



# FIL GOES HANDS ON AT FIELDAYS 2002

IN KEEPING WITH THIS YEARS FIELDAYS THEME FIL IS TURNING ITS SITE, F26, INTO A DYNAMIC HANDS ON EXPERIENCE IN ORDER TO DEMONSTRATE THE EFFECTIVENESS OF ITS PRODUCTS.

**T**hey've had a mini milking machine especially built, comprising side by side three-cluster systems, that General Manager Gavin Cherrie says will show how FiL dairy hygiene products compare with those of its competitors in a working situation. "FiL believes farmers are the most practical/hands-on people you will ever meet and they visit field days to find new ways to improve the performance of their on farm investment. So we've set out to build an interactive site where farmers can use our products under typical conditions and draw their own conclusions about the benefits to be gained." We will also have a teatsprayer and drenching system on hand

to show how our teatsprays and magnesium products work under farm conditions.

"FiL is the only company in the world that knows how to control the foam level during the cleaning of a milking machine and we want to prove this to New Zealand dairy farmers," said Gavin Cherrie. "Farmers can start the plant up and watch our cleaning products working and foaming in the receiving can." But this isn't all we've got on site F26 in the Fieldays dairy section.

- Watch a unique video of what happens in a cow's rumen as the bacteria get down and dirty. On site will be rumen development expert Dr George Kamade from Diamond V Mills, manufacturers of Diamond V XP a stimulant to

help rumen bacteria. Have a chat to him about your herd's potential.

- Watch demonstrations of our bright new fluoro tailpaint Tell Tail and Foam Mark an aerosol temporary animal marker.

- If you're one of the hundreds of farmers who have already signed up for a test drive and received your fleecy vest, then wear it to Fieldays and at either the FiL (F26) or Suzuki (E16) sites and register for another prize.

*"FiL believes farmers are the most practical/hands-on people you will ever meet and they visit field days to find new ways to improve the performance of their on farm investment."*

- Sign up for a test ride on a new Suzuki Eiger LT-A400F and see the bike for yourself. FiL are giving away four of these top of the range 4x4 farm bikes - each valued at \$16,000 - in the Best in the Field promotion which goes through to July 31. The prize pool is almost \$100,000, making it one of the biggest dairying promotions in the country. Just buy four of the 21 qualifying FiL products (22 in the South Island). Plus, receive an on-farm test ride of a new Suzuki Eiger 400 and receive a zip-front fleecy work vest.

- Talk to one of FiL's 14-member Farm Service Team. Most will be on site at some time during Fieldays (the South Island reps will be there on Wednesday June 12 and Thursday June 13) ready to answer your queries, take your new season's orders or chat about dairy hygiene.
- While you're talking with the Team, leave the kids in our special Kiddies Section. There will be activities and craft materials so they can have fun while you're doing business.



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**Check out:**  
[www.filnz.co.nz](http://www.filnz.co.nz)



# TELL TAIL - The Fluoro Tail Paint

**T**ail painting in a murky early spring dawn isn't easy - that's why FiL has invented Tell Tail, fluoro tail paint. FiL has again proved itself one of the country's most innovative agricultural

chemical companies with the National Fieldays release of Tell Tail and Foam Mark, a temporary animal marker. Farmers have been telling us that while our tail paint does all the right things it can be difficult identifying

Tell Tail stays bright and on the cows for the required 21-30 days. Six years ago FiL stunned the farming world when it introduced Tail Mark in the special



*"We had a great response from farmer trials throughout the country and Tell Tail stays bright and on the cows for the required 21-30 days."*

cows in grey, hazy early morning conditions. That's why we came up with fluoro Tell Tail. It's a solvent-based tail paint that comes in six fluorescent colours in an easy to handle, lightweight 500ml applicator bottle. The six colours are: blue, green, orange, yellow, pink and red. The bottle also slides easily into overall pockets and with the special FiL applicator, it's a breeze to apply. We had a great response from farmer trials throughout the country and

applicator bottle at National Fieldays. That innovation won a special award, so we decided to launch the next generation tail paint at Fieldays too. We believe it will become the tail painting product of choice for the majority of New Zealand farmers and confirms FiL's place as the market leader and a true innovator. Think Pink with Foam Mark FiL adds to its tailpaint range with Foam Mark, a revolutionary new temporary stock marker for cows, dry stock, goats

and deer. Being launched at Fieldays, Foam Mark is a pink foam which will help farmers identify cows that need to be drafted. Foam Mark forms a raised coloured blob on the back of the animal. It can be seen from 30 metres and is ideal to help farm staff quickly

recognise which animals must be drafted for culling, those on heat, those undergoing veterinary treatments or those in a withholding period. The pink foam is easily applied from the 250ml aerosol can, visible from a distance and disappears within an hour or two.

*"FiL has again proved itself one of the country's most innovative agricultural chemical companies with the National Fieldays release of Tell Tail and Foam Mark."*



# Mate

**Make your mark with New Zealand's leading tailpaint range and the proven **FiL** mating management system.**



For many years, FiL has supplied New Zealand dairy farmers with a range of high-quality, effective tailpaints.

