

## FARMING FOCUS

**Managing the spiralling costs of the three "F's" - Feed, Fertilizer and Fuel is a difficult challenge for most dairy farmers. But at picturesque Gumms Farm in the Blackmore Vale, Sue and Brian Ogbourne have had to add to this the rising cost of a recent rent review at their council-owned farm.**

"The council have undertaken an improvement programme over the last three years to bring the farm up to latest standards and this is now reflected by the rent increase", said Brian.

electricity, water, rent and so on to be spread over larger volumes", said Brian. "In this economic climate, it's either get on... or get out!"

The plan now is to increase the herd size by 15% to the farm's total capacity of 150, which will mean an extra 20 head of cattle. Although each cow could potentially yield 10,000 litres of milk per year, Brian will restrict this to 8,000 litres to ensure his cows are not overworked. "One of my main concerns is to protect the health of my animals", said Brian, "essential to this is a good balanced diet as advised by an expert nutritionist."

# Reaching **FULL** **POTENTIAL** on the farm

However, this dark cloud has a somewhat silver lining for the Ogbournes as the refurbishments have meant that Gumms Farm now has an increased head count capacity for their Holstein Freisian herd.

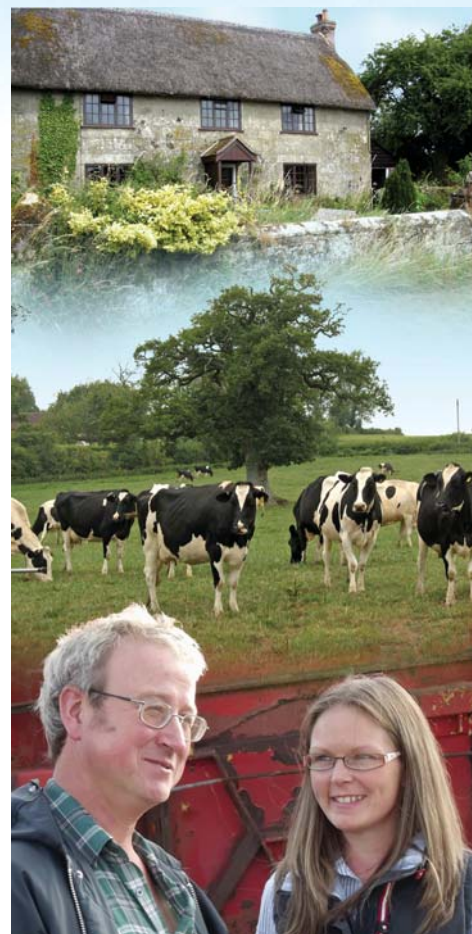
Since he moved from a smaller local farm eight years ago, Brian has more than doubled the size of his dairy herd from 60 to the current 130. This move heralded the start of his relationship with BV Dairy whom he now supplies with all his annual litreage of milk.

"My aim is to increase this yield to 1 million litres which in turn will have much more effective economies of scale, allowing the costs of fuel,

The nutritionist takes samples of silage and home grown maize from the farm and provides Brian with a formula of the feed concentrate needed to give the required yield from each cow.

### GROWING CROPS

Brian prides himself in being self sufficient in providing feed for his herd growing maize on some of the 160 acres of land around Gumms Farm. However, he is also looking to acquire extra land to grow forage crops which will meet the demands of his increased herd. This should also provide employment locally as Brian will need some extra labour.



*Gumms Farmhouse is built in the lovely old Dorset style and it's quiet pastures are certainly very rural.*

*Brian chats to Jo Lewis, BV Dairy's Farm Liaison Officer.*

Putting his plans into action, Brian has already brought 15 new cows to Gumms Farm and is hoping to add to this number by rearing replacement cows himself.

Farming is in Brian's blood, coming from a dairy farming family in Devon. With his energy and enthusiasm he should be carrying on this tradition for many years to come!

# We're **SHRINKING**-but getting **BIGGER!**

Two new machines are set to enhance BV Dairy's packaging capabilities.

Firstly, we have recently invested in a SHRINK WRAPPING machine for polybottles. This will enable a secure wrapping as an alternative to crates.

In the first instance this will concentrate on shrink wrapping the 2 litre containers and pergal (13.63ltr) boxes, starting in October, which will be followed by the 1 litre and pints in due course. A far preferable option to handling those bulky crates!

Secondly, a bigger BAGGING MACHINE is on order for packing Mascarpone in a 10kg bag format. Good news for those customers who buy Mascarpone in a 5kg unit and wish this could be bigger! Customers will be advised when the machines have been fully commissioned.



## A note from Nicky



It's Christmas time again and maybe we are not all in the festive spirit yet...however there are a few weeks to go, so we have time...!

