



WE STARTED  
FARMING  
IN 2010





- Went to Ag college at age of 36 to learn what was new in farming. Was awarded Student of the Year & completed 6 year business plan.
- Paula started farming in 2014 having previously worked in retail.
- The farm consists of 270 acres (70 of which was covered in scrub )

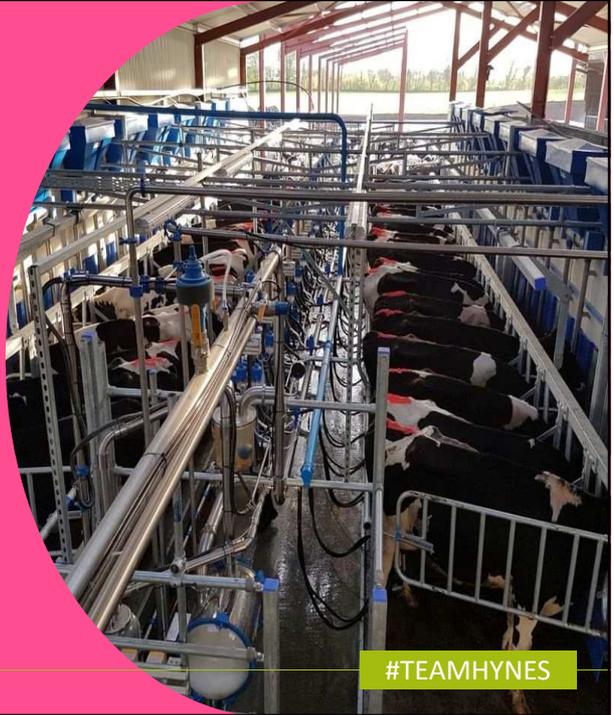
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- All scrub land has been reclaimed. €500,000 invested in new facilities in 2017
  - 2010 50 cows
  - 2018 180 cows
- Focus on growth and efficiency – maximising our resources, working smarter



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# THE IMPORTANCE OF MARGIN & PRODUCTIVITY



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## 2016

AVERAGE MILK PRICE

**€0.27**  
CENT A LITRE



DUE TO  
SLUMP IN  
WORLD MARKETS

## 2017

AVERAGE MILK PRICE

**€0.38**  
CENT A LITRE



PRODUCTION COST

**€0.29**  
CENT A LITRE

## 2018

AVERAGE MILK PRICE

**€0.36**  
CENT A LITRE



PRODUCTION COST

**€0.25**  
CENT A LITRE

PRODUCTION HAS INCREASED **500% SINCE 2010**, **300% SINCE 2015**

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HOW DID WE  
ACHIEVE  
THIS ?



### The Power of a Team

- Surrounding ourselves with an exceptional team
- Having a good relationship with our bank & making sure they know our vision
- Having good agri-advisors who understand the farm
- Making sure all companies we work with are part of the team & understand what the team is



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### Tap into Technical Excellence

- We have a keystone contract with National Cattle Breeding Centre to gain maximum genetic gain
- We are part of a monoculture grass trial & work closely with a grass seed company so we can grow the best grasses available to drive business

The impact of **networking** - We are on numerous committees & discussion groups sharing information

**The power of social media and PR** #teamhynes

**Focus on our health and well-being**

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# #TackleYourFeelings

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- It is a mental wellbeing campaign run by Rugby Players Ireland & Zurich Insurance
- Both myself & Paula are ambassadors for the campaign along with many international players
- Encourages people to take action daily in looking after their wellbeing
- Professional athletes don't wait for their performance to drop, they work on their mental approach and incorporate it into training
- The Campaign has a dedicated website and an app which is free to download

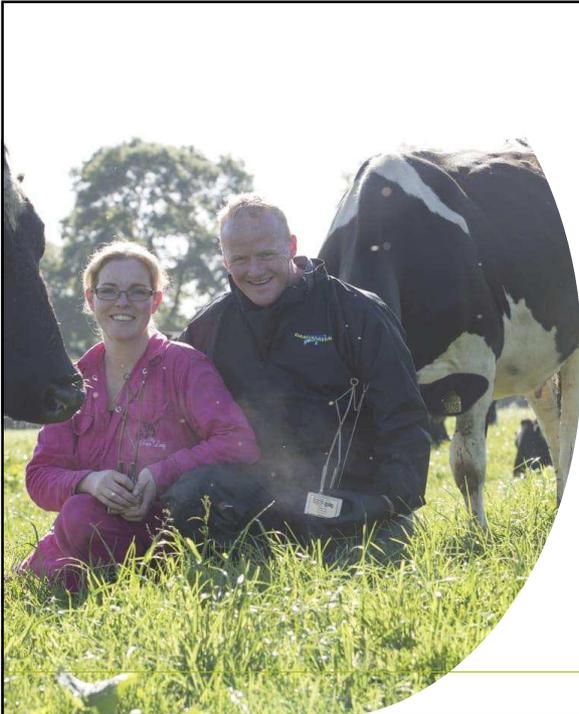
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#TackleYourFeelings

