



FiL makes **IMPACT** on detergent market

For the first time ever New Zealand dairy farmers have a safer, convenient solution to their farm detergent hassles.

The innovative answer has come from FiL, the Tauranga dairy hygiene and animal health company renowned for delivering effective solutions for Kiwi dairy farmers.

Impact Red and Impact Blue are pre-portioned acid and alkali detergents which eliminate the need for storage of bulky liquid containers on the farm. The convenient easy-tear sachets are designed to deliver a high quality dose without risk of spillage or mis-measuring.

Intensive research and development has also enabled FiL to include a sanitiser in the Impact Red acid sachet, delivering a concentrated dose.

The launch of Impact Red and Impact Blue signals FiL's efforts to continue developing farm focussed solutions for most New Zealand farming operations.

Impact Red and Impact Blue are two in a line of innovations the company has released in recent months.

Last year's National Fielddays saw the launch of the Tail Painter, a dispenser for applying tail paint efficiently to large numbers of cows over the mating season.

Huge demand and positive farmer feedback has meant the company has doubled its production capacity for this season. Meanwhile demand continues to grow for the company's Booster Block mineral feed supplement launched in 2005.

FiL's Business Development Manager Trevor Gulliver said the idea for the acid and alkali sachets stemmed from listening to farmers requests for an easier, safer and more convenient way of introducing their cleaning products to the wash water.

"As farms get bigger the amount of chemical that needs to be held grows, and with it the storage and safety issues. The more staff involved in the wash down procedure, the greater the risk of accident or wrong doses being administered."

Another significant concern farmers had expressed about detergent was the



amount of waste through over-dosing wash tubs.

"Some farmers have noticed huge variances in the amount of detergent used, depending on the staff dispensing it. Obviously this is costly economically, but carries an environmental risk too."

The pre-portioned detergents in their powdered form result in no sacrifice in potency, while eliminating the risk of spills and splashes.

The problem of storage is solved simply now by keeping the sachets in a relatively dry place, without the worry of handling large drums.

Impact Red is a high strength acid detergent sanitiser. It is low foaming in water of any temperature – making it extremely effective for use in all farm dairies. Its balanced blend of surfactants, acids and new generation sanitiser provides reliable low foam cleaning in most water types.

The acid detergent sanitiser is available

in 112.5g sachets and 150g sachets:

1 x 112.5g Impact Red will treat 150 litres of water.

1 x 150.0g Impact Red will treat 200 litres of water.

Impact Blue is a high strength, chlorinated alkaline powder especially formulated for periodic cleaning and descaling of the milking plant and milk silo. This product is suitable with all levels of water hardness.

The alkali detergent is available in 150g sachets:

1 x 150.0g Impact Blue will treat 100 litres of hot water.

Trevor Gulliver says he is confident farmers will quickly see the benefits of safety, simplicity and economics that make the Impact system a smart option for dairy farm hygiene.

"It is also very much a case of "watch this space" at FiL because we have several other exciting, farmer focussed products coming out this year."

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Visit: www.fil.co.nz

Welcome to the first edition of The Dairy Farmer for 2007. Hopefully you had an enjoyable summer break and are ready for the challenges ahead.

On pages 1 & 2 of this edition FiL launches Impact, a breakthrough new detergent sanitiser system intended to make your job easier. Impact provides advantages across the board, redefining 'clean' and offering dairy farmers safety, environmental and 'ease of use' benefits. Contact your local Area Manager to learn more about Impact and see for yourself just how good it is.

Thinking longer term, the future of NZ agriculture is dependent on the quality of the young people we attract and retain. This year's intake of Agriculture ITO 'Bound to Succeed' participants named on page 3 suggests our industry has a bright future.

Gavin Cherrie, General Manager

Impact trials deliver on promise

The opportunity to trial another innovative product from FiL has meant Te Puke farm managers Mathew and Carol Hatton have had more hygiene scrutiny than most last season.

However they are proud to have contributed to the development of Impact sachet detergent sanitiser system, the biggest breakthrough in the dairy hygiene market for many years.

FiL has enjoyed a long and on-going relationship with the farm's owner Dave Hurst, using this property and others owned by the Hurst family to trial new products before putting them to market.

The last 2 years have seen Mathew and Carol heavily involved with the trials of Impact detergent sanitiser sachets. It has meant daily monitoring of the plant's hygiene standards, compared to the usual once per 10 day checks.

"It has been a tribute not only to the Impact system's capability, but the couple's high standards of cleanliness that they have scored "A+" on all their hygiene tests. Their role has been critical in getting Impact completely right before we get it out to market," says FiL Business Development Manager Trevor Gulliver.

