



# NDC & KERRYGOLD QUALITY MILK AWARDS

**Teagasc Milk Quality Conference  
4<sup>th</sup> December, 2013**



**Zoë Kavanagh, CEO  
The National Dairy  
Council**





## WHY?

### Objective:

- To recognise Excellence & Showcase the world class quality of Irish dairy products to consumers
- To reward & recognise the Irish Family Farm model

### Industry Reputation:

- Underpins our brand values
- Leverages Brand Heritage
- Sustainability
- Connects consumer with dairy products
- Develops brand ambassadors for Irish dairy products



# NDC & Kerrygold Quality Milk Awards: Activity Review

Launch → Judge → Reward



## The NDC & Kerrygold Quality Milk Awards 2012

First Prize: Perpetual Trophy & €5,000

It is at the discretion of the judges each year to select whether category prizes should be awarded for titles such as best family/small farm or for care of the environment, or whether to present out-of-category awards for either a manufacturing or liquid milk supplier.

### ENTRY FORM

*All sections must be completed*

Please use block capitals

Name of person: \_\_\_\_\_

Address: \_\_\_\_\_

Tel (Landline): \_\_\_\_\_ To Mobile: \_\_\_\_\_

E-mail if available: \_\_\_\_\_

Represented by (Entry/Representative):

Contact name: \_\_\_\_\_

Tel (Landline): \_\_\_\_\_ To Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

**Closing date for applications: Friday 09 May 2012**  
 Return to: National Dairy Council Quality Milk Awards,  
 National Dairy Council, Innovation House, 3 Anick Road, Sandhurst Industrial Estate, Dublin 18  
 Tel: 01-8502481



## The National Dairy Council & Kerrygold Quality Milk Awards 2012 On Farm Checklist

Name of entrant: \_\_\_\_\_  
 Farm/Address: \_\_\_\_\_  
 On behalf of: \_\_\_\_\_

*This checklist is to assist you to select your entry for assessment on the same scale as that which will be used by the judges. Please indicate a maximum checklist score, making your entry. The final allocation of points will be decided by the selected judges. Maximum score 100*

1 DAIRY FACILITIES - GENERAL	Total Value: 28 points
1.1. All milking parlours equipped with milking machines	Please consider the following:
1.2. Milking parlour equipped with milking machines	
1.3. Milking parlour equipped with milking machines	
1.4. Milking parlour equipped with milking machines	
2 MILKING PARLOUR FACILITIES - GENERAL	Total Value: 30 points
2.1. Milking parlour equipped with milking machines	Please consider the following:
2.2. Milking parlour equipped with milking machines	
2.3. Milking parlour equipped with milking machines	
2.4. Milking parlour equipped with milking machines	





# Promote Promote Promote

**TV** 

- TV3 Farm Visits
- 6 x 2min Peak Viewing
- Awards feature Ireland AM

**Digital**

- Finalist Videos
- Facebook Fan base
- Independent .ie?



**Print** 

- IFJ x 4 weeks
- 14 Finalist Features
- Awards Coverage
- Overall Winner Profile
- Irish Times
- Independent
- Examiner
- Extensive local press

**RADIO** 

- **Countrywide Promo Stings**
- Countrywide Awards feature
- Regional Radio
- ?





## 14 Outstanding Finalists from 8 Counties & 11 Co-ops

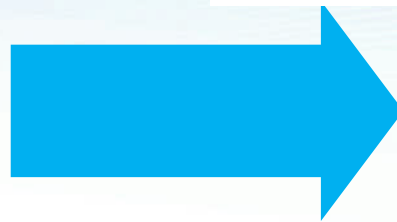
Glenn	Chapman	Glanbia Inch
John	O'Gorman	Glanbia Ingredients Ireland
Kevin	Bourke	Tipperary Co-op
Conor	Molony	Centenary Thurles Co-op
Richard & Nora	Fitzgerald	Dairygold Co-op
Noel & Anne	Jennings	Bandon Co-Op
John	McCarthy	Barryroe Co-op
Ronald	Shorten	Lisavaird Co-op
Denis	Collins	Drinagh
Edward	Fitzgerald	Kerry Agribusiness
Denis	O'Gorman	Kerry Agribusiness
David	Boland	Connacht Gold
Gerard	Murphy	Connacht Gold
Thomas	Mahon	Arrabawn Co-op



