

# In the **miX** MAGAZINE

ISSUE 5

2021

STANDING THE  
TEST OF TIME

MAKING ICE-CREAM  
IN THE US

KEENAN AROUND  
THE WORLD

**KEENAN**  
an **Alltech** company

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# WELCOME TO **IN THE MIX**

Welcome to the fifth edition of our magazine. The last year has been one of global disruption and change as the world continues to battle the pandemic. As we can now see some light at the end of the tunnel, we thought we'd take a step back and reflect on how far we have come as a business and how many people have joined us on that journey from around the world.

Most farms are family-run, and family is something we have come to appreciate more and more over the past year. In fact, you could say that many of our customers have been with KEENAN for so long that they almost seem part of our family too.

One of these is Broom's Bloom Dairy in the U.S, which overcame their own story of adversity after a barn fire in December 2006. A long-standing KEENAN customer, it is now one of TripAdvisor's top 10 ice-cream shops in the U.S.

From Tipperary in Ireland, we meet Joe Maher, who farms with his two uncles (themselves KEENAN customers for over 30 years). From France, we meet the Lebreton family, who are also a long-standing customer, having begun their KEENAN journey in 2001. Our country focus is Germany, where we meet Kaspar and his son Alois, who run an organic farm milking Fleckvieh cows south of Munich.

Even though we did not get out to many trade shows or events this year, we can still share some photos of KEENANs from around the world, as well as our employee spotlight section, and we've included something for the kids too!

We hope you enjoy our magazine.

**Matt Higgins**  
General Manager  
KEENAN



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## COUNTRY FOCUS

# GERMANY

Kaspar Walleitner, and his son Alois, run an organic farm milking 65 Fleckvieh cows south of Munich, not far from the Isar River in Germany. They have a farm of 58 hectares of arable land.



Fleckvieh is a popular dual-purpose breed



Kaspar had always been interested in KEENAN and its independent feeding advice. In 2016, when the family reached a point where no amount of external consulting could improve the farm's performance, Kaspar decided to buy a KEENAN MechFiber340 with a KEENAN Controller.

Their feed ration usually consists of 40% corn silage, 60% clover grass and some alfalfa. Concentrate feed is kept to a minimum - approximately 0.5kg per cow is fed through the milking robot.

The deciding factors for Kaspar in purchasing the KEENAN MechFiber340 were:

- The homogeneous feed mix produced.
- The uniform mixing of fresh grass (necessary for compliance with organic guidelines).
- The solid construction of the KEENAN diet feeder.
- KEENAN's independent feeding advice (InTouch).

In the organic sector, bought-in feed is particularly expensive. When used correctly, the KEENAN Controller is an efficient tool for keeping a constant eye on costs. Feed stocks, feed costs and other performance indicators can be safely recorded and easily controlled. In addition, the controller displays ration components, corresponding feed quantities and the

optimal loading sequence to ensure consistent feeding, regardless of how many people operate the diet feeder.

"The change was definitely worth it! We put our money where our mouth is and have fulfilled our dream of owning a KEENAN," says Kaspar. "Our success confirms our decision to go with KEENAN."

- We now have a light and homogeneous feed mix from the beginning to the end of the feed table, which the cow eats without sorting the feed.
- Soaking concentrates before the actual mixing helps the concentrate to attach to the fibre.
- Our herd output has since increased from 6,500–9,200 litres.
- The cows are better, have healthy hooves and improved fertility since switching from a horizontal auger mixer to the KEENAN machine.

Last year, herd performance was consistently above 29 kg per cow per day, at 3.45% fat and 4.10% protein. The KEENAN Controller helps to mix the ration in a uniform manner, from day to day and from year to year. The changes in feeding with the help of the KEENAN MechFiber340 and the KEENAN Controller are clearly reflected in the Walleitner family's performance and profit.



**“The change was definitely worth it! We put our money where our mouth is and have fulfilled our dream of owning a KEENAN.”**



Joe Maher pictured with his uncle Peter Comerford and their KEENAN MechFiber380

## DAIRY FEATURE

# STANDING THE TEST OF TIME IN CO. TIPPERARY

KEENAN customers for over 30 years

Joe Maher farms at Brockera, outside Roscrea, Co. Tipperary, Ireland, in partnership with his uncles, Peter and Tom Comerford. They are currently milking approximately 200 Pedigree British Friesian X Holstein cows in a spring-calving system.

Joe is a young farmer with big plans and, along with his uncles, is focused on farm investments and targeted improvements that will enhance the efficiency of their enterprise and deliver long-term benefits. The installation of a 44-unit rotary parlour is one such example.

The Comerford brothers are long-

standing customers of KEENAN. On speaking with Joe, he traces the relationship his uncles have had with KEENAN over the years.

“We’ve always had a feeder,” explains Joe. “We’ve had a feeder since the early 1990s. They started out with a KEENAN 80, then a Klassik 115, which we had for a long time. They went to a (MechFiber) 340 back about 10 years ago.”

With cow numbers having increased further in the last number of years, capacity with the machine was becoming an issue for Joe. But he knew that a KEENAN was still the

right choice, as it could provide the versatility and reliability he needed.

“In 2018, we changed again and went for a (MechFiber) 380,” Joe states. “What I like about the KEENAN is that if I want to do a mix for 20 cows, I can, and the mix is the very same and as good quality as if I mixed for 200 cows.”

Along with the superior mix technique and even feed-out of the KEENAN, Joe is also confident in its ability to handle bulk forages.

“We feed bales here too,” explains Joe. “I have never had any issues with

bales in the feeder. I slice them in half with the shear grab and throw them in. There are times in winter where I could put seven bales into the machine.”

Joe is a big advocate for the KEENAN MechFiber mix and has witnessed first-hand the benefits it has on herd health and performance.