After a season of trialling Impact against control farms using conventional detergent types, both



Mathew and Carol Hatton.

Mathew and Carol are big fans of the formulation.

"We found it very simple to use, and there has been no problem or worry about using detergent pumps or storing drums," says Mathew.

The couple rely on relief milkers to get a break from milking the 350 cows and feel a lot happier knowing the correct amount of detergent will be used.

The foil wrapped sachets are easily stored, simple to open and only result in a small empty wrapper to discard when used. They represent an environmentally friendly, safe and simple approach to the often messy, dangerous aspects of handling farm detergents.

"There is a lot of peace of mind there, and the sachets are a lot safer too," says Mathew.

Trevor says extensive testing across most water types including high iron and manganese supplies has revealed an excellent level of cleaning consistency with Impact.

"We have a system here that underscores what FiL is about – making the job easier and delivering effective solutions to farmers in an innovative way," says Trevor.

Pump delivers simplicity and economics

Installing a FiL dairy detergent pump has helped not only keep costs down, but keep life simple for Patoka dairy farm manager Jono Buchly.

Jono oversees two 50 bail rotaries putting through 750 cows each on the operation 50km inland from Napier.

Owned by the Sorensen family, the business is in its second season using the detergent pumps.

There has been enough time now to evaluate just how much the savings have been, and they are significant, says Jono.

"We are using a single head pump for plant and milk silo acid. I could say that we have saved a drum of acid in the first 12 months for each shed."

He believes the simplicity and durability of the pump is unparalleled, and alone make it worth having.

"I have worked in sheds with very complex systems for washing down, and they inevitably lead to problems. This is such a simple solution, with a one button action.

"It gives me peace of mind knowing I can move staff between the two sheds which have quite different systems, and know the detergent dispenser works the same in both, and does it accurately."

Jono says the Hawke's Bay is not top of everyone's mind when it comes to dairying, but offers a great climate and a small close knit dairying area.

He has found the service from FiL rep Clinton Humphrey to be "awesome" and has been impressed with the company's range of product.

"I had to ask myself, what don't they sell – I am converted."

The Tail Painter was top of his staff's list for "must haves" and it has performed well over the mating period.

"It has certainly made our job a hell of a lot easier," he says.

FiL PRODUCT PROFILE

Booster Block 'Big Boy'

Dry cow stress eased with Big Boy

The incentive to milk longer to take advantage of seasonal bonuses offered by dairy companies will provide a welcome extra boost to end of season payout this year. It will also however mean condition score could be compromised without careful feed management.

Cows dried off later in autumn may end up going out to winter grazing, often on feed not as energy rich as what they are used to, on country possibly colder and wetter than the milking platform.

Along with the demands of being in calf and the stresses of transport, it can add up to a challenging time to keep condition on.

FiL's Booster Block 'Big Boy' is providing the answer to supplementing cow diet at stressful times of the year, including drying off.

FiL has dedicated significant resources to developing a product that is unique and ground breaking in its approach to delivering essential trace elements and energy to cattle and sheep.

Booster Block Features:

- The high quality molasses base contains all the trace elements essential to dairy cows, including carbohydrates, soluble sugars, magnesium, potassium, cobalt, iron and manganese.
- Comes on its own pallet for easy shifting between paddocks and mobs. The pallet itself has been developed to be suitable for almost all front end loader fork set-ups.
- 'Big Boy' increases dry cows' ability to convert the high cellulose content of winter fed maize stubble into energy. Prior to mating, the block provides valuable iodine sources which help increase cycling and aids in foetal development.
- 'Big Boy' blocks offer a wide spectrum of energy sources and mineral supplements invaluable to stock not getting it all from their feed.



Trainees ready for Outward Bound challenges

Getting up at 5.00am, navigating through bush and learning to sail may not be every dairy workers idea of a three week break. However for the participants of this year's "Bound to Succeed" programme the early starts and the challenges are all part of why they are there – to improve self confidence, develop better leadership skills and learn the value of working in a team.

The Agriculture ITO programme sponsored by FiL New Zealand is now in its third year, with trainees from around the country participating in the three week course at Outward Bound, at Anakiwa in the Marlborough Sounds.

Trainees on the Outward Bound course can expect to push themselves to the limit mentally and physically whilst having the opportunity to reflect on life's priorities and where their future lies, both

personally and professionally.

Past trainees attending the course have returned inspired with higher goals to achieve in the industry, and a greater level of leadership ability.

Agriculture ITO CEO Kevin Bryant says it is important that the employers of the trainees are acknowledged for the sacrifices they make when their staff attend such a course.

