



Celebrating 10 years on the job for FiL

Staff loyalty is nothing new at FiL. Three of its sales team have clocked up 10 years with the company - a record few could emulate. With two more of the sales team about to hit the 10 year mark within the next few months.



Dave Hewson - FiL Area Manager, Te Awamutu - Pio Pio

Trevor Gulliver, Clint Humphrey and Dave Hewson were the new breed of FiL reps when they started in 1992. They were area managers, independent and driven to succeed - and succeed they did.

Since then Trevor, whose brother Phil started a few months later and joins the 10-year club later this year, has moved from area manager to become national sales manager and the initial team has been expanded to 14, covering the whole country as FiL's market share grew during the exciting dairy expansion of the 1990s.

Trevor was only the third commission rep employed by the company and he came from a background of establishing a kiwifruit

orchard in Te Puke then later owning a dairy farm in Matamata.

He remembers the days before cell phones became common place. "You had to do all your organising at night, after work, and also ring head office the

following day if you required any information."

Clint remembers visiting new clients around the Hawkes Bay and Manawatu in a battered 10-year-old Daihatsu Charade as he worked to build up a client base.

Dave had already worked in the dairy industry selling agricultural products and milking machines in the Te Awamutu area so he knew his patch and his potential clients.

For these pioneers, selling for a small company was something completely different. Over the years they have built up enviable client bases and developed a knack for being able to use their product knowledge to solve milk quality issues.
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THEN: Clint's Old Charade



NOW: Clint Humphrey - FiL Area Manager, Southern North Island

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Celebrating 10 years on the job for FiL

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Trevor says: "We were being asked questions about milk quality - Bactoscan, Thermodorics, Coliforms etc. We felt that we could do more than just sell the farmer dairy detergents, so decided to offer a back-up service in milk quality. Over the years this service has become very important to the farmer and along with our excellent range of products sees FiL as being the preferred company of choice by many dairy farmers.

To be successful we had to be forward thinking, offering farmers a service like this helped them and in turn they support us."

Working for FiL is exciting because it's a vibrant business and we've always had new product launches to keep the momentum going.

He says a lot of ideas for new products came from farmers. "We listened to them and developed some exciting new products such as the tailpaint brush applicators, Iodoshield and the Quantum range."

Trevor praises company owners Arthur Jordan and Dave Hancox, saying they encouraged the staff to do the best they could, provided valuable support and always had employee's interests at heart.

Dave Hewson is more pragmatic. He says the major change he's noticed in his 10 years is the increase in farm size in his region and the improvement in vehicles.

"Although my area's grown, I've still got a lot of the same clients I had when I started selling in this area 15 years ago," he said.

"The reps who have worked with FiL for 10 years got the company cranked up and because of this we developed a team spirit which has kept us together. We got the company going and feel a real part of it, that's why we've all stayed for so long."

He is into fishing, diving and duck shooting and likes nothing better than holidays and weekends at the family beach house at Whitianga.

Clint Humphrey had also worked for a milking machine company before joining FiL because he had a real desire to work in the industry.

Free

Pay for only 20 litres and get 25 litres, only while stocks last.



Look out for the FiL 25 litre promotion on FiL Ultracare products over the months of February and March

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Covering the biggest North Island region, he travels from Gisborne to the Manawatu and says when he started most farmers had never heard of FiL.

"FiL only sold into the retail stores when I started. I even had one lady telling me she didn't want any insurance when I called to see her.

Now everyone in the dairy industry knows us and we've made a name for ourselves."

Clint has a Certificate in Agricultural Engineering from Massey University and is nearing completion of a Diploma in Business Studies.

He still races motorbikes although not as seriously as before and enjoys photography.



Trevor Gulliver - FiL National Sales Manager

Good Stockmanship can lift your performance

Good stockmanship can be the difference between an average and above average dairy farmer, with cow performance closely related to stockmanship.

