



CASE STUDY

By *Dr. Elaine Ingham* President & Founder

From Near Bankruptcy
to Abundance:

DAIRY FARM TURNAROUND
USING THE SOIL FOOD WEB





MEET ANDREW & LINDA WHITING



With four young children, Andrew and Linda Whiting were living their dream of owning and operating their own farm. Having both grown up on dairy farms, they felt confident that they could achieve their goal. But after 6 years of hard work, they were struggling.



Moment of Truth

Hit by reality that modern-day dairy farming is much tougher than it was in the past.



Timeline

In the dairy business six years when Dr. Elaine was introduced to the Whiting's by Camperdown Compost Company.



THE WHITING'S FARM



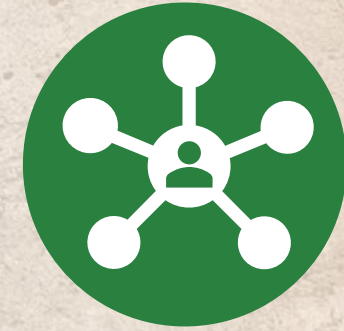
Location

Near Camperdown, an hour west of Melbourne, Australia.



Size

300-acre farm with about 250 cattle.



Crew

Started with a few employees, but cut down to one in hard times.



DILEMMA

With the costs of chemicals and artificial fertilizers, new fees on unmanageable manure pits, growing vet bills, and fields not recovering, The Whiting's farm was on the brink of bankruptcy. They'd soon have to shut down unless they found a solution.



FINANCIAL HEALTH



Falling Profits

Mounting costs meant profits were diminishing: Resowing per 100 acres was costing \$20K/year. Grass output was poor, so they had to purchase extra feed in the winter.



Costly Laws

Australia's Department of Environment and Energy enacted a new law on manure lagoons (or pits), pits, resulting in massive fines for The Whiting's' Farm.



Excess Waste

Transporting waste from manure lagoons to composting operations 25 km away was not only time consuming, but too expensive.



