



FIL

THE DAIRY FARMER

FIL, a wholly owned subsidiary of GEA FARM TECHNOLOGIES

FARM INNOVATION / HYGIENE/ ANIMAL HEALTH / MARKERS / NUTRITION

MAKING YOUR JOB EASIER

AUTUMN 2012

New Zealand dairy farmers' business is to produce the world's best milk - and GEA Farm Technologies' business is changing to ensure they continue to do so.

UNION BRINGS A CHANGE FOR THE BETTER



TRENT FINLAY NEW ZEALAND SALES MANAGER GEA FARM TECHNOLOGIES (RIGHT) HEADS UP SALES FOR WESTFALIASURGE, HOULE & FIL, WITH HIS FARM SERVICE NATIONAL SALES MANAGER, TREVOR GULLIVER (LEFT)

The reputation of the FIL brand is built on providing New Zealand dairy farmers with the most effective, innovative products backed by unrivalled service and support. That commitment remains critical.

However, sometimes to keep and improve the edge on competition, a company needs an injection of fresh thinking and energy. This provides the fuel to push the boundaries of what is possible, achieving even better results. For FIL this happened last year when the company became part of GEA Farm Technologies New Zealand (GEA FT), and part of the wider GEA group internationally.

This means the FIL brand has joined GEA FT's portfolio of world leading equipment brands, including familiar names like WestfaliaSurge milking machinery, Houle manure management systems and Royal DeBoer barn systems.

Many clients will notice little change - hygiene, nutrition, animal health and tail paint products will stay the same high quality reliable products they have always been in their distinctive yellow drums and containers.

The service will also remain as committed and reliable, with the same Area Managers available to assist with all product needs and farm dairy services. You will notice changes with utes sporting a new paint job, or a different

company staff shirt that reflects the GEA FT business that the FIL brand and product range are now part of.

There may also be some new faces accompanying Area Managers on their farm visits - these will be GEA Farm Technologies Capital Equipment specialists, keen to see how they can help with advice and information on effluent and milking equipment.

In coming months GEA FT will be talking more to interested farmers about the range of product brands it has, and how they combine with the range of FIL branded products.

With the FIL brand and products now being part of the GEA FT family, farmers have the opportunity to talk to a company that understands and deals in the big picture decisions involved in dairying, and can offer the advice, equipment and ongoing service to back up the decisions it helps its clients make.

The combined portfolio means a more complete, cohesive solution for farmer clients, from animal care in

the dairy to milk silo collection, with one conversation covering a lot more ground and saving a lot more time.

While the FIL brand and product range continue to be New Zealand focused, there are benefits of now being part of a larger worldwide organisation. Increased scale improves buying power for product ingredients, ensuring products of the highest quality continue to be delivered.

For example iodine is an important ingredient in some products like teatcare. In the aftermath of the tsunami in Japan last year, the Fukushima nuclear power plant was severely damaged, sparking mass radiation fears. As a result demand for iodine, regarded as protection against radiation, surged. Such a scenario can result in smaller markets losing out. However through its wide global network GEA FT was able to secure a steady supply of iodine, ensuring the high quality FIL branded formulation was not compromised. It also helped shield the New Zealand market from the brunt of price hikes that accompanied the increased demand.

What started as a tiny New Zealand firm and grew into a successful international export business is now itself part of an international company. However it is still firmly grounded in helping New Zealand farmers optimise their productivity, and lead the world in producing the best milk.

WHAT'S INSIDE:

New Area Manager hits Otago roads

2

Clint leads charge for quality rubberware

3

End of season shut-down

5

Hope for Waituna in farm plans

6

A WORD FROM FIL: WEATHER GODS SMILE UPON DAIRYING

The silver lining in this summer's clouds has been excellent grass growth, with regular rainfall helping retain quality, and of course with that, milk production. There is every indication industry production will be up by at least 10% in most areas this season - adding to the industry's already buoyant mood. Dairy conversions are back on the agenda again, and here at GEA Farm Technologies we are looking forward to bringing a complete dairy package to new and existing farmer clients. Our successful integration with FIL means farmer clients can access the huge level of skill and advice across the GEA Farm Technologies team - the branding may have changed, but the dedication to our farmer clients remains as strong, and deeper, than ever.

GREG MILLS - Managing Director

Farming to Succeed



FARM INNOVATION / HYGIENE/ ANIMAL HEALTH / MARKERS / NUTRITION

NEW AREA MANAGER HITS OTAGO ROADS

TAKING ON THE POSITION AS SOUTHERN OTAGO FARM SERVICE AREA MANAGER FOR GEA FARM TECHNOLOGIES (GEA FT) SEES PAUL BLONDELL KEEN TO FOCUS ON THE SPECIFICS OF PROVIDING QUALITY DAIRY SHED TECHNOLOGY AND PRODUCTS.

After four years as the go to guy at RD1 Gore, covering everything from pumps to crops, he is enjoying concentrating only on GEA FT’s specific products, including of course the quality range of FIL products.

