



Mountain Hall Farm

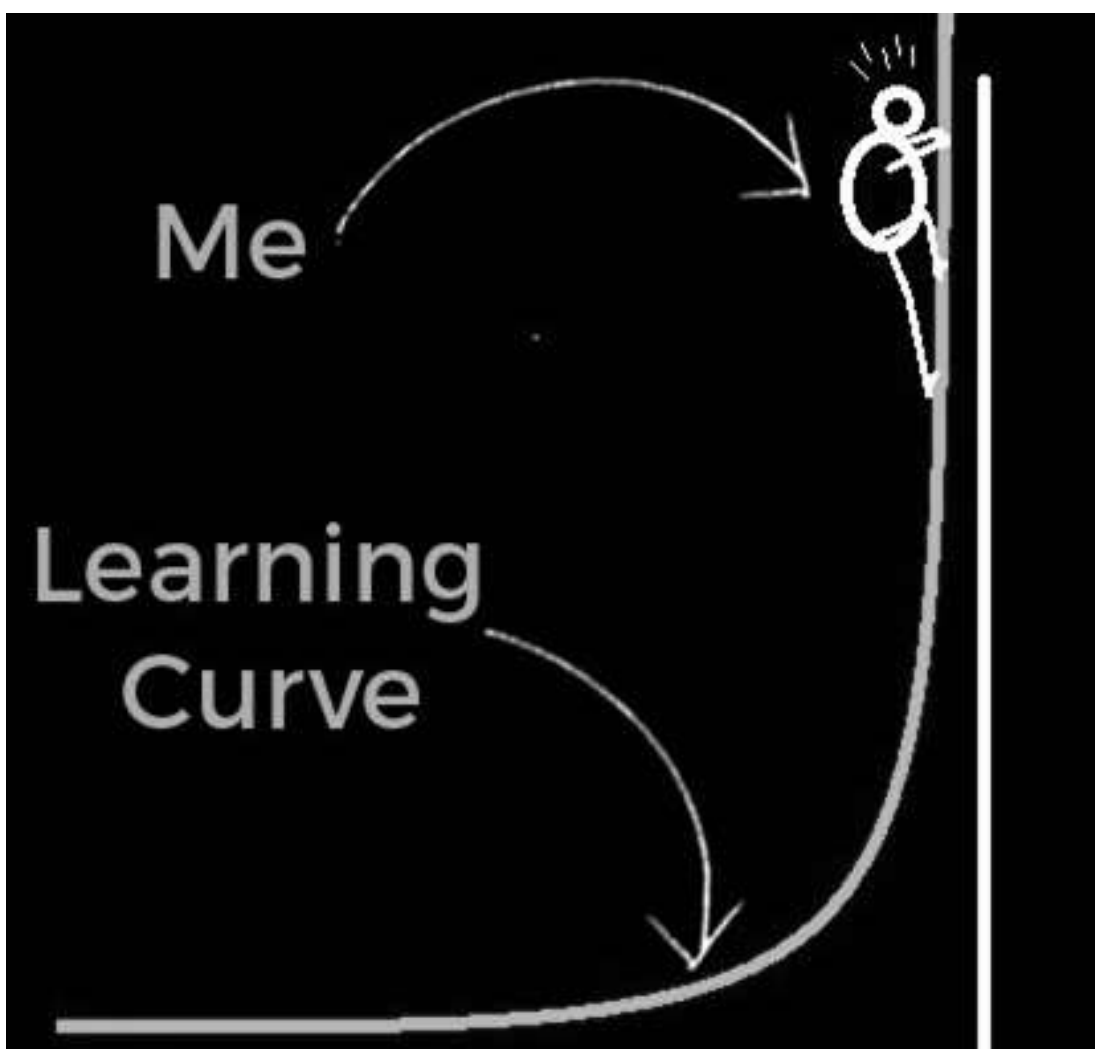
Alex Heffron • ORFC 2018



“I became a farmer almost unintentionally and by a kind of necessity.”

Wendell Berry

- 15a (soon 78) in Pembrokeshire
- Aim to milk ~12 cows.
- Also direct sell 100% grass-fed beef.
- Silvopasture & Holistic Planned Grazing





The Jersey Girls





- 3 Cows. 4 Heifers.
- Calves suckle till ~4 months.
- 100% Pasture-Fed Jersey Raw Milk.
- 4-6L/day ave. over lactation

Dairy Parlour



Bottling Room







Handling System



- Sell ~100L/week @ £2/L
 - Profit margin ~55%
 - Sell ‘rose beef’ – £500
- projected income
- Eventually sell yearling heifers – £750



Marketing

- Differentiation - unique product
- Story/brand
- Community - where do your customers hang out?
- Social Media
- The little things

Biggest Challenges

- Kicking cows!
- Let-down
- Sheer volume of work
- Winter feed

Managing Expectations

**Don't
underestimate the
work!**

**Naivety can be good,
if you have a
voracious appetite to
learn**

**Learn low-stress
cattle handling**

**Buy the best stock
you can**

**Have a support
network and a social
life!**



