



# FiL's winners Flew Away from Stress

Twenty eight dairy farmers from throughout the country have won a stress relieving holiday thanks to FiL's exclusive 2003 "Take Off" promotion.

They were drawn in the promotion and took off for a weekend's rest and relaxation to a New Zealand or Australian destination.

As part of the 2003 FiL winter canvas, our 14 Area Managers visited almost every dairy farmer in the country to talk sales, offer advice and provide the famous FiL on-farm service.

Farmers who bought four products from the qualifying range of 23 were entered into the draw to win a luxury mystery break somewhere in New Zealand. And the response was so good FiL decided to reward two of the 14 regional winners with a special Deluxe Mystery Break in Australia.

Winners of the Aussie trips were Stephen and Trish Mitchell of Mosgiel and Wayne and Vivienne Bishop of Paeroa.

Their prizes included return economy class airfares to Australia, return transfers to their accommodation and two nights in a deluxe hotel or apartment with a bottle of wine on arrival.

The other 12 winners received Luxury Mystery Breaks in New

Zealand for two people for two nights. Each prize: return travel, a rental car with unlimited kilometres, accommodation in a luxury hotel, a bottle of New Zealand wine or bubbly and breakfast each morning.

Two of our 2003 winners were Matamata farm managers Steve and Amanda Clark. They only switched to FiL last year and the move paid dividends almost immediately.

They took their Mystery Weekend in October -

between calving and mating - "the perfect time" according to Steve.

"We were both stressed out and there is really only a week's window between calving and mating so we went for it. Calving may only be eight weeks but it's all day, every day and you need a break."

A builder by trade, Steve enjoys the farming lifestyle and the couple have been on Tom and Tina Troughton's 80ha property for eight years, milking 230 Friesians.



Two of our 2003 winners, Matamata farm managers Steve and Amanda Clark in Queenstown

"We'd never been to Queenstown before and it was a perfect weekend, great weather, fantastic, we couldn't have picked it better."

They stayed at the Heritage Hotel and with the rental car provided in the prize package took a trip over the Crown Range to Wanaka, stopping at the famous Cardrona Hotel for a beer.

*"We looked around the region, did touristy things and really enjoyed ourselves. It was a great weekend, thanks to FiL and we came back home ready to get back into it again," Steve said.*

Another couple who used their FiL Mystery Break to get over the stresses of calving were Mangatainoka farmers Doug and Joanna Duncum.

"We needed a break after calving because we had a shocker," Doug said. "We took over sharemilking the

*Continued on Page 2...*

## Inside

### Special Features:

- Win a BREAK-AWAY with FiL's new promotion! Page 2



- Farm Management late in the season. Page 5



- Changing weather patterns in NZ. Page 6



### Also:

- End of Season Shutdown & Avoiding Ryegrass Staggers. Page 4
- Positive Response in Diamond V trial. Page 7
- Dave Hewson - Covering Otorohanga Page 8

Visit: [www.filnz.co.nz](http://www.filnz.co.nz)



# BREAK-AWAY with FiL this season!

*Stress is most likely to strike dairy farmers and their families during calving, yet with lower payouts many don't have the spare cash to take a short break before mating.*

This is where FiL comes in with its new Break Away promotion.

Last year our Take Off promotion was an outstanding success with 14 dairy farming couples winning Mystery Weekends, 12 in New Zealand and two couples getting weekends away in Australia.

The promotion was so successful we've decided to do it again so another 14 New Zealand dairy farming couples will win weekends away (12 in New Zealand and two to Australia).

*Every FiL client who buys a minimum four of our 23 qualifying products during the annual winter canvas from April 1 to July 30 goes into the draw for a free holiday weekend including flights, accommodation and rental car.*

There's one prize in each FiL region around the country totalling 14 mystery breaks for two to be won.

Over the next few months you'll get a visit from one of FiL's area managers as part of the company's annual winter canvas. Every year they are on the road meeting every dairy farmer in their region canvassing for orders, offering advice and providing the back up service FiL is famous for throughout the country.

**Conditions for entering the Break Away promotion include:**

- Purchase a minimum of four products from the 23 qualifying products list and enter the draw.
- Entries placed in store must include proof of purchase.
- The competition closes on Friday July 30. The 14 draws will be made on Monday August 2.
- The Mystery Breaks are open-ended but must be taken within six months.

