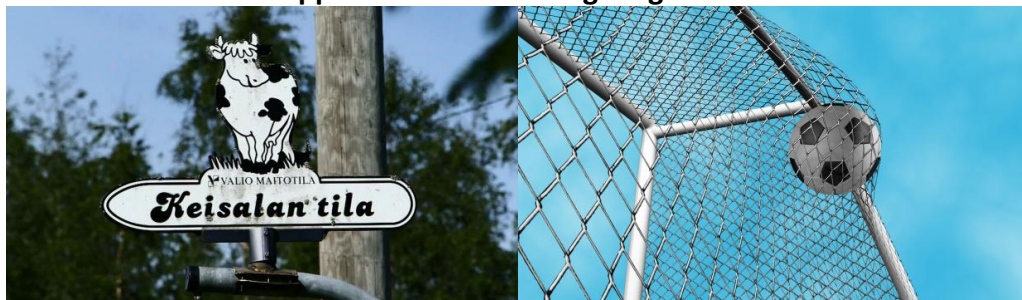


Case 4: Investment Support Team & Building Blog at Keisala Farm



What is it all about? Why is it needed?

Keisala Farm

Constant development needs support:

1987: 20 cows / 104000 litres / 27 ha

1990: new loose housing barn with 30 cows added

1998: extended to 85 cows

2003: milking robot

2010: second milking robot

2011: new loose housing barn, 2 new robots

2015: third robot

2012: consolidated company together with son

-constantly buying and renting new fields, now 145 ha own + 55 ha rented

-planning to extend storage room and increase self-sufficiency in energy

-continuing to expand production, improve working methods and technologies

The innovation 1: Investment Support Team

Basics: production advisory team, incl. economics, animal husbandry and plant production

Design process: architect + engineer + production advisory team + farmers

Investment: advisory in economics + production (cows, fields)

Resulting in an economically viable barn: reasonable investment, good functionality and fast production start

The innovation 2: Building Blog

The farmer kept a blog during the building project

Ups and downs were communicated

Lots of followers

Effect:

Many visits of other farmers who were planning to build a new barn

Publicity for the advisory and others involved in the Investment Support Team