

HARPER ADAMS UNIVERSITY

FUTURE FARM

SHROPSHIRE

IN THIS ISSUE:

Upcoming industry events and local news

Details of some of the upcoming industry events happening in March 2026 and the latest local news.

An insight into the performance of the farm animals

A visual representation of the performance of our animals and how our farm compares.

Industry news

The top news stories in March 2026 that are relevant to Future Farm.

Did you know...

Our monthly section of general farming facts.

Thank you, and Feedback

A brief thank you to our readers and details on where you can give feedback.

Don't forget to check out our website for more information on the farm at

<https://futurefarm.zone/>

Industry Events

Upcoming industry events in April 2026

- [British Livestock Genetics Networking Event](#) – 9 April 2026 @ The Farmers Club, London
- [Farm Shop & Deli Show](#) – 13–15 April 2026 @ NEC, Birmingham
- British Beekeepers Association Spring Convention – 17–19 April 2026 @ Harper Adams University, Telford
- [Spring Live! \(Agriculture & Rural Skills Focus\)](#) – 18–19 April 2026 @ South of England Showground, Ardingly
- [South East Future of Farming Conference](#) – 23 April 2026 @ Plumpton College, East Sussex

💡 **Tip:** Want to know more? Just click the event names — they're linked!



Local News

New Farm Director Appointed

We are pleased to announce the appointment of Paul Kelly as Future Farm Director, starting 1 June 2026.

Paul joins us from the University of Cambridge, where he served as Dairy Farm Manager. In this role, he managed livestock and forage operations while supporting veterinary education, delivering high standards of animal welfare, and maintaining the farm's commercial performance alongside its conservation value.

With over 30 years of experience in dairy farming, including 13 years in farm management roles, Paul brings a strong blend of practical expertise and leadership. He has demonstrated a clear commitment to advancing agricultural practice, education, and sustainability.

As Director, Paul will lead the continued development of the Future Farm as a platform for teaching, applied research, innovation, and industry engagement, working closely with colleagues and external partners.

We look forward to welcoming Paul and supporting him as he builds on the strong progress already made by the Future Farm team.



Q&A with Paul:

We caught up with Paul for a short Q&A. We asked a mix of questions, covering both his professional background and a few lighter, more personal insights.

What do you want to achieve in the first 30 days, 3 months, 6 months and 12 months of your post?

Paul's priority will be to get to know the team, spending time with staff across all areas of the farm to understand how things currently operate and to listen to ideas and perspectives from those working on the ground. Throughout all of this, Paul emphasises that a key part of his approach will be engagement with staff, understanding what they would like to see from his role, and working collaboratively to support the future direction of the farm.

How do you envisage the data landscape of the farm? Is there anything you would like to put in place?

A key priority would be to identify what information is most useful for decision-making and reporting, particularly in relation to key performance indicators (KPIs) across livestock, crops, and wider farm operations.

What's your favourite tractor brand?

Paul takes a practical approach when it comes to machinery, explaining that his preference is not driven by brand loyalty, but by reliability of support and after-sales service. For him, the most important factor is having a strong dealership network that can respond quickly when support is needed and keep equipment running efficiently during busy periods.

What communication style do you find most effective?

Paul believes there is no single "best" communication style and instead places emphasis on adapting to the needs of individuals within the team. He recognises that people respond differently depending on their role, experience, and preferred way of working.

Would you be supportive of the farm purchasing additional land, if it became available, reducing our reliance on bought feed?

Paul was generally supportive, but it would need to be assessed on a case-by-case basis to ensure that it is the right purchase for the University.

Should the farm be expected to grow arable crops for teaching, or should this be outsourced to contractors, or should arable crops be grown for teaching and research only?

Paul was clear that Future Farm needs to support the academic team at the University, be that through cropping, livestock or environmental systems. However, it also needs recognition for all that it contributes so that the efforts of the farm team are reflective of the workload and costs incurred. This can be reflected in a multitude of ways, which we will develop so that it is a suitable representation. Each support request will be evaluated individually to ensure that the quality required and costs incurred are viable.

What is your favourite biscuit?

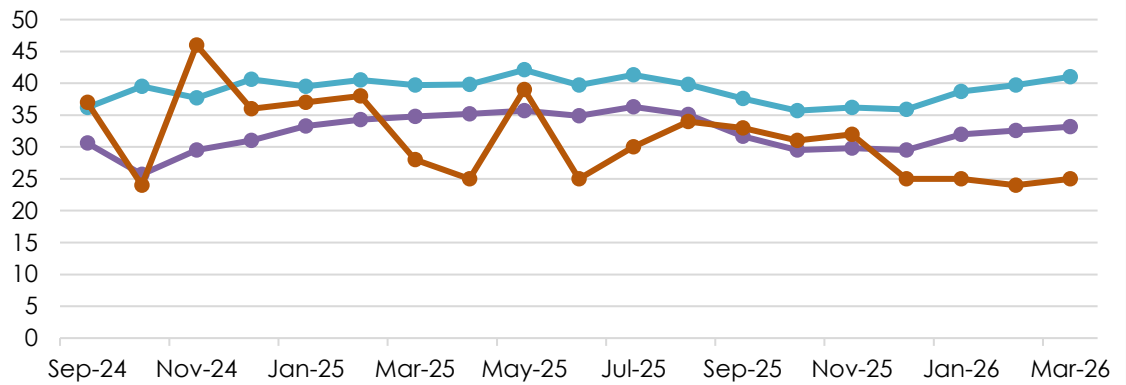
Paul says his favourite biscuit is M&S Chocolate Rounds. – give them a try!