FiL is Best in the Field and wants to give something back to its dairy farmer clients.

Just order from the list and you could start the new season with a Break Away from farm chores, calving, and milking.

**All BREAK AWAY contestants receive a FREE FiL MULTITOOL when they complete their order that qualifies for entry!**

## Qualifying Products

### Acid detergents:

Quantum Blue, Quantum Gold, Jetset, 30 Plus, Iodoclene (100 litres minimum)

### Alkali:

Quantum Powder (25kg minimum)  
Quantum XL (20 litres minimum)

### Bloat remedies:

Bloateze, Bloateze DFA (100 litres minimum)

### Teatsprays:

Ultracare Teatshield, Ultracare Iodoshield (100 litres minimum)

### Magnesium:

Nutri-Mag Dusting, Nutri-Mag Drenching, Magnesium Chloride, Magnesium Sulphate (1 pallet minimum)

### Other:

Tell Tail (12 pack minimum)  
Stock Iodine 2.5% (5 litres minimum)  
Teat Conditioner (20 litres minimum)  
Stock Mark Aerosol (6 pack minimum)  
Tailpaint Aerosol (6 pack minimum)  
SA 33 (20 litres minimum)  
Formalin (20 litres minimum)  
Moss Killer (20 litres minimum)



## FiL's winners Flew Away from Stress

*Continued from Page 1...*

property next door last season and it was a terrible calving. Unbeknown to me they'd put the cows to Herefords and it caused all sorts of problems. We had to induce three quarters of the herd and do caesareans on most of the others. For six weeks it was really hectic so the FiL holiday prize was perfect."

The Duncums, who have two sharemilking contracts and 850 cows, went to Queenstown in late October. They drove to Wanaka over the Crown Range, stopped for a beer at the Cardrona Hotel, watched tourists bungy jump and stopped for lunch and a winery tour at Gibbston Valley.



# Autumn pasture management

*Healthy, strong pasture is the lifeblood of New Zealand feeding systems. It all begins at the time of sowing and there are four stages for a successful pasture renovation programme.*

Before any pasture renovation takes place you must decide why you are doing it.

1) Identify the reason for pasture renovation: Fix the problem before sowing e.g. poor drainage. Early identification of the problem and corrective action will allow early sowing. Aim to have your pastures sown by March 15. Ideally your first grazing will then be early May, followed by several grazings before July, which will result in strong pasture.

2) Management before drilling: To have success you must provide an environment where seedlings can germinate, have rapid growth and continue production of the introduced grasses and clovers. Your goal is to reduce competition for seedlings. If you have a weed problem, seek the advice of a herbicide specialist to address your specific needs.

3) Management post drilling (first winter/spring): The method used to control growth of the existing pasture before drilling will determine management following drilling.

4) If a herbicide is not used: A pre-grazing height of 10-15cm or 1500-1800kg DM. Hard graze down to 1-2cm

stubble to leave 500-800kg DM residual during the first winter/spring. This restricts the growth of old existing pasture. If clover is being damaged, increase post grazing residual to 4-6cm or 1000kg DM/ha.

5) If a herbicide is used: Graze when the new pasture can't be pulled out using the hand pluck test. In the Waikato this occurs 5-6 weeks after drilling. Light, frequent grazing through winter will help the new pasture establish and promote tillering. The goal is to have 20-30 tillers/plant by December as larger, stronger plants have a greater chance of surviving the first summer. An application of 25-30kg N/ha is also beneficial especially with the new pasture species.



6) Management of the improved pasture: The new pasture species of today prefer grazing intervals of 15-20 days from late spring, lengthening to 25-30 days in dry conditions through the summer. In the winter, use a 60-90 day interval, depending on geographic location.

## FiL celebrates 1000 accident-free days

It's been almost three years since FiL had a lost time accident - not bad for a chemical company with 21 staff.

General Manager Gavin Cherrie, who also heads the company's health and safety committee, says the development of a comprehensive health and safety management system which focuses on safe behaviour has been instrumental in turning FiL into a model of safety.

The last lost time accident (strained ankle ligaments) was on 5 June 2001 or 1000 accident-free days ago.