“We sold plenty of FIL product in my previous position, it has an established reputation as a trusted brand in a very competitive market.”

“It will be good to get out on the road through South Otago and build that even further, and bring the valuable GEA FT products along with it,” he says.

The GEA FT products that all area managers are now carrying with them include the quality range of WestfaliaSurge milking liners. These include the recently developed KiwiChoice liners that fit across a wide range of milking equipment brands.

Paul is a committed people person who has an established track record in sales, having also spent time with large retailers and in the vehicle industry prior to working at RD1. While there he became responsible for building one on one customer relations, developing close working contacts with clients to determine their whole farm needs.

“We were always told in the hardware industry you are not selling a drill, you are selling a hole, and that is a good philosophy to keep in mind, we are providing quality solutions to farmers’ problems with what we offer,” he says.

The latest move by GEA FT to incorporate rubberware into the portfolio of products area managers have for farmers, fits well with this belief.

The South Otago region also provides plenty of opportunity for Paul to grow GEA FT’s presence in the coming years. It is one of the fastest growing dairy conversion regions. The 212,000 cows in the Otago region now account for 4.7% of the national herd and growth rates have been strong in the past four years, averaging 6% in cow numbers across 380 herds.

“There have been at least 200 conversions within a 40km radius of Gore in the last five years, so the growth and the opportunities for us to grow the GEA FT business here is quite staggering.”

He recognises the competition that exists within the region, but is confident the focus that FIL has always had for its area managers to place strong emphasis on service and relationships, which will fit well with his own sales approach.

“I prefer to be able to get alongside people and get to know them, what they want from their business and build from there, rather than take a hard sell approach.”

Paul now forms part of a skilled and well integrated team for GEA FT within the lower South Island.

Another recent appointment was Rodney Cook in South and West Southland, while Derek Jones is settling into his South Canterbury position he took on last spring, and Graham Beggs covers Mid to East Southland.

For the manager who has called Southland home all his life, the opportunity to hit the road with the depth of a quality company like GEA FT supporting him is reassuring as much as it is challenging.

PICTURED RIGHT: PAUL BLONDELL, FARM SERVICE AREA MANAGER, OTAGO



CLINT LEADS CHARGE FOR QUALITY RUBBERWARE

WITH GEA FARM TECHNOLOGIES (GEA FT) NOW BACKING FIL THERE IS A WELCOME OPPORTUNITY FOR THE FARM SERVICE AREA MANAGERS SELLING THE FIL RANGE OF PRODUCTS TO DELIVER EVEN GREATER SERVICE AND PRODUCTS TO VALUED CLIENTS.

GEA FT’s stable includes the WestfaliaSurge brand of milking equipment is renowned for its durability, quality and advanced technology, only now being imitated by some manufacturers. With this technology comes a high quality range of dairy shed rubber ware and filters that the Farm Service Area Managers are able to provide their clients.

“I am finding there is a very strong level of interest amongst my clients for the liners, they appreciate the quality, the softer feel of the rubber, and I think their cows do too,” says long time Farm Service Area Manager Clint Humphrey based in the Manawutu.

Clint is leading the charge amongst the Farm Service Area Managers, giving farmer customers a welcome choice of liners, tubes and milk filter socks.

The WestfaliaSurge liner range includes the newly developed KiwiChoice liners suitable for all other milking equipment brands.

While keeping his role as Area Manager he is being tasked with helping get the Farm Services Area Managers trained up on understanding liner technology and requirements, in a way that will not baffle farmer clients by being overly technical or complicated.

This includes developing a liner age and type calculator that Area Managers can load onto their laptops, providing farmers with all the data they need to choose the right liners with the right lifespan.

As well as input from some of GEA FT’s most skilled and experienced technical milking experts, including Milking and Manure Technical Manager John Scott.

John’s wide overseas experience means he is aware of the peculiar conditions liners experience here in New Zealand that puts particular stress levels on liners and their lifespan. This is partly thanks to the sheer number of cows each liner milks and higher level of fat deposits remaining on liners after plant wash down.

Clint believes more farmers are tuning into the valuable role liners play as the first point of contact between cow and machine, and is keen to play a role in educating them and staff about how much difference quality liners can make. Even small discrepancies in quality and size have an amplified effect on cow temperament, health and even milk quality.

“As Farm Service Area Managers we already spend a considerable amount of time in and around our farmer clients’ dairies.”

Plant inspections at the start of the season, and grade problem identification during the season mean we are very familiar not only with clients’ plant, but with the impact of rubberware on herd health aspects like teat condition and mastitis.

CLINT HUMPHREY, FARM SERVICE AREA MANAGER, SOUTHERN NORTH ISLAND



“It makes sense that we can play a role in recommending quality liners, tubes and filters to our clients. Linking in with quality FIL hygiene products we are now completing the link in milk quality, from the cow to the silo.”

Clint points to some innovative world leading developments in GEA FT milking technology that has been developed around not only improving milk quality, but making the milking experience easier for humans and cows.