"Three weeks is a solid length of time, and it means employers often have to fill that gap by doing the job themselves or have to get other staff or spouses to help out. We greatly appreciate the support dairy farmers have given us, by encouraging their staff to go on the programme despite that."

The Agriculture ITO board has also approved an additional nine places on this year's programme including four extra for dairy trainees.

"In the larger areas including Waikato, Northland,



Manawatu and Canterbury we have more than one trainee attending and we are absolutely delighted at the continuing high level of interest in the course."

The other five places come from the pork, wool and water training industries.

FiL's General Manager Gavin Cherrie says that FiL is looking forward to maintaining and strengthening the relationship between FiL and Agriculture ITO with the course.

"We are looking hard at ways we can work together to raise the profile of what is proving to be a very worthwhile, valuable contribution to the agricultural industry."

Ultracare provides smooth spray delivery

The well established reputation of Ultracare Teatshield has been enhanced to deliver even better results for farmers demanding the best in teat care for their herd.

FiL have re-formulated the chlorhexidine based teat sanitiser to reduce the viscosity of the blend, enabling it to flow more smoothly through all teat spray systems, regardless of delivery method or temperature.

FiL's Technical Manager Ray Vagana says farmers can be confident the new formulation will continue to deliver good teat coverage and retain its longer lasting sanitising ability.

"Ultracare is now able to be delivered through all teat spray systems, including vacuum powered ones without the risk of blocking the nozzles," he says.

Both Ultracare Teatshield and Ultracare Iodoshield have Protocol A approval under the Animal Compounds and Veterinary Medicines Act.

This has been gained through Dexcel's Mastitis Research Laboratory testing the sprays' ability to knock down infection levels.

Protocol A is accepted within the industry as the most accurate and accredited means of assessing a teat spray's sanitising ability.

John keen Agriculture ITO "coach"

A life long interest in farming and coaching has helped FiL's Southern Taranaki-Wanganui Area Manager John Atkin create a niche in his region benefiting many young farming students.

For the last two years he has been running courses for Agriculture ITO students that cover health, safety and employment issues.

John has spent many years coaching rugby, 18 years farming and has two sons both interested in farming.

His eldest son Bradley graduated from the Agriculture ITO course at Rotorua and milks 450 cows in that district. His younger son JJ has studied at Hawera to Level 3 and milks 400 near Hawera.

"Agriculture ITO basically get me in where they see a need, and it has been going well. Classes have had 15-20 attending at a time, and usually run for about an hour and a half. We cover aspects including health and safety responsibilities of both owners and staff, along with dairy hygiene."

Some of the work is done in a classroom situation, while the hygiene work is done in a farm dairy to make it a practical, learning experience.

John says he is keen to develop his work with Agriculture ITO further, possibly being involved in setting a dairy hygiene exam as part of the course requirements for dairy students.

"I believe the "Bound to Succeed" programme is a great initiative to be sponsoring, and I just want to keep the message out there that FiL is involved in it, and I urge any of the students I come across to get in and apply for it."



Caution on cashing in on an autumn bonus

Intelact dairying consultant Bill Rys cautions farmers against extending their lactation at the expense of cow condition and next season's production, particularly with the lure of Fonterra's autumn bonus payment.

"It is very important to assess the cost of imported farm feed supplements, and to do the maths on what will deliver you an economic return to make continuing lactation worthwhile," he says.

He uses a typical response rate to feeding of 1kgDM, with a feed value of 11MJME/kgDM equating to an 80gmMS/kg DM response, or a 1kg:0.8kg ratio.

"There are a few assumptions you need to make from here when calculating the value of milking, against holding a dry cow."

The landed cost of feed can be estimated at 30c per kg DM, which allows for wastage of 10-15%.

Maize silage typically costs between 21-26c per kg DM landed, and palm kernel 22-26c per kg DM.

The difference between a dry cow and a milking cow's diet is around 5kgDM/cow/day, making the extra feed cost \$1.50/cow/day.

This delivers a return of \$4.65 under Fonterra's 50c/kg bonus premium over March, April and May.

"The cost of buying additional shares has not been taken into account here, but that aside, the extra return is profitable given a cow eating 15kgDM per day should yield 1kgMS.

There are a few provisos however."

The ability to achieve 80gmMS/kg DM eaten is more likely in highly stocked farms where pasture intake before supplement is below 14kgDM/cow/day for a 450kg cow.

"It will also depend on higher BW cows being more inclined to respond because genetically they tend to partition the extra energy provided in the supplement into milk production, rather than liveweight gain," says Bill.

For some farms pushing lactation out may not be worth it, he says.

"If you look at the situation where cows are already milked to the end of May and are fed 14kgDM pasture/cow/day, the extra response is only 80gmMS/cow/day from the supplement, or 33c for 30c worth of feed, it is not worth it unless you can get the feed for a lot less than 30c/kgDM.

