



BDC CASE STUDY

BACKGROUND

In May 2010, world leaders in dairying technology, The British Dairy Consortium, teamed up with Diversey the global hygiene solutions provider to deliver a seminar to the British Embassy in Warsaw.

OPPORTUNITY

The theme of the seminar was 'Managing an efficient dairy farm in a fast moving world' dedicated to the latest British solutions in the dairy herd management. The consortium's members debated issues related to cattle nutrition and increasing the efficiency of milk production. Topics presented by the consortium's experts covered a range of subjects including EU Dairy economics by The Dairy Group, profitable slurry management and its application by Spreadwise, technological developments in silage additive by Ecosyl, dairy hygiene by Diversey, trace element nutrition by Agrimin, herd management and breeding technology by Cogent and PAN Livestock.

RESULT

The seminar resulted in a much closer working relationship between UK and Polish dairy farmers and gave both parties a real insight into shared problems, opportunities and initiatives. As a direct result Ecosyl formed a close relationship with a milk replacer company based in Bydgoszcz that will hopefully lead to sales of Ecosyl silage inoculant products for the first time in Poland.

The seminar also proved beneficial for Diversey, who were able to establish links with a number of dairy farmers and key industry contacts from within the Polish dairy farming community. Diversey has only recently entered the Polish dairy farming market, yet are already seeing signs of good sales growth.