MAIN THINGS  
WE CAN DO  
ON A DAILY BASIS

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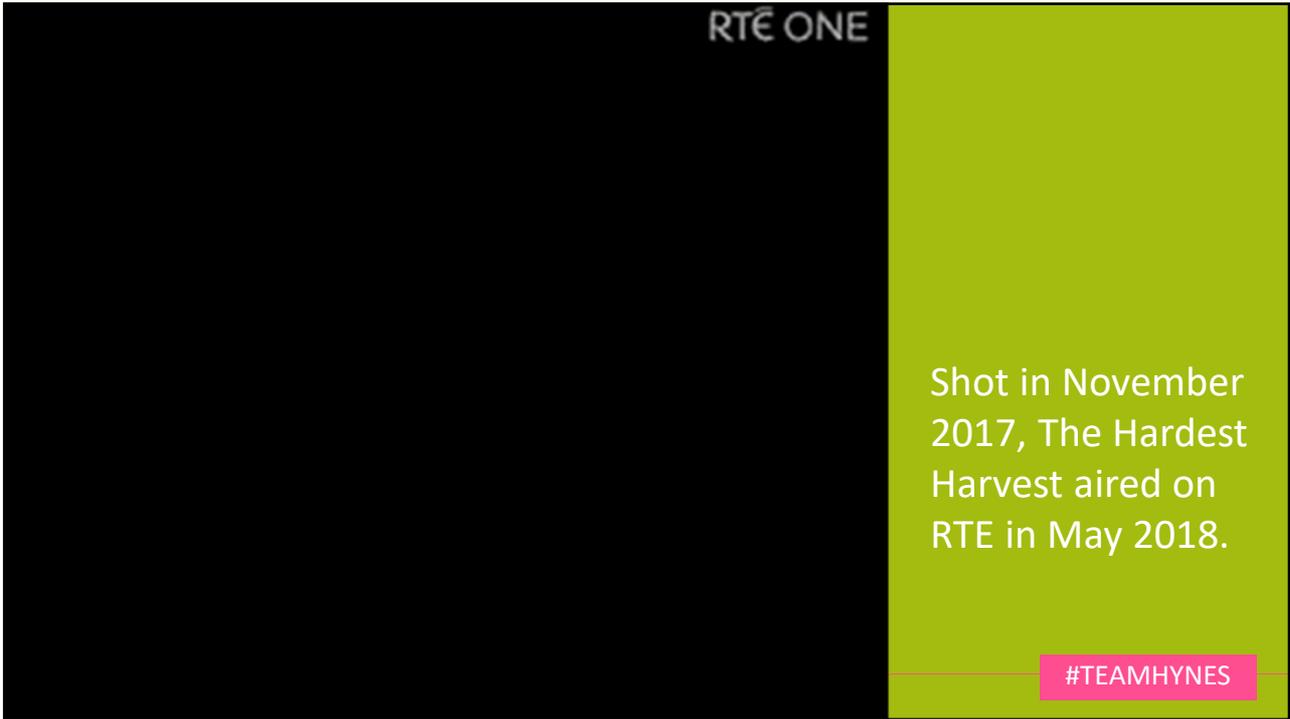


- Eat well and get a good night's sleep
- Make it a priority to share whatever is worrying you
- Be honest with yourself & how you are feeling
- Be proactive about looking after your mental wellbeing
- Make time for yourself & your family, it can't be all work
- Focus on the present, you can't change what has happened yesterday

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# OUR MAASAI FAMILY - THE HARDEST HARVEST





- I travelled to Kenya in November 2017 to film a documentary after 6 months of planning
- It was a Maasai community 3 hrs south of Nairobi where I would stay although I had no prior idea it was a Maasai community or knowledge of their customs
- I spent 2 1/2 weeks living in the community & learning their ways
- The area was ravaged by drought & hadn't seen rain with over 12 months - the community had 96 cows originally prior to the drought, by late Nov they had 27 cows



