

DAY 1 – SESSIONS

A / What are the opportunities and challenges faced by pasture based dairy farming, today and looking forward, globally?

Perspective from a globally connected Dairy leader.

Chaired by Colin Armer



Michael Murphy

Irish Dairy Farming Leader and international businessman

Michael Murphy, a well-known figure in Irish Dairying circles. Dairy farmer, entrepreneur and international businessman, he is a pioneer in high profit, grass based dairying not just in Ireland, but worldwide. He has interests in farming operations in Ireland, New Zealand and Missouri. In addition he is director of several companies outside farming.

He speaks frequently at International conferences (Australia, China, Germany, New Zealand, Netherlands, Portugal, UK, and USA.) He has addressed farmers on topics including wealth creation and the dairy industry's international future. Michael has lead over 10 farm study tours to New Zealand. Farmers that participated found the

quality of the visits life changing in terms of what it did for them and their farming businesses

Michael now spends a large amount of his time mentoring young people starting out in Dairying. He also has strong ties with Moorepark.

"I'm passionate about superb quality grass based dairying. As dairy farmers we are price takers. So hence we compensate best for this by ensuring we are low cost producers. This is best achieved by going the grass rich route which gives wonderful results over time. Highly skilled people, very fertile cows, strong financial discipline + superb grassland management will be the basis of a world class Irish dairy industry. This fires off high free cash + free time across the cycles. Simple resilient systems but operated to an excellent standard give dairy farmers better prosperity and better dignity."

"I love to help people to help themselves by travelling the well proven road to success and happiness."

Opportunities and challenges faced by pasture based dairy farming, today and tomorrow

New Zealand and Ireland share a pasture fed, seasonal calving model of dairying which is very different to the largely grain fed model elsewhere.

With +90% of milk solids exported both countries have to be competitive worldwide.

We both enjoy a temperate climate which allows excellent pasture growth giving us our main comparative competitive advantage i.e. very cheap feed and low overheads.

It is enlightened self-interest for both countries to cooperate closely to speed up the rate of innovation which will lower costs and drive farm efficiencies. And also to focus on capturing the marketing potential of health / nutritional benefits of pasture fed milk.