



Coles Sustainable
Dairy Development Group

Herd Productivity Fund – Information Pack

1. Project Background

This Coles Sustainable Dairy Development Group (CSDDG) initiative aims to provide Coles Dairy Farmers with access to funds to support herd productivity across multiple areas of a dairy farming business including milk quality, herd management and herd decisions.

Coles is pleased to support this initiative to enable farmers to produce high quality milk, for Coles Own Brand dairy products. Three key activities have been identified as part of the Herd Productivity Fund Program to support farmers in decision making to manage the production, health and quality of herds.

Coles is offering an annual reimbursement of up to \$12.00 (ex GST) per cow in the milking herd (based on last financial year peak herd numbers), per year of the agreement to go towards the cost of undertaking one of three agreed activities; Herd Testing or Recording, Genomic Testing or in-line SCC monitoring that aims to improve the management and decision making relating to your herd. The Herd Productivity Fund is available to farmers with a current Coles Milk Purchase Agreement (MPA).

2. Benefits

Regular herd testing and recording, genomic testing or utilisation of in-line SCC monitoring systems can all provide valuable data and information about cows in your herd and can assist with the following.

- a. provide production data on individual cows
- b. identify individual cows that may be causing the SCC to rise
- c. track new infection rates during key times of the year
- d. make decisions about drying-off treatment strategies
- e. make strategic decisions about milking cows in your herd
- f. support culling decisions.

Each farm business is different which is why this fund allows you to have the flexibility to choose an activity that will improve herd productivity and align to your farming system and management approach.

3. How to apply

To participate in the program, the following steps need to be undertaken:

1. Complete the online registration form. In the registration you will be required to provide the following information: peak milking cow numbers (based on the last financial year: 1 July 2022 – 30 June 2023), an estimate of the reimbursement being sought, activity you propose to apply the funds to and the service provider. **The online registration form can be accessed here:**
<https://www.surveymonkey.com/r/7VBJ9MK>
2. Once submitted, the registration form will be assessed by Milk Department and you will be notified of the outcome. Please note that *Coles has the right to verify peak milking cows against volumes and farm records.*
3. Proceed with undertaking chosen activity or if you have already undertaken an approved activity this year, proceed to step 4.
4. Please only make one claim per financial year. This needs to be made with receipts/invoices (that have been paid in full) to Milk Department by emailing accounts@milkdepartment.com.au as evidence of spend on the chosen activity **by 30 June 2024**. Receipts for an approved activity are currently open for the period **1/7/2023 – 30/6/2024**. There are three reimbursement opportunities as per the timelines outlined in point 5 (Timelines) below.
5. Reimbursements will be paid following the submission of an invoice paid in full. Payment will be made to your farm nominated bank at the latest within 30 days of submitting receipts, unless otherwise notified.
6. Please note: Whilst invoices from your suppliers will include GST, the reimbursement amount paid to you will be based on a total figure of \$12 (ex GST) per cow.
7. Completion of a short survey to provide feedback on how the fund has contributed to herd productivity sent to you after you have been reimbursed.

4. Examples

How do I work out how much funding I can access through this fund?

Each Coles farmer with a current MPA can access up to \$12.00 (ex GST) per milking cow based on peak milking herd numbers for the 2023 financial year (1 July 2022 – 30 June 2023). To work out how much funding you are eligible to receive, multiply your total peak milking cow numbers by \$12.00.

Example: If your peak milking herd numbers are 350 cows. $350 \text{ cows} \times \$12.00 = \$4,200$ in funding to put towards one of the approved activities of your choice.

What are some examples of how this fund can be used?

- If you already regularly herd test your cows, you could put this funding towards your herd test bill. You would submit a registration form, continue doing your regular herd testing and then provide the receipt for your herd testing by 30 June 2023 and we will reimburse you for your expenditure (up to \$12.00 per milking cow).
- You might be considering the option of genomic testing your calves. Submit a registration, undertake genomic testing on your replacement heifers due to join the herd and receive an amount of up to \$12.00 per milking cow to put towards that overall cost. Submit receipts/invoices by 30 June 2023.
- You already herd test and genomic test, but you'd like to install in-line milk monitoring in your dairy. You could utilise the amount of funding for your farm to put towards the installation of some in-line SCC monitors in your dairy.

5. Timelines

Activity	Timeline
1. Registration of interest opens for Herd Productivity Fund	November 2023
2. Registrations assessed	November 2023 – June 2024
3. Registrations close	30 June 2024
4. Feedback survey	August 2024

Submit invoices by the following date	Payment made
30 December 2023	Mid- January 2024
29 February 2024	Mid- April 2024
30 June 2024	Mid- July 2024

Invoices email to accounts@milkdepartment.com.au

6. Key Contacts

Milk Department:

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