There are six major benefits to be gained from careful and skilful handling of stock, all of which will result in improved financial returns:

- 1) Losses are reduced so fewer replacements need to be reared and more cows can be milked.
- 2) Maintaining good health and development rates produces heifers that are well grown at mating and calving.
- 3) Conception and production are improved.
- 4) Cows that calve in good condition are more productive.
- 5) Milk production is higher when cows are contented and handled quietly.
- 6) Health and disease problems are minimised.



Some farmers are born stockmen and recognise instinctively how stock are feeling and reacting, while others need to hone their skills.

While it's easy to be a good stockman with low stocking rates, it's more difficult as numbers get up and there is no margin between feed requirements and availability.

A major stock problem is rearing calves and although some are always successful, others have heavy losses and rear lightweight heifers.

Observation of animals is becoming more difficult as herd sizes increase but it is a key factor in stockmanship and probably the most basic skill.

Good observation detects abnormalities and early signs of ill health so remedial methods can be applied immediately - avoiding serious problems.

Time spent regularly and quietly observing stock should be recognised as an essential part of farm management and not just at milking or calf feeding time.

Quiet handling of stock is essential so the animals settle properly to the milking routine and completely let their milk down. Cows respond well to quiet handling and produce more milk.

Operators must establish a bond from an early age. Dairy cows are basically friendly and milk better for those who treat them kindly. They will quickly sense if you aren't friendly and will respond badly to rough treatment and herding.

Make sure stock are accustomed to human contact at an early age. Handle them frequently, pat them when you move among them.

If you think your stockmanship leaves something to be desired there are a number of things you can do to improve your standards:

Get a vet to monitor a stock health programme, visit at regular intervals and recommend procedures.

Employ a consultant to study the relationship between soil, pasture, stock and management, then plan and monitor an improved level of farm management.

Use target weights for stock growth and development. Weigh sample stock as a way of monitoring their growth and development.

Use the condition score system to visually assess your herd.

Adopt preventive health measures. Get a vet to draw up drenching and dosing programmes and have a plan to avoid bloat, staggers and facial eczema.

Study stock feed requirements relative to feed supplies. You can improve your stockmanship in this area by getting advice and information from vets and farm advisers, by joining discussion groups, attending field days and study articles and pamphlets.

How to handle cattle better

Skilled cattle handlers have a good understanding of how cattle behave and react. They use that knowledge to get cattle to do what they want, quietly, smoothly and safely.

Cattle have minds of their own, a big weight advantage and the ability to move quickly. It takes skill to manage them.

One in 10 cattle handlers report some sort of injury each year and ACC has paid out millions of dollars in cattle-related claims - and that's not counting the kicks and cuts that are part and parcel of the job.

To prevent or cut down on cattle-related accidents note these points:

Keep cattle calm.

Keep an eye on what's going on around you.

Use your voice.

Make sure they know who's boss.

Check the yards before working with them.

Among the skills a good cattle handler must learn are:

How to get cattle moving.

Understand why they balk or stop.

Know what upsets cattle.

Watch for rogues.

Know how to work in specific handling situations.





ACC and OSH call for better safety on farm

Both ACC and OSH advise that keeping your farm safe will have long term benefits on your wellbeing and future livelihood and the health and lives of the people who work on or visit your property.

Each year one in seven claims to ACC is for injuries to farmers, their employees, contractors and visitors. Once every three weeks a fatality occurs on a farm in New Zealand while every day 12 people are seriously injured on farms.

That's more than 4000 injuries on farms each year. The OSH table below shows agricultural work places are the second most dangerous work place in New Zealand, with one third of all work related deaths.

Fatal accidents attended by OSH - 2001/2002.

Forestry Operations	2
Construction Sites	12
Industrial/Commercial Undertakings	29
Agricultural Units (Farms)	25
Extractive	5
Total	73

Identifying hazards on your property and developing a comprehensive, written safety plan to reduce risk, are two of the best ways of keeping your property injury free and productive.