"It is important to really allow for that wastage that goes on in the paddock at feeding out, and it is typically 10-15%, even when it looks like it is cleaned up."

NEW Handipak for 2007 Season

Handipak delivers solutions in the field

After research and discussion with farmers, FiL have fine tuned the Dairy Farmer Handipak so well received by farmer clients last season.

The Handipak provides dairy farmers with a comprehensive line up of quality FiL products that are often needed on an almost daily basis during the busy spring period.

"What we wanted to do was provide a simple solution to those 'need it now' situations with a good line up of product," says FiL National Sales Manager Phil Wicks.

Talking to farmers has meant FiL has confidently covered most situations that arise on the farm.

Dairy Handipak Features:

- The six pack of "bladder" type DoubleCal metabolics, complete with their own administering set, contains calcium borogluconate for the treatment of milk fever.
- A 500ml Iodine spray for applying to calf navels and infections
- 2x250ml Udder Mark aerosols provide an effective, longer lasting means of identifying cows that have been treated with antibiotics, without the risk that the paint will wear off before the antibiotic does. In a handy 250ml can that fits easily into overall pockets, the high visibility paint maintains its brightness for 14 days.
- 6x250ml Foam Mark aerosols is a temporary animal marker available in high visibility pink or yellow ideal for marking cows to be drafted out.
- A 5L of the highly effective and popular Anti Germ SA33 antiseptic disinfectant for inevitable cuts and abrasions.
- The tried and trusted Emollient Salve Flexipack for the protection of cracked and chapped teats in dairy animals.

"We had great demand for the Dairy Farmer Handipak last season and believe we have got a great combination of products for farmers at their busiest time of year," says Phil Wicks.

No misses with FiL's Fluoro range

Farmers have long asked for it and now once again FiL have delivered. Tell Tail Fluoro Aerosol paints are a new tail paint solution with brighter, longer lasting colours more easily applied than any product before.

Last winter saw the hugely successful launch of the Tail Painter back pack applicator. The launch of Tell Tail Aerosols now means FiL have got the tail paint market well covered, offering products that suit all farm operations, large or small.

Manufacturers have long tried to get a brighter, more fluorescent colour grade in their tail paint products, but FiL have done it in a way that is both animal friendly, and long lasting.



"Other manufacturers have run into problems with the solvent being irritating on the cows once they were rubbed," says FiL's Business Development Manager Trevor Gulliver. After significant investment and experimentation FiL have developed a formulation that will not irritate, and does not compromise on brightness.

"We needed a good, bright colour base, given farmers are often working at each end of the day when light conditions are less than favourable," he says.

Extensive trial work was done across the upper North Island, on farms in the Bay of Plenty, Waikato and Pukekohe regions.

"Our main concern was that the paint stayed on for the whole 28 days of cycling, which it did very effectively," says Trevor.

Available in six bright colours that suit mating programmes on most dairy farms, the Tell Tail Fluoro Aerosol range highlights FiL's ability to recognise a need and provide an effective, economic solution.

"We had a very good range of aerosol tail paints with the standard Tail Paint, and the Tell Tail Fluoro Aerosols range is the natural progression from there," says Trevor.

The Tell Tail Aerosol range also offers export opportunities for FiL to Australia. Aerosol application is very popular in Victoria for heat indication and FiL have just gained acceptance with the Fluoro Aerosol range in the Landmark farm supply stores there.

Farm family go it alone in milk game

Taranaki farmers Kelvin and Linda Gray embraced the deregulated dairy market two years ago by deciding to process the milk from their 400 cow herd into their own brand, Taranaki Milk Products.

It was a brave move to convert the former Patea dairy factory into a processing plant and take on the big boys in the cut-throat industry, but the couple have no regrets about it, and hold big plans for the future with other dairy products.

The loyal FiL clients have turned the venture into a family business that employs their children at each step of the processing chain. Son Andrew milks the 400 cows on the family farm, one daughter Jaclyn lives on site and runs the distribution side, while their other daughter Sheralee lives in Christchurch and helps with marketing.

"I have always believed in competition, and with the deregulation that followed Fonterra's formation, we saw the chance to have a go," says Kelvin.

The company now supplies Progressive Enterprises with house brand milk to the Taranaki region, with all the milk coming from their Okato farm.

The couple held a belief that they could do as well by going alone and developing products based on their high quality Taranaki milk.

Since Kelvin started dairying in 1973 he had seen five mergers occur in the industry, beginning with



FiL area manager Phil Gulliver (left) with Kelvin Gray (right).

the original Okato Dairy Company merging with Egmont, then to Moanui to ultimately Kiwi merging with NZ Dairy to form Fonterra.