This includes developing teat stimulation technology that improves speed and volume of milk let down in dairy cows. Cup assemblies are available to provide initial stimulation to the teat, encouraging milk let down and eliminating the “flat spot” between the first and second let down phase.

GEA Farm Technologies NZ Sales Manager Trent Finlay says Clint’s experience and the high regard he is held in by clients makes him an ideal champion to bring WestfaliaSurge rubberware and filters to the farm gate.

“We want farmer clients to have access to a wider range of product in addition to the quality FIL ones they are familiar with. But we also want them to be able to buy those products with confidence, with good advice behind those products, and this puts that in place.”



NEED MASTITIS CONTROL?

WE’VE GOT YOU COVERED.

IODOSHIELD ACTIVE is part of FIL’s range of animal health products, made in New Zealand. It has the highest concentration of iodine in the market, requiring no additional emollient to be effective. A key aid in mastitis control, **IODOSHIELD ACTIVE** has a unique Manuka honey content, maintaining superior teat condition in all weather.

CHOOSE IODOSHIELD ACTIVE. Make your job easier.

AVAILABLE AT YOUR LOCAL RURAL RETAIL STORE.
MORE INFORMATION ON OUR ANIMAL HEALTH RANGE
AT WWW.FIL.CO.NZ OR PHONE 0508 434 569

TDF-IOA0312



FIL

FARM INNOVATION

HYGIENE / ANIMAL HEALTH / MARKERS / NUTRITION



FARMING HERE?

WE’VE GOT YOU COVERED.

Our team of QCONZ trained AREA MANAGERS cover the country from the Cape to Bluff. Speak to your local FIL representative to discuss your needs, and find out how we can improve your farm’s performance.

We’re here to make your job easier.

FOR MORE INFORMATION PHONE 0508 434 569
OR VISIT WWW.FIL.CO.NZ



BRIAN SALVIGNY Northland / Helensville 0274 721 501	MARK MOHRING North Waikato / Hauraki / Morrinsville West 0274 721 502	GREG DUNCAN Cambridge / Matamata / Morrinsville East / Te Aroha 0274 721 505	ALLAN CLARKE Bay of Plenty / Paeroa 0274 730 572	GAVIN DUNN Rotorua / Reporoa / Tokoroa / Putaruru 0274 798 470
DAVE HEWSON Te Awamutu / Otorohanga 0274 991 674	JOHN ATKIN North Taranaki / King Country 0274 721 506	MARK WARD South Taranaki / Wanganui 0274 828 535	CLINT HUMPHREY Southern North Island 0274 721 507	IAN GROOBY Northern South Island 0274 721 503
BRUCE SMITH North Canterbury 0274 993 783	DEREK JONES South Canterbury North Otago 0274 912 966	PAUL BLONDELL Otago 027 549 8182	GRAHAM BEGGS Mid/East Southland 0274 721 818	RODNEY COOK South / West Southland 0274 721 504

TDF-FHA0312



FIL

FARM INNOVATION

HYGIENE / ANIMAL HEALTH / MARKERS / NUTRITION

ANIMAL BEHAVIOUR, AN IMPORTANT OBSERVATION TO HELP DETERMINE THE CAUSE OF DISEASE.

A RECENT TRIP TO SEE WILDLIFE IN THE CHOBE NATIONAL PARK AND MOREMI GAME RESERVE (IN THE OKAVANGO DELTA) HIGHLIGHTS TO A DAIRY CATTLE VETERINARIAN THE CYCLE OF LIFE AND THE EXPRESSION OF NORMAL MAMMALIAN BEHAVIOUR.



Botswana has diverse areas rich in wildlife habitat. In addition to the delta and desert areas, there are grasslands and savannas, where Wildebeest, Antelopes, Zebra, Lechwe, Elephants and other mammals and birds are found.

Apart from the prime focus of each participant to either search for food or procreate whatever place they hold in the food chain from producer (eg grass on the savanna), to herbivore (eg Wildebeest) or to carnivore (eg lion) - it is all about survival.

A trip at the end of the wet season (April) a tourist saw a savanna that was fed water from the Okavango Delta and an abundant flush of intensive grass growth that supplied mammals and bird wildlife with copious food. It was no surprise to see animals content, well-conditioned and furiously replicating. Another veterinarian travelling inadvertently slipped a comment about the grazing mammals "there are no old animals - they all look so young".

We do not appreciate that the law of the jungle is only the fittest survive. Perhaps we as children have been too conditioned that all elephants look like the 40 year old Kashin we used to see in the Auckland Zoo.



Even though 9,000 years of domestication of cattle has tempered some of the individual and herd behaviours of our modern dairy cow, it is amazing to see that many survival behaviours are still there for us to observe - if we just take time.

The grazing ruminant on the grassy savanna is a beast of prey. The concealment of disease or weakness is a survival mechanism.

For example, have you ever observed yarding a cow that is particularly lame in the front foot and she turns with the affected leg away from your sight and flees? Not to mention their domestic flight zone (degree of closeness before they run away) is a lot closer in a small herd compared to a large herd?