ACC has produced a series of brochures under the "thinksafe" banner which will help farmers develop their own Farm Safety Plan. The following information is extracted from ACC's "thinksafe" plan.

When you write your plan, look at the following aspects of your work:

- Engineering interventions that could reduce the risk of injury.
- How you make decisions about purchasing new and used farm equipment.
- Ways to reduce manual handling injuries.

Hazard identification

- Farm and workshop machinery maintenance and operation.

- Maintenance and operation of safety equipment.
- Use and maintenance of personal protective equipment.
- Potential for working in confined places.
- Ways to reduce fatigue and stress.
- Animal handling.
- Design and maintenance of cattle yards, including escape gaps.
- Storage of hazardous materials and other chemicals.
- Maintenance schedules of machinery used on the farm.
- Preparation for emergencies such as serious injury, fire or earthquake.
- Your legal obligations to visitors, employees and contractors.

Managing hazards

By identifying hazards, assessing their potential risk and considering the controls that can be put in place, you will reduce the likelihood of injury. Keep a written record of hazards on your farm.

If you do this exercise regularly, especially before a block of work, you will increase the effectiveness of your plan and it will be on the top of your mind and on those working for you.

When you identify sources of hazards include: farm implements, vehicles, stock handling yards, smaller work items.

Think about the way the equipment is used, who uses it and for what purpose.

Assess the potential risks by asking what is the immediate impact of the hazard and are there medium or long term effects of the hazard.

If the hazard can't be eliminated, consider physically isolating people from it e.g. by guarding dangerous parts of machinery or fencing off hazardous areas.

If this isn't possible then consider minimising the risks the hazard poses. This includes using the right protective equipment, displaying safety information and training operators in the correct use of the equipment.

POISON

(Moderately dangerous).

KEEP OUT OF REACH OF CHILDREN
(The Toxic Substances Act)

UN No. 1805
(Phosphoric Acid)

Class 8
(Corrosive)

HAZCHEM 2R
(Use water fog in fire - Full protective clothing, dilute spills)

Packaging Group III
(Low risk)
(The NZ Land Transport Rule)

Safety responsibilities

New employees need to know what the best practice is for your industry and how they will be supervised to ensure safe practices are carried out.

There are penalties for not complying with safety regulations - explain what these are.

Let them know who they can go to for help with any health and safety concerns and where to get specific safety information.

You also have a responsibility to ensure contractors are safe while working on your farm. All visitors need to be aware of any unusual, work-related hazards that may cause them serious harm.



Information for this feature provided by Accident Compensation Corporation and Occupational Safety & Health.