### Proven results

After purchasing his MechFiber 380, he started to work closely with his InTouch feeding specialist, Cathal Cassidy. Joe has seen the true value and extent of the benefits that can be obtained through correct nutrition delivered via the KEENAN machine.

He has increased milk solids production by a staggering 137 kg/cow over two years. In 2017, his herd produced 5,742 litres/cow at 4.08% average fat and 3.45% average protein. This translates to a figure of 445 kg MS/cow.



The Comerford farm at Brockern outside Roscrea in Co. Tipperary



In 2018, his herd produced 6,496 litres/cow at 4.14% average fat and 3.5% average protein, equating to 511 kg MS/cow, an increase of 66 kg MS on the previous year. In 2019, the herd produced 7,097 litres at 4.36% average fat and 3.59% average protein, a total of 581 kg MS/cow. This is an increase of 70 kg on the previous year.

It is important to note that this production is being achieved on only 750 kg concentrate per cow in total. Joe instead opts to buffer feed the cows throughout the year with a load of zero-grazed grass, mixed through the KEENAN with a three-way premix of pitted beet, maize silage and citrus pulp.

Joe estimates that this mix works out at approximately €190/t DM. Currently, his dry matter intake (DMI) per cow is 22 kg. This consists of 16 kg (fresh grazed) grass DM, 3 kg beet/maize mix, 1 kg DM of zero-grazed grass

and 2 kg of 16% protein DM in the parlour. Speaking on this, Joe states that the buffer diet makes up a deficit for energy in the diet and compliments high-protein grass. Cows are typically only capable of eating 16 kg DMI in a grazing system, possibly 17 kg DMI in ideal conditions.

**“It is the buffer at milking that is filling the deficit in energy intake in their diet, and cows are milking to their full potential,” explains Joe. “We’re seeing this in milk solids production and in the fertility too.”**

All in all, Joe and his uncles are running a smooth operation with the KEENAN system — a vital cog in this wheel.

ONE ALLTECH - BEEF FOCUS

# PRECISION FEEDING BOOSTS BEEF HERD PRODUCTIVITY IN WALES

For the Evans family of Manorowen in Pembrokeshire, purchasing a used TMR diet feeder has enabled them to improve the accuracy with which they feed their herd of 450 commercial beef cattle, with animals now finishing earlier, at a higher weight and achieving a higher carcass grade.

Mark Evans farms in partnership with his sons, Rhodri and Steffan, at Home Farm near Fishguard where, as well as finishing 200 commercial beef animals each year, they also run the Sarahlou herd of pedigree Limousins.

Historically, their winter regime involved feeding a very simple diet of grass silage — dispensed from a basic dump box feeder wagon — with an off-the-shelf concentrate added manually via hand-held buckets. “Whilst simple and easy to oversee, it was a very labour intensive and, at times, demoralising routine, with the delivery of more than 100 buckets of cake taking in excess of an hour every day,” Rhodri explains. “We knew we wanted to make some improvements and were having our grass silage analysed fairly frequently, but we

didn't really have the option to adjust the ration should the analysis tell us something untoward.”

To improve the herd's diet, the Evans family drilled their first crops of homegrown maize (22 acres) and spring barley (30 acres) in 2020.

“We'd purchased a lot of straw the previous year, which, given the rising price of most inputs, was getting too expensive to be sustainable,” Rhodri continues. “We, therefore, decided to grow our own barley and maize to reduce our exposure to further price increases. The only problem was, we had no way of incorporating either crop into the ration.”

Knowing they needed to invest in a TMR diet feeder, but unsure which make, model or type to choose or how they were going to afford it, they spoke to Ross Gibbon, KEENAN's regional business manager for Wales and the West Midlands, to discuss the merits of purchasing a second-hand machine.

“Ross came out to the farm to find out a little more about what we were trying to achieve and to carry out a site survey to ensure he could recommend a machine that would suit our infrastructure,” Rhodri continues.

**“We subsequently bought a factory-refurbished KEENAN Approved-used MechFiber340 paddle feeder, which we took delivery of in August 2020.”**

The diet feeder is equipped with a KEENAN Controller, synced to the InTouch feed management platform, which not only enables Rhodri to weigh out each ingredient accurately but also controls how long the ration is mixed for. It also sends all the relevant ration and mixing data wirelessly to Rhodri's computer and smartphone and to Imogen Ward, his designated InTouch feeding specialist, who analyses the data and provides feedback to improve the herd's performance. The data from the controller is also sent to the InTouch nutrition centre in Ireland, where it is analysed to ensure the machine is operating correctly and there are no obvious errors in the ration's formulation.

Rhodri Evans has adopted a precision farming approach to feeding his beef herd.



The diet feeder is equipped with the latest KEENAN Controller, which wirelessly sends all mixing and feed-out data back to the InTouch nutrition centre for analysis.



The InTouch app enables Rhodri to use his smartphone as a remote version of the machine's control panel.



***“It’s a bit like having someone looking over your shoulder making sure you’re doing your job properly,” Rhodri admits. “But it’s also very comforting to know that there’s a wider team of specialists looking at the herd’s feed intake and making sure we’re using the machine as effectively as possible.”***

Rhodri receives a weekly feeding accuracy report highlighting if any

groups of cattle have been under- or over-fed a specific ingredient and whether each load was mixed correctly while continuously monitoring feed costs.

“It’s akin to a precision farming system for feeding beef cattle,” Rhodri explains. “I also send my silage analysis results and daily liveweight gain figures to Imogen so that she can advise if I need to adjust any of the herd’s rations. She also processes our feed-out and finished weight data to analyse how the herd is performing and if the rations we’re feeding are delivering the desired effect.”

As well as feeding the cattle daily, the machine is also used to process straw: “The first time we put the machine through its paces was when we were processing our first crop of barley straw,” Rhodri describes. “We have chopped approximately 100 straw bales through the machine this winter, and it performed faultlessly, creating a consistent chop length that accurately matched the muzzle width of the animals being fed.”

