

Shropshire STAR

Tuesday, December 8, 2009

News 01952 24 24 24 Classified 01952 244 244

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Two honoured for excellence

Two Shropshire companies which have been working together over the last year, went to Birmingham recently to receive an Excellence Award for their work.

Peter & Rosemary Allen of CowCash-UK, based in Cockshutt, and Robin Bennett of Start Software in Bridgnorth, won the Chair's Award for Excellence for Social, Environmental and Economic Impact at the AWM ICT ceremony.

A member of the judging team congratulated them and said that dairy farming was the "Cinderella industry" and they felt that this was just what was needed to turn it round, and added that it had 'blown them away' after hearing Robin's presentation.

Peter has been working with Robin to produce Version3 of the TotalDietManagement software, though previous versions of TDM have been used by dairy farmers over the last 10 years.

With the launch of Version3 they will be able to achieve higher yields, bet-



Peter and Rosemary Allen with Robin Bennett proudly display their joint award

ter milk quality, and improved cow welfare, plus the all important increase in profit and environmental benefits of 'cleaner slurry' by correct feeding.

TDM V3 is quicker, easier and a more effective way to work out efficient welfare friendly cow diets.

It incorporates many new, innovative and user-friendly methods of working out rations to save money, increase margins and at the same time improve herd health, fertility and

longevity.

It enables the farmer to take control of his costs and manage his business for his future.

Version3 can be obtained by calling Peter on 01939 270739 or going to www.totaldietmanagement.com for a free 28 day trial and more information about what the software does.

For details email rosemary.allen@gmail.com or call the above number.