Future Farm Animal Performance in March 2026:

The Main Dairy milk yield and KPI's in comparison to all NMR recorded herds of a similar herd size (Please note, the data in the graph and screenshot of the KPI table are from Herd Companion)

Herd Production Summary - Main Dairy



	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Avg Yield	30.6	25.7	29.5	31	33.3	34.3	34.8	35.2	35.7	34.9	36.3	35.1	31.7	29.5	29.8	29.5	32	32.6	33.2
Avg Milking Yield	36.2	39.5	37.7	40.6	39.5	40.5	39.7	39.8	42.1	39.7	41.3	39.8	37.6	35.7	36.2	35.9	38.7	39.7	41
SCC > 200	37	24	46	36	37	38	28	25	39	25	30	34	33	31	32	25	25	24	25

Benchmark	New	Export
NMR14: Holstein herds > 300 cows	Benchmarks	Export

Drag a column header here to group by that column

KPIs	"Worst" <-----> "Best"	Worst	You	Best	Mean
Milk/Cow/Year of life		4,094	7,235	9,288	6,238
Milk/Cow/Year		6,812	12,180	13,985	10,087
Lactation Yield		6,716	11,167	13,193	9,879
305 Day yield		6,523	10,832	11,809	8,928
Protein/Cow/Year		232	390	464	349
Fat/Cow/Year		290	474	712	433
Ave. Protein %		3.14	3.20	3.82	3.46
Ave. Fat %		3.68	3.89	5.43	4.30
Mean Parity		1.99	2.62	3.76	2.77
Calv. Interval <385 %		29.17	38.75	74.81	58.31
Ave. Lactation length		370	286	247	313
Ave. SCC		315	103	80	158
% Cows in Parity 1		42.93	32.63	13.11	29.44
Age 1st Calving		1,020	710	702	783
Ave. Calving interval		446	413	368	392
Ave. Dry days		85	63	34	55
Culling + Death %		49	33	3	30
Ave. No. Cows		108	399	1,229	487

Create Filter

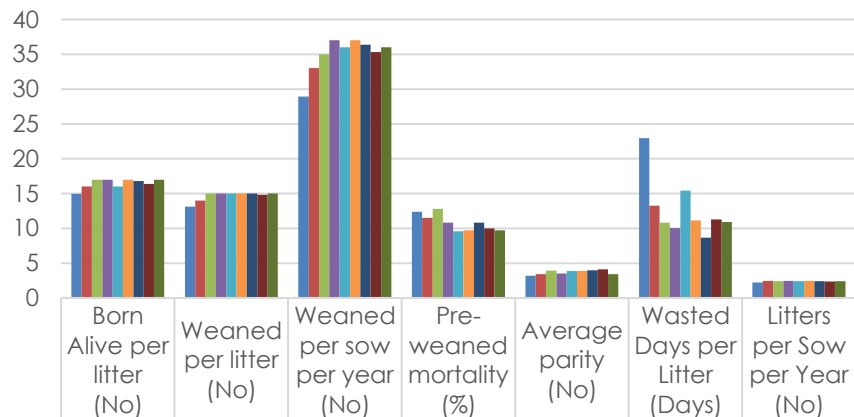
-The Main dairy milk quality components compared to the Benchmark Müller average.

March 2026

	Main Dairy	Muller Average
Avg Bfat (%)	4.22	4.42
Avg Protein (%)	3.40	3.45
Avg SCC ('000/ml)	89	139.7
Avg BAC ('000/ml)	19	23.24
Therms (cfu/ml)	220	365.6
FPD (m*C)	521	-