What about excessive herd pressure in the cowshed yard? If a backing gate is used excessively because of some negative association with the milking routine - you are presented with a herd of cows with their rear ends presented. The same occurs with a farm dog working the cows. No doubt it is a survival mechanism of the herd that makes it difficult for predators to successfully attack.

The pattern of grazing the open country in their natural environment for a period of time is normal. But after this the cows would relax in a coveted, sheltered area

for rumination and chewing the cud. This later stage would have been in the concealment of a canopy of trees - remember this time is important for further digestion of the grass. Think about when the cows are sitting down after 3-5 hours of grazing after milking and what we do when we disturb them. We stop rumination and regurgitation.

Reproduction in the natural context takes up a large portion of the day in the wild! Sexually active groups (SAG's) riding each other - comprising females alerting the males, are all important evolutionary behaviours or instincts that ensure the survival of the species.



Removal of oestrous cows to hand mate and separation of progesterone treated cows may impact on our ability to observe subtly oestrous cows. This is because natural behaviours may not have the opportunity to form.

Understanding the normal - walking, mating and grazing of cows provide a wonderful template for comparing the abnormal. As veterinarians we heavily rely on patterns of behaviour to determine a lead to follow in the clinical examination of an animal or herd. Often clients are too busy to have any observations to add other than one or two signalling factors such as a physical anomaly, lagging behind or poor production. The good news in our profession is that an animal such as a dairy cow has no reason to lie. In fact, by nature, they are stoic in order to survive. They conceal disease until it really is too late. But close observation of behaviour will reveal subtle changes and they are real.

A client once remarked very recently, that a grazing herbivore is constantly surveying you - asking the question - Will they (you) harm me? Are you good for my well-being?

It very much is - a flight or fight response. And a reflection on the early years of Veterinary School on the topic of Veterinary Ethology or the study of animal behaviour.



GEA Farm Technologies

END OF SEASON SHUT DOWN

GEA FARM TECHNOLOGIES HAS SOME SIMPLE STEPS TO ENSURE YOUR PLANT SHUT DOWN THIS AUTUMN IS STRAIGHTFORWARD AND THOROUGH, AND WON'T GIVE YOU GRADING HEADACHES WHEN YOU START THE NEW SEASON.

FINAL WASH

Following the final milking of the season, rinse plant with ample cold water, then recycle a double strength chlorinated alkali wash for approximately 3 - 5 minutes, discarding when the water temperature reaches 55 - 60 degrees C. Follow this with an acid rinse. Leave plant to drain before carrying out a full plant inspection.

PLANT INSPECTION

All joints and union seals should be opened and inspected for any sign of deterioration and replaced where necessary. Carefully inspect all other rubber components, throw out and replace any that look suspicious or are more than two years old.

Last season's rubber ware has rough surfaces created from aging and these provide an excellent environment for bacteria to grow. Surface deposits can even allow bacteria to survive cleaning and sanitising. As well as harbouring bacteria, the rough surface of worn rubber parts makes it more difficult to clean clusters.

BULK MILK SILO

The bulk milk silo should be cleaned immediately after the last pick-up while the residues are still soft.

Discard all the rubber ware and start the season with new door seals, replace the donut and valve seals - all of which are available from your dairy company.

NEW SEASON

It's also important to start the season with new milk liners. Using the old liners is likely to cause incomplete and uneven milking and possibly contribute to poor teat condition. Micro-cracks can harbour bacteria, which can also result in grading problems later on.

Modern liners are a blend of rubber and synthetic material and much softer and more durable than the rubberware we used some years ago. These liners are ideal when breaking in heifers.



TEST BUCKET

The test buckets can be a grade trap so be sure to clean thoroughly and replace the rubber tubing before the new season commences.

MILK QUALITY

Remember, it's all about milk quality, no compromise. In New Zealand, dairy hygiene requires a great deal of attention to detail as our milking machine cleaning systems have relatively short contact times.

Contact your local Farm Service Area Manager for help or more information to get you started for the new season without any problems.



NEED A BALANCED DIET?

WE'VE GOT YOU COVERED.

BOOSTER BLOCK MAGNUM is our multimineral block for peak herd health, made in New Zealand. Molasses bound, with Diamond V XP™ yeast to assist digestibility, **BOOSTER BLOCK MAGNUM** contains high quality Australian Magnesium, Calcium and trace elements of Selenium, Cobalt and Copper. Available in a convenient 15kg edible box, or a 500kg block delivered on pallet for easy use.

CHOOSE BOOSTER BLOCK MAGNUM. Make your job easier.

AVAILABLE AT YOUR LOCAL RURAL RETAIL STORE.
MORE INFORMATION ON OUR FULL NUTRITION RANGE
AT WWW.FIL.CO.NZ OR PHONE 0508 434 569

TDF-BB0312



FARM INNOVATION / HYGIENE / ANIMAL HEALTH / MARKERS / NUTRITION

HOPE FOR WAITUNA IN FARM PLANS

THE WAITUNA LAGOON IN SOUTHLAND HAS BECOME A MUCH MALIGNED BODY OF WATER IN RECENT YEARS, BOTH ON A PHYSICAL AND POLITICAL LEVEL.