"We have turned FiL around from having an average three lost time accidents a year by benchmarking ourselves against other companies and applying the same successful methods here with huge success," Cherrie said.

"I've encouraged staff in safe behaviours and our people have been trained in the new health and safety systems.

"We have a health and safety audit which includes a focus on safe behaviour but the most important aspect is 3Q4S or Three Questions For Safety."

The 3Q4S system involves staff asking themselves or workmates the following questions while they are at work:

What am I about to do?

What can go wrong?

How can I do it more safely?

"Safety is about auditing yourself and your workmates. This system can also be used on the farm to make dairying a safer industry," Cherrie said.

**Buy any four FiL products from a choice of 23, enter the draw and you could take a BREAK AWAY on one of 2 trips for two to Australia or 12 NZ Mystery Breaks for two!**

**AS A SPECIAL BONUS, all BREAK AWAY contestants receive a FREE FiL MULTI TOOL when they complete their order that qualifies for entry!**

**Buy the Best and WIN a Rest with FiL New Zealand**

HOTLINE : 0508 434 569  
NETLINE : www.filnz.co.nz

Terms and Conditions Apply

*Look out for FiL's Break Away promotion from 1st April to 30th July 2004.*

# Shutting down at the end of the season

*Along with calving and mating, milking machine maintenance is one of the most important jobs on the New Zealand dairy farm.*

It's very easy to just turn off the switches as usual at drying off when in fact this is the time you should be taking most interest in the health of your system.

How well you shut down your plant makes all the difference when it comes to starting up again next season. A poor shutdown can lead to machine damage, early season grades and damage to teats and udders next season.

*Follow these steps this year and at the start of the 2004/2005 season you'll be thankful you did.*

## 1 Shut down:

- Wash plant with FiL acid wash (Quantum Blue or Gold) - Do Not Rinse
- Remove filter sock
- Open all drains and leave open
- Turn off hot water cylinders
- Remove clusters and droppers including the long tail bend and store clusters and rubberware in a dark dry area - avoid getting them covered in bird droppings
- Cover open milk nipples with tape on milk line
- Oil pumps - lube pump and rotate by hand to coat pump inside with oil (1 cup)
- Water ring pump - add water conditioner and run for four minutes
- Teat sprayer - rinse out with warm water until clear water goes through the spray gun
- Drench unit - rinse with fresh water

## 2 Winter tasks:

- Air purge - service
- Vacuum operated gates - check and lube cylinders

- Machine test
- Water ring pump - descale every second season, more often if water quality is poor
- Clean regulator filter pads
- Replace filter on pulsation, clean air line
- Basic spare parts kit - refer service technician
- Aprons and surgical gloves - ensure adequate supplies

## 3 Things your service technician will do:

- Replace milk pump seal, diaphragms and non-return valve seals where necessary
- Service pulsators
- Clean oil recirculator, replace oil and filters - replace oiler wicks and clean oiler on vacuum pumps
- Check vacuum level and clean regulator internals
- Machine test
- Discuss a regular testing and preventive maintenance program for your dairy
- Check V belt tensions and replace worn belts on milk and pumps.

# Avoiding ryegrass staggers

Ryegrass staggers is the nervous disorder animals suffer from as a result of eating pasture containing high levels of the ryegrass endophyte chemical Lolitrem B. Ryegrass endophyte is a naturally occurring fungus found only in perennial ryegrass and a few hybrid ryegrasses. Symptoms range from tremors in the neck and head to animals falling over when disturbed. Calves appear to be more susceptible to ryegrass staggers than older stock.

The presence of endophyte chemicals in the diet may cause small reductions in milk production, but effects are variable from season to season and year to year.

*Outbreaks of ryegrass staggers occur from late November until the end of April, but the problem is sporadic.*

Risk periods can persist when a sustained hot, dry spell is followed by rain, especially when pastures are overgrazed.

Specific management to prevent staggers will vary with the farm business goals, pasture type, season and locations. However some general principles can be used.

The highest levels of endophyte toxins are in the ryegrass leaf sheath, seed head and seed. Management that increases the leaf content of ryegrass and reduces intake of seed head and plant parts near ground level, will reduce the chance of ryegrass staggers:

- Feed a high quality supplement (silage, last season's hay, turnips, maize)
- Leave higher post-grazing residuals
- Pasture topping or mowing of seed heads
- If endophyte-free, low endophyte or novel endophyte ryegrass pastures have been sown, graze these.
- In some cases, drenching cows or

dusting pasture with FiL Nutrimag has cured symptoms.

