areas such as feed efficiency, fertility, and reducing soya.