Located 40km south east of Invercargill, the prized wetland system has become regarded as one of the poorest in the region for water quality.

Almost inevitably, dairying has copped some blame for this in recent years with 20,000 cows being milked across 40 farms in the lagoon catchment. However despite the lagoon's problems proving to be more complex than simply a dirty dairying one, local farmers have taken a lead in ensuring the lagoon has a future.

Late last year Southland dairy farmers released an action plan outlining progress made and work underway to protect the wetland. The Waituna Catchment Action Plan lays out steps the farmers will undertake over the next year to build on environmental improvements already made.

Driven strongly by local farmers in the catchment and supported by DairyNZ, the plan was built up from individual farm assessment visits carried out by DairyNZ, Fonterra, Environment Southland and organised by Federated Farmers.

“It is a big thing to do to open up your farm for people to walk over and assess every corner with a fine tooth comb, it takes a good deal of trust,” says DairyNZ regional policy manager James Ryan.

As a result, every dairy farm in the lagoon's catchment has an individual action plan.

James Ryan says in the few months since those first visits, 16 farmers have had a follow up visit and they have completed all their actions required.

Actions within the plan include building and maintaining riparian areas, installing sediment traps and changing how drainage networks are maintained in order to reduce bank slumping and erosion.

The majority of the actions in farm plans focus on managing sediment. Phosphorous run off is contained in sediment, and stopping sedimentation will reduce phosphorous release into the lagoon. Enhancing the natural wetland habitat already in place with further plantings will also help filter nutrient losses into the wetland system.

Almost a third of the actions involve nutrient and effluent management. This includes eliminating stock access to waterways, better wintering paddock management and off paddock wintering on loafing pads.

Individual farmer action has included work by equity partners Craig and Heidi Williams who fully fenced the 7km of waterway bordering their farm that drains into the lagoon. They also gifted two 15ha parcels of land to the QEII Trust to encourage bird life and help protect the catchment.

Local farmer Gerald Spain says he did not believe as much progress would have been made if landowners had been forced to comply under a set of regulations.

“Credit to Environment Southland, they have given us space and time and the farmers here have become a team and have got things done.”

EFFICIENT IRRIGATION AN ENVIRONMENTAL AND ECONOMIC PLUS

WITH COMMODITY RETURNS LOOKING POSITIVE AND REFLECTING A NEED TO MEET GLOBAL FOOD DEMAND REGARDLESS OF WHATEVER TURMOIL EXISTS ON FINANCIAL MARKETS, DEMAND FOR WATER TO CONTINUE SUPPLYING THE GROWING PROTEIN DEMAND WILL CONTINUE TO REMAIN STRONG.



ANDREW CURTIS, CEO, IRRIGATION NEW ZEALAND

Latest initiatives by Irrigation New Zealand aim to help those farmers using irrigation to develop more efficient and environmentally acceptable irrigation processes.

The aim is twofold, ensuring not only that irrigation remains acceptable to the wider community by proving it is being conducted responsibly, but also delivering more cost effective water application, improving farm revenue and reducing a major input cost.

Andrew Curtis, CEO for Irrigation NZ says there is a happy overlap of environmental and economic drivers at play by having more efficient irrigation systems.

More efficient use means less water leached through the soil profile with valuable nutrients going with it into water tables, ensuring grass growth remains optimal with the water and nutrients remaining in the root zone. Meanwhile above ground, pumping costs are lowered through only using what is required, reducing farm costs and farm energy footprints.

The requirement to install water meters has been the first primary efficiency driver.

“Coupling water data loggers to soil moisture information means you have a very powerful, and useful data set for making more informed decisions with,” says Andrew.

Such monitoring fits with a key philosophy of the National Policy Statement that came out of the much praised Land and Water Forum last year. Water self management is a key philosophy policy makers want to see in place, in a more co-operative, less adversarial approach to allocating the national water resource.

Come March there are likely to be more definitive guidelines out on setting water take limits and

governance, making self management a proactive, positive approach to manage this.

Irrigation NZ is providing tools to irrigators to ensure they can demonstrate measures have been taken to implement good practice ahead of any controls. Information on design, installation and operation of plant all define a universally accepted and consistent self management programme for water use. The intention is to have this available for the 2012/2013 irrigation season.

Because of the varieties of soils, systems and operators it is difficult to put a general figure on the savings that can be made with more efficient irrigation systems. However, Andrew points to past work showing leading irrigators achieving over 90% application efficiency, with others in the 50-70% range.

“A good irrigation operator needs to be achieving the benchmark of 80%, no questions asked.”

SEASONAL CLIMATE OUTLOOK

FEBRUARY - APRIL 2012



LA NINA SET TO FADE WITH A NEAR-NORMAL LEAD-IN TO AUTUMN

The NIWA National Climate Centre's outlook for early Autumn, February to April 2012, indicates that seasonal rainfalls and temperatures are likely to be near normal for almost all regions, apart from the west and south of the South Island where rainfall is likely to be normal or below normal and temperatures are likely to be average or above average.