As for the new ration and feeding regime, the results speak for themselves: “The daily feeding out routine actually takes slightly longer than it used to,” Rhodri describes. “But that’s because we’re now feeding a more complex ration and paying more attention to the way the ration is formulated, mixed and delivered.”

***“ Each mix is tailored to the age and weight of the group of cattle being fed. ”***



Prior to being sold, the factory-re-furbished paddle feeder was given a 60-point evaluation, with all moving and wearing parts replaced and the mixing chamber re-lined as a matter of course.



The KEENAN machine is also used to process straw, creating a consistent chop length that accurately matches the muzzle width of the animals being fed.



The finished ration is so well mixed that any selective eating of individual ingredients has been eradicated.



Each group receives its own specific ration according to animal age and weight (see panel), with each ration so consistently mixed that there's now very little waste because any selective eating of individual ingredients has been eradicated.

"The cows are all so content that our biggest problem is getting them to leave the feed barrier when we need to work around them," Rhodri continues.

"The last two batches of steers we sold finished a month sooner at around 700 kg, achieving an average daily liveweight gain of 1.39 kg. They also scored one grade higher than usual, moving up from an 'O' to an 'R' which meant we received an extra £0.15 per kilo."

Heifers have also finished marginally younger, averaging 25 months of age and achieving 630 kg compared to 600 kg previously. They have climbed up a grade too.

"We're using more feed and spending more money as a result, but the marginal gains we've made since introducing the KEENAN have resulted in each animal spending less time on the farm and being worth more at slaughter, which means, overall, we're operating much more profitably," Rhodri explains. "With feed and other input prices constantly on the rise, it simply isn't viable to have animals on the farm if they aren't performing. The KEENAN machine and InTouch system enable us to fine-tune what we're doing and maximise the herd's performance throughout the year."

***"Adopting this level of precision has also made our day-to-day routines more enjoyable, and we can physically see the improvement in the cattle, which is a huge motivation, especially during the long, cold winter months."***

#### GROUP DIETS

Group	Weight	Components
Finishers	>500 kg	Maize silage, grass silage, straw, barley, maize meal
Stores	400–500 kg	Maize silage, grass silage, straw, barley
Growers	<400 kg	Maize silage, grass silage
Calves	-	Grass silage, straw, 19% protein nut



Imogen Ward works with Rhodri to ensure the herd's feed-out and performance data remains on track. Data from the KEENAN controller is also sent to the InTouch nutrition centre in Ireland, where it is analysed to ensure the machine is operating correctly and there are no obvious errors in the ration's formulation.



# THE RESULT IS IN THE MIX THE LEBRETON FAMILY HAS BEEN USING A KEENAN FOR OVER 20 YEARS

The Lebreton family farm is located in Lolif, Manche, in Normandy, France. The region is lush and green and remains very rural and farming orientated. Dry cow management is a key focus of the Lebreton family. They prioritise dry cow management for two reasons: to maintain the overall health of the cows and improve milk production.

Back in 2001, the family invested in an 8 m<sup>3</sup> KEENAN diet feeder and availed of KEENAN's nutritional support. At that time, they were feeding a very fibrous ration to the dry cows. Thanks to the patented KEENAN system of fixed blades and knives, the diet feeder produced a light, fluffy mix that was consistent each time. They noticed a significant reduction in milk fevers, metritis and displaced abomasums.

In 2006, François joined his parents working on the farm. Then it was his brother Damien's turn in 2014. Today, they milk 95 cows, producing 900,000 litres of milk, including 140,000 litres for the fattened calf system created when François joined.

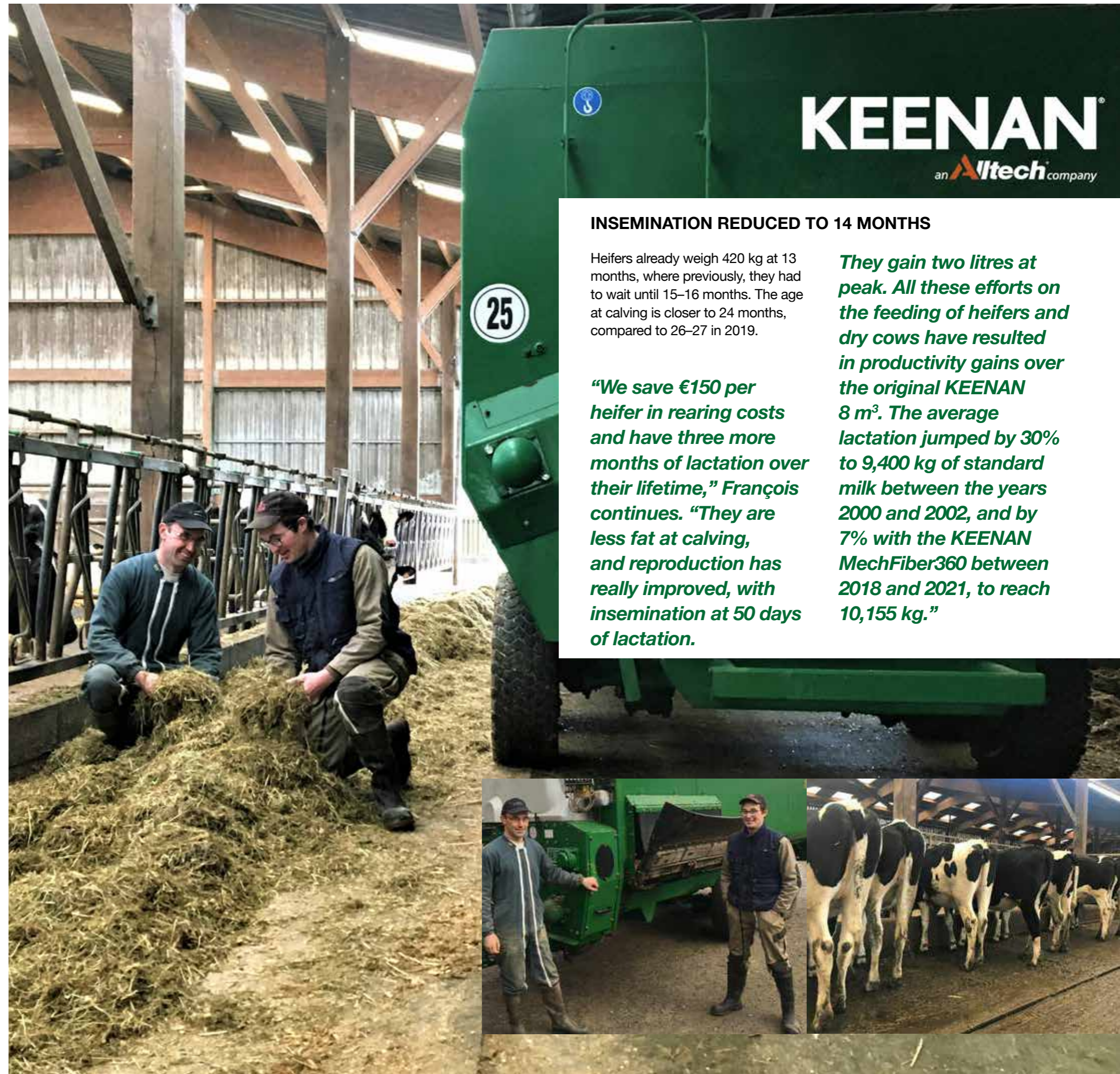
In the autumn of 2018, it was time for the farm to buy a new diet feeder — a KEENAN MechFiber360. This larger machine (20 m<sup>3</sup>) was bought specifically to feed the dry cows and heifers every two days. Again, the