The irony is today he has come full circle. Their Okato brand of cheese is the original company they supplied, only this time Kelvin and Linda own it.

It is here the couple see real potential for future growth.

"The fresh milk industry is pretty cut throat, whereas cheeses and other products provide the value added element to our business," says Kelvin.

The couple recruited the services of a top cheese maker to produce camembert, brie and other types of soft and hard cheeses.

Initially Linda used the New Plymouth Farmers' Market to sell the cheeses, and demand has since rocketed away beyond their ability to supply. Despite keeping a low profile, the family's success means they have been inundated by requests from farmers to supply them milk, and investors keen to be part of their operation.

Kelvin has enjoyed a strong relationship with FiL area manager Phil Gulliver for over six years, and appreciated Phil's help in sourcing industrial grade chemicals for the factory plant.

"As far as the farm goes, we have been very happy with all the FiL products including the teat spray and tail paint, and Phil's regular visits and advice are always appreciated," says Kelvin.

The big challenge for this thriving Taranaki business is keeping up with demand for their great cheeses and looking out for new products to add value to their high quality milk.

Rewards a bonus for Patetonga couple

For Patsy and John Drent of Patetonga on the Hauraki Plains, FiL's Reward scheme has been an added bonus that helped boost the Christmas presents last year.

The couple own and run two farms with 420 cows on one and 380 on the other.

"We have used FiL products for many years, and find that Area Manager Stu Carter goes out of his way to look after us," says Patsy.

She and John are among the first farmers to cash in their Rewards points, and turned them into \$150 worth of vouchers to redeem at Farmers.

"It is always a good place to go for Christmas presents, and it was a pleasant surprise to see how the points had built up to a good level so soon," she says.

The Drents make extensive use of FiL's product range, including teat sprays, tail paint and detergents, says Patsy who with John has farmed in the area for 25 years.

FiL Customers Rewarded

FiL Rewards members are realising the benefit of Rewards membership by redeeming their points for some fantastic products.

Remember to log in and register your FiL product purchases (a valid receipt number is required) to accumulate your Rewards points. There's something for everyone with Rewards ranging from Gift Vouchers for sporting equipment and beauty products to Fishing Rods, Digital Cameras, Flat Screen TVs and more.

To check your points balance and view more Rewards go to www.fil.co.nz.

After all, everyone deserves a Reward.

Collect FiL Rewards on all purchases of FiL dairy hygiene, animal markers, animal health and nutrition products.

Visit www.fil.co.nz or Phone 0508 434 569 now for more information.

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South Island faces mixed feed supply

Canterbury

After a “hellish” winter and spring, Canterbury has bounced back with excellent feed levels and good cow condition delivering much needed respite for the region’s farmers, say Dexcel’s South Canterbury Consulting Officer Heather Lawson.

With over 20 years of consulting experience behind her Heather is well placed to recognise a wretched season, and that is what the 2006/07 season started out as.

“The cupboard was really bare by the time winter was over, all farmers had really used up their supplements, but spring really did not bring any decent growth.”

She was expecting supplement prices to soar once any surplus was harvested, but this has not happened because the growth when it did come was uniform across the region, with all farmers benefiting.

Contractors in the region who had faced weeks of poor weather and little activity have been going “flat out” since the beginning of the year.

Heather says the ability of high BW cows to recover from such a hard start to the season is being borne out now. Cow condition recovered well, and many herds were still producing 1.4-1.5kg MS/cow/day in early March. This has been helped by growth rates exceeding 60kgDM/ha/day.

The silver lining for the poor weather had been good rainfall, meaning irrigation did not start until January in some areas, allowing wells to recharge after last summer’s long dry period.

Westland

The West Coast has recorded an unusually dry summer, with Hokitika taking the national honour for top sunshine hours over February. Dexcel Consulting Officer Richard Reynolds says most areas are crying out for rain, but particularly the Grey River Valley and the Westport region.

While not always thought of as a dry region, the lack of irrigation facilities and the stony river flat country in many dairying areas means the effect of even a moderately dry spell can be significant.

“Most herds would still be doing 1kg MS/cow/day, but some farmers will be considering going to once a day shortly,” he says.

The drier weather and only “average” supplement cover means round length has not been extended, but cow condition is holding on well, he says.

He said South Westland was doing the best of any region on the coast, relishing the good sunshine hours in an area often beset by heavy rainfall.

Southland

Southland escaped much of the harsh conditions Canterbury suffered early in the season and farmers there have overall enjoyed an excellent season with farms well set up coming into late autumn – early winter.