Soil moisture levels and river flows are both predicted to follow the same regional pattern to rainfall: likely to be near normal for almost all regions, but normal or below normal for the west and south of the South Island.

A moderate La Niña is in place in the tropical Pacific and should persist into early autumn 2012, according to the NIWA National Climate Centre, before fading back to neutral conditions.

For the February to April season, mean sea level pressures for early autumn (Feb-Apr) are likely to be above average south and southeast of the country, but below average to the north of New Zealand.

For the remainder of the tropical cyclone season through to May, around the normal number of cyclones is expected overall (January to March is typically the most active part of the cyclone season). On average, at least one ex-tropical cyclone passes within 500km of New Zealand in 9 out of 10 cyclone seasons.

OVERALL PICTURE

TEMPERATURE:

For the February-April period as a whole, air temperatures are likely to be near average in most regions, but near average or above average in the west and south of the South Island. Sea surface temperatures in the New Zealand region are likely to be near average.

RAINFALL, SOIL MOISTURE, AND RIVER FLOWS:

The National Climate Centre projects that early autumn rainfall totals, soil moisture levels, and river flows are all likely to be near normal throughout most of the country. The exception is the west and south of the South Island where normal or below normal conditions are likely.

REGIONAL PREDICTIONS FOR THE NEXT THREE MONTHS:

NORTHLAND, AUCKLAND, WAIKATO, BAY OF PLENTY:

Early autumn temperatures are likely to be near average. Seasonal rainfall totals, soil moisture levels, and river flows are all likely to be near normal. *Probabilities are assigned in three categories; above average, near average, and below average. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	RIVER FLOWS
ABOVE AVERAGE	30%	30%	35%	35%
NEAR AVERAGE	50%	50%	45%	45%
BELOW AVERAGE	20%	20%	20%	20%

CENTRAL NORTH ISLAND, TARANAKI, WANGANUI, MANAWATU AND WELLINGTON:

Seasonal temperatures are likely to be near average. Early autumn rainfall totals, soil moisture levels, and river flows are likely to be near normal, for the three month season as a whole. *Probabilities are assigned in three categories; above average, near average, and below average. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	RIVER FLOWS
ABOVE AVERAGE	30%	20%	30%	30%
NEAR AVERAGE	50%	50%	40%	40%
BELOW AVERAGE	20%	30%	30%	30%

GISBORNE, HAWKE'S BAY, WAIRARAPA:

Late summer temperatures are likely to be near average. Seasonal rainfall totals, soil moisture levels, and river flows are all likely to be near normal. *Probabilities are assigned in three categories; above normal, near normal, and below normal. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	RIVER FLOWS
ABOVE AVERAGE	20%	30%	35%	35%
NEAR AVERAGE	50%	50%	45%	45%
BELOW AVERAGE	30%	20%	20%	20%

NELSON, MARLBOROUGH, BULLER:

Temperatures over the early autumn period are likely to be near average. Seasonal rainfall totals, soil moisture levels and river flows are likely to be near normal for the time of year. *Probabilities are assigned in three categories; above average, near average, and below average. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	RIVER FLOWS
ABOVE AVERAGE	25%	30%	35%	30%
NEAR AVERAGE	50%	50%	45%	50%
BELOW AVERAGE	25%	20%	20%	20%

WEST COAST, ALPS AND FOOTHILLS,

INLAND OTAGO, SOUTHLAND:

Early autumn temperatures are equally likely to be near average or above average. Seasonal rainfall totals, soil moisture levels and river flows are all equally likely to be near normal or below normal. *Probabilities are assigned in three categories; above average, near average, and below average. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	RIVER FLOWS
ABOVE AVERAGE	40%	20%	20%	20%
NEAR AVERAGE	40%	40%	40%	40%
BELOW AVERAGE	20%	40%	40%	40%

COASTAL CANTERBURY, EAST OTAGO:

Early autumn temperatures are likely to be average. Seasonal rainfall totals, soil moisture levels and river flows are likely to be near normal. *Probabilities are assigned in three categories; above average, near average, and below average. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	RIVER FLOWS
ABOVE AVERAGE	20%	30%	25%	20%
NEAR AVERAGE	50%	50%	50%	50%
BELOW AVERAGE	30%	20%	25%	30%

BACKGROUND

The tropical Pacific is currently in moderate La Niña conditions, and the ocean now appears to be fully coupled with the tropical atmosphere. Global climate models predict a continuation of La Niña conditions through March 2012, followed by an easing to neutral conditions by early winter.

FOR COMMENT, PLEASE CONTACT:

DR BRETT MULLAN, NIWA Principal Scientist,

Climate Variability & Change.

