

# RABDF and NMR invite you to visit the Miller Family, Greville Hall Farm, Evesham, Worcestershire Winners of the 2012 Gold Cup Competition

## Come and see:

- ❑ Greville Hall Farm – home of the pedigree Shanael Holsteins.
- ❑ The Golden Celebration Sale – Shanael Holsteins will be selling 40 cows and youngstock and 10 bulls – the very best breeding.
- ❑ How the family have expanded the herd from 45 cows in 1996 to 350 milking cows today.
- ❑ The farm’s philosophy is marketing homebred genetics worldwide within a family run dairy business. Their current aim is for the Shanael herd to be producing 4 million litres of milk within the next 2 years.
- ❑ Cows are milked three times a day.
- ❑ TMR of maize, grass and Lucerne silage is being fed.
- ❑ Lactation yields 12,100 litres, 3.75% fat and 3.15% protein
- ❑ SCC average 177 cells, with a calving interval of 420 days and a culling rate 21%.
- ❑ Recent investments: parlour, dedicated dry cow shed and youngstock buildings and hutches.

## Building a healthy dairy business for the 21st Century

### Programme

10.30 - Registration - Tea and Coffee on arrival - Hosted by NMR

11.00 - Welcome – Nick Everington, Chief Executive, RABDF

11.10 - Introduction and farm background – Steve & Paul Miller

11.25 - ‘Value of a pedigree cow’ – Ann Laird - HUK

11.40 - ‘The type of cow needed in a modern system – the value classification’ – Michael Parkinson - HUK

11.55 - ‘Running a commercial farm within a family business’ – Edward Lott, Kite Consulting

12.10 - ‘How NMR works with breed societies and other third parties’ – Jonathan Davies, NMR

12.25 - Q&A Session – Ian Macalpine, (Chairman, RABDF) and Mike, Paul & Steve Miller

13.00 - Lunch and opportunity to talk to the farm’s suppliers and view the dairy and heifer units

14.30 - Golden Celebration Sale – sale of 50 pedigree cattle.



**We look forward to welcoming you on the day**



If you have a question for the family about the farm to be asked on the day please write it below and bring with you on the day:

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Pre-registration essential please see inside for details

## 'Value of a pedigree herd in a commercial enterprise'

Come and meet the Miller family to discuss -

On Friday 31st May 2013

Greville Hall Farm, Evesham, Worcestershire

GOLD CUP OPEN DAY

are pleased to invite you to this year's

RABDF and NMR



The Miller Family



The Miller family collecting the Gold Cup

## Registration

To register on-line go to [www.rabdf.co.uk/gold-cup-registration](http://www.rabdf.co.uk/gold-cup-registration)  
Please bring your ticket with you as this acts as your free pasty voucher.

Or alternatively please email Sian at [sianmercerc@rabdf.co.uk](mailto:sianmercerc@rabdf.co.uk)  
or telephone the RABDF on 0845 458 2711.

Location map and further details will be forwarded upon registration.