



Individualised feeding

Practices, perceptions and profitability

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Survey & interviews

Farmers (42 survey respondents, 32 interviewed)

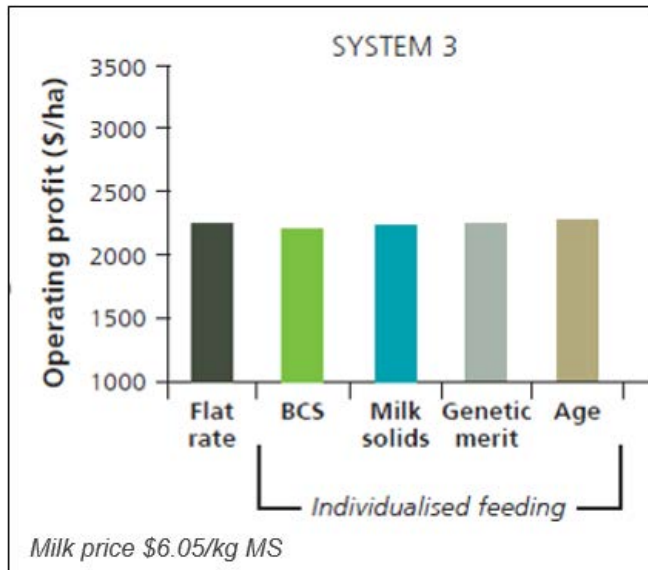
- > 50% feeding cows in distinct groups
- Strong belief in the value of individualised feeding
 - Increased productivity (more from the same)
 - Managing specific cows
- Lack of information on profitable most feeding rules

Farm advisors (5 interviewed)

- No clear value proposition for investment
- No evidence to support claimed productivity gains
- Lack of advisor expertise for pasture-grazed systems

Modelling DairyNZ Whole Farm Model

- Feeding criteria: BCS, Milksolids, Genetic Merit and Age
- Feed allocation: Matrix of feeding levels
- Farms Systems: 3, 4 & 5 (10-20%, 20-30% & 25-55% imported feed)
- Simulations 10 herds, over 5 seasons, 170 simulations

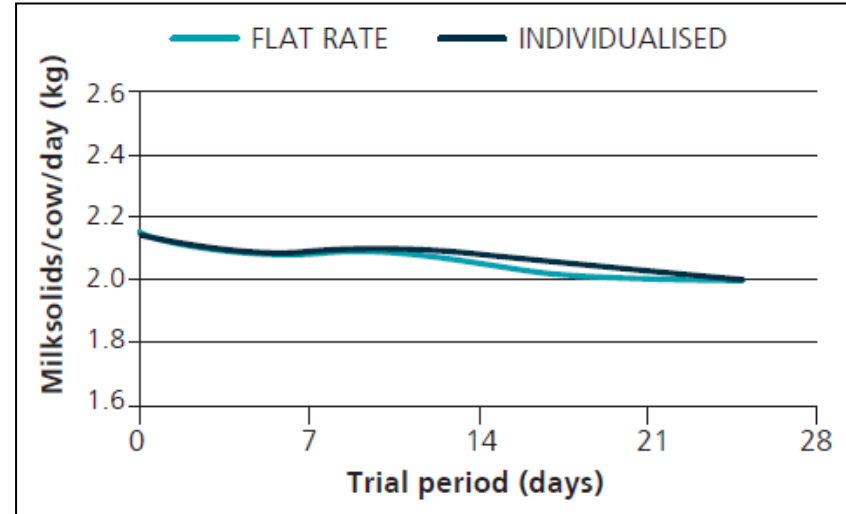


Individualised feeding was no more profitable than flat rate feeding

Field study

Feed-to-yield vs flat rate feeding

Trial design	Flat rate feeding	Indiv. Feeding
8 herds total	4 herds	4 herds
Milk yield groups in each herd	kg /cow/day	kg /cow/day
Low yield	4	2
Mod. yield	4	4
High yield	4	6



Conclusion

This study indicates:

- No economic benefit using current feeding criteria
- Some operational benefits
- Potential value if new feeding criteria included