family also signed up for the InTouch nutritional support offered by KEENAN.

“What we like is that the nutritionist is objective and that he takes a universal view of the farm,” François explains. “He works the whole farm: the dairy cows, as well as the dry cows and the heifers. In fact, the latter have a preferential diet.

“First of all, thanks to KEENAN's ability to make a dry, fibrous mix, the calves consume fibre chopped to 2–3 cm and the dry corn from the farm. The result: increased feed intake and sustained growth to 230 kg liveweight at six months.

“Next, the heifers have an increased intake of grass silage and a decrease in corn silage, with silage and hay in the mixed ration. We spend less than 45 minutes every other day caring for 70 heifers.”



## INSEMINATION REDUCED TO 14 MONTHS

Heifers already weigh 420 kg at 13 months, where previously, they had to wait until 15–16 months. The age at calving is closer to 24 months, compared to 26–27 in 2019.

*“We save €150 per heifer in rearing costs and have three more months of lactation over their lifetime,” François continues. “They are less fat at calving, and reproduction has really improved, with insemination at 50 days of lactation.*

*They gain two litres at peak. All these efforts on the feeding of heifers and dry cows have resulted in productivity gains over the original KEENAN 8 m<sup>3</sup>. The average lactation jumped by 30% to 9,400 kg of standard milk between the years 2000 and 2002, and by 7% with the KEENAN MechFiber360 between 2018 and 2021, to reach 10,155 kg.”*



# BROOM'S BLOOM DAIRY

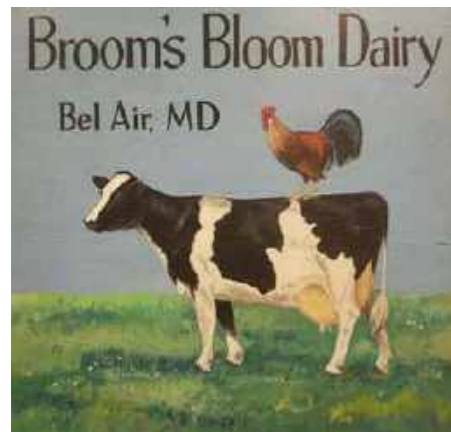
## KEENAN HELPS ARTISAN ICE-CREAM MAKER REACH TOP 10 IN U.S

Broom's Bloom Dairy is an artisan on-farm shop and café located in Bel Air, Harford County, Maryland.

Offering wholesome lunches and the finest locally sourced produce, Broom's Bloom Dairy was voted fifth in the nation, according to TripAdvisor's top 10 ice-cream shops in the U.S. They offer customers the very best in Harford County agricultural products, including their own old-fashioned, hand-dipped ice-cream that they make right on the farm.

They have produced well over 100 flavours of ice-cream since they began production, but serve 12-18 at a time, varying daily and in line with the season. Broom's Bloom Dairy also make a variety of award-winning cheddar cheeses from their own milk and a flavourful selection of lean pork sausages.

Broom's Bloom is an interesting mix of ancestral history and new beginnings. The farm and house date back to the early 1700s and are supporting their ninth generation of the Dallam family.



*The name Broom's Bloom Dairy originated from the colonial land grant for the area, along with the original owner of the land, John Broom. The 'Bloom' refers to crops flourishing and providing for the tenants, hence the name, "Broom's Bloom Dairy."*

## BROOM'S BLOOM DAIRY AND KEENAN

In 1997, David and Kate Dallam started milking 65 cows on the farm and in 1998 purchased a KEENAN diet feeder. Tragically, a fire broke out in a barn on the farm in December 2006, and among more significant losses, the diet feeder also succumbed to the fire. In the months following the fire, David decided to purchase another diet feeder, this time opting for a non-KEENAN vertical mixer.

Some years passed, and David Dallam crossed paths at a trade show with David Troop of Troop Equipment. Following a lengthy discussion, the purchase of a MechFiber320 was agreed upon, and it was installed on the farm. David Troop converted the diet feeder into a static system for the dairy. David Dallam liked the new features of the machine and trusted the relationship with David Troop.