- Supplementary feeding with high quality silage is the most practical way for many dairy farmers to manage ryegrass staggers.

Seriously affected stock should be:

- Managed separate from the main herd and milking frequency reduced to once-a-day.
- Fed a high quality supplement (silage, last season's hay, turnips, maize).
- Fed pasture of another species - tall fescue (not wild), annual ryegrasses, cocksfoot, lucerne, clover or chicory.
- Prevented from grazing paddocks with hazards such as ponds, ditches and bluffs.

## Caustic's Corner

## Beware - autumn bloat may be around the corner!

Well, a mixed bag all round this year so far - weather, politics, the Hazardous Substances and New Organisms Act, international exchange rates, balance of payments - what else?

Bloat of course! This too can happen in the Autumn and not always on high clover lush pasture. Autumn Bloat can be patchy, variable and lethal.

If you have continued treatment over the season you merely need to ensure that the dose is adequate for any increased risk.

But if you have stopped dosing, eternal vigilance may be needed, or start treatment now.

Often trough treatment will be adequate and may be the method of choice if you have stopped drenching, or cannot drench.

### Remember these basic principles:

- Dosing systems vary in their reliability. The general order of reliability is 1) Drenching. 2) Pasture spraying. 3) Trough treatment.
- Use good quality water for diluting bloat remedies.
- Make sure that the bloat material is fully dissolved before use. Under some conditions this can take time. Be very careful when dosing troughs manually (it is better to pre-mix the dose in water and add it to the trough when you are sure it has dispersed properly).
- Accustom the animals to being treated by starting with low dose rates.
- For drenching, mix the dose in as much water as is feasible (the more dilute dose disperses faster and is less likely to be lost during ingestion).

- When pasture spraying take care to spray every part of the break.
- If trough treating, make sure that stock do not have access to other sources of water.
- Increase dose rates until control is achieved.
- Continue treatment until you are absolutely sure bloat is no longer present.
- If you decide to stop dosing, reduce treatment slowly and be prepared to react to the first signs of bloat (remember Murphy's Law).
- Attention to balancing up nutrition can reduce the effects of bloat, so can feeding a higher proportion of roughage.

Have a good season and remember there is an election coming up. Dr Caustic

# Farm Management late in the season

## *Feeding supplements in the autumn to delay drying off the herd can be a profitable exercise.*

It can be profitable because each 10kg DM of supplement fed out can result in an extra 1kg MS if the feed is fully and efficiently utilised by the herd. Good quality feeds costing 25c/kg DM or less have the potential to be profitable.

However, if the feed is not well utilised, profit can quickly turn into loss and farmers who have tried this in recent seasons have found it difficult to achieve condition score and pasture cover targets at the start of winter. There's no point improving production this autumn at the cost of valuable production next spring.

## Cow Condition

*There are several important groups of cows on the farm at this time of year that require special treatment. The priority groups include light cows and heifers so consider separating these animals from the main herd in order to feed them better.*

Remember that the herd should average a 5 condition score at calving, or preferably June 1 heading into winter. Take a look at your LIC condition score poster or the new Dexcel Condition Score booklet - a cow needs to be fat to be a 5. It takes an extra 150-200kg of pasture equivalent dry matter above maintenance to gain a condition score. In other words, to gain a condition score in a month, a dry cow needs to be fed like a milker.

A rule of thumb is to dry off cows at score 4 by mid-April or 4.5 in mid-May, remembering it will take up to two weeks of maintenance feeding to dry cows off.

More accurately, have all cows near calving condition by the end of May. For heifers that is condition score 5, and for 3+ year olds, condition score 4.5 or above is recommended.

## The recommended drying-off guide based on condition score is:

- Early March - heifers at CS 3.0
- Mid March - heifers at CS 3.0
- Early April - heifers at CS 3.5, cows at 3.5
- Mid April - heifers at CS 4.0, cows at 4.0
- End April - heifers at CS 4.5, cows at 4.0
- Mid May - all heifers
- End May - all cows.

