



Exciting News

We are delighted to announce the launch of our new Kerry Dairy Ireland website.

We invite you to visit and learn more about our shared commitment to sustainability, innovation and high-quality dairy products. Our new site highlights how we work together with our milk suppliers to deliver the best dairy solutions to customers and consumers worldwide.

Thank you for being a vital part of our journey. Check out the website today (<https://kerrydairyireland.com>) to see how we are shaping the future of dairy together!



Sustainable and Nutritious Dairy Solutions for a Better Tomorrow

Brands Booklet

Enclosed, you will find a booklet that provides a comprehensive overview of our retail products and market-leading brands from our Dairy Consumer Foods Division.



Market Update: Dairy Commodity Prices and Global Trends

Global Dairy Trade (GDT) auctions have shown a slight decline in prices over the past two events. EU butter prices have firmed recently. Cheese prices remain stable while powder prices are not as robust.

Global Supply:

Europe: Milk production has decreased in Germany, France and the Netherlands.

United States: Protein and fat content in milk have been excellent, thanks to farmers investing in higher-yielding cows. While headline milk production shows a modest increase of 0.1%, component-adjusted milk production is up by 2.2%. Bird flu continues to affect Californian output, but improvements are expected once the situation stabilises.

New Zealand: Favourable weather conditions, positive milk price forecasts and high imports of Palm Kernel Expeller (PKE) have supported strong milk production.

Australia: Milk production has declined by 2.6% in January.

Global Demand:

Retaliatory tariffs imposed by Canada and China on US dairy products are not expected to significantly impact US exports due to the specific products targeted. However, concerns about escalating trade wars and the potential for additional tariffs, combined with weak domestic demand for cheese and butter, have resulted in lower prices for these products in the US. Conversely, demand for butter and cheese in Europe remains strong, though there are concerns about potential US tariffs on EU dairy products. Notably, Ireland exports approximately 60,000 tonnes of butter to the US annually.

Maximising the Benefits of Monitoring Milk Urea Levels

We are excited to announce a new feature on the MilkedIn app that allows suppliers to monitoring Milk Urea levels. Milk Urea is a crucial indicator of the efficiency of crude protein utilisation in a cow's diet.

Understanding Milk Urea: Milk Urea measures the amount of urea produced in the liver, which originates from ammonia released during the breakdown of protein in the rumen. During rumination, rumen microbes degrade protein and amino acids, releasing ammonia. If the bacterial population cannot convert this feed into microbial protein, excess ammonia is produced. To prevent toxicity, this excess ammonia is excreted as urea through the cow's milk and blood.

Optimal Milk Urea Levels: Milk Urea is measured in milligrams per decilitre (mg/dl). The optimal Milk Urea level is between 25-35 mg/dl, indicating a balanced ratio of crude protein to energy in the cow's diet.

Low Milk Urea (<25 mg/dl): Suggests insufficient dietary protein, potentially leading to poor feed intake and reduced milk production.

High Milk Urea (>35 mg/dl): Indicates excess crude protein relative to energy levels, which can result in body condition loss and poor fertility.

Managing Milk Urea Levels: To reduce high Milk Urea levels, consider feeding lower protein diets, especially when cows are grazing full-time. Increasing the energy content in the diet is essential to balance the excess protein and maintain the cows in a positive energy state.

For personalised advice on managing Milk Urea levels,, please consult your local Sales Liaison Manager.

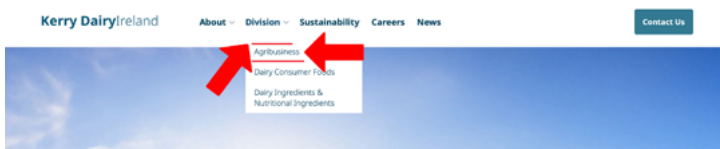
| Metric | Date | Value | Status |
|-------------------|-----------|-------------|-------------|
| Collection Litres | 07-MAR-25 | 3.00 | 8,182 |
| Butterfat | 04-MAR-25 | 4.51 | |
| Protein | 04-MAR-25 | 3.69 | |
| Lactose | 04-MAR-25 | 4.62 | |
| S.C.C. | 04-MAR-25 | 103 | |
| Urea | 04-MAR-25 | 33.8 | High |

Kerry Agribusiness Online Services

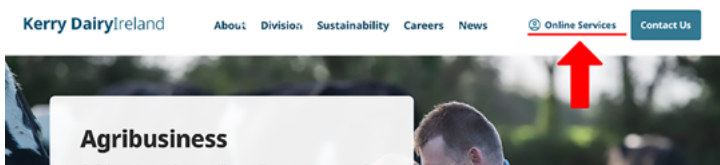
Please note you can now access the Kerry Agribusiness Online Services through our new Kerry Dairy Ireland website. Please follow the directions provided below to access.