David feeds his herd of 53 cows a mix of grass hay, alfalfa silage, forage silage and ground-shelled corn. Shortly after introducing the new system, David noticed an increase in the fat content of his milk, which is important in the production of award-winning ice-cream. The other benefit is lifestyle enhancement. "The size of the diet feeder and its ability to mix large volumes means that I only have to feed once a day, instead of twice," David explains. "In winter, this is a major advantage. I know that this KEENAN will last many years, but if asked if I would purchase another one, I would wholeheartedly say yes."

### TROOP EQUIPMENT

<https://www.troopequipment.com/>





“Consumers are more aware of the impact cows have on the environment, so if we can show that we can house cows and optimise their management to get more milk from the same amount of feed, it must be good for the industry.”

# HOW LIFTING FEED EFFICIENCY HELPS CUT METHANE

Feed efficiency gains have driven profits and improved the environmental credentials of a Yorkshire dairy farm using a KEENAN diet feeder since 2009.

*The original version of this article was written by Michael Priestley and published in Farmers Weekly® 2020 Mark Allen Group.*

A year-round calving herd has lifted feed efficiency by half a litre since 2009 while cutting feed cost by \*0.67p/litre and methane/litre by 33%.

The Avison family Middlefields Farm, Coverdale, North Yorkshire, has seen feed costs fall to 10.45p/litre despite dry matter intake (DMI) lifting by 6 kg/cow/day over that time (see Table 1).

Now, the cows produce 1.52 litres of milk for 1 kg of dry matter (DM), which leaves a feed conversion efficiency (FCE) of 1.52. In 2009, this was 1.01, and in 2015, it had lifted to 1.16.

A raft of changes has taken place over that time, but the simple aim of offering the cows a consistent ration day-in-day-out is one of the keys to helping profit and performance lift.

**Table 1: How performance has improved at Middlefields Farm**

Year	FCE	Litres of milk/cow/day	Fat%	Protein%	DMI	Feed cost p/litre
2009	1.01	19.27	4.00	3.50	19.27	11.12
2015	1.16	28.93	3.67	3.23	24.86	10.48
2020	1.52	38.00	4.23	3.32	25.56	10.45

### Environmental benefits

Based on a standard calculation developed by Prof. David Colman and Beever in 2011, at a current FCE of 1.52, the Middlefields herd produces about 15 g of methane/kg of milk. A significant improvement on the 23g figure when FCE was 1.01, ten years ago. Chris Lord, InTouch manager for KEENAN has worked closely with the Avisons on nutrition for the last five years to deliver these results.

While a new KEENAN with the InTouch system is a considerable investment, the savings on a chopped and mixed dry cow diet contribute to a fairly

short payback period, which means it's paying for itself in a relatively short period of time.

“Consumers are more aware of the impact cows have on the environment, so if we can show that we can house cows and optimise their management to get more milk from the same amount of feed, it must be good for the industry,” says Andrew Avison, who farms with wife Gail, daughter Emily and sons William and Henry. “We are also having a carbon audit done soon as we are curious as to where the farm is at and how we can improve there.”

### Historical changes

Back in 2009, a new cubicle shed with a parlour, dry cow pen and calving pens was built. The old buildings are now used for rearing beef calves and housing heifers and sweeper bulls.

More recently, the Avisons were advised to cut depreciation costs by switching to a milk production only herd (all calves sold & replacements are bought-in) and outsourcing field work to contractors, which has saved a substantial amount on depreciation alone each month.

### Middlefields Farm

- 280 Holstein-Friesian cows milked three times a day
- Yielding 38 litres/cow/day at 4.23% fat and 3.28% protein
- 222 ha (550 ac), of which 141 ha (350 ac) are re-seedable
- Half rented
- Milking-only herd
- 22–23% pregnancy rate
- 384-day calving interval
- Year-round calving
- 160 Beltex and Texel cross ewes
- 20:40 Swingover parlour

**Table 2: Middlefields diet**

Premix
<ul style="list-style-type: none"> <li>• 13 kg water</li> <li>• 1.25 kg sugar beet pulp</li> <li>• 2 kg ensus distillers</li> <li>• 2.1 kg soya</li> <li>• 4.5 kg soda wheat</li> <li>• 2.5 kg rolled barley</li> </ul>
Milker ration
<ul style="list-style-type: none"> <li>• 0.5 kg straw</li> <li>• 100 g mineral</li> <li>• 60 g limestone flour</li> <li>• 600 g fat</li> <li>• 50 g of a yeast and mycotoxin binder</li> <li>• 6 kg grain beet (brewers grains and sugar beet mixed together at time of purchase and pitted)</li> <li>• 31.5 kg grass silage</li> </ul>

## Seven key management steps to achieving high FCE at Middlefields

### 1) Ration consistency

- Two diets are fed on the farm: a milking cow (see Table 2) and a dry cow diet. No parlour feeders are used; everything is contained in the total mixed ration (TMR).
- The milking ration is chopped to about 40 mm to ensure physically effective fibre to help the rumen function.
- A premix is soaked overnight in 13 kg of water/cow before straw and grass silage are added and gently mixed in the KEENAN in the morning.
- A wet ration helps all dry particles stick together and reduces sorting, maintaining more consistent butterfats, and is encouraging intakes of 22–23 kg DM/day and up to 25 kg.