Extend the rotation to ensure that average cover is around desired target 2200kg DM/ha by the end of May.

A farm walk and use of a simple winter feed budget can help set up the farm for winter and take the guess work out of drying-off decisions.

Don't compromise these objectives with unrealistic milk production targets.



# Free

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



Look out for the FiL 25 litre promotion on these popular FiL products during March

Ask your local Farm Service Team representative for details, or call our Hotline below.



HOTLINE : 0508 434 569

NETLINE : [www.filnz.co.nz](http://www.filnz.co.nz)

**FIL**  
New Zealand

# Is New Zealand being affected by climate change?

*Record rainfall in Northland, droughts in Canterbury and North Otago, unseasonal gales in Wellington, subtropical late afternoon thunderstorms in the Waikato and blizzards in Otago. What's gone wrong with New Zealand's weather?*

Putting it simply, the earth is getting warmer faster.

Earth's atmosphere is made up of oxygen, a large amount of nitrogen, and a small percentage of greenhouse gases. Greenhouse gases act like the outside covering of a greenhouse - trapping warmth from the sun and making life on Earth possible. Without them, too much heat would escape and the surface of the planet would freeze. However, increasing the concentration of greenhouse gases in the atmosphere causes the earth to heat at a faster rate (global warming) and the climate to change.

Our climate has undergone many changes over millions of years - from

Region	Temperature (deg C)	Precipitation
Northland/Auckland	+1 to +2.8	-10% to 0%
West North Island, Waikato - Wellington	+0.8 to +2.7	0% to -20%
East North Island, Bay of Plenty - Wairarapa	+0.9 to +2.7	-20% to 0%
Nelson, Marlborough, coastal Canterbury, Otago	+0.8 to +2.5	-20% to -5%
West Coast, Canterbury foothills	+0.6 to +2.5	+5% to +25%
Southland, inland Otago	+0.6 to +2.2	0% to +30%

ice ages to tropical heat and back again. Natural changes of the past 10,000 years have generally been gradual, allowing people and other species to adapt or migrate, although some prehistoric climate changes (the Ice Ages) may have been abrupt and are likely to have led to mass extinction of species.

However, over the past 50-100 years, the process of climate change has sped up and this is affecting our natural environment. Increasing industrialisation and human activity (industry, agriculture and transportation) is a major factor in this. These activities are increasing the amount of greenhouse gases in our atmosphere and causing Earth to heat up at an unprecedented rate. This effect

is known as global warming. Since this warming will also affect our weather patterns and climatic conditions, we refer to it as climate change.

The main greenhouse gases caused by human activity are carbon dioxide, methane, nitrous oxide and some synthetic industrial gases. In New Zealand, approximately 51% of greenhouse gases come from agriculture, 39% from energy, 5% from industrial processes and 5% from waste. Global warming is already affecting our climate and is likely to impact on our industries (especially our large agricultural sector), native ecosystems, infrastructure, health, biosecurity, society and economy.

Governments, including our own, are

now agreeing to accept responsibility for the impact that human activity has on changing climatic conditions.

**If global warming continues at the same rate New Zealand is likely to experience climatic changes such as:**

- higher temperatures in the North Island than the South, but likely to be less than the global average,
- increasing sea levels (research has shown that sea levels globally are expected to rise 9-88cm by 2100, compared with an average rise of 10-20cm in the 20th century),
- more frequent extreme climatic events such as droughts (especially in the east) and floods,
- a change in rainfall patterns (higher rainfall in the west, less in the east).

**These changes will result in both positive and negative effects, for example:**

- Agricultural productivity is expected to increase in some areas but the risk of drought and spreading pests and diseases would likely have a negative impact. It is likely that there would be costs associated with changing land-use activities to suit a new climate.
- People are likely to enjoy the benefits of warmer winters with fewer frosts, but hotter summers will bring increased risks of heat stress and subtropical diseases
- Forests and vegetation may grow faster, but native ecosystems could be invaded by exotic species.
- Drier conditions in some areas are likely to be coupled with the risk of more frequent extreme events such as floods, droughts and storms.
- Rising sea levels will increase the risk of erosion and saltwater intrusion, increasing the need for coastal protection.
- Snowlines and glaciers are expected to retreat and change water flows in major South Island rivers.

