



PASSING THE BATON TO THE NEXT GENERATION OF FARMERS

Like every industry, people are crucial to our success, so as we look to ensure continuity of supply for our customers and ensure that the dairy industry in the UK is able to thrive, we have to keep attracting young, dynamic talent to the industry. This is why we've created the Müller Next Generation programme, which supports young farmers and develops their skills, helping them to build sustainable and profitable dairy businesses.

The three-year programme takes 25 farmers on a journey of knowledge, leadership training, people management and business planning, and covers all facets of environment and sustainability. Participants take part in workshops and farm visits and meet throughout the year to share ideas and best practice.

Matthew Davies is a Müller Next Generation farmer from South Pembrokeshire, West Wales. He's the fourth generation of his family to farm on the holding, which has around 200 cows. Through the programme, Matthew has developed a wide range of skills which have helped him modernise and future-proof the farm.

The farm now employs more regenerative practices, such as herbal leys (grassland made up of legume, herb and grass species), which reduces the need for commercial feed and fertiliser use, improves soil structure and boosts biodiversity. This has saved Matthew money and improved yields.

"I'm half-way through the programme now," says Matthew. "It's been such a great opportunity and is giving me really good insight into alternative ways of thinking by meeting other farm owners and seeing how they work sustainably and how businesses can be profitable. It's made me realise that each farm is different – and it's not the business itself but the person running it that makes it a success."