### 2) Dry cow diet

- Previously, a calcium binder was added to the dry cow diet of straw and grass silage from the clamp.
- Now, a partial DCAB diet is fed, which feeds magnesium chloride, a mycotoxin binder and a controlled release non-protein nitrogen source to supply rumen microbes with energy to break down stemmy, low-potassium forages from older lays that have not been reseeded.
- A separate dry cow haylage is now made from old, unimproved stewardship ground, which the slurry tanker does not reach and is low in potassium. As grass is cut it is ensiled in agbags to make haylage, which is critical to getting the current system working.
- The dry cows get the same soaked premix, with 11 kg of water and 6 kg of chopped straw at a length of 30 mm.
- Removing the calcium binder and going to haylage has saved £1.87/

cow/day, or £9,424/year, and boosted the margin by £1.58/cow/day.

- It also lifted yield by 6.5 litres/cow/day and solids by 0.26% fat and 0.32% protein.

### 3) Silage quality

- The farm operates a multi-cut silage system, aiming to produce five cuts of silage a season, 35–37 days apart. This year, only four were managed due to the dry spring.
- New, high-productive leys are sown regularly, with 10–20% of the farm sown each year. First cut this year was 75.8 D-value, 12.1 ME and 17% crude protein.
- Growth and quality are supported by soil analysis and sulphur fertilisers, and everything gets an inoculant.

### 4) Lighting

- The main cow house comprises a set of lights on a programme to ensure light never falls below 200 lux for 16 hours a day.
- Red lights are on for eight hours at night in both milking and dry cow sheds to optimise the herds' photoperiod.

### 5) Cow comfort

- Cubicles are bedded on deep sand. These are roomy cubicles, giving cows 1.6 m of bed space and 1 m of lunging space in the new shed.
- Heifers are kept in the old cubicle shed, calved down separately and spend their first lactation in a group on their own to avoid bullying.
- All passageways are 5.48 m (18 ft) to minimise bullying from

dominant cows, help cow flow and reduce stress on feet.

### 6) Feed and water access

- The main shed was built ten years ago to house close-up cows and the main milking herd of second calvers and older. It has three open sides, ensuring cows get fresh air and light.
- Feed is fed at morning milking and pushed up five times a day.
- Feed space is about 90 cm a cow. Cows have four sides of the building (three external and one internal) where they can feed.
- Troughs are a tip-up design that empties into the shed's drains, so they are easily cleaned and provide clean water.
- The feed passage is cleaned every day to stop mould developing and to monitor rejections.

### 7) Teamwork

- The Avisons work with a team of knowledgeable people and invest in good advice to drive their business.
- Genus Reproductive Management System, Kite Consulting, KEENAN and InTouch, Swale Vets and all the farm staff play a role in driving improvements.





# EMPLOYEE SPOTLIGHT

**MICK KEOGH**

Manager for Distribution Markets, KEENAN Ireland

**Tell us about your background?**

I grew up on a suckler and sheep farm about 30 mins from the KEENAN manufacturing plant and still live in the same area. After graduating with a bachelor's degree in German and marketing, I joined KEENAN in 2003 through a government-sponsored graduate programme and spent 12 months working in their German subsidiary. I'm married to Maria, and we have two children, Noah and Oisín.

**Describe yourself in three words?**

Determined, committed and adaptable (sometimes 😊)

**What is your role in KEENAN?**

Since returning to Ireland in 2004, I have worked in various marketing, operations and sales roles up to my current position, managing all the distributor and Alltech-driven markets. In this role, I am responsible for sales, product knowledge and general support to a global network. Keeping up to date with product changes, updates and new information and providing this in a timely manner is critical to the growth of these markets. Typically, this role includes regular international travel, but this has been restricted over the past 18 months, so it has been about finding new ways to communicate, interact with and support overseas markets.

**What do you most enjoy about working at KEENAN?**

The variety in the role and the interactions with friends and colleagues from around the globe. No two days are the same. A lot of my interaction with the distributors and colleagues is sales related, however

through my travel to various markets, I have been able to learn about different cultures and styles of farming. Understanding these differences helps me greatly as I look for ways and markets where we can grow the business. There is a great team in KEENAN — always willing to help and support even the most unusual requests from potential customers.

**What do you find most challenging about your role?**

This is very closely related to the previous question. Dealing with so many different parts of the world, there can often be a language barrier and trying to get the nuances of the English language across through a third party can be challenging. Reading body language and (because of COVID) tone of voice are skills I am continually developing to help overcome this challenge. Aside from that, the challenges are likely no different to most other salespeople — maintaining a good sales pipeline to deliver regular business.

**What has been your proudest moment at KEENAN?**

After 17 years in the company, there are many moments to be proud of, so choosing one is difficult. Up there, though, would have to be project managing an event to celebrate 30 years of KEENAN diet feeders a few years back. This meant overseeing all aspects of a one-day conference, associated tours and banquet dinner for over 500 people. It was a great experience, and, as I mentioned earlier, with the team in KEENAN, the challenge was made much easier.

**Can you describe your personality type (red, blue, yellow, green), and how does it benefit your job?**

I'm split almost equally red-blue, which is good and bad, I feel. A lot of those I deal with don't have KEENAN as their sole focus, so I need to be their font of knowledge and be able to provide high levels of detail. A dealer's relationship with the customers is vital, but the red side of my personality comes out trying to encourage the customer to make a quicker buying decision.

**What are your hobbies outside of work?**

With a lot of travel in the role, I enjoy spending time at home with my family. At the weekends, we try to go for longer walks and explore new places together. I also enjoy reading, especially crime fiction and non-fiction. Golf would be in there as well if I could find the time for it.

**What does success look like to you?**

Professionally, helping KEENAN grow in existing markets while developing new regions and markets is the ultimate goal. We do have great brand recognition in many parts of the world, but there is still plenty of opportunities out there. Separately, I have always derived great pleasure from seeing someone I have supported and worked with growing into their role and becoming successful in their own right.