## Climate change and agriculture

**The agricultural sector has opportunities for productivity gains and diversification under climate change, but also faces risks.**

The key benefit to agriculture is likely to be from elevated carbon dioxide concentrations that could lead to substantial improvement in growth rates and water-use efficiency. Also, warmer conditions and lengthened growing seasons could allow the long-term southward shift of climate-limited activities and new crops - related industries could be introduced. Poorly resourced areas could benefit from such shifts.

**The most significant risks are associated with the potential increase of droughts and floods and water limitations in some**

**areas, particularly in the east of New Zealand.**

Warmer temperatures could also make the growing of some current fruit crops in some northern areas uneconomical.

Shifting land use activities to adapt to altered climate conditions will incur costs, resulting in regional winners and losers. Pests and disease could spread in range and severity and pasture composition is likely to change with uncertain outcomes to animal productivity and nutrient balances.

The full range of effects has not been quantified and information on regional climate change and its impact is still too limited to quantify the overall economic effect on the agricultural sector.

Adaptation to altered climate conditions would also influence future economic outcome through early implementation of

opportunities and mitigation of negative impacts. Overseas markets will also change under a warming climate, offering indirect market risks and opportunities to New Zealand farmers.

With few exceptions, climate change alone is unlikely to be the dominant cause of native species extinction, but may act as compounding pressure on ecosystems which are already under threat. Fragmented native forests of drier lowland environments in Northland, Waikato, Manawatu and in the east from East Cape to Southland are probably the most vulnerable to climate change and some terrestrial and freshwater species which are currently at their climatic limit may be at long-term risk of extinction.

However, many complex interactions between elements of natural ecosystems, introduced exotic species and climate are not yet fully incorporated in assessment models.

# Positive response early in Diamond V trial

*Midway through the first comprehensive pasture-based trial of Diamond V XP, a fermentation fortified yeast culture, results show some positive changes in milk production.*

FiL is undertaking the trial on Peter and Vivienne Kay's 200ha farm near Te Awamutu. It is being conducted by Te Awamutu vet Richard Tiddy of Dairy Production Services.

Diamond V XP yeast cultures nurture healthy populations of rumen microflora. Flourishing microbial populations in the rumen play a significant role in the digestion of feed because they convert ration ingredients to nutrients cows can readily absorb and use for growth, maintenance, production and reproduction.

*Tiddy says that following four herd tests and three weighings initial figures show some encouraging results, although they are still subject to statistical analysis which won't provide full answers until later this year.*

The trial is funded by American company Diamond V with logistical support from FiL.

Fifty percent of farm manager Cam Kay's herd of 680 Friesians and crosses are being used in the season-long trial which began at the end of August. Four of five herds of 70 cows each are drenched daily with the following components in 100ml doses (the fifth is an untreated control herd):

- A commercial ionophore;
- New Diamond V XP in drenchable form;
- Diamond V XP and the ionophore;
- Original Diamond V XP.

All 350 cows were weighed at the start of the trial and are being weighed at regular intervals during the season. There are also monthly herd tests. Tiddy says the aim of the experiment is to compare productivity, fertility and weight gain as a result of using

Diamond V XP. "We will try and measure production responses compared to the untreated herd and those being given the ionophore all as part of the pasture-based system."

There has never been a major trial in a New Zealand herd and he wants to find out what happens as feed quality drops off and the Diamond V XP helps break down the fibre in the rumen more effectively.

*FiL General Manager Gavin Cherrie says Diamond V XP should result in healthier cows, more milk and increased milksolids. "For every dollar spent on Diamond V XP we expect \$2 income based on a \$3.50 payout."*



# CAUTION

THIS IS A SERIOUS PRODUCT THAT GETS SERIOUS RESULTS



Don't let mastitis get a grip on your herd! Lower somatic cell counts and keep teats in top condition with this high quality FiL range. Using cosmetic industry emollient technology, Ultracare Teatshield and Ultracare Iodoshield keep teats sanitised, conditioned and supple, while FiL Teat Conditioner is the perfect additive when harsh conditions during early lactation demand extra emolliency. Ultracare - tough on mastitis, gentle on teats!