Today, FiL's tailpaint family offers a complete range of products, ideal for the needs of all New Zealand dairy farmers.

All FiL tailpaint formulations are easy to apply and dry quickly. They stay on the cow for as long as they need to, yet come off easily when required. So much so, all FiL tailpaint products offer a reliable method of detecting oestrus activity in dairy cows, making them ideal for use in conjunction with the FiL Mating Management System.

What's more, because the original FiL tailpaint formulation underwent rigorous testing at Ruakura

and on many Kiwi farms, you know FiL's tailpaint range is the answer for New Zealand. "The FiL paint works well," says Hamilton's Ken Oliver. "It stays on better... and comes off better when it has to."

• **NEW!! TELL TAIL:** - It can be difficult identifying cows in poor light, particularly grey, hazy early morning conditions that's why FiL has invented Tell Tail, the fluorescent tail paint which comes in an easy to handle 500ml applicator bottle with brush attached.

It's a solvent-based tail paint, using the same trusted formulation as FiL Tailmark and comes in six fluorescent colours blue, green, orange, yellow, pink and red.

• **Tailmark** - Oestrus activity tailpaint with self-contained applicator brush included in unit for one handed operation. Less mess, greater safety. Thicker,

longer-lasting paint formulation in four colours. Packaged in one litre bottles for easy application. Tailmark is also available in one litre tins.

• **Aerosol Tailpaint** - Six great colours, large spray nozzle button, with non-clogging feature. Long-lasting paint formulation, easy to apply and to remove. A superior product, specifically developed to meet the demands of New Zealand farmers.



**HOTLINE : 0508 434 569**  
**NETLINE : [www.filnz.co.nz](http://www.filnz.co.nz)**

## THE FiL MATING MANAGEMENT SYSTEM

1. Paint all cows with **RED** paint three weeks after calving. This indicates when the cow has started to cycle again. If the cow has not come into heat after calving you can take remedial action.

2. Paint all cows with **GREEN** paint immediately prior to commencing your AI program. This identifies the cows coming into heat on a daily basis.

3. Paint each cow with **BLUE** paint as soon as she has been AI'd. This will tell you if she has held to the service.

4. Paint all cows with **YELLOW** when pregnancy is confirmed.

Cows with **RED** paint have not cycled after calving.  
Cows with **GREEN** paint are waiting to be AI'd.  
Cows with **BLUE** paint are holding to AI service.  
Cows with **YELLOW** paint are confirmed pregnant.



# Fieldays premier feature

THE PREMIER FEATURE FOR THE 2002 FIELDAYS IS LANCCARE - ACTION ON THE GROUND, OUR LAND OUR FUTURE AND IS PRESENTED IN ASSOCIATION WITH THE NEW ZEALAND LANDCARE TRUST.

It will be a dramatic and dynamic interactive display to demonstrate Action on the Ground. A specialist designer has been commissioned to develop the Premier Feature exhibition area into a large-scale, functional example of landcare in practice. The Feature Theme area will demonstrate products and provide information on products and services that reflect best management practices in areas including soil and effluent management, fencing, irrigation, pest and weed control. The design will show the integration of practical farm operations with products and services that support good land care and environmental sustainability. The Landcare - Action on the Ground theme will encourage exhibitors who embrace sustainable land care practices to actively demonstrate how their

***"The Feature Theme area will demonstrate products and provide information on products and services that reflect best management practices in areas including soil and effluent management, fencing, irrigation, pest and weed control."***

products and services support the New Zealand farmer. Sustainable landcare practices will, in turn, secure the future of farming in New Zealand. Sustainable land management and maintaining New Zealand's clean green image is an ongoing and largely unrealised opportunity for this nation's

***"Sustainable landcare practices will, in turn, secure the future of farming in New Zealand."***

rural communities. Recent studies have shown the importance of sustainable management to New Zealand's continued success in the international market place. Our agricultural industry has an enviable international reputation and embracing our clean green image is one of our key competitive advantages. It is also essential for long term access to the sophisticated markets of Europe, Asia and North America. Research in Australia has shown that 87% of consumers prefer products that are aligned with environmental themes, compared with 11% with sport and 3% with the arts.

*Fieldays 2002 will be held from June 12-15 at Mystery Creek Hamilton.*

**For more information visit [www.fieldays.co.nz](http://www.fieldays.co.nz)**



# Fieldays Competitions

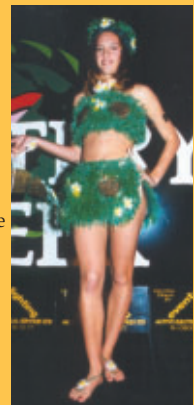
**Mystery Creek. June 12-15**

## New Ag-Art Wear Category

Just when you thought you had seen it all, Ag Art Wear has launched a new category for 2002 - "Landcare" in conjunction with the Premier Feature.

The new category allows contestants to stretch their imaginations to the limit. Traditionally Ag Art Wear is made from materials found on the farm, but for the Landcare section garments must be made out of materials from the land.