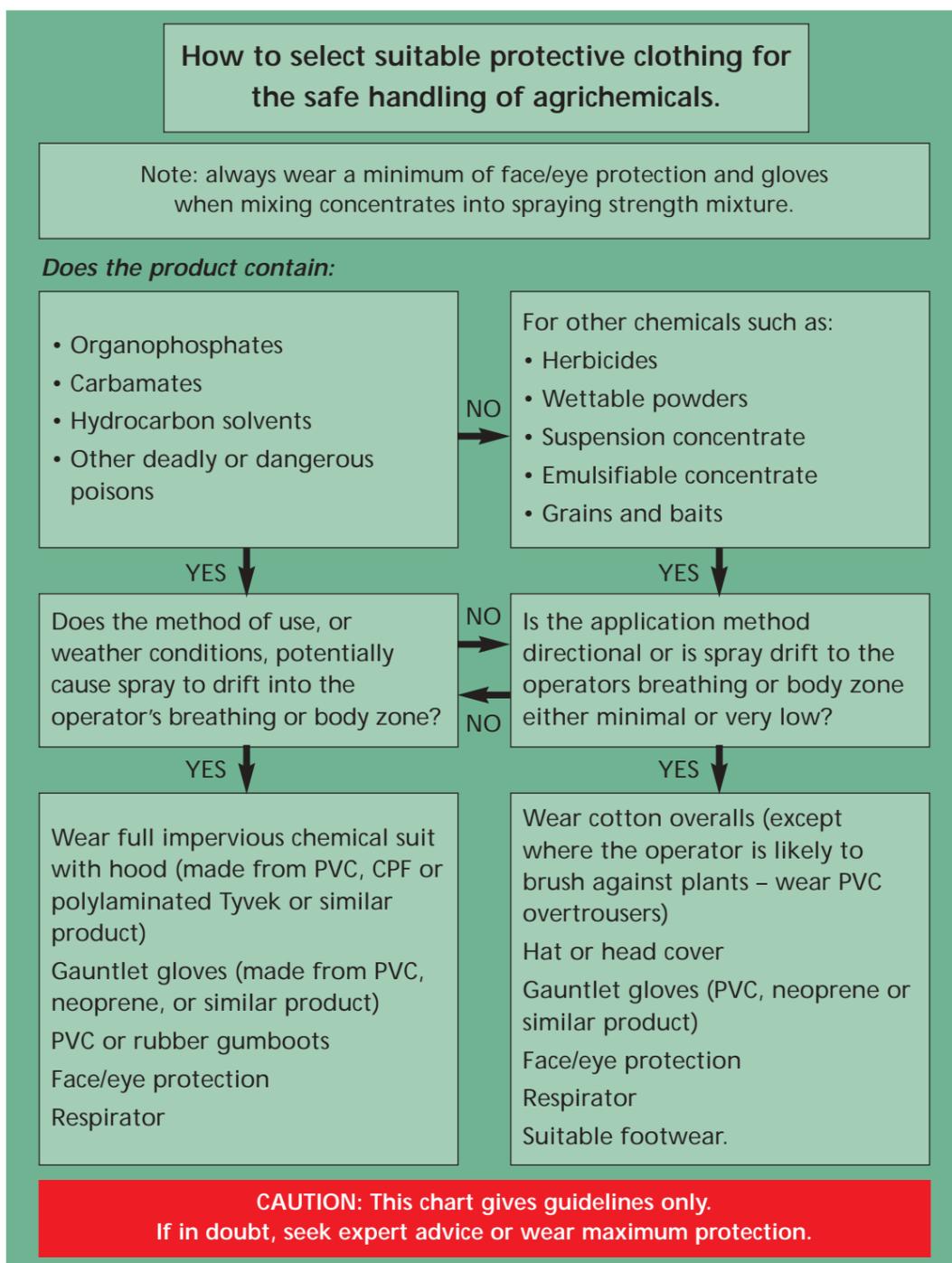


Protective clothing for Agrichemical users

The selection and use of protective clothing for users of agrichemicals needs to be looked at seriously.

Selecting the most appropriate clothing is a personal choice but you should ask yourself the following questions before starting work:

- 1) What is the type of chemical. What form is it in and what are the health effects of exposure?
- 2) What type of protective clothing is already being used and is it adequate?
- 3) What is your preference?
- 4) Will the clothing be used often or infrequently?
- 5) How much chemical contact will there be and is there potential for a spill or leak or high chemical contact?
- 6) What are the likely decontamination procedures?



Stress management now a health and safety issue

From the beginning of April employers become liable for hazardous stress and fatigue their staff experience at work. So just as farmers have to ensure the workplace is safe, they also have to ensure employees are not harmed by stress or fatigue.

This means you may have to look at some of your staff management systems over the busy calving/mating period when it's all hands to pumps.

A guide soon to be published by OSH suggests employers categorise their workplaces into one of four types:

Healthy: Work is enjoyable, interesting and stimulating. It is well organised, with realistic deadlines and a balance of effort and rest and the workers receive good recognition and rewards.

