



# GIVING FARMERS THE MÜLLER ADVANTAGE

**We've created the Müller Advantage Programme to help our supplying farmers operate successful and progressive businesses, while developing and enhancing the knowledge and skills they need to address important issues such as environmental impact. With this incentivised programme, farmers can proactively address issues such as responsible sourcing, herd welfare, and carbon emissions, ensuring their farms are successful and sustainable.**

Ben Hole is a Müller Direct farmer from Dorset. He's worked with Müller for eight years and has been part of the Advantage Programme since 2015.

"I took over the management of a 150-strong herd of cows 18 months ago, and in that time, I've achieved a lot of improvements in sustainability," says Ben. Some of the measures he's implemented include moving to a flexible paddock system, which gets the best use out of grass and reduces the need for expensive and carbon-intensive concentrates. This has led to an increase in soil health, which Ben hopes will lead to a reduced need for fertilisers.

Ben has also added a variety of mixed grasses and clovers to 10 hectares of paddock, creating thriving biodiversity and better soil structure, as well as reduced need for artificial nitrogen. "We're also working on balancing our soil PH with

lime application to allow for a more efficient use of the nitrogen we do apply," he explains.

This coming year, Ben intends to trial cover crops to improve biodiversity, as well as multi-species 'herbal' leys to give his cows another grazing option during dry summer months. Deep-rooted varieties such as plantain and chicory not only offer cows a tasty grazing alternative to grass but are resilient enough to withstand drought and provide an added boost of minerals to cows' diets.

"I've gotten so much out of the Müller Advantage Programme," says Ben. "Farmers are facing some big challenges ahead, and the programme has given me the tools and support I need to make sure both my farm and my cows stay happy and healthy."

