

Colin Guilbert from Western Australia tells how he switched from milking Holsteins and is in the process of developing and launching his own branded Guernsey dairy products

When I began commercial dairying on my farm in 1987 there were over 650 dairy farms in Western Australia. WA was a liquid milk state, very little manufacturing was encouraged and all farms had a daily milk quota, ensuring an even supply of milk every day of the year. By deregulation in July 2000 there were 450 farms left milking cows. Today there are around 140 farms left. Needless to say that dairy farming in WA is an absolute basket case.

The West Australian herd is almost exclusively Holstein. Indeed I have bred registered Holsteins for 37 years, Guernsey cattle first made their appearance on my farm in the late 1990s. There was no business orientated decision to move into Guernseys, probably a mid-life crisis, most guys buy a Harley or a red Ferrari, I bought an orange cow!

I have always liked the breed but there were simply none around. In November 2011 I dispersed my Holstein herd & today I am rebuilding slowly to a pure Guernsey herd. Previously the milking herd numbered around 70 to 75 cows year round. In Australia this was considered to be a hobby farm by most other farmers.

Today the milking herd numbers 30 cows, slowly increasing to previous numbers as the new business hopefully demands more milk.

Currently nearly all my milk is sold to a specialty dairy in Perth that sells Guernsey milk in glass bottles, yoghurt in glass jars & hideously expensive ice cream. The surplus to requirements is taken to a local yoghurt manufacturer, (approx. 1000 litres per week).

My farm is only about 75 kilometres from Perth & only 25 kilometres from Mandurah, the largest growing city in Australia. With that location, progress is being made to build a factory & process the milk on farm.

Branding & Packaging design of a new dairy brand

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The target group

The target group of 'Gilbert's Diary' are people who care about nature and their health. People that love to hang out at young coffeeshops and love to try new things while living their busy lifes.

The competition



Coles WA fresh hilo milk

2 litres

Pasteurised & homogenised

Used material: HDPE

Preservability: 2 weeks

\$2,00



A2 full cream milk

1 litre

Used material: HDPE

Pasteurised & homogenised

Preservability: 2 weeks

\$2,89



Brownes full cream milk
600 ml
Homogenised &
pasteurised
Used material: Tetrapak
Preservability: 2 weeks
\$1,64



Bannister Downs full cream milk
1 litre
Pasteurised & homogenised
Used material: Ecolean pouch
Preservability: 2 weeks
\$2,19

Products with potential

- Full cream, Low fat and Skim milk
- Flavoured milk (chocolate, iced coffee, strawberry, spearmint, banana)
- Natural yoghurt
- Flavoured yoghurt
- Ice Cream
- Clotted cream

The designs

Design 1





Design 2



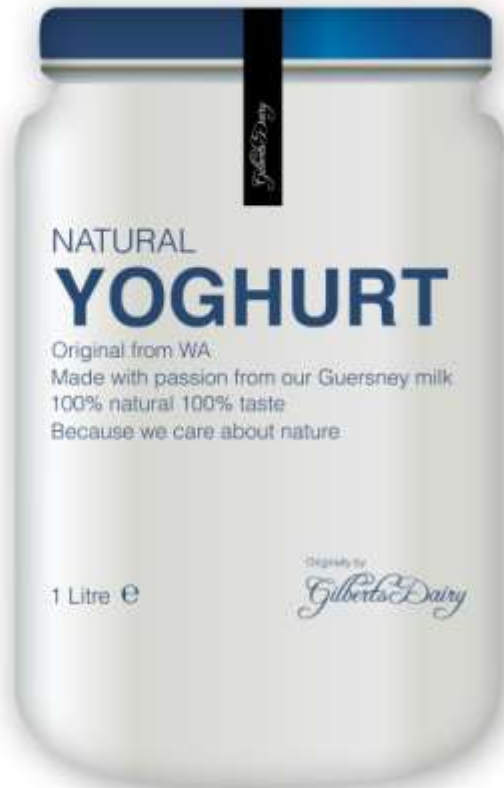


Design 3









Selling prices

Prices based on costprice (product, packaging material, staff, car, machines including power use) + profit

| | |
|---------------------|----------|
| - Milk | |
| 1 ltr: | \$ 4,00 |
| - Flavoured milk | |
| 350 ml: | \$ 3,50 |
| 750 ml: | \$ 4,50 |
| - Natural yoghurt | |
| 1 ltr: | \$ 8,00 |
| 500 ml: | \$ 4,50 |
| 300 ml: | \$ 3,00 |
| - Flavoured yoghurt | |
| 1 ltr: | \$ 11,00 |
| 500 ml: | \$ 6,00 |
| 300 ml: | \$ 4,00 |
| - Ice cream | |
| 1 ltr: | \$ 12,00 |
| 500 ml: | \$ 7,50 |