



19. december 2013

## **Deliverable 5.1 “Press release, WEB-Site release and update”**

### **The AUTOGRASSMILK web-site**

At the project kickoff meeting in Cork in February 2013 a proposal for the content of the website was presented and agreed on.

The website was then designed and launched in march 2013, followed by a press release in English (see Annex 1) on the 2<sup>nd</sup> of April 2013. The project partner was encouraged to launch press releases in national language, homepages and media and with a reference to the AUTOGRASSMILK homepage for more information.

In April 2013 the website was updated with a questionnaires´ on grazing.

At the project management committee meeting in July 2013 there was commitment to a “Dessimination plan Exploitation Committee” document.

According to these agreement and the agreement at the meeting in the Exploitation Committee the project partners is responsible for sending information to the WP5 leader and the WP 5 leader will ask for informations to be uploaded in April, August and December each year (see Annex 2)

In December 2013 WP5 leader has asked the RTD to submit documents and informations to be uploaded.

Best regards

Ole Kristensen  
Chief Advisor  
Knowledge Center for Agriculture, Cattle  
Team

T +45 8740 5311 (direct)

M +45 21717784

E [olk@vfl.dk](mailto:olk@vfl.dk)



**Annex 1 Press release about the AUTOGRASSMILK project – English version.**

25/03/2013



**Robotic Milking for Grazing Dairy Cows  
- AUTOGRASSMILK-**

Integration of automatic milking (AM) and grazing dairy cows is the subject for a consortium of farmers, researchers and dairy advisors in a joint European project named AUTOGRASSMILK.

Automatic milking is becoming more common in the European dairy sector. At the same time we do in general see a decrease in grazing dairy cows, which leads to a loss in the potential economic benefit of grazing.

The objective of the AUTOGRASSMILK project is to develop and implement improved sustainable farming systems that integrate the grazing of dairy cows with AM, which is appropriate to the different approaches to dairy farming found in different regions in Europe.

The project will focus upon 5 main objectives during the 3 year project period. The subjects are:

1. Develop optimum feeding strategies for dairy cows incorporating grazed grass and AM for various production systems in Europe
2. Optimise the integration of AM with cow grazing using new grazing management technologies and new AM technologies.
3. Increase sustainability of integrated grazing and AM technologies.
4. Develop tools that will allow dairy farmers to optimise economic efficiency when combining grazing with AM systems.
5. Continuously disseminate new technology to end-users in a form that is easily accessible and locally adapted to improve farm efficiency.

The partners in the project are:

- European associations of dairy farmers/producers/processors (SME-Ag's) in Ireland, , Denmark, Sweden, Netherlands, France and Belgium.
- 2 pilot farmers, one in Ireland and one Denmark and 4 to 6 monitor farms in each country participating in the project.
- Research institutes in Ireland, Sweden, Denmark, Netherlands, France and Belgium.

This innovative project 'AUTOGRASSMILK' is funded by the EU FP7 programme under 'Research for the benefit of SME Associations' and the project is worth €3.1 million in total.

The project is being co-ordinated by Dr. Bernadette O'Brien of Teagasc, Moorepark, Ireland.

In robotic milking cows come voluntarily to the milking unit and milking is distributed over a 24 hour period. In recent years dairy farmers in most EU countries have adopted robotic milking at an accelerating rate for reasons such as improvement in lifestyle, less physical work and lower labor costs. However this has been associated with a decrease in cows grazing with a corresponding increase in indoor feeding systems. The objective of this project will be to develop grass-based systems of milk production using robot milking.

Currently there are more than 10,000 commercial farms using one or more AM system to milk their cows.

The application of project findings will be targeted towards the dairy farmer/producer/processor associations, their members who are engaged in dairy farming, and thereafter all EU dairy farmers. Dissemination will be via a website called [www.AUTOGRASSMILK.eu](http://www.AUTOGRASSMILK.eu) factsheet, workshops, seminars and conferences, policy documents and scientific papers.

For further information about the project and persons to contact, see the homepage [www.AUTOGRASSMILK.eu](http://www.AUTOGRASSMILK.eu) or contact the person in charge of the dissemination: Chief advisor Ole Kristensen, Knowledge Centre of Agriculture Denmark, mobile +4521717784 e-mail [olk@vfl.dk](mailto:olk@vfl.dk) .

