

Cumbrian herd has top LDY

Brian and Joanne Harrison's Lowhouse herd of Holsteins from Armathwaite, Carlisle, is NMR's highest LDY herd for 2009/10. The 310-cow herd, which averages 11,800kg of milk, had an LDY of 18.89kg a day.

"We breed for type rather than index and our management is geared towards longevity," says Brian. "We have 200 cows on loose housing, milk three times a day and have put lots of effort into correct nutrition and newly calved cow care. We believe these factors all contribute to healthy, long-lasting and productive cows."

And if any problems with cow health



Joanne and Brian Harrison

do arise, Brian and Joanne don't hesitate to call the vet. "We have seen the benefits of getting the vet involved early and getting a cow back on track – this plays its part in lifetime yields too."

Charity donation

NMR has donated £5,000 to ShareGift, a charity that provides a solution to the problem of unwanted small shareholdings.

Since NMR's consolidation of shares, in November 2010, the company collected some small 'packets' of shares valued at less than £5 – the minimum price that

NMR bought shares for. "We committed to donate these shares to charity through ShareGift and this is part of our latest donation," says Chris Hughes, NMR finance director.

ShareGift aggregates and sells parcels of donated shares, giving the proceeds to a wide range of UK charities.

Long service ladies

Four Cumbrian milk recording ladies have notched up 128 years of service with NMR in the past few months. Eileen Ball has 40 years under her belt, Doreen Head and Carol Stockdale have 32 years and Deborah Bowman 24 years. Although none of them have

retired, Carol and Deborah still have fairly full-time milk recording schedules.

NMR marked the occasion last month and the four ladies were joined by their farmer customers for a presentation evening.

Area manager Laurence Loxam (centre) presents long service awards



For more information on NMR products and services contact customer services, 0844 7255567,
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New manager for Northern Ireland

NMR is expanding its team in Northern Ireland with the appointment of Richard Harpur as area sales manager.

From a farming family in Omagh, Richard went to Queen's University where he graduated with a degree in agricultural technology. He first joined NMR in 2006 as a milk recorder in Shropshire.

"Richard is a valuable addition to our team," says Northern Ireland business manager Chris Keys. "We are adding to our range of services for producers and vets so his knowledge and expertise will be of great value."



Richard Harpur, Area Sales Manager
NMR, Northern Ireland

Top 100 tonners

Here are the top three cows ranked on lifetime yield that have reached the 100-tonnes-of-milk milestone in February. A full list is on the NMR website.

1 Cow 301, from the Britton's herd at Winterbourne Stickland, Dorset, with 100,846kg and a lifetime daily yield (LDY) of 29.07kg a day.

2 Also from Dorset, Mansfield Skywalker Olive from the Stranger's herd at Westor, Shaftesbury with 113,191kg of milk and an LDY of 27.14kg.

3 Lords Plain Addison Joy from the Martin's herd, Levens, near Kendal in Cumbria, with 103,022kg of milk and an LDY of 26.72kg.