HOTLINE : 0508 434 569

NETLINE : [www.filnz.co.nz](http://www.filnz.co.nz)

**FIL**  
New Zealand

# The many faces of **FIL**

## Improving FiL's coverage in Otorohanga

*Two years ago FiL National Sales Manager Trevor Gulliver gave Dave Hewson, FiL's longest serving Area Manager a new assignment - hand over your Cambridge clients and take control of the underdeveloped Otorohanga region.*

As the company moved to increase its profile in an area of 400 farms it decided an experienced rep was the answer.

When Dave started with the company almost 12 years ago, he looked after his home patch of Te Awamutu, as well as Cambridge and South Waikato. But as he increased his profile in Te Awamutu, another rep was signed for South Waikato.

Then two years ago, with FiL enlarging its Farm Service Team, a new rep was appointed to handle Cambridge and Matamata, so Hewson is now concentrating on spreading FiL's name in Otorohanga, Te Kuiti and Pio Pio.

Married with two children, he had already worked in the dairy industry selling agricultural products and milking machines in the Te Awamutu area when he joined FiL so he knew his patch and his potential clients.

"I've got some really good clients in Otorohanga", says Dave, but he admits his outstanding success in Te Awamutu has given him little time to cover other regions as well as he would like although since he first started working in the industry nearly 16 years ago he's maintained many of the same clients.

*"But now I'm spending more time in and around Otorohanga and last year FiL initiated a major sponsorship of the local rugby club."*

Otorohanga is a major player in the Waikato club rugby competition, maintaining a place in the first division in spite of the strength of the teams in Hamilton and other major towns in the Waikato. "Supporting a club like this which has major links to dairying

is a way FiL can work within the community and make a difference," Hewson said.

He has also sponsored the small Pirongia Rugby Club which has played in the Waikato second division for nine years. "While I'm spending more time in the Otorohanga area, sourcing new business and keeping in even closer touch with existing clients I'm also maintaining the high profile I've built

up in Te Awamutu. Otorohanga is an area with a lot of family-owned farms so it's a more traditional area that's just waiting for FiL to really take over."

FiL National Sales Manager Trevor Gulliver says Otorohanga farmers are getting a much better service. "There is a lot of untapped potential in that area and we've made sure we gave Dave enough time to continue to service Te Awamutu as well as move further south."



FiL Rep Dave Hewson and Jim Pinney

# MEN AT WORK

**YOUR FIL FARM SERVICE TEAM HAVE GOT THE COUNTRY COVERED**

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>Bryan Eaton</b>	<b>Mark Mohring</b>	<b>Stuart Carter</b>	<b>Dave Hewson</b>	<b>Allan Clarke</b>	<b>Phil Gulliver</b>	<b>Clinton Humphrey</b>
Northland	North Waikato	Manurewa/Te Anau	Te Awamutu Otorohanga	Bay of Plenty	North Taranaki	Southern North Island
Ph: 06 434 7340	Ph: 07 834 4582	Ph: 07 686 5331	Ph: 07 871 3505	Ph: 07 544 3724	Ph: 06 282 2885	Ph: 06 354 4178
Mob: 025 721 501	Mob: 0274 721 500	Mob: 0274 490 843	Mob: 0274 591 674	Mob: 0274 730 572	Mob: 0274 721 501	Mob: 0274 721 509

  

<b>8</b>	<b>9</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>Im Grooby</b>	<b>Peter Dods</b>	<b>Gavin Dunn</b>	<b>John Atkin</b>	<b>Geoff Sainty</b>	<b>Greg Duncan</b>	<b>Allan Tait</b>
Northland	Southern South Island	Rotorua/Topoua/ Tairātea/Putaruru	South Taranaki/ Wanganui	Coromandel Peninsula/ Hauraki Plains	Cambridge/ Matamata	Central South Island
Ph: 03 525 1119	Ph: 04 488 4572	Ph: 07 333 2119	Ph: 06 278 3438	Ph: 07 844 2934	Ph: 07 423 5105	Ph: 04 493 3440
Mob: 0274 721 508	Mob: 0274 721 504	Mob: 0274 748 470	Mob: 0276 828 525	Mob: 025 281 9494	Mob: 025 721 505	Mob: 0274 883 783

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.

**HOTLINE : 0508 434 569**  
**NETLINE : www.filnz.co.nz**