# Is your milk tank, half full or half empty?

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### Why am I here?

To challenge your view of yourself, your business and the dairy industry.

'Success is all in the mind'

### My Family



#### Construction to Farming in 2005





#### Reasons for change

- Change of lifestyle (poor health)
- Missed the animals and countryside
- Got married and needed a family home
- Actually thought that farming was profitable and easier than my building business

#### Big mistake or huge opportunity?

- Worked with my wife for a year which put MAJOR stress on our relationship
- Zero, and I mean zero lifestyle!
- Spent a lot of money learning
- After 18 months I was ready to give up!!

#### My mind was broken!

'What is in your mind, determines what is in your hands'

I was worn out and had forgotten the basic rules of business, farming had changed my mind-set that had brought me success in the past

#### Rule number one

- $\bullet$  Sell your product for more than it cost you to produce!
- Run a simple system
- Know your cost of production

'Buy stock in a business that is so good that an idiot can run it, because sooner or later they will" W Buffett

#### Went to buy some cows for expansion

- All cows were dried off
- School holidays
- The New Zealand system
- 2010 Study tour

"nothing new under the sun"



#### Joe & Becky Delves

- 240 autumn calving cows
- 50% crossbred
- 1 fulltime labour unit
- Maize and grass silage fed in the winter months
- Paddock grazed
- Selling incalf cows/heifers
- Good profit



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A cow's performance is just a reflection of what she eats, your mind is the same!



Your mind will grow whatever seed you sow into it, bare soil will grow weeds!!



## Do we think too much about what we can't control?

- Milk Price?
- World Markets?
- Weather?
- Staff?
- Cows!!



#### Start sowing good seeds

- Read books that help to address your negatives
- Find other farmers/people that share your values
- Be accountable to them



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"We will not expand our business, at a cost of time together as a family"



#### Attitude

- Do you say I can't!
- When you should say How can !?
- Who do you admire the most?
- Make a list of their qualities.

'Difficulties are just things to over come'



Clear vision, values and a good	l attitude
has got us to this point	

2005

2014

140 cows calving AYR, £11per cow profit, No life, No marriage, No kids!!!! 240 cows block calving, £643per cow profit, Holidays each year, Time for wife & Kids, Adopting more kids, Equity partnership 283 organic cows!!

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