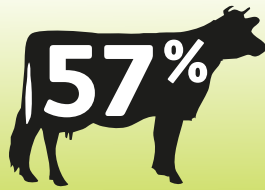


Levels of Optimism

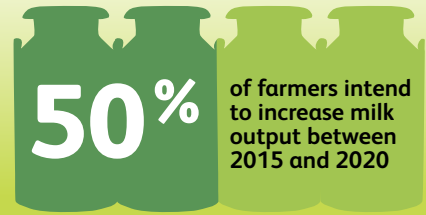


of dairy farmers believe that it will be at least 5 years before Ireland's economic situation will improve



of dairy farmers believe that the situation will improve for themselves within 3 years

Opportunities



of farmers intend to increase milk output between 2015 and 2020

Greatest Challenges



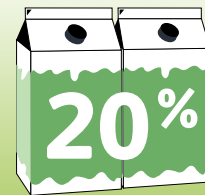
Rising input costs



Milk price volatility



Prevailing weather conditions



1 in 5 dairy farmers expect to exceed their milk quota in the 2013/2014 milk quota year

Farm Investment / Development



65%

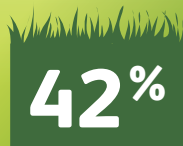
of dairy farmers invested in, or developed, their dairy business



48%

of dairy farmers plan to invest in, or develop, their dairy business

In the next 12 months, 73% of farmers intend to improve their farming management practices as follows:



Grassland management



19%

Herd health status



14%

Financial management

52% of farmers do not plan to invest in their dairy business over the next 3 years

30% of them stated they are happy as is and have no reason to expand