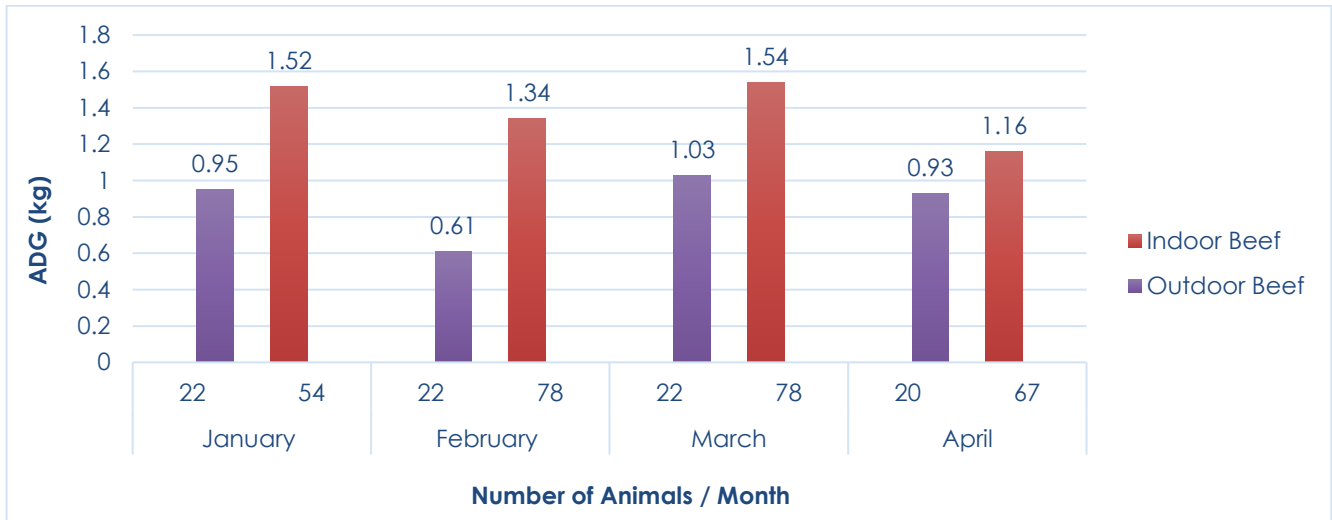
The quarterly Pig unit production performance in comparison to the AgroVision Benchmark average (Please note that the AgroVision Benchmark figures are produced quarterly; for this performance comparison, the September 2025 figures have been used).

Quarterly pig unit performance vs. Agrovision benchmark



	Born Alive per litter (No)	Weaned per litter (No)	Weaned per sow per year (No)	Pre-weaned mortality (%)	Average parity (No)	Wasted Days per Litter (Days)	Litters per Sow per Year (No)
■ AgroVision Avg. (September 2025)	14.94	13.1	28.95	12.38	3.21	22.94	2.21
■ HAU pig unit (Q1 2024)	16	14	33	11.5	3.4	13.3	2.44
■ HAU pig unit (Q2 2024)	17	15	35	12.8	3.9	10.8	2.4
■ HAU pig unit (Q3 2024)	17	15	37	10.8	3.5	10.0	2.5
■ HAU pig unit (Q4 2024)	16	15	36	9.6	3.9	15.4	2.4
■ HAU pig unit (Q1 2025)	17	15	37	9.7	3.9	11.1	2.4
■ HAU pig unit (Q2 2025)	16.8	15	36.4	10.8	3.95	8.68	2.4
■ HAU pig unit (Q3 2025)	16.4	14.8	35.3	10	4.1	11.3	2.38
■ HAU pig unit (Q4 2025)	17	15	36	9.7	3.41	10.92	2.42

Indoor & Outdoor Beef Systems Average Daily Weight Gain 2026 (kg).



Industry News

- **Supermarket giant commits £5bn to support UK farmers – 31 March 2026**

Supermarket chain Sainsbury's announced a £5 billion investment into long-term contracts with over 2,500 UK farms. The move is aimed at improving supply chain resilience and giving farmers more financial security amid rising costs and climate pressures.

[READ MORE](#)

- **Sustainable farming could prevent £150bn economic loss – 18 March 2026**

A new report warned that failing to scale up sustainable farming practices could cost the UK economy up to £150 billion by 2050. The research highlights regenerative farming as key to improving resilience, reducing imports, and strengthening the long-term viability of the food system.

[READ MORE](#)

- **Farm profits under pressure as costs rise and subsidies fall – 16 March 2026**

New analysis showed that many UK arable and mixed farms are expected to see reduced profits due to lower commodity prices and declining subsidy payments. While some livestock farms have seen improvements, the overall outlook highlights continued financial pressure across the sector.

[READ MORE](#)

Did You Know...

Machinery Efficiency

- ❖ Poor field efficiency can mean only 60–70% of a tractor's time is spent doing productive work, with the rest lost to turning, overlap, and downtime.
- ❖ Simple changes like better field planning and longer runs can increase efficiency by 10–20%.
- ❖ Using GPS guidance can reduce overlaps and misses, saving up to 10% on fuel, seed, and fertiliser.
- ❖ Correct tyre pressure can improve fuel efficiency by up to 15% while also reducing soil compaction.
- ❖ Oversized machinery isn't always better; matching implement size to field shape and workload is key to efficiency.
- ❖ Regular maintenance, such as clean air filters and correct ballast, can significantly reduce fuel consumption and wear.



Thank you for reading the Future Farm monthly update newsletter. If you have any feedback or would like to see something in upcoming updates, please send your request to futurefarmenquiries@harper-adams.ac.uk.

We apologise to anyone who made a suggestion for the newsletter, and the content you requested was not included. We are doing our best to gather this information about the farm and our practices. Check out our newly updated website:

<https://futurefarm.zone/>.

Stay tuned for more updates from the farm in next month's issue!

