



# The role of the Livestock Consultant

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- Staff owned dairy consultancy business
- Entirely independent
- 16 consultants
- 2 support staff
- Head office in Taunton
- Field based staff



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# Our business



- Dairy business management
- Strategic management
- Ration formulation
- Environmental consultancy
- Dairy unit design
- Milk harvesting and milk quality
- Product evaluation
- Expert witness
- Training
- Overseas consultancy

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# Milking Technology Team



- 5 consultants
- Main areas of operation:
  - Plant assessments (static, dynamic & cleaning)
  - Equipment specifications and tenders
  - Milk quality consultancy
  - Parlour optimisation
  - Product field trials
  - Research
  - Overseas consultancy

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# Changing role of the advisor



- Provision of advice is now a business.
- Clients want advice to be:
  - Clear
  - Concise
  - Impartial
  - Evidence based
  - Cost effective

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# Adoption of digital solutions

- Less reliance on mobile phone / texts?
  - Zoom
  - Teams
  - E-mail
  - Messenger
  - Digital videos

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# Collaboration and networking

- International Dairy Federation
- National Mastitis Council
- British Mastitis Conference
- International Teat Club
- Informal What'sapp groups

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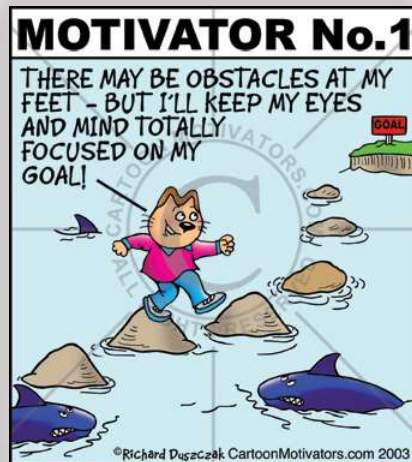
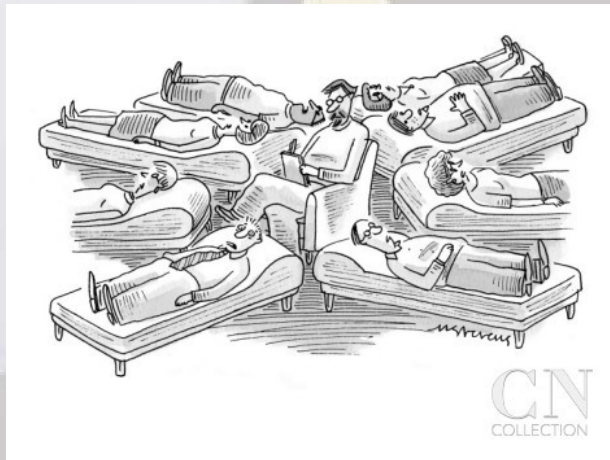


# The successful advisor?



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# Variety of roles



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# Key attributes



- Communication
  - Listen
  - Question
  - Don't assume
  - Clear and concise advice
  - Understand the clients needs
- Data driven advice
- Evidence based advice
- Technically competent
- Positive and realistic
- Value for money
- Cost / benefit of advice

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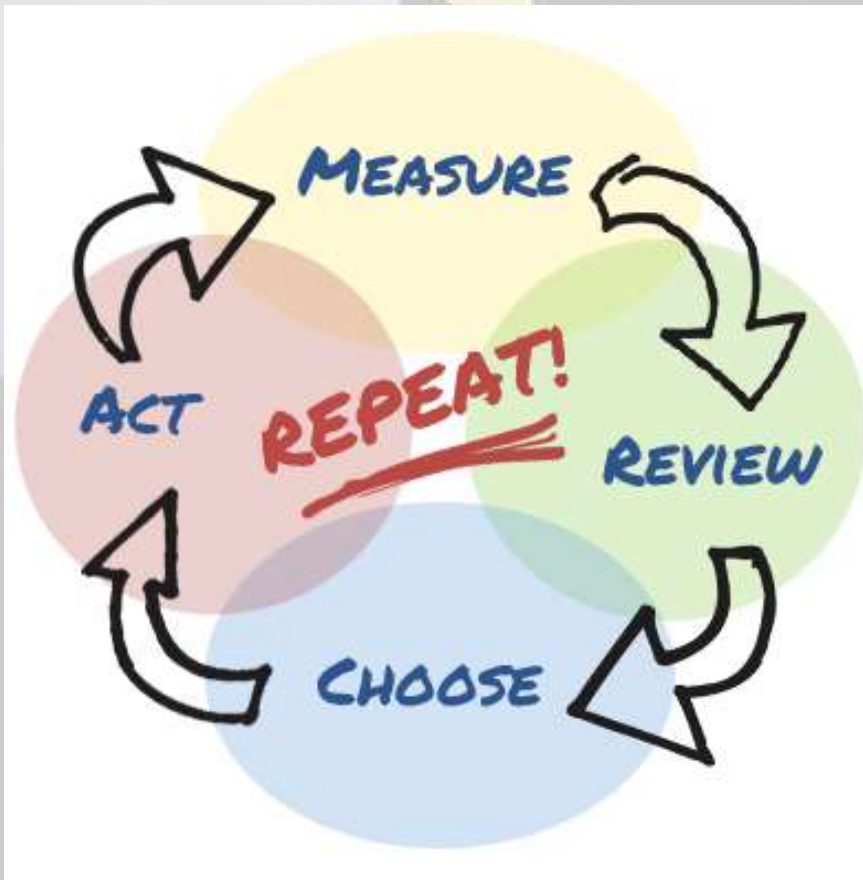
# Objectives

- Enjoy what you do
- Timely advice
- Pro-active input
- Preempt the issues
- Keep up to date with latest developments
- Active networking
- Don't be frightened to say you don't know
- Choose your clients carefully

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# Communication



- Work smart
  - Text / email
  - WhatsApp
  - Mobiles
- Try and have some down time

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# Livestock Advisor Award 2021

## A word from our independent judge

"Ian relates well to the people he works for, and is very clear and concise with his advice, tailoring it to what his customers need".

**John Royle, chief livestock adviser at the NFU**

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# Conclusions



- Try and elevate yourself above your competitors
- Have a unique skill set
- Communicate well
- Enjoy your job!

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