Login to the Agribusiness Online Services

Access is via the Kerry Dairy Ireland website <https://kerrydairyireland.com>

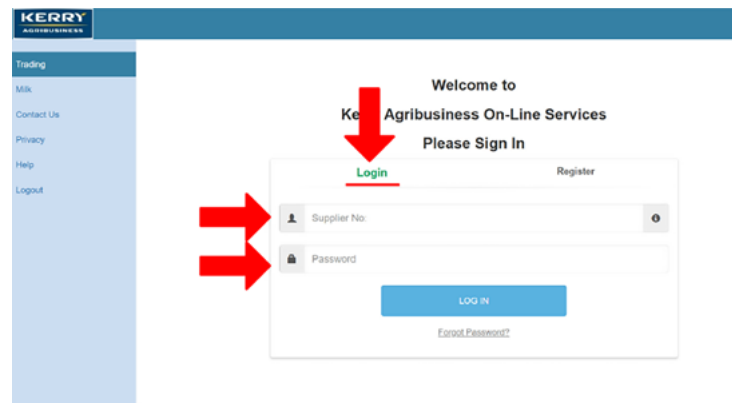


Click **'Division'** on the top menu bar on the Home Page. When options drop down, select **'Agribusiness'**.



When the page opens, select **'Online Services'** on the top right hand side of the screen.

When the page opens, select **'Login'**



Enter your **6 digit supplier number** - if your number is only 5 digits long, add a '0' (zero) before it, as said in section 1. Enter your **password** in the box provided (**will show as '*' for extra security**).

Use the **'Trading'** and **'Milk'** links to view the details of your trading and milk accounts.

Use the **'Logout'** link to log off Online Services.

If you have any further questions, please contact your Local Area Office.

Maintaining Milk Solids This Spring

As spring progresses, the focus shifts to grazing. Spring grass typically has a UFL value of 1.0 and a protein content of 20-24%. Cows can consume 2 kg of dry matter (DM) per hour of grazing. Aim to incorporate 14-16 kg DM of grass into their diet to enhance milk solids.

Milk protein percentages are influenced by three key factors:

1. **Dry Matter Intake (DMI):** Ensure cows consume enough to meet energy demands. Lactating cows can eat up to 3.5% of their body weight in DM. For a 600 kg cow, this equates to 21 kg DMI.

2. **Energy:** Increase energy intake using high UFL feeds (above 0.95) and focus on both quality and quantity.
3. **Starch and Sugar Levels:** Choose feeds with digestible cereals like maize meal and rolled barley, along with adequate fiber to maintain a stable rumen pH of 6.0.

Match concentrate feeding rates to daily milk production and DMI requirements. To avoid milk fat depression, enter grass covers of 1300-1400 kg DM/Ha, ensuring cows consume both the leaf and stem of the grass plant. Maintain a healthy rumen by providing sufficient digestible fibre during the last 10 days of the first rotation before entering the lush covers of the second rotation.

For further information please contact your local Sales Liaison Manager.

Benefits of Early Milk Recording

Josephine and Brendan Twiss have been dairy farming in the Iveragh Peninsula for the past 40 years. Since beginning milk recording in 2005, they have consistently completed seven recordings per year. This year, Josephine conducted the first milk recording on February 28th.

Advantages of Early Milk Recording: Early milk recording offers numerous benefits, including the ability to quickly evaluate dry cow performance. Josephine diligently analyses the Cellcheck Farm Summary Report on ICBF, taking proactive measures to address problematic cows and prevent the potential transmission of mastitis to the rest of the herd.

Conducting a milk recording within the first 60 days post-calving provides clear visibility on the effectiveness of dry cow treatments. Early detection of problem cows, indicated by a somatic cell count (SCC) exceeding

200,000 cells/ml, allows for timely intervention. These cows may have contracted infections during the dry period or early lactation. Additionally, early milk recording enables the evaluation of selective dry cow treatments where sealer only was used.

Josephine outlines that she utilises color-coded milk recording reports to track cow performance and productivity. The goal is to complete two milk recordings before the breeding season begins. This valuable information helps Josephine and Brendan select suitable breeding bulls. By using sexed semen, fewer cows are chosen for breeding replacements, making milk recording essential for selecting cows with the highest genetic potential. This ultimately boosts herd performance and profitability.

In 2025, by completing four or more milk recordings, Josephine and Brendan will be eligible for the 0.1c/litre Evolve incentive.

Please take the time to review the Evolve 2025 booklet, which you recently received, for a comprehensive overview of this year's programme.



Josephine pictured on-farm.

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