



Professional Feed Advice for the UK Livestock Sector

Quality feed advice, increasing production efficiency & reducing emissions



10 | YEAR
ANNIVERSARY

agindustries.org.uk/far

A decade of achievements for farms and the feed sector

Animal feed plays a vital part in livestock production. Balanced diets are important to produce healthy, sustainable livestock. The Feed Adviser Register (FAR) was launched in 2013, providing the UK livestock sector with a trusted register of trained advisers to promote quality feed advice and deliver the nutritional needs of livestock in a sustainable way.

Feed advice and feed materials have evolved to meet market requirements, and FAR will continue to adapt to ensure registered feed advisers are at the forefront of these developments.

Over the past 10 years, FAR's key achievements include:

Ensuring livestock farmers have received professional and targeted advice



All feed advisers work to a professional code of conduct which ensures the integrity and robustness of the advice they give. Feed advisers have to meet certain requirements to join the Register as a development Member before moving on to becoming a full Member once further training has been completed.

Feed advice is highly technical and specialised work, which is why advisers are rigorously trained. Giving incorrect or inappropriate advice can lead to poor livestock welfare, health issues, and impaired performance.



01

Helping agriculture reach net zero ambitions



Controlling emissions in livestock production is an important part of the UK's agricultural plan to reach net zero by 2050.

Feed advisers are trained in this area and take the management of emissions into account when formulating a livestock diet.

By matching the needs of an animal with sustainability data on feed materials, diets can be formulated to have a reduced impact on the environment, as well as ensuring the dietary requirements of the animal are met.



02

Gaining the support of feed advisers and the feed sector



Over the past decade, more and more feed advisers have joined FAR and progressed to full Membership. There are over 1,100 feed advisers registered, which accounts for more than 95% of all advisers working in the industry. Feed companies, independent consultants and vets are all part of the Register.

It is the recognised register for feed advisers, covering all sectors of the livestock industry in every part of the UK and Ireland. Significantly, AIC established a game feed module for game feed advisers in 2022 to help drive professionalism and best practice in this important sector.



03

Getting wider stakeholder industry group and government recognition



FAR is guided by a working group which consists of industry feed advisers, stakeholders and the AIC. This group conveys any relevant information which supports the Register, as well as developing the core modules and CPD.

FAR is recognised by the Department for Environment, Food and Rural Affairs and is part of the wider advisory framework that supports UK agriculture. Having this joined-up approach ensures that FAR remains relevant to those tasked with achieving industry objectives.



04

Producing a core competency framework and online learning tool



Core competency modules build on feed nutrition and sustainability knowledge via an online platform. All feed advisers have to complete these modules to gain full FAR Membership. Once this is attained, continual professional development (CPD) is completed each year to update the knowledge of feed advisers. Subjects include antimicrobial resistance, feed additives, sustainability, and improving farm nutrient balance.



05

Looking to the future

AIC Services and the industry will continue to develop the Feed Adviser Register to meet the needs of feed advisers, feed industry, livestock farmers and other stakeholders.

Change will be driven by best practice in feed advice, the development of novel feed ingredients, the sustainability agenda and advances in formulation technology.

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PRACTICE IN



FEED
ADVICE



DEVELOPMENT
OF FEED



SUSTAINABILITY
AGENDA



FORMULATION
TECHNOLOGY

FAR Case Study - Alan Jenkins, Independent feed adviser

KEY OUTCOMES
OF FEED ADVICE



ADDITIONAL
YIELD



LOWER METHANE
EMISSIONS



REDUCED AMMONIA AND
PROTEIN EXCRETIONS



Alan Jenkins
Independent feed adviser

Background and area of expertise

Alan is an independent feed adviser working in ruminant feed for over 30 years. He advises dairy units and specialises in forage-based systems.

What difference does FAR make to you and your customers?

The industry requires professional farm advisers whose thinking is up-to-date. Agricultural training gained at college or university should be refreshed regularly so they can deliver practical advice and solve problems for clients.

Combining climate change with other aspects of on-farm advice enables advisers to take dairy farmers through the issues. FAR helps advisers to develop the appropriate mindset for continuous improvement, providing the advice farmers need in a challenging and ever-changing business.



FIND OUT MORE
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CASE STUDIES

FIND A FEED ADVISER

FAR ANIMATED VIDEO

For FAR membership enquiries, help with accessing training modules or other queries please contact: carolynn.palasiuk@agindustries.org.uk for further info: agindustries.org.uk/far



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