I hope you agree that this newsletter is particularly varied with articles demonstrating how BV Dairy products are adding value at nationwide and local levels, and showing how provenance and sustainability are of continuous importance to us through our support of the local farming industry and surrounding environment.

Wishing all our customers a very good Christmas and profitable New Year.

*Nicky Cartwright*  
Sales and Marketing Director

## SHOW'S A WINNER!

Every August, the Gillingham and Shaftesbury Show is a hugely popular event in the South West agricultural calendar. Particularly so this year for BV Dairy and Blackmore Vale Milk, who scooped a first prize with their stand winning Best in Show for 2011.



Jim Highnam (MD, BV Dairy) receives the award from Mike Perry (Deputy President of Gillingham & Shaftesbury Show), accompanied by Nicky Cartwright (Sales & Marketing Director, BV Dairy), Alan McInnes (Technical Director, BV Dairy) and Diane Randle (Finance Director, BV Dairy)

who had 'come to life' and mingled with the crowd!

A new website for **Blackmore Vale Milk** was launched to coincide with the show, complete with Millie and featuring a childrens' art competition. Find out more by visiting [www.blackmorevalemilk.co.uk](http://www.blackmorevalemilk.co.uk)

## Jo plans to be a hit with our farmers



Second time around at BV Dairy, Jo Lewis is now in charge of Farm Liaison which involves paying weekly visits to over 30 farms in the Blackmore Vale area which supply the Dairy.

Originally from a Dorset farming family, Jo studied Agriculture at the Seale Hayne Faculty of Plymouth University before spending 9 months in New Zealand working on a Dairy Farm. In 2003 when she first worked for the Dairy, Jo dealt with many of the farmers then in her position as QA Manager for four years.

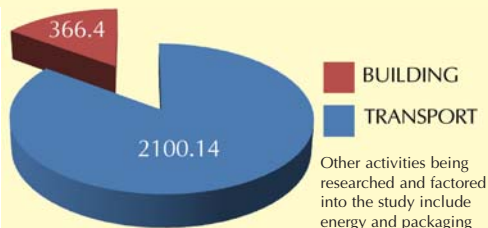
Now she is back, Jo is enjoying her new Farm Liaison Officer role; "I used to speak to farmers on the phone trying to help resolve issues, but direct contact is proving far more effective in giving farmers a voice."

## Working towards a greener Dorset

BV Dairy have begun working with environmental consultants **CARBON FOOTPRINT** as part of Dorset's Low Carbon Action Group.

2010 was the Dairy's baseline year for measuring its carbon footprint which covered usage of Electricity, Heating Oil, and Company Transport.

The result of the Dairy's baseline year Carbon Footprint assessment was 2466.54t CO<sub>2</sub> /£m turnover.



The Dairy already has a number of measures in place such as the exhaust gas recirculation system used on BV's own trucks

which reduces emissions by 2.6kg less CO<sub>2</sub> per litre of fuel with an overall saving of 25t CO<sub>2</sub>/year per vehicle.

In addition to this, the Dairy is taking further steps taken towards reducing its carbon footprint whilst ensuring that the site runs as cost effectively as possible. For example, recycling packaging to achieve a 50% landfill waste reduction was achieved over one year.

The nature of the Dairy's business means a large amount of energy needs to be used, but there will be some compensation for this with the renewable energy produced from the Anaerobic Digester Plant.



[www.carbonfootprint.com](http://www.carbonfootprint.com)

# OLIVER JAMES FOODS

*Under the guiding principles of a good quality recipe....*

**In the mid 1990's, Kevin Morel was cooking up more than his favourite dishes in his home kitchen, for here was born one of Europe's leading food manufacturers of 'Sous Vide' products and high quality savoury pastry products to Food Service and Retail markets!**

Along with Martyn Thomas, the original founding company of Thomas Morel was established, later to be named Oliver James after their sons, Oliver Thomas and James Morel.

Today, the company is in rude health with an impressive turnover of £20million and it employs over 150 people who produce some 10 million portions of food per annum. With the recent acquisition of Barton White to add to its two state of the art production sites in Redditch in the Midlands, Oliver James is entering a further phase in its growth and development.

General Manager, Gary Davies believes that a commitment to their founding concepts underlies the company's success. "We stick to our original principles developed in home and professional kitchens, to produce safe, high quality, innovative food that over delivers on taste" he said.

technology utilizes a time/temperature combination to cook food in a vacuum pouch. This allows the food to retain flavours and maximizes texture and taste. The Oliver James brand marks the frozen range with chilled products branded '*So Fresh*'.