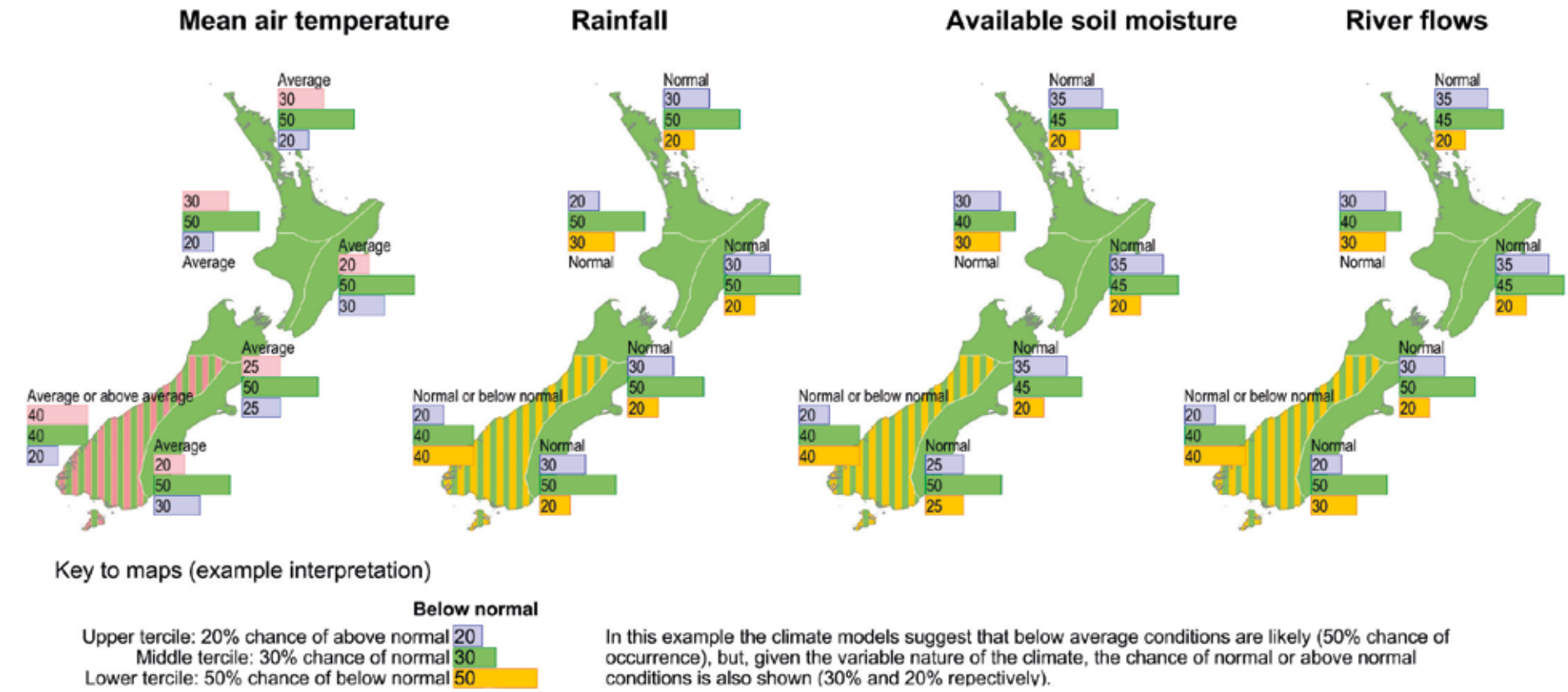
TEL (04) 386 0508 Mob (027) 294 1169

DR JAMES RENWICK, NIWA Principal Scientist,

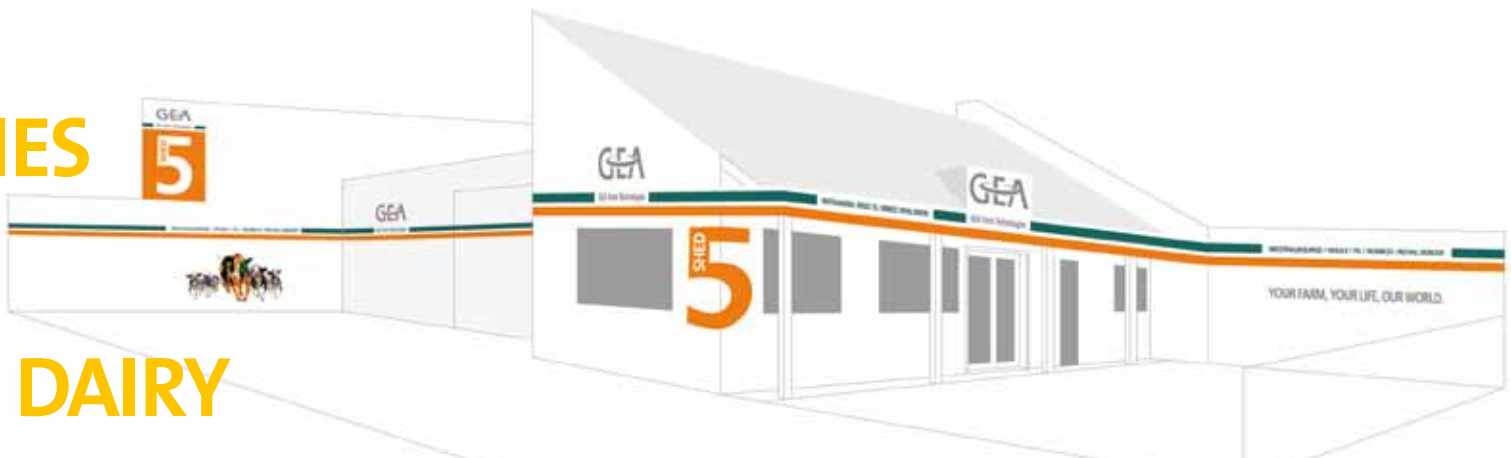
Climate Variability & Change. Mob (021) 178 5550