Self-generated: Employees create their own stress through their personal choices. For example, workers may be agreeing to unreasonable demands (saying yes instead of no) or pursuing agendas different to that of the organisation.

Badly organised: Free of intrinsic stresses but organised so it has become difficult to cope. Jobs typically can be done safely and enjoyably in a 40-hour week, but are being worked on for six days a week, 12 hours a day or needlessly contain uncontrolled stresses.

Intrinsically stressful: Emotionally draining or repugnant jobs, or jobs that require intense and prolonged concentration, or in which errors have damaging consequences.

Under the new legislation employers will have to monitor staff who are not coping with work, workloads or deadlines. It's all about keeping a finger on the pulse of the mental health of your staff.

Employers will have to make documented efforts to explore what is placing workers under stress.

Late lactation management

BY TREVOR GULLIVER
NATIONAL SALES MANAGER - FIL



Herds that calve best and are in top condition for the new season are those on farms where late lactation management is an important part of the dairying year.

Autumn is not an anti-climax, it is very important because faulty management can result in cows calving in poor condition, a higher incidence of calving complaints or a shortage of feed.

Management over this period (March to May) should be directed towards making sure cows are adequately fed, surplus pasture is conserved for the winter, pastures are in a vigorous state and the planned wintering programme is effectively initiated.

Milk production declines in autumn even in well fed cows.

They should be condition score 5 or 5.5 and it's important they don't slip below 4 or it may be hard to regain condition before calving.

Towards the end of lactation, cows consume almost twice as much as dry cows for a similar weight gain.

A dry period of six to eight weeks is necessary to allow the maximum build up of secretory tissue in the udder before calving. Any shorter and you'll get lower production in the next lactation, any longer and it won't improve production.

However, a dry period of more than eight weeks might be necessary if there is a big drop in condition, if winter feed supplies are short, with compact calving,

with high stocking rates, when supplementation during drought is uneconomic, in cold areas with poor winter grass growth or when low productivity doesn't justify continuation of milking.

Providing hay and/or silage of up to 50% of daily requirements over the last six to eight weeks of lactation will maintain the same level of production as full pasture feeding.

Feeding supplements over the last six to eight weeks of lactation will produce more feed because slow autumn growth needs longer periods between grazings.



If you're not supplementing, take care pasture consumption by late calvers doesn't create a feed shortage.

Dry your herd off progressively rather than all at once or arbitrarily.

Don't put the cows on once-a-day until production has fallen to about four litres a day for Jerseys and crosses and five or six litres a day for Friesians.

Make sure you take mastitis control measures at drying off. You should always teatspray after every milking.

Gain

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ULTRA LOW CONTROLLED FOAM
ACIDIC DETERGENT SANITIZER
WASHES AND RINSES
EFFECTIVELY

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ACID DETERGENT SANITIZER

POISON
QUANTUM
POWDER
High Foam, Increasing Detergency
Washes and Rinses Effectively

POISON
QUANTUM
XL
ACIDIC LOW FOAM
WASHES AND RINSES
EFFECTIVELY

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The Fil Quantum range has taken high performance dairy cleaning technology to new heights. In less than two years, Quantum Blue, Quantum Gold and Quantum XL have become the acknowledged leaders in the farm dairy. And now, Fil adds Quantum Powder to its range.

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Take care your ATV- dangerous

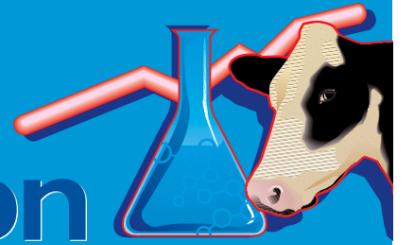
All Terrain Vehicles (ATVs) are among the most dangerous farm vehicles in operation today and with over 70,000 on New Zealand farms, the Government has produced guidelines on their use.

The guidelines, which are available from OSH offices around the country, cover the following issues:

Competency: All ATV riders should be competent. Training is available through Agriculture ITO. Employers have an obligation to ensure employees, youths and visitors are supervised and instructed in their safe use.