Farm consultant Ivan Lines of Agribusiness

Consultants in Invercargill says most of his clients are 3-5% up on last year.

“And last year was a good one too, so they are pretty happy,” he says.

While suffering the same cold December felt everywhere else, if anything that helped keep grass growth in reasonable control.

“Normally it just explodes then and that did not come until January this year,” he says.

Contractors have benefited from the large amount of supplements harvested, but conditions were beginning to dry out across significant parts of the province by early autumn.

“Even over Tuatapere way which is really right up against Fiordland, they only had 7mm of rain for February, in a region that hardly ever gets dry.”

Meanwhile with next season only around the corner conversions have picked up pace, encouraged by lower lamb prices.

“I would be doing one conversion report a week at the moment, there is a lot happening.”

Ian’s back on his patch

New products and new opportunities in a region he knows well have Ian Grooby chafing at the bit to get back into his ‘new’ job as territory manager for the top of the South Island.



Two years ago Ian left FiL after 10 years in the job. He was looking for a change and a break from a demanding, extensive area that covers Nelson, his home town region of Murchison, up the West Coast to Karamea and as far south as Franz Josef.

After a stint working as technical field rep for PGG Wrightson at Murchison, he is keen to get back out marketing FiL products.

“There have been a number of new products out in the market since I left, all very good, and it has made the position even more attractive, getting these to farmer clients.”

“FiL is proving to be very innovative with its products, coming up with solutions that are well

tested and researched before they go to market, this gives you a huge sense of confidence taking them to farmers.”

He is particularly impressed with the new sachet detergent sanitiser system Impact and the evolution in the company’s animal marking range.


“FiL revolutionised tail painting with their applicator, now we have the fluorescent Tell Tail product extended to the aerosols as well as the Tail Painter. These are all very good, practical products.”

Ian says Murchison will never be destined to be the “next Queenstown”, but it provides an excellent base for him to serve clients through the Buller and down the West Coast, and along the top of the South Island.

He says the real challenge for managing such a territory is coming to grips with the huge variance in climate that exists.

“I had one client near Lake Brunner who once recorded 9 metres of rainfall in one year, while in some summers you can get pasture burning off because the coast is not set up for irrigation.”

Ian expects that with his wife Velma for occasional company, he will be covering a “fair number” of miles to visit new clients and get re-acquainted with old ones in a region where farmers place a lot of value on regular contact with their territory manager.

**PRODUCT PROFILE**

Tell Tail


Tell Tail Fluoro Aerosol Product Profile

FiL continues to capture the tail paint market with the latest high quality, high visibility addition to its line up. Tell Tail Fluoro offers the same easy spray on qualities of the well established Tail Paint aerosol cans, but with the added bonus of high visibility pigments that stand out in the most challenging light conditions.

Intensive research and development has seen a non irritating solvent that is animal and farmer friendly be developed specifically for the Fluoro range. Feedback from trial farms has been overwhelmingly positive, with one farmer claiming it stands out “50% more” than traditional spray on tail markers.

With the new Tell Tail Fluoro aerosol range you get:

- High visibility colours suited to all mating programmes
- Handy sized 500 ml spray on aerosol cans
- Weather resistant, non irritating formulation
- Wide availability in both vet shops and rural retail outlets
- High power aerosol spray and non block valve



FiL's Metabolics a simple saver on downer cows

Nothing is more time consuming or demanding at a stressful time of year than a downer cow.

Some cows can seem more susceptible to it than others, regardless of how careful your pre-calving management is, and the problem will always consume man-hours at a time when you can least afford them.

Just as FiL has dedicated much to solving farmers dairy hygiene problems, the same effort has been spent on sourcing metabolics that will help farmers deal with the down cow problem quickly, effectively and affordably.

Available this season, FiL is offering two metabolic solutions to the downer cow problem.

DoubleCal is a calcium borogluconate based metabolic for the treatment of milk fever.

MinBal 4 in 1 solution containing Calcium, Magnesium, Phosphorus and Glucose is for the treatment of downer cows that exhibit a combination of hypomagnesaemia, milk fever and ketosis.

Both metabolic products come in flexible plastic bladder bags with their own administering set. The flexibility of the bladder bags means they can be easily stored on the farm bike or stashed in an emergency calving kit, complete and ready to go.

FiLs Business Development Manager Trevor Gulliver says the convenience and quality of the metabolic products fit well with FiL's range of farm dairy solutions.

"We looked long and hard at what was available

before opting for these, and are very confident existing and new farmer clients will pick up on them for what they are – a quality, convenient solution to a really time consuming problem."