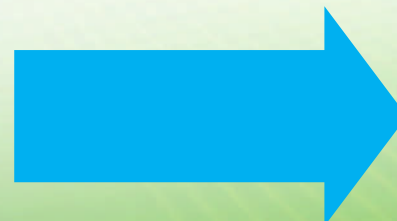
# NDC & Kerrygold QMA Programme



TV3 Partnership



Social Media





# NDC & Kerrygold QMA Finalists - Their stories..



Richard & Nora Fitzgerald (Mon 7<sup>th</sup>  
Oct)



David Boland (Tues 8<sup>th</sup>  
Oct)



Edward Fitzgerald (Wed 9<sup>th</sup>  
Oct)



John McCarthy (Thurs 10<sup>th</sup>  
Oct)



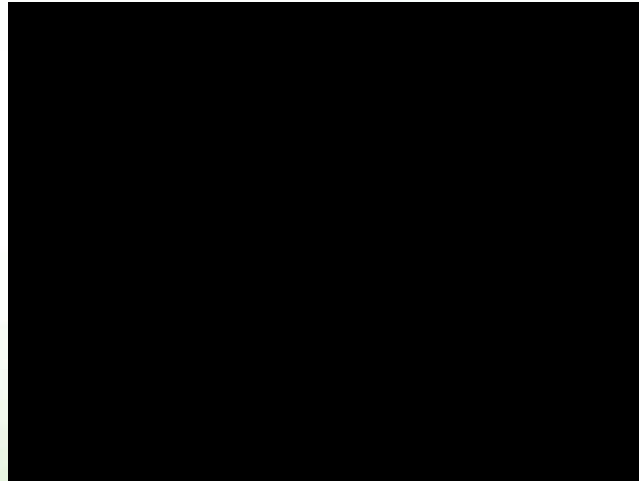
Denis Collins (Fri 12<sup>th</sup>  
Oct)



Glen Chapman (Mon 14<sup>th</sup>  
Oct)



# Denis Collins Video







# Emmerdale Viewership



- Mums favourite show ranked 2<sup>nd</sup> most watched programme on TV3
- Soap based in an Agricultural Community delivering good environment for the QMA Finalists Story VTs
- Emmerdale's Vital Statistics
  - On average 286,800 Adults watch the show
  - Delivers a 25% share of Adults and over a 1/3 of the mums viewing over the time segment





# QMAs Support



## NDC & Kerrygold QMA Finalist VT Series – In break to Emmerdale

Positioned last in the in break to Emmerdale  
 (Mon 7-Fri 11 & Mon 14<sup>th</sup> Oct)  
 Total GRPs & Reach 20 HK+CH GRPS reaching of  
 618k adults & 404k HKs

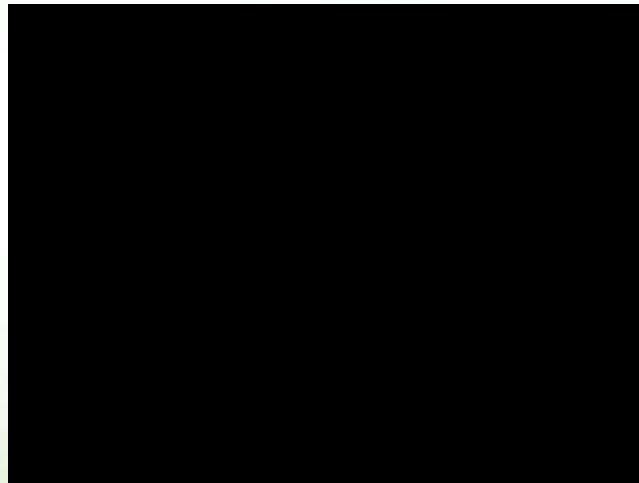


## NDC & Kerrygold QMA TV3 Ireland AM Editorial Segment

Broadcast on 22<sup>nd</sup> October with feature on NDC &  
 Kerrygold QMA Ceremony from the RDS  
 (segment length: 4.37)  
 Viewership: Adult: 42k/HKs:29k

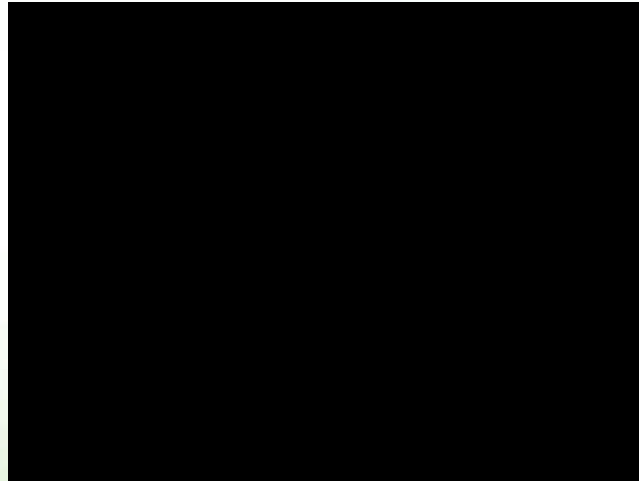


# QMA Finalist VT Series – Inbreak to Emmerdale





# QMA Ireland AM Editorial Segment





# Facebook Posts



**National Dairy Council**  
 Here's a lovely interview with our top dairy farmers, the national winners of the NDC & Kerrygold Quality Milk Awards, from RTE Radio One's Countrywide:



