



UNIVERSITI TEKNOLOGI MARA

FEEDING EFFICIENCY OF BELLA DAIRY FARM, KUDAT

DARWIN HARUN
MOHD REZA ADINATA
ABANG FAISAL BIN YAMAN

DISSERTATION SUBMITTED IN FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF
EXECUTIVE MASTER OF BUSINESS ADMINISTRATION
GRADUATE BUSINESS SCHOOL

JANUARY 2012

ACKNOWLEDGEMENT

We would like to thanks Allah SWT for blessing us to complete this research paper that was entrusted to us. There are many individuals who have contributed their ideas, time, energy and suggestions to the completion of this research paper and their attribution to the wisdom, work and experience of this people that materialized this project. With their kind cooperation, fruitful ideas, guidance and assistance, this project would not have been possible.

We would like to express our sincere gratitude and indebted to our advisor, Prof. Madya Datuk Dr. Worran Hj Kabul for sharing his brilliance ideas, and for his assistance and guidance. It has been a very good experience under his supervision and he really inspired us and make sure that we understand the need and requirement of this project.

We would also like to extend our many thanks to Ir. Mr Hj Samto from Department Of Veterinary Services and Animal Industry (DOVSAI) Kota Kinabalu dan Mr Nurdin Salleh from Department Of Veterinary Services and Animal Industry (DOVSAI), Kudat for their willingness to assisting us, with the data regarding the Dairy Farm Industry.

Last but not least to our family, friends and loved one for their supports and understanding. Thank you to EMBA Coordinator for being helpful and concern to the completion of this research paper. Finally, to all parties involved in the completion of this study, directly and indirectly, without whom this research paper might not be one of its kind.

Thank You.

TABLE OF CONTENT

TITLE	PAGE
RESEARCH GROUP	I
ACKNOWLEDGEMENT	II
TABLE OF CONTENT	III
LIST OF FIGURES	IV
LIST OF TABLES	V
ABSTRACT	VI
 CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Problem Statement	2
1.3 Objectives	3
1.4 Research Questions	4
1.5 Conceptual Framework	6
1.6 Significance of Research Paper	10
1.7 Definition of Terms/Concepts	11
1.8 Scope of Research Paper	12
1.9 Limitation Of The Study	13
 CHAPTER 2: LITERATURE REVIEW	
2.1 Literature Review	15
2.2 Production benefits from good quality forages	17
2.3 Formulating, limitation and estimating cows feed	18
2.4 Develop staffing through appropriate training and course	18
2.5 Theoretical Framework	19
 CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY	
3.1 The Research Design and Methodology	22
3.2 Method of Study	22
3.3 The Population and Sample Size	23
3.4 The Instrument for the Research	23
3.5 The Field Work and Data Collection Technique	24
3.6 The Data Analysis	25
 CHAPTER 4: DATA ANALYSIS AND INTERPRETATION	
4.1 Profile Of Interview	26
4.2 Unstructured Interview Results	26
 CHAPTER 5: RECOMENDATIONS AND CONCLUSIONS	
5.1 Summary Of Key Findings	39
5.2 Post-Study Impact	39
5.3 Recommendations	40
BIBLIOGRAPHY	44

LIST OF FIGURES
(As shown in Appendix)

Figure 1	Forage (Grasses/Legumes)
Figure 2	Feeding the cows with concentrate mix
Figure 3	Feeding the cows with grasses
Figure 4	The process of Roughage
Figure 5	Concentrate
Figure 6	Milking cows at the Bella Dairy Farm
Figure 7	The cows' barn
Figure 8	The planted grasses
Figure 9	The signage of Bella Farm
Figure 10	Department of Veterinary and Services Animal Industry (DOVSAI)

ABSTRACT

This demand for milk and dairy products must be met by some means. Some will be met through increased global trade but much, especially the demand for whole fresh milk, will have to be met locally. Dairy farmers need to develop many new skills to become successful business managers. Not only must they be able to budget their cash inputs to match their cash returns during the different seasons of the year, but also they must be able to invest wisely in improving their cows housing and feeding systems. The availability and quality of dairy production and profitability, and this be addressed in any farm development program. Every effort should be made to ensure a reliable supply of quality forages to supplement their wet season forages during the dry season. For example, dairy farmers may consider contracting nearby cropping farmers to grow whole crop maize for silage, then store it in a pit near the milking cows, rather than continue to depend on rice straw and other low quality forages as the major dry season feed.

Feed efficiency (FE) is a concept that has gained popularity in recent years in the dairy industry. Monitoring FE is becoming a more common benchmark for monitoring the profitability of milk production relative to dry matter (DM) intake. In today's markets, feeds and commodities are becoming more costly, which is driving the requirement for more efficient utilization to maintain profitability. The goal of the dairy operation should be to maximize the efficiency of converting feed into milk, which adds the caveat of reducing manure production as well. How efficiently a dairy cow converts feed into milk can affect the dairy operation's bottom line, which during tough economic conditions, can be the difference between producing milk at a profit or a loss. Other livestock industries have used FE as a benchmark for profitability. Many articles have been written on what FE is, how to measure and calculate FE, and what factors influence FE. This presentation will be to focus the discussion on FE and its application in Bella Farm. This is a straightforward research on process as well as FE understanding in designated farm.