



KEY PLAYERS BACK INDUSTRY MOBILITY INITIATIVE

Major players from across the dairy supply chain are committing their support to Stride, The UK Dairy Mobility Initiative which was launched in February.

Stride is a not-for-profit industrywide initiative, who's partners are Agsenze, Ceva, IVC Farm Vets, Neogen and Zinpro. Based around an industrywide survey, the objective is to identify current producers' views on lameness, and its impact on herd health and welfare, and their businesses' bottom line. The outcomes will be used to help producers take steps to reduce lameness in their herds and mitigate the costs and consequences of lameness to their businesses.

“Since the launch we are delighted with the level of support we have received,” comments Matt Dobbs from Agsenze. “Leading dairy processors and retailers have recognised the importance of mobility to the industry in its widest sense and Sainsburys, Muller and First Milk have signed up to support our activities.

“We are also received wider industry support from the Ruminant Animal Health and Welfare Board and Dairy Cattle Mobility Steering Group. At farm level we are pleased that Kingshay, The National Association of Cattle Foot Trimmers and LKL Services have identified the practical value that Stride is committed to creating.”

Mr Dobbs says the national survey will run until the end of April with results due to be reported in the early summer, ahead of a series of on-farm events. He says there has been a high level of farmer engagement with the survey already but there is still time to complete the survey.

“We are already making good progress and hope more organisations will commit to support Stride as we develop further plans to roll the results out to benefit the whole industry.”

Organisations who would like to sign up to support the Stride Initiative should contact Matt Dobbs who is chair of the Stride technical board at matt.dobbs@agsenze.com

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