**Best Dairy Farmer in the Country**  
 Sinead Egan went to Effin, Co. Limerick to meet Edward Fitzgerald and his family who won the NDC national prize for best dairy farm.

RTE NEWS

**National Dairy Council**  
 County Limerick farm wins top national prize for Dairy Farming excellence! With 14 finalists commended, read the national results of NDC & Kerrygold Quality Milk Awards 2013 here!



**National Prize for Top Dairy Farmer Awarded!**  
 The 2013 winners of the national prize for our best dairy farm are Edward & Olivia Fitzgerald, from Tobernea, Effin, Kilmallock, Co. Limerick. The Fitzgeralds, who supply the milk from their farm to...

NDC.IE

**National Dairy Council**  
 The countdown is on to find our dairy farmer for 2013. Fourteen finalists have been short listed for the NDC & Kerrygold Quality Milk Awards <http://bit.ly/199TDgh> Check out TV3 each evening this week just before 7PM to meet some of this year's finalists – a celebration of Irish dairy farming excellence.



**NDC News 130917 | NDC & Kerrygold Quality Milk Awards 2013 | Finalists Announced**  
 Fourteen dairy farms have been short-listed as national finalists for the 2013 National Dairy Council & Kerrygold Quality Milk Awards. The competition,...

NDC.IE

Likes	Shares	People Reached
9	1	2,321



# Campaign Reach – PR Evaluation - €160,000



NDC/Kerrygold Quality Milk Award winners



The overall winners of the 2013 National Dairy Council and Kerrygold Quality Milk Awards were Edward and Olivia Fitzgerald, who assist their wife to Dairy AgriBusiness, Edward is pictured with his parents, Catherine and Michael, on their farm at Tolmeek, DTY, Kildare, Co. Limerick. See page 30.

Ireland's best dairy farmers unveiled at NDC & Kerrygold Quality Milk Awards  
Edward and Olivia bring proud history to top prize

## Irish Examiner

Awards viewed as 'the Sam Maguire of Irish farming'



# Campaign Reach – PR Evaluation - €160,000

## THE IRISH TIMES

### Limerick dairy farmer is cream of the crop

Edward Fitzgerald has just been awarded the 'Sam Maguire of farming'

**Alison Healy**

Edward Fitzgerald loves his job. Really loves it. This makes it slightly easier for him to bound out of bed when his

You are always thinking of ways to improve the farm. We are very proud of the way the farm looks here and we do an awful lot of work in making sure that it looks good at all times. And we are very proud of our herd." He milks 70 cows and, like

through hurdles like that," he says, "We got there in the end and we are delighted to have our house on the farm. Now we have a view of every single field from our house."

Olivia works four days a week with a foreign student placement programme. She

## Tipperary Star

2013 NDC & Kerrygold Quality Milk Awards



Pictured at the national awards ceremony for the 2013 NDC & Kerrygold Quality Milk Awards were (L-R) GAA star Bernard Brogan; Tom Hayes T.D., Minister of State at the Department of Agriculture, Food and the Marine; Kevin & Ereda Bourke, Berrisoleigh, Co. Tipperary receiving a commemorative presentation as national finalists in the NDC & Kerrygold Quality Milk Awards, 2013 and Andy Bourke.

## The Corkman

Paddy Ryan **Mitchelstown Matters** Email Paddy: [pryan@corkman.ie](mailto:pryan@corkman.ie)

### Fitzgerald farm pours out success

2013 NDC & KERRYGOLD MILK AWARDS



## Est Campaign Reach – TV & On Line



TV

QMA VT Emmerdale placement delivered 20 HK+CH TVRS with an cumulative impacts reach of 618k adults along with 404k hkprs seeing our message



Content

An est. 42k adults & 29k housekeepers the segment on Ireland AM with 26% of Mum share of viewing to the show  
Estimated value of segment based on RTE Nov CPT €6,691 -  
TV3 NDC Spot Cost Equivalent : €4,173



Social Networks

Facebook posts reach 2.3k Facebook users and achieved a total of 6 Likes and one post was shared within community





THANK YOU