## Appex 2 :Minutes Meeting at the Exploitation Committee July 2013

[SME, SME-AG and RTD´s in project  
AUTOGRASSMILKING  
]



July 20th 2013

### Minutes

#### Meeting at the Exploitation Committee July 2013

Date: July 10<sup>th</sup> 2013 at Kungsängen Research Centre, Uppsala

This is a short minute from the meeting in the Exploitation Committee in July 2013

The participants went through the delivered “Dissemination plan Exploitation Committee” and agreed on the following:

1. Primary target groups are Dairy farmers end users and SME-AG´s
2. Documents available on web- site will be published in national language for the RTD/SME-AG´s delivering and with an English short summary no more 1 page.
3. Concerning links to existing website about milking, grazing and livestock management, every RTD and SME-AG partner will deliver to WP5 Leader a list of web-sites they are aware of and relevant for the project – deadline 1. October 2013.
4. SME-AG persons for the WP5 Leader to be in contact with about review and other subjects I named in Annex A. An updated version of the “Dissemination plan Exploitation Committee” as an Appendix to this Minute.  
In Belgien Isabelle Dufrasne, Ulg will be attached to the namelist.  
In NL Marjo Leinde Kreij and Douwe-Jan Sietsma will be attached to the maillist.
5. Agreement on the dissemination protocol for research findings agreement. But we didn't discuss what the terms “Policy type of papers” implies for the project.
6. Agreement on dissemination protocol for application of research papers.
7. Dissemination protocol “Target groups interested in combination of AM and grazing.”  
Change has been agreed. Consortium partners will use the WP5 Leader as a

- sparring partner and connection point when and if they are in doubt about what they are going to present is in alignment with projects dissemination requirements.
8. 3 times a year (in April, August and December) the WP5 Leader will contact each consortium partner asking for deliveries.

Best regards



Ole Kristensen  
 Chief Advisor  
 Knowledge Centre for Agriculture, Cattle

T +45 8740 5311 (direct)  
 M +45 21717784  
 E [olk@vfl.dk](mailto:olk@vfl.dk)

**Appendix:** “Dissemination plan Exploting Committee – Updated after meeting in Uppsala July 2013”

**Reciever of this minute:**  
SME-Ag’s and SME farms

- IRISH GRASSLAND ASSOCIATION, (IGA)  
 Deirdre Hennessy, email [Deirdre.Hennessy@teagasc.ie](mailto:Deirdre.Hennessy@teagasc.ie)  
 Philip Donohoe [ballyellen@live.com](mailto:ballyellen@live.com)
- LAND- EN TUINBOUW ORGANISATIE NOORDVERENIGING LTO NOORD, (LTO)  
 Mr. Ivar Bisseling e-mail [ibisseling@ltonoord.nl](mailto:ibisseling@ltonoord.nl)  
 Marjo Leinde Kreij , e-mail [marjolein.de.kreij@lto.nl](mailto:marjolein.de.kreij@lto.nl)  
 Douwe-Jan Sietsma, e-mail [dsietsma@ltonoord.nl](mailto:dsietsma@ltonoord.nl)
- VIDENCENTRET FOR LANDBRUG, (VFL)  
 Chief advisor Ole Kristensen, e-mail [olk@vfl.dk](mailto:olk@vfl.dk)
- CENTRE NATIONAL INTERPROFESSIONNEL DE L'ECONOMIE LAITIERE, (CNIEL)  
 Mrs. Nadine Ballot, e-mail [nballot@cniel.com](mailto:nballot@cniel.com)
- VÄXA SVERIGE,(VXA)  
 Mrs. Susanna Berg, e-mail [susanna.berg@vxa.se](mailto:susanna.berg@vxa.se)
- COMITE DU LAIT DES PROVINCES DE LIEGE, NAMUR, LUXEMBOURG, DU BRABANT WALLON ET HAINAUT,(CDL) Didier Veselko e-mail [Didier.veselko@comitedulait.be](mailto:Didier.veselko@comitedulait.be)  
 Isabelle DufRASne Universite de Liege, e-mail [isabelle.dufRASne@ulg.ac.be](mailto:isabelle.dufRASne@ulg.ac.be)
- AIDAN MICHAEL POWER, (Aiden Power)

e-mail [aidanandanne@eircom.net](mailto:aidanandanne@eircom.net)

- THURE WORM - LUNDSMARK, (Thure Worm)  
e-mail [thureworm@hotmail.com](mailto:thureworm@hotmail.com)

RTD rep

- TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY,  
Dr. Bernadette O'Brien, e-mail [Bernadette.O'Brien@teagasc.ie](mailto:Bernadette.O'Brien@teagasc.ie)
- STICHTING DIENST LANDBOUWKUNDIG ONDERZOEK, Dr. Agnes van den Pol-van Dasselaar, e-mail [agnes.vandenpol@wur.nl](mailto:agnes.vandenpol@wur.nl)
- AARHUS UNIVERSITET,  
Dr. Frank W. Oudshoorn, e-mail [frankw.oudshoorn@agrsci.dk](mailto:frankw.oudshoorn@agrsci.dk)
- INSTITUT DE L'ELEVAGE, established in rue de Bercy 149, PARIS, 75595, France  
Mrs Valerie Brocard, e-mail [valerie.brocard@idele.fr](mailto:valerie.brocard@idele.fr)
- SVERIGES LANTBRUKSUNIVERSITET,  
Dr. Eva Spöndly, e-mail [eva.sporndly@slu.se](mailto:eva.sporndly@slu.se)
- UNIVERSITE DE LIEGE,  
Dr. Isabelle DufRASne, e-mail [isabelle.dufRASne@ulg.ac.be](mailto:isabelle.dufRASne@ulg.ac.be)

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