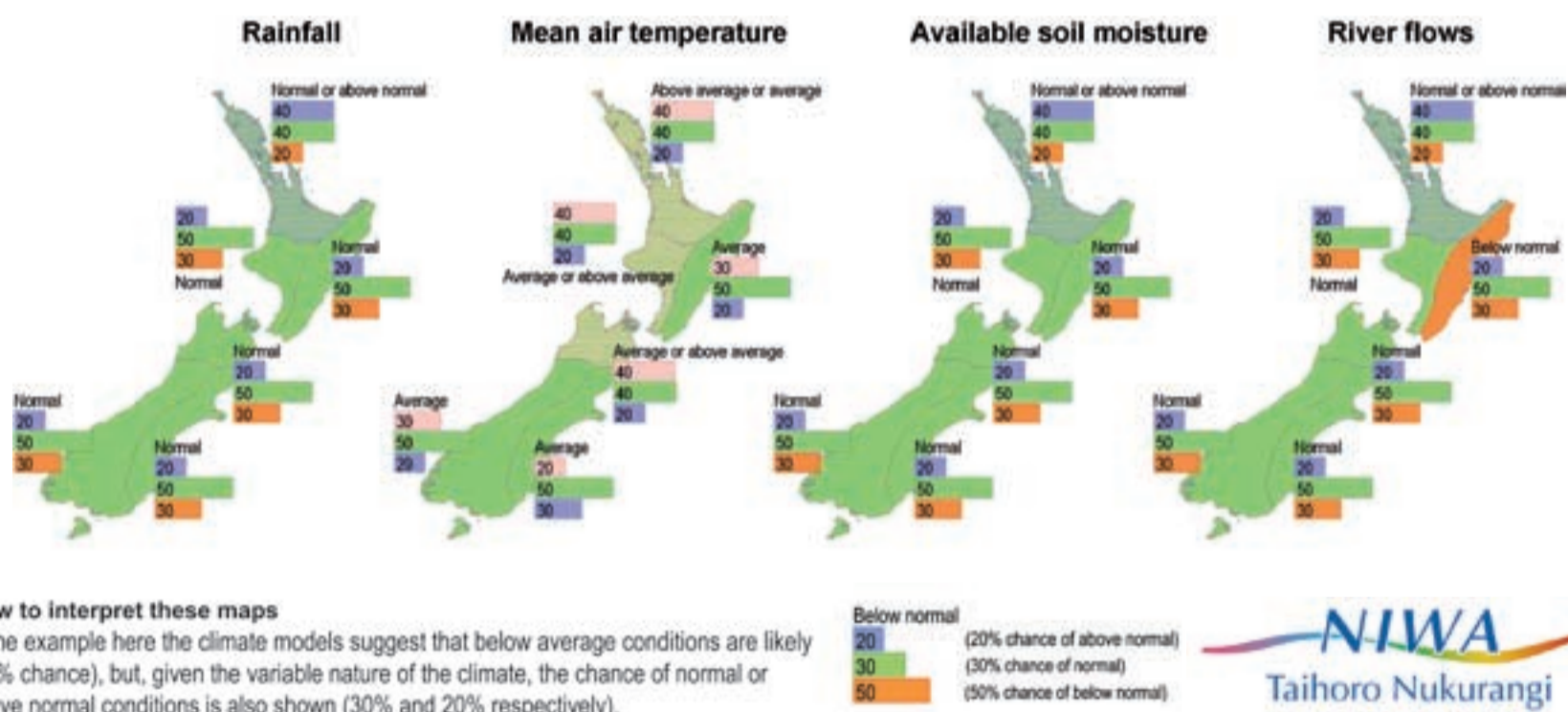
The metabolics are available in convenient 15 pack boxes, and can be found at all good rural trade centres and vet practices.

FiL's very popular Dairy Farmer Handipak will contain for the first time a six pack of the Double Cal, providing farmers with the most comprehensive package of quality FiL products to make life easier over the busy calving months.

Seasonal climate outlook



NIWA Three month outlook for March to May, 2007



El Nino fades away with summer

The moderate El Niño event in the tropical Pacific weakened rapidly during January and February and oceanic conditions are now in a neutral state. For the coming season, the majority of ENSO (El Niño Southern Oscillation) models suggest that ENSO-neutral conditions will continue with only a small likelihood (10%) of a La Niña event. Sea surface temperatures are now variable across the equatorial Pacific, about

+0.4 °C above average in places from the Date Line to South America, with some areas now slightly below average. Therefore conditions in the tropical Pacific are not expected to affect New Zealand's climate for autumn.

Atmospheric circulation patterns for March to May may feature higher than average pressures over and to the east of New Zealand, and an anomalous north or northeast airflow over the eastern Tasman and New Zealand.