In addition to this, their branded range of pies, 'Edward Moon Proper Pies' offers classics such as Steak and Ale to the more unusual Buttered Chicken Balti Pie.

The acquisition of Barton and White, who are creators and suppliers of artisan sweets and savouries to the travel, retail and hospitality industries across the UK, will now add to the company's already significant presence in the desserts market. They currently produce, amongst other things, a range of tarts, frangipanes and cheesecakes. Gary Davies commented "This broadens our portfolio in terms of range and type of dessert. The aspirations of Barton and White in terms of quality and culinary prowess fit well with our ideology at Oliver James. "Always ready to innovate and experiment,



Very much part of current market interest, Oliver James Foods offers a range of flavoursome 'Sous Vide' dishes such as Beef Bordelais with Pancetta, Braised Pork Hock with Sticky Ginger Sauce, Salmon and Chive to name but a few. The

the product development team at Oliver James is well respected in the industry. "We are constantly developing new ideas, processes and products and launch hundreds of products every year", said Gary, "there is a constant challenge from

our customers to innovate and have a point of difference."

Just like any good recipe, Gary feels the success of Oliver James Foods is based on the correct combination of quality ingredients, "We have wonderful loyal and talented people, a wealth of knowledge of culinary skills, and commercial expertise. Our desire to excel in what we do and have fun at the same time helps us achieve success and take on the challenges all businesses face."

## Traditional Service Thrives On Local Milk!

**Blackmore Vale Milk** is produced by BV Dairy and a recent survey\* amongst almost 500 of its doorstep delivery customers has revealed a stirringly passionate reason why these people have chosen the simple convenience of an early morning delivery of fresh milk to their door.

For them, a strong sense of pride and support for 'their' local dairy industry is of great importance and this feeling of contribution provides a key reason for choosing to have their local milkman bring fresh Blackmore Vale Milk to their front door.

With over 4,000 cows in and around the Vale supplying fresh milk daily for the dairy as a whole, the likelihood of seeing the very herds which produce their milk has an endearing quality '... it's nice to know that the cows that produce my milk are all around me!'

And in these days of environmental enlightenment, it was shown that knowing the milk travels few 'food miles' to be processed was significant in their choice of Blackmore Vale Milk...plus of course, its taste, freshness and the convenience of doorstep delivery!

### A Valuable Community Service

But there was another major factor in their choice to have milk delivered. It became clear that the milkman also plays a significant role in the local community, providing a vital contact for those who have difficulty in leaving their home and a sense of 'early morning security' for many rural villages and towns in the Vale.

*'It's important to keep a local community service alive. Local milk is an absolute must...'*

At a time when village and small town life in Britain is often seen to be losing vital community services, the enduring British tradition of the milk round is clearly a treasured asset in the Blackmore Vale!

(\*Survey amongst 475 milk doorstep delivery customers 11th – 22nd July 2011: Perspectives Marketing Insights)



Milkman Steve Davis (far right), with some of his satisfied customers from Milborne Port village in Somerset

## Rupert and Nicky face tough challenges...

Dairy farmer Rupert Dyke of Court Farm, Buckhorn Weston, recently put on his running shoes as he successfully competed in the gruelling Wessex Wizards Triathlon, an event sponsored and cheered on by BV Dairy. [www.wessexwizards.com](http://www.wessexwizards.com)

Always up for a challenge, Nicky Cartwright, BV Dairy Sales and Marketing Director, literally threw herself into a Kamikaze event at Mapperton Farm in September. The 'Banzai Charge' adventure race covered 9 miles of very steep hills, slippery slides, ropes and challenging obstacles, not to mention plenty of wet sticky mud!



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*'Dorset Fresh' is produced by Perspectives Marketing Insights*



## The Cream Trail

Discovering some of the more unusual places serving a BV Dairy Clotted Cream tea!

### Seaton Tramway, Devon

Seaton Tramway operates narrow gauge heritage trams across a three mile route between the seaside town of Seaton, Colyford and the ancient town of Colyton in East Devon's glorious Axe Valley. The trains travel alongside the River Axe estuary through two nature reserves and give an unrivalled view of the abundant wading bird life so binoculars and cameras are a must!



Colourful open toppers or enclosed saloons operate according to weather conditions and you can even learn to drive a tram yourself!

The Tramway follows the original branch line railway and uses the old Colyton Station, built in 1868, where the Tram Stop Restaurant offers an extensive menu including cream teas with delicious home-made scones (I know, I've tasted them - ed), West Country jam and of course BV Dairy Clotted Cream.

A nice one to visit next Spring or Summer if you are in the area. [www.tram.co.uk](http://www.tram.co.uk) (tel. 01297 552094).