

Press Release

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New 'Elevate' robot benchmarking group helps link technical data to financial performance



Lely Center Midlands has launched a new robot specific benchmarking group for its farmers, focussing on innovative ways to align financial and technical benchmarks.

The new Elevate benchmarking group, which will meet three times in the year, consists of 20 robot farmers from across the Midlands. Andrew Wilson, Sales Representative for Lely Center Midlands says: "Our robot operators have access to a wealth of technical data but we know there is a need for financial data to back up performance, which the Elevate group will provide."

Members of the group will have their costs of production collected by group facilitators Kite Consulting. Paul Macer, partner in Kite Consulting explains : "Elevate is a hugely exciting new benchmarking project for us and with our experience of facilitating farmer group meetings, we are confident members will benefit from new innovative KPIs specific to their unique systems."

Kite Consulting has extensive knowledge of collecting cost of production data and through earlier analysis, has highlighted that there are cost differences between robotic and other milking parlour systems. "We understand that robotic systems have labour saving benefits but how that translates into financial costings is less clear. The Elevate group will help farmers measure their business performance against other farmers that face the same challenges," adds Andrew Wilson.

The first day of the Elevate meeting was held at Jeff and George Lester's 170-cow dairy farm in Shrewsbury. Recent runners up in the Farmers Weekly Dairy Farmer of the Year Awards, the farm's improved performance via automation is impressive. With two Lely A4 robots and one A5, a Vector and Feed Optimiser system in situ, the herd is fed more than 10 times a day with visits to the robot standing at 2.9.

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The herd is an excellent example of what can be achieved when traditional bottlenecks are removed and how technical performance translates into financial performance was discussed by the group on the second day. All financial discussions take place under Chatham House rules and members are required to sign confidentiality agreements.

Andrew Wilson hopes that this will be the first of many Lely Elevate benchmarking groups. “As our customer base grows, we’ll look to establish more groups so that all our customers can benefit.”



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