Dry conditions are expected to continue during March over much of New Zealand, but conditions for autumn as a whole are likely to be about average.

Temperature: Air temperatures are expected to be average or above average in the north and west of the North Island, and north of the South Island. Sea surface temperatures in the New Zealand region are expected to be close to or slightly above normal.

Rainfall, soil moisture, and stream flows: Rainfall is expected to be normal over most of the country, and normal or above normal in the north of the North Island. Soil moisture and riverflows are expected to be normal or above normal in the north of the North Island. Elsewhere, normal soil moisture levels and streamflows are likely.

Experience counts in the lower North

Fil has three of its most experienced Area Managers in the Lower North Island region, with over 40 years of combined service. All have strong ties to the region, and take pride in delivering some innovative, quality solutions to the regions' farmers.

Clint covers lower North on two wheels and four

For Clint Humphrey, his extensive Southern North Island region comprises three regions within a region. All have their own characteristics and demands that keep him on a well travelled route, the "Pahiatua Track".

A large and diverse area like the Southern North Island provides a challenge to cover, from the big herds of the Hawke's Bay to the often smaller operations in the Manawatu. Seasonally, the contrast is significant which ensures there is a constant demand for a wide variety of FiL products across the territory.

Having worked for a milking machine company before starting with FiL 15 years ago, Clint was familiar with dairy operations.

"My clients are quality and product driven. They

recognise the value and reliability of FiL product and don't have the cut price mindset I've experienced in the past."

Building on his established reputation in the region, Clint has managed to lift sales 25% in the last 12 months, thanks to the growth of larger farms and gaining new clients.

Products like FiL's Tail Painter have been well accepted by large herd operators in the region, and Clint is looking forward to a new series of innovative products coming onto the market this season.

"They help keep your enthusiasm up, and FiL has this ability to really put products through their paces before taking them to market, so we get to have a good look at how they perform."

Living in Palmerston North, Clint and partner Wendy have two daughters Gemma and Sarah.

Two wheels are a passion for Clint, dividing his

time between his Suzuki 1200cc road bike and another road bike, of the pedal kind. It was on this he completed the Lake Taupo bike race in a respectable 6 hours 2 minutes.

John Atkin – Fil's man in the southern 'naki

Even though he has lived outside of Taranaki, FiL's South Taranaki/Wanganui Area Manager believes having family settle there 100 years ago makes him a local by default.

The Area Manager of 12 years was "dubious" at first about taking on the area after 18 years dairy farming, however he soon began to enjoy the job and today still relishes the challenge of introducing his farmer clients to smart farming solutions from the industry's most innovative company.

John is particularly looking forward to the launch of Impact, he believes will be as significant for the company as Quantum Blue when it was first launched into the detergent market.

"It was the first detergent of its type to have a sanitiser incorporated into it. FiL is now once again redefining the market by producing the first detergent sachets which incorporate sanitiser."

Like all regions herd sizes have grown, but the loss of small herds has been particularly noticeable.

"When I first started there were 20 herds of 50 cows and another 20 with 80, but they are all gone now."

After 18 years dairying and 12 being on the other side of the fence, John continues to find the position with FiL an enjoyable challenge and looks forward to following the progress of his two sons JJ and Bradley who have just gone contract milking further south near Palmerston North.

"It is close, but not so close they can get me to do their relief milking!" he jokes.

Strong ties bind Phil to north Taranaki

FiL's Area Manager for North Taranaki Phil Gulliver expects interest in the company from farmers to be even greater over the next few months, thanks to the latest new development - the Impact detergent sanitiser system.

Phil says he had farmers asking about the possibility two years ago, but could say little then because FiL was still within the development stages of their new product.

"I have seen several clients who are already looking forward to them, and personally I have never had visual results as consistently clean as what you get with Impact, they should go well."

Phil is in his 14th year with FiL, making him one of the longest serving reps, along with colleague Clinton Humphrey. Phil knows what keeps his clients loyal.

"We make a point of offering excellent service, but that has also been backed up by very good products, and a level of innovation the has not stopped over the years. Farmers appreciate the effort on both levels," he says.

The North Taranaki region continues to have its share of smaller farms, with few over the 1,000 cow mark and most around the 300-400 herd numbers.

The region continues to be one he enjoys travelling through for his job.

"The scenery, with the mountain farms and sea is pretty hard to beat here," he says.

Your FiL Farm Service Team have got the country covered.

Hard work, proven expertise and unbeatable service throughout New Zealand from a 100% New Zealand owned company. Our experienced and highly focussed team pride themselves on delivering service above and

beyond expectations and helping the farmers they serve achieve real results.

Call our hotline now and we'll put you in touch with your local FiL team member.



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