First trip to a new Alltech market - Bulgaria - Sept 2016



“ From -40C to +40C and everything inbetween ”

# KEENAN AROUND THE WORLD



**AUSTRALIA**  
A MechFiber380 on its way to a new home in Mackay QLD Australia

KEENAN Australia teamed up with WSB Distributors at the Dairy South Australia Conference in March



**RUSSIA**  
In Russia, this KEENAN mixes 12 hours per day. It celebrated its 3rd birthday in February having completed 2.4 million paddle revolutions and is still going strong



**FRANCE**  
KEENAN France attended Agrimax Oct 20-22 at Parc des Expositions de Metz Métropole, France



**DENMARK**  
Niels Peter Hansen in Denmark taking delivery of a new diet feeder from Ole Stampe, KEENAN Denmark



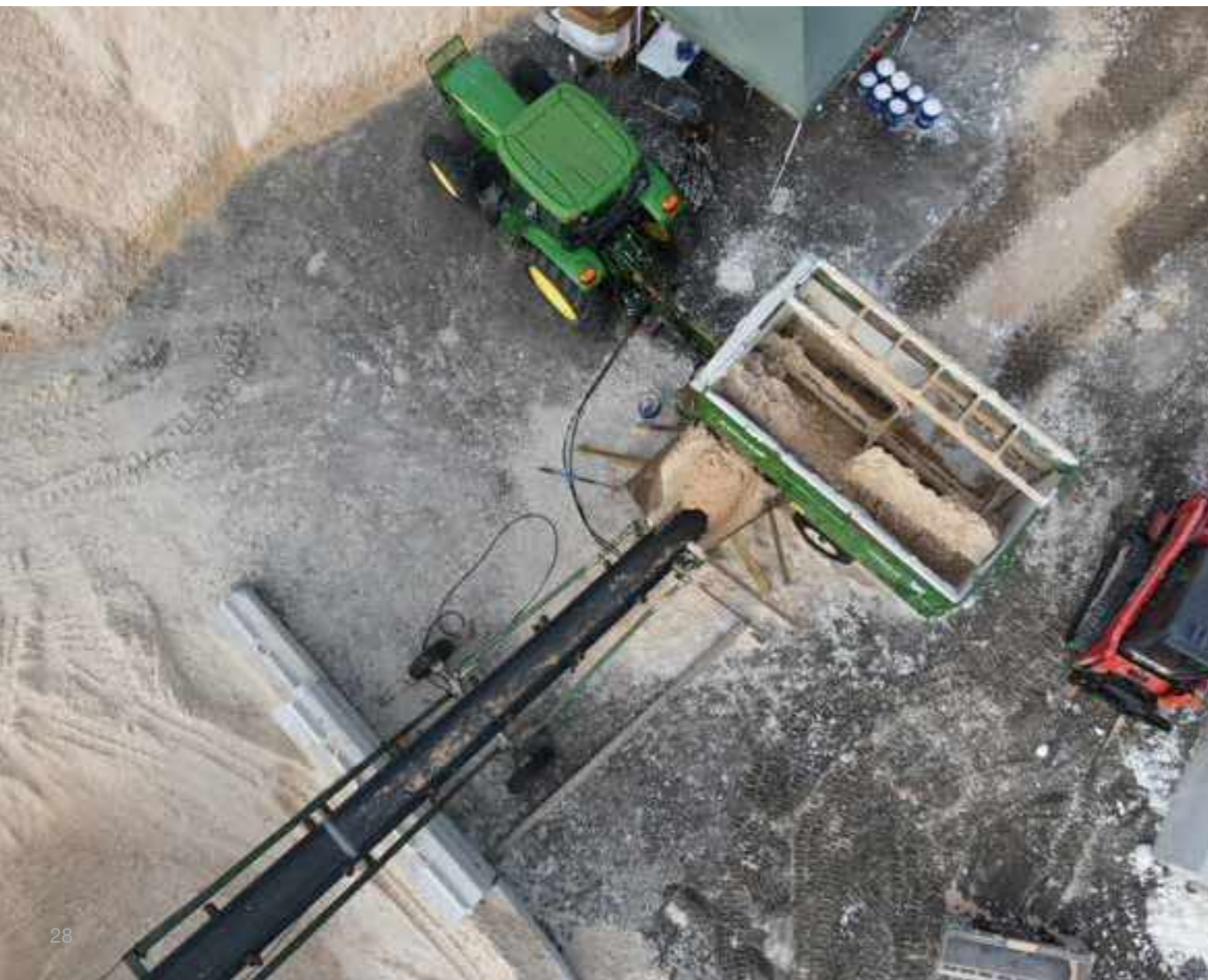
**USA**  
 In Florida, this KEENAN is used to mix materials for premium equestrian surfaces such as arenas & gallops across North America. Photo courtesy of Wordley Martin Equestrian, LLC