© Copyright NIWA 2011. All rights reserved. Acknowledgement of NIWA as the source is required.

OUTLOOK FOR FEBRUARY - APRIL 2012:



GEA FARM TECHNOLOGIES HAMILTON DEALERSHIP COMMITS TO DAIRY



THE OPENING OF A WHOLLY OWNED GEA FARM TECHNOLOGIES (GEA FT) DEALERSHIP THIS AUTUMN HIGHLIGHTS HOW SERIOUS THE COMPANY IS ABOUT ITS COMMITMENT TO THE NEW ZEALAND DAIRY INDUSTRY.

The dealership has been opened in the Te Rapa industrial area north of Hamilton, and will be an exemplar for future independent dealership bases around New Zealand. It will provide a showcase facility for GEA FT’s highly regarded Houle effluent systems and WestfaliaSurge milking technology.

“We are certainly not intending to be in the business of owning multiple dealerships, there are plenty of capable people who can do that. However, establishing this exemplar dealership provides a good template for anyone seeking to develop a GEA FT dealership around New Zealand,” says GEA FT’s NZ Sales Manager Trent Finlay.

The dealership will not only provide a physical concept of what other dealerships can look like, but also the backroom software, databases and systems that help maintain client information and ensure optimal service.

Warren Carlsen has been appointed Dealership Manager for the new venture, and he brings 17 years of dairy industry experience with him, having originally begun at Central Plateau Farm Services as an apprentice after moving here from Australia. Warren is excited not only by the opportunity such a dealership brings, but by the level of commitment being shown by GEA FT to helping its dealership network develop and grow profitably.

“When I started I was shown a long term business plan that GEA FT has for the whole company, where it wants to be and how it gets there. That is not something you often see in New Zealand, and it is inspiring the amount of support and expertise that is now behind the brand.”

He is conscious any investment in milking or effluent equipment is not an instant decision, and hopes the presence of the dealership will help build strong client relationships, with servicing and sales an ultimate outcome of those relationships.

The Te Rapa location provides a well-placed premises increasingly well accessed through the improved roading system going in place now.

The area also has strong synergies with other farm related businesses that draw clients to the area.

With GEA FT offices in Cambridge and Mount Maunganui, Warren says the dealership is well positioned to easily access the many experts GEA FT has available to advise on specific aspects of farm dairy and effluent technology.

“One of the things I have noticed from my past experience with dealerships is there can often be holes there in the service offered, and the advice they can access, which impacts on customer experience and ultimately dealership profitability.”

The GEA FT head office in Cambridge has several specialist dairying experts and their talents will be invaluable in helping farmers’ become more acquainted with how the WestfaliaSurge and Houle systems could be applied to their farm businesses.

These include the skills of DairyPlan specialist Jan Winke who plays a key role in building the company’s DairyPlan information technology business.

Effluent advice comes from Effluent Technical Specialist - Murray McEwan and long-time industry expert John Scott as GEA FT’s Milking and Manure Technical Manager. Austin Heffernan now heads up the company’s team of Capital Equipment Area Managers who are based throughout the country in Waikato, Southland, Canterbury and Fielding. “All these people are easily accessible and bring a huge amount of intellectual capital for us to draw on through the dealership,” says Warren.

In addition, GEA FT’s 15 Farm Service Area Managers on the road selling the FIL branded products will also help lift the profile of the company throughout the rest of the country, and introduce farmers to the quality WestfaliaSurge and Houle brands.

“I have appreciated the open, honest direction of GEA Farm Technologies and it will be an exciting time over the next few years,” says Warren.

WestfaliaSurge



GEA

JUST ONE CLICK

Takes your data directly from WestfaliaSurge DairyPlan to the national database



The market leading, customer friendly third party dairy herd management software that sends your herd data directly to the national database.

WestfaliaSurge DairyPlan is a comprehensive herd and shed management system that provides for greater shed automation, easy

information capture and thorough herd analysis. And now with the new connectivity, WestfaliaSurge DairyPlan just got even better.

If you are interested to learn more about how the new WestfaliaSurge DairyPlan can make your farming operation more efficient and productive call GEA Farm Technologies now on 0800 657 555.

GEA Farm Technologies NZ Ltd
Call 0800 657 555 to find your nearest dealer
www.gea-farmtechnologies.co.nz

GEA Farm Technologies
The right choice.

GEA 03-41