Age limits: In general people under 15 years have less sense of safety and lack physical strength and size to safely handle an ATV. People under 12 should not be allowed to drive an ATV. People between 12 and 15 should be allowed to drive an ATV on-farm if their guardian or employer establishes they are competent to drive and extra precautions are

Technically speaking... Looking after your herd in late lactation



By DR CAUSTIC

Hope you all had a fine Christmas and a pleasant start to the new year. Rather a mixed bag of weather around the country, with varying effects on farming and it'll be interesting to see what this year brings.

As usual, a few words on teatspraying. I said last year that there is no doubt spraying throughout the season shows benefits in teat condition and reduced new infections.

This can be of advantage into the next year as well and there is considerable and growing evidence from New Zealand and overseas practice to support this.

At this time of year cows are at risk of *Corynebacterium Bovis* infections. This organism is highly contagious, although infections are rarely obvious or dangerous as they are limited to the teat canal. Cows with

C. Bovis infections this year are three to five times more prone to start the season with Step. Ubers infections next year, unless treated by dry-cow therapy usually done only on high count animals (*C. Bovis* will not necessarily increase somatic cell counts).

It is also important to keep the overall cell counts down, as these will be concentrated as the milk flow drops.

Treat or cull persistent mastitis offenders and the higher count animals. Post-milking spraying is an important control in reduction of new infections, often cross-infections. Pre-milking teat spraying is of doubtful value, as you need to get the teat canal protected as soon as possible after the cups come off.

Check liners and vacuum levels to avoid teat damage.

Remember milk quality and grades. Don't skimp on the plant cleaning process.

From the point of view of thermodurics, rubberware replacement and meticulous attention to hygiene are essential. It may be worth having a look in the cooler and check your refrigeration. Restricted flow rates in coolers will throw a heavy load on the refrigeration and may lead to bacto grades.

Don't forget the vat. If you have trouble getting to see it because of pickup times, request a day pickup.

Happy milking
Dr. Caustic

riding it could be

taken such as suitable protective clothing and boots, no implements to be carried and no-go areas are established.

Passengers: ATVs are not designed to carry passengers. If they are carried, extra precautions need to be taken (eg reduce speed, don't drive on steep areas, wear helmets and protective footwear).

Protective clothing: Helmets and appropriate footwear should be worn. Wear eye protection and gloves in appropriate situations.

Roll Over Protection Structures (ROPS): There is not enough evidence to prove whether ROPS should be required or opposed. In the meantime farmers have the right to choose.

Farm Guideline: Instruct employees and contractors on high risk areas of your farm and provide them with useful information on safe routes. Ensure tracks and access ways are maintained.

Maintenance: Poor maintenance is a contributing factor in a number of serious accidents. Poor tyre condition and incorrect tyre pressure, faulty brakes etc are common faults. All ATVs should be maintained to a safe standard.

Care

FIL brings you three products that cover your every teat care requirement.

FIL Teat Conditioner

- For addition to teat sanitiser mixtures if extra emolliency is required
- Contains cosmetic grade emollients
- MAF approved for food - beverage farm dairies

FIL Ultracare Teatshield

- Chlorhexidine based emollient teat sanitiser. Use as a post milking aid for control of mastitis
- Contains 44% mixed emollient and 4.4% Chlorhexidine
- High strength formulation - 1:9 use rate
- Sticks to the teats better

FIL Ultracare Iodoshield

- Iodophor based emollient teat sanitiser. For use as a post milking aid in the control of mastitis
- Contains 55% mixed emollient and 2.3% Iodine
- MAF approved for food -beverage farm dairies

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The many faces of **FIL**

Peter Dodds

"Southern Man"

When FiL's lower South Island area manager Peter Dodds visits customers he's easily recognisable as he drives up the path in his pride and joy - a bright red 5.7 litre Holden Commodore SS ute.