**IRELAND**  
 Production continues apace at the factory in Ireland as customers come back to KEENAN time and time again

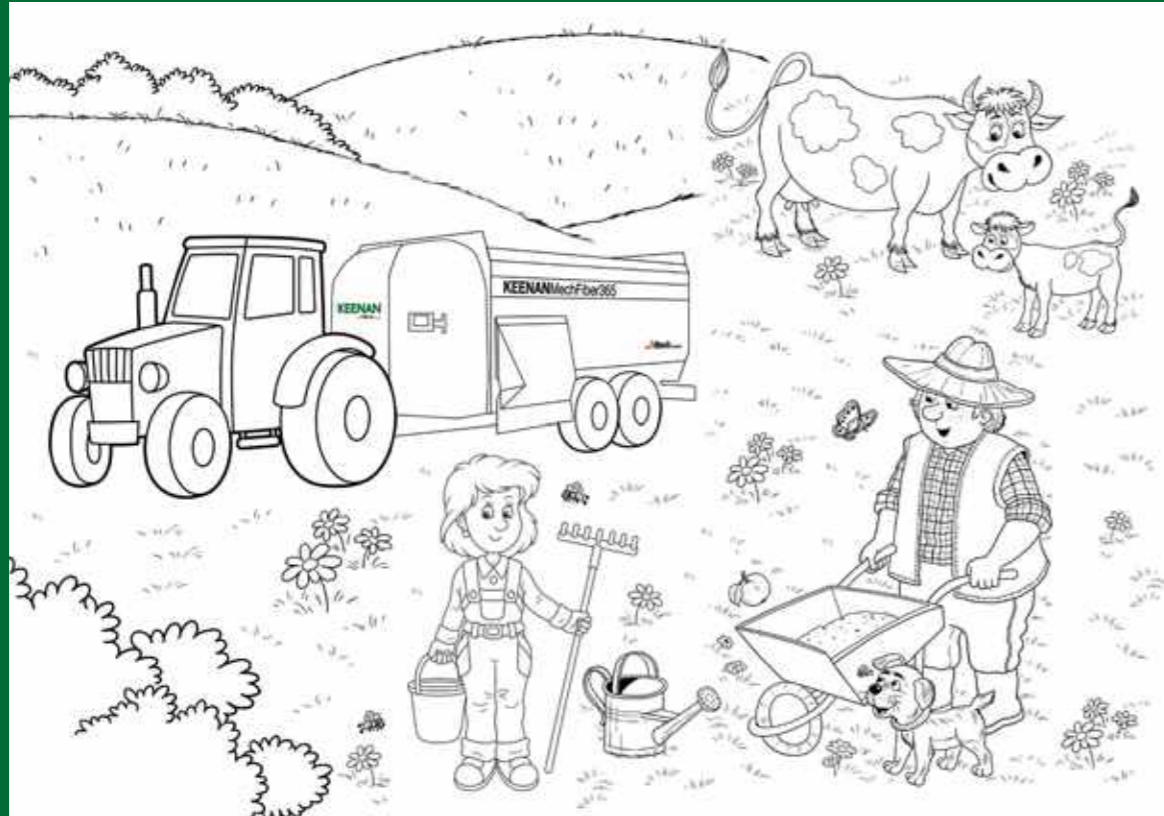


**JAPAN**  
 A truck-mounted MechFiber365 on its way to a 2,400 head dairy farm in Japan



**GERMANY**  
 Andreas Mitschke with his new KEENAN MechFiber300 in Swabia, Germany

FIND 12 DIFFERENCES, THEN COLOUR IN!

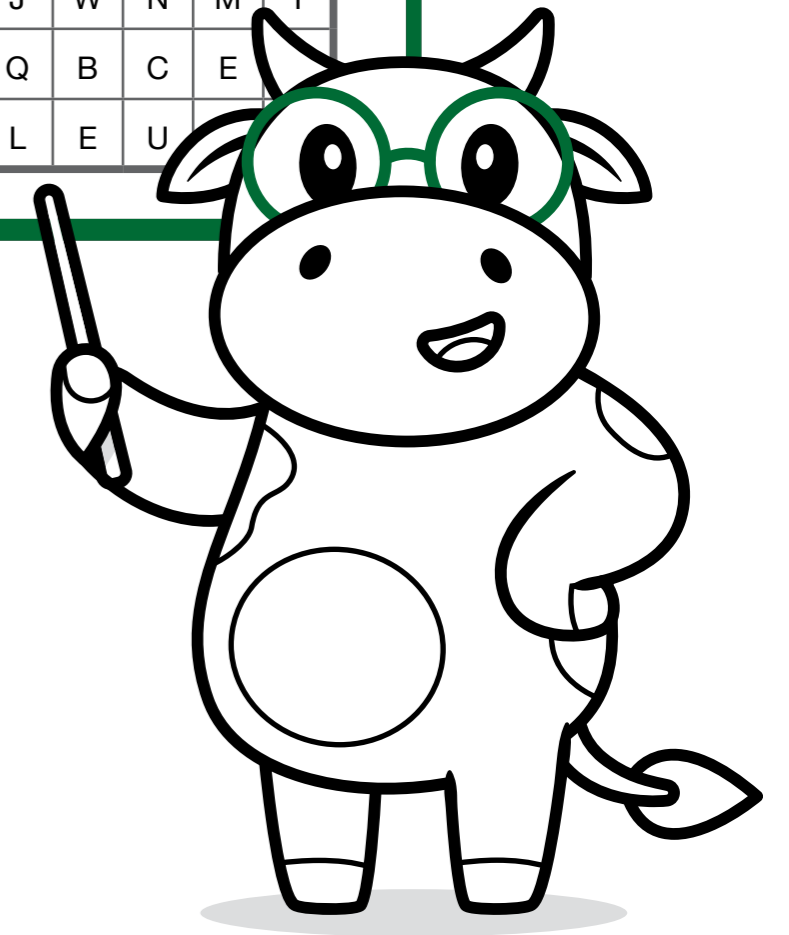


For the correct answers visit <https://www.alltech.com/keenan/kidzone>

## WORDSEARCH

M	E	C	H	F	I	B	E	R	V	B	K
N	Q	A	S	T	R	A	W	C	I	J	E
T	R	B	E	E	F	J	K	D	M	L	E
R	F	M	Q	P	O	D	F	R	G	A	N
A	H	T	N	Z	P	Q	A	G	S	O	A
T	S	V	T	M	R	F	S	I	N	Y	N
I	I	D	L	I	O	J	P	H	R	J	Y
O	L	Q	N	X	C	A	E	E	D	Y	K
N	A	D	I	E	T	F	E	E	D	E	R
S	G	F	L	R	A	D	J	W	N	M	Y
C	E	A	E	L	P	Z	Q	B	C	E	
R	K	W	P	A	D	D	L	E	U		

- BEEF
- DAIRY
- DIET FEEDER
- FARM
- KEENAN
- MECHFIBER
- MIXER
- PADDLE
- RATION
- SILAGE
- STRAW
- TMR





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# KEENAN<sup>®</sup>

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