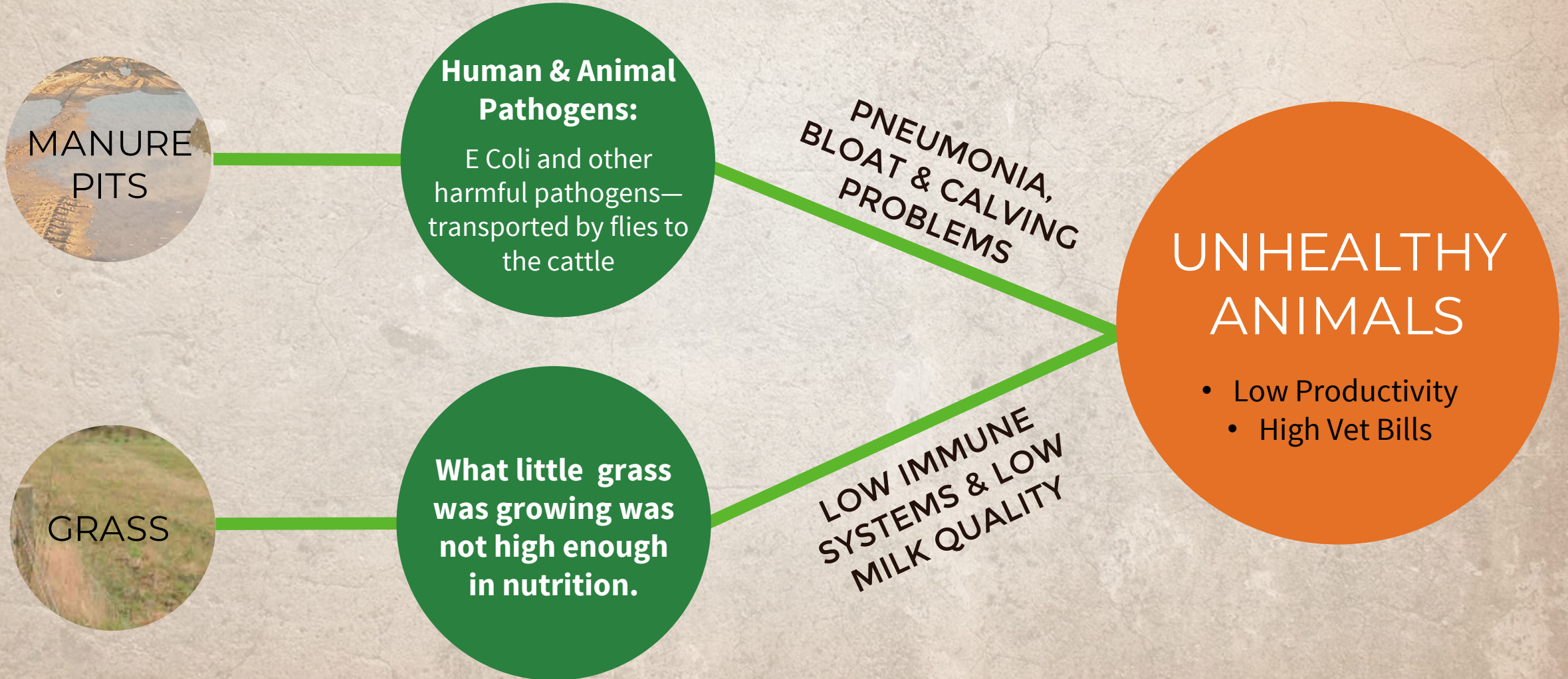
Crippling Vet Bills

The manure lagoons were teeming with animal and human pathogens, and flies were transferring these to cattle. Poor nutrition and bloat were also issues.



ANIMAL HEALTH

The Whiting's started with the best intentions to make good milk, but the reality of their situation unfortunately did not bode well for their cows.





SOIL & GRASS HEALTH



Bare Pastures

Moving cows from one pasture to another by “cell-grazing” had not resolved all the issues. Pastures had bare spots with poor growth rates.



Low BRIX Level

BRIX* readings (below 2) were indicative of poor nutrient levels. Good BRIX readings are from 10 to 18.



Poor Biology

The soil biology was being destroyed by the use of inorganic chemicals. The Soil Ecological Services were not functioning.



Meager Output

Diminished soil biology results in low nutrient density in the grass. This affects milk production and animal health, increasing vet costs.

**BRIX is the measure of soluble sugars and minerals, etc. in plant sap.*



PROPOSED SOIL-UTION

Restore the soil food web and allow nature's operating system to:

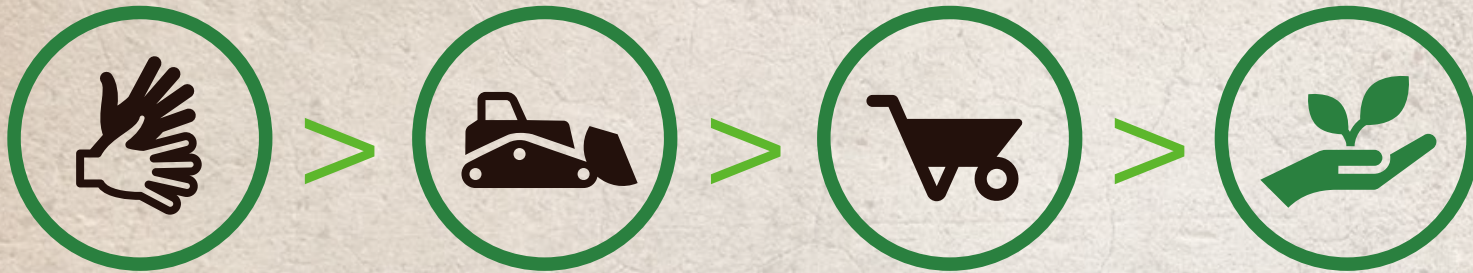
- Kill animal/human and plant pathogens, including root-feeding nematodes.***
- Increase plant available nutrients in the soil, promoting increased growth.***
- Build soil structure, enabling roots to grow much deeper and to access more nutrients and more water.***

All of this results in more nutritious grass, and healthier cows that yield more milk with greater nutrient content!