Peter has always had an interest in cars (he was involved in a Ford owners club) and because he drives 60,000km a year visiting almost 1000 dairy farms from Dunedin south, he feels he needs the best. Even on weekends he's involved with cars - as pit crew for a Dunedin-based V8 touring car.

Sponsored by Castrol, the 12 year old SS Commodore was bought new by Barry Dryden for his wife, then seconded into racing. This year the team will do the V8 endurance races at Pukekohe, Christchurch, Timaru and Invercargill with Peter involved in preparation and fuelling.

"It's just hobby racing and there are six of us involved including the two drivers."

He has been FiL's man in the south for eight years, increasing market share during a time of unprecedented growth in dairying in Southland and Otago.

During this time his area has been reduced so he can now visit all his clients three times a year and provide the kind of service for which he, and FiL, have become famous.

"The growth in dairying in this area has been tremendous. It's been crazy for two or three years and has only just slowed up with the lower payout and higher farm prices.

"There aren't as many farms being converted now but North Islanders who came down during the boom are now enlarging their properties and building new dairies," he said.

"There is still the potential for more conversions in the far south and people who moved here have settled down, finding they enjoyed the quality of life."

He says the best part of his job, apart from the independence to handle it how he wants, is meeting and relating to farmers.

"They're down to earth and easy to deal with. I know the area well and what farmers want in the south, so we get on well together. You can't fool them, you have to supply the goods and FiL has got the best products on the market."

Before joining FiL, Dodds spent 10 years working on farms in the Taieri area, then in a tannery for three years. Later he started his own security firm, selling it to manage a major tannery in Dunedin.

Although cars take up a lot of his spare time he still goes hunting around Otago, enjoys social golf and would like to get back into smallbore shooting.

His wife Donna is a trained nail technician and owns her own salon and their daughter Amanda is 12. They have a five year old German Shepherd called Bruno.



Peter Dodds - FiL Area Manager, Southern South Island.

Call

your Fil Farm Service team for proven expertise and unbeatable service.

Many companies provide on-farm service, but few offer the level of quality and commitment of the FiL Farm Service Team. What else would you expect from a 100% New Zealand owned company, 100% focused on the New Zealand farmer. We've assembled a team of individuals who have proven themselves in achieving results for the farmers they serve. Call our hotline now, and we'll gladly put you in touch with your local team member.

 Bryan Eaton Northland Ph: 06 434 6413 Mob: 025 721 981	 Mark Mohring North Midland Ph: 07 824 4841 Mob: 025 721 902	 Sjaart Carter Mortmouille/Tu Arua Ph: 07 888 5331 Fax: 07 888 5348 Mob: 025 490 943	 Dave Howson Tu Arua/Tu Arua Ph: 07 873 3095 Mob: 025 891 674	 Alan Clarke Bay of Plenty Ph: 07 544 3726 Fax: 07 544 3728 Mob: 025 739 532	 Phil Gulliver North Taranaki Ph: 06 250 3395 Mob: 025 721 905	 Clinton Hargreaves Southern North Island Ph: 06 354 4578 Mob: 025 721 907
 Ian Grooby Northern South Island Ph: 03 523 9118 Mob: 025 721 988	 Peter Dodds Southern South Island Ph: 03 488 4572 Mob: 025 721 904	 Gavin Daise Palmerston North Ph: 07 333 5113 Mob: 025 798 479	 John Atkin South Taranaki Ph: 06 225 8083 Fax: 06 225 8096 Mob: 025 828 935	 Geoff Salfy Coromandel Peninsula Ph: 07 968 2064 Mob: 025 261 9494	 Greg Duncan Canterbury Ph: 07 823 5105 Fax: 07 823 5104 Mob: 025 721 945	 Alan Tait Central South Island Ph: 03 683 7489 Fax: 03 683 7494 Mob: 025 993 703



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