



# Good grass-management



## Wim van Ittersum

### 1 Description of the innovation

Wim van Ittersum (52) runs together with his wife Wolterien and children, a dairy farm with 150 dairy cows and 75 young cattle. The farmer thinks low costs and sustainability are important aspects for his company. These two issues can be found in the business operations of the farm, of which grazing is the most important link. According to the farmer this is one of the requirements for the grazing to succeed, so that there is as little delay as possible. Furthermore, the entrepreneur has arranged the plots in such a way that he never tries to get into one lot for two consecutive days.



#### Farmer's strategy

The strategy of the farmer is based on the low costs and the sustainability of the farm. He likes to combine this with meadow bird protection.

Achievements: more fresh grass feeding and the efficiency of grass

Results: More milk from grass, keep the losses of grass very low



## 2 Farm description

### ENVIRONMENT

Soil: Clay (25cm) on Peat

Climate: Temperate oceanic

Altitude:  $\pm$ sea level

Slope: flat

### GRASSLAND MANAGEMENT

Grazing: Yes

Grazing management: Strip stocking

Length of grazing periode: 7 months/year

Main composition grassland: Perennial ryegrass and timothy grass

### STRUCTURE

**Agricultural Area** 100 ha UAA

*Permanent grassland* 70 ha

*Herb-rich grassland* 30 ha

**Production method** Conventional

**Stock** 150 dairy cows

75 young stock

**Breed** Holstein-Friesian

**Milk production** 8200 kg/year

**Annual Work Unit** 1,5

### WHY IT IS WORKING

The innovation is successful on this farm because:

- The farmer know how many grass is in the plots
- The innovation works at this company because the entire business is geared to grazing. This can be seen in infrastructure, housing and type of cow. Furthermore, grazing fits the vision of the entrepreneur.
- More biodiversity and meadow birds