PLAN



- 1 Make BioComplete™ Compost on site, using the manure in the lagoons and other materials from the farm.
- 2 Apply the BioComplete™ Compost to the land as instructed by Dr. Elaine.
- 3 Adopt new *management practices* to ensure the longevity of the soil food web.



Camperdown Compost Company, which was accepting the farm's waste, wanted to help local farmers. They arranged an introduction to Dr. Elaine and her low-cost solution. All they needed to start were just a few materials, equipment, and a clear plan of action.

OBJECTIVES



Stop

Stop using inorganic products: toxic chemicals, pesticides, herbicides, fertilizers.



Stop

Stop killing soil biology.



Stop

Stop pollution of the water-table by toxic runoff/leaching.



Upcycle

Upcycle manure pits to make BioComplete™ Compost.



Grow

Grow super-nutritious grass.



Raise

Raise healthy animals and enjoy increased profits.



IMPROVING PLANT HEALTH



Increase
Nutrient
Availability
Nutrient dense grass
means healthier cows.



Build Soil
Structure
This enables plant roots
to grow much deeper
accessing more nutrients
and water.



Kill & Inhibit
Plant
Pathogens
e.g. Root feeding
nematodes.



Healthier
Grass...
Healthier
Cows.



RESULTS & OUTCOME

*With the help of **Dr. Elaine's™** Soil Food Web Approach, the Whiting's have turned the financial burden & health hazard of manure lagoons into an invaluable resource.*

Since producing and using their own compost, the health of their soil, animals and the farm's finances have seen major improvements.





SOIL & GRASS RESULTS



On the left is the Whiting's farm after 5 grazing events. On the right is the neighbor's farm after just 1 grazing event in the same time period.

Key Observations:

First shift in progress was within 1 month



Elimination of weeds



High amount of nutritional clover



BRIX increased from 2 to ~12 in 3 years



Mycorrhizal fungi increase from 4% to 87% in 3 years



From grazed down to ready to graze in 10 days



Cell re-grazing possible in only 35-45 days per paddock





ANIMAL RESULTS

Overall Results

Elimination of eye infections & sinus issues



Elimination of pneumonia



Elimination of bloat*



Shift from agitated to passive cows



Calving mortality rate dropped to zero by first spring



15% increase in herd size by next spring



Higher quality of milk & increase in milk fat



Decreased Vet Bills

In addition to saving money on caring for sick cows, costs for artificial insemination have been eliminated.



Increased Production

Yields increased, but so did quality, enabling the Whiting's to sell more milk at higher prices.

**Bloat visibly remained on the neighboring farm which continued their farming process with inorganic products containing nitrates.*



FINANCIAL RESULTS

Complete Turnaround

Stopped being fined for manure pits*



Surplus of grass bailed for winter feed



Additional surplus of grass: bailed & sold



Re-sowing costs almost eliminated: saved \$50k/year



Savings on veterinary costs with healthy cows/calves



Increased sales due to higher yield and price



Saved more than \$200,000 in first growing season



With the land and animals healthy, maintenance costs dropped dramatically. Furthermore, the increase in quality and yield of milk meant that profits increased significantly each year. The costs of making the switch over to *Dr. Elaine's™* system were quickly recuperated and Andrew and Linda were able to start saving for their children's college.

*Turnaround happened in one round of composting—which also meant using up all the anaerobic material in the pits & filling them in.



Initiate Change



See Results



Gain Rewards

Contact *Dr. Elaine's™* Soil Food Web School today and begin your journey

Learn how to work with
Nature's Operating System

Decrease your costs and increase your yields—boost your bottom line!

"There are very few scientists that are approachable. She can talk science in layman's terms and just makes it easy to understand."

— Andrew Whiting on working with Dr. Elaine Ingham





CONTACT US FOR MORE INFORMATION

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