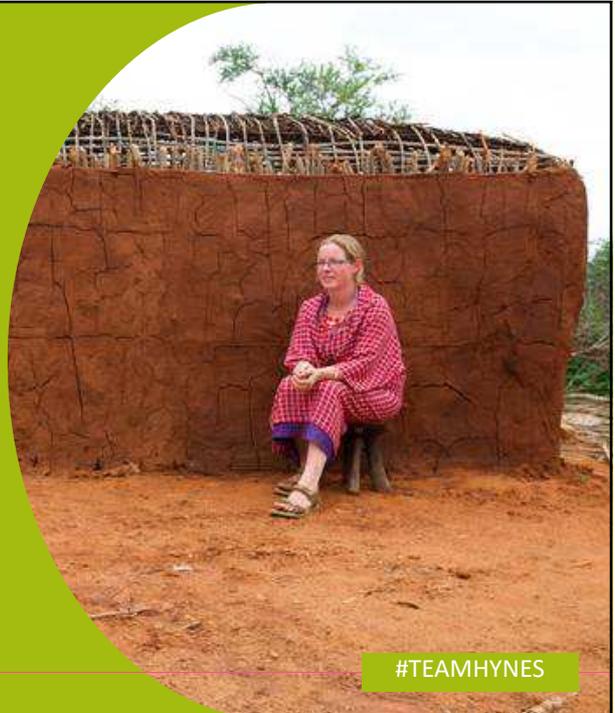
- The women do all the work , collect water, build houses , milk cows
- Daily challenges included walking 5km to collect water
- I gained great respect in the community & was lucky that they have a very proactive chief. I have visited other Boma where the women get even less respect & people look very sad
- I built my own Manyetta ( house ) with the women from sticks, mud , ash & cow dung

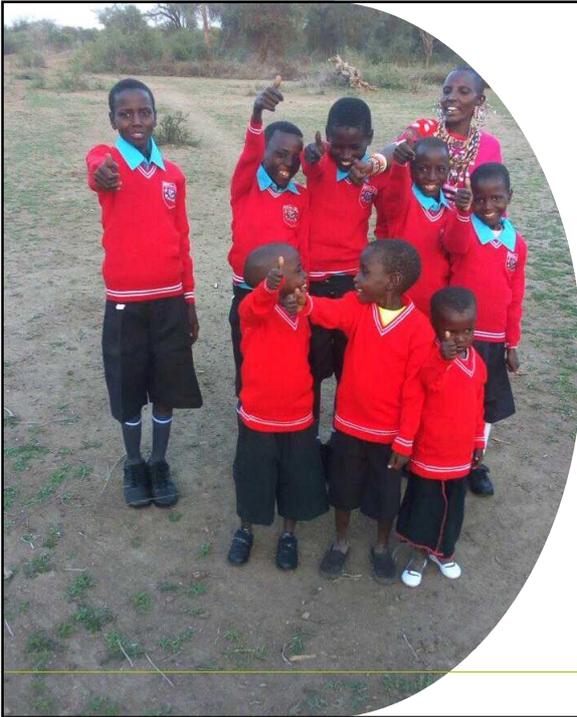
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- Walking 36kms to a market to sell a cow was a real challenge, I am the only woman ever to do so
- I have also hunted with the Maasai & was presented with a Maasai knife
- The Maasai do blood letting as a source of iron tonic, I was invited to do so & did so as not to disrespect the Maasai people



THE  
HARDEST  
HARVEST –  
EXPERIENCE  
NOT OVER  
YET!





- We are now sending 8 children to school in Maparasha, the easiest way to improve someone's life is to educate them
- We are both returning to Maparasha in August & have fundraised too see what we can do for the community
- Plans such as showing them how to grow fruit & salads as a source of food & income
- Looking at possibilities for more of the girls & women to be educated

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OUR FAMILY  
TEAM IS  
EVERYTHING

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- Our main aim in life is to run a family farm with a good quality of life & see our 3 daughters grow up into strong confident women
- We do this by working as a team, sharing responsibility & by giving the girls responsibility & also letting them enjoy agriculture
- Future for #teamhynes is bright - our 4yo Georgie is already Young Farmers Mascot for Volac in Ireland & UK

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- Since winning Farmer of the Year , one of our goals was to raise money for charity & help others
- We have raised over €20,000 supporting charities such as Aware , Breast Cancer Ireland & Embrace Farm
- Set up [www.ourmaasai.family](http://www.ourmaasai.family) to fundraise and share updates of our work with the Maasai Community



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# WHAT WE'VE LEARNED...



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## BUSINESS

- Good team is key
- Knowledge is key
- Passion – if you don't love what you do you won't excel at it
- **Don't be afraid to ask for help/seek advice**
- **Don't be afraid to try new things**

## WELL-BEING

- Prioritise our well-being
- Nurture our family unit and our farming community/network
- Have fun and give something to others back (#Pink Valentines)
- **Don't be afraid to ask for help/seek advice**
- **Don't be afraid to try new things**

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