As well as a new section, contestants have the added bonus of an increased prize pool and new sponsors. Contestants now stand to win over \$10,000.



## Fencing competition

Each year at Fieldays a combination of experienced and first-time fencers compete to test their skills against one another in the Waikato Draught - Cyclone Fencing Championships.

The major prize is the Cyclone Golden Pliers and there are also major cash prizes.

Visit Area 5 at the Fieldays to watch the finals

of this competitive, intense event. Heats begin on Tuesday June 11 with the singles final on Thursday June 13 and the doubles on Friday June 14.



## The Tractor Pull

The Tractor Pull Competition started over 30 years ago and today it is still a main feature of the Fieldays. It's a competition of speed and skill, attracting drivers from all over the country hoping to win the national title.

There are two main categories: the National Championship and the Central Zone Regional competition. Heats are run Wednesday to Friday June 12-14.

## Invention, Prototype & Equipment Awards

The Fieldays Awards have been a part of the event since 1970 and this year there is up to \$15,000 in cash and prizes. There are three main categories which are non-competitive and every entry that meets the criteria will be awarded either:

- **Inventions, Innovation & Ingenuity** - open to amateur inventors with entries that have not been marketed or sold. Awards will be allocated for new products or ideas, improvements to existing items or simply a clever idea or method in the agriculture/horticulture industries.
- **Prototype Awards** - open to professionals and businesses with entries at the "ready to market" stage, but which have not yet been sold. They must incorporate some new working principle or do something which no previous equipment has done.
- **Equipment Awards** - open to entries that have been on the market and sold since the end of the 2001 Fieldays. They may be new items on the New Zealand market, improvements to existing items or simply a valuable addition to existing machinery.



# Animal N

## Yeast culture helps feed digestibility and herd performance

**W**e're increasingly fielding questions from farmers about the use of fermentation fortified yeast culture.

Diamond V Mills, the industry leader, has been manufacturing and marketing fermentation fortified yeast culture for 50 years. On-going research and use in commercial production shows its ability to support consistent milk production and herd performance year round.

The secret to fermentation fortified yeast culture is its ability to nurture healthy populations of rumen microflora. Flourishing microbial populations in the rumen play a significant role in the digestion of feed. They convert ration ingredients to nutrients that the cow can readily absorb and use for growth, maintenance, production and reproduction.

Diamond V Yeast Culture consists of yeast cells, the media on which the cells are grown and all the metabolites produced during the fermentation process.

A flourishing rumen microbial population is characterised by high levels of feed digestibility and an effect on feed efficiency and dry matter intake. The healthier and more dynamic the microbial population, the more efficiently it can convert feed to nutrients.

Well-managed herds with robust rumen microflora populations perform more consistently with minimal fluctuations in dry matter intake, milk production and milk components. These cows have the ability to cost-effectively sustain levels of production and performance.

### Feed Digestibility

Notable among the many factors that affect feed digestibility is the rate of rumen fermentation. The more quickly feed is broken down through rumen fermentation, the more quickly the rumen empties and the more cows can consume.

Recent research trials highlight this benefit. In a University of Georgia study the addition of yeast culture increased the concentration of several important fermentation products when included with alfalfa hay or coastal Bermuda grass and numerically increased in vitro dry matter disappearance of forage fibre by mixed rumen micro-organisms.

### Dry Matter Intake

Farmers who maintain consistently high dry matter intake are rewarded with higher milk production levels. From calving to the peak milk of lactation, dry matter intake determines milk production as the

cow recovers from an energy deficiency.

Cows on yeast culture tend to maximise the level of nutrients from the ration by optimising rumen fermentation, rumen microbial activity and high dry matter intake.

### *"The secret to fermentation*

*fortified yeast culture is its ability to nurture healthy populations of rumen microflora."*

### Transition Period

During the critical transition period from approximately four weeks pre-calving through to 120 days in milk, well-managed cows experience two major benefits from the inclusion of yeast culture in their ration. They are in a better position to realise their potential for maximum milk production, as shown through good lactation, and they may be more likely to maintain optimal body condition.

In a nutshell, Diamond V Yeast Culture helps support consistently high production levels and herd performance year around.

**BEST IN THE FIELD**

**BUY THE BEST TO WIN THE BEST**

Buy 4 FIL products from a choice of 21 and you could win one of four brand new Suzuki Eiger 400 ATV farm bikes. Call your FIL rep today or ask store staff for more information.

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**FIL** **SUZUKI**  
 New Zealand





# Nutrition

## Dairy nutrition in a reduced payout season

BY CHARLOTTE WESTWOOD BVSC, MACVSC, PHD  
VETERINARY NUTRITIONIST  
CANTERBURY



**W**ith next seasons payout at \$4.00 do we keep our focus on the improved nutrition of our cows?

### Absolutely!

The value of a good understanding of dairy nutrition is increased by, not diminished by, the prospect of a reduced payout. Rather than 'pull the plug' on the focused feeding of dairy cows this season, we must re-evaluate the efficiencies of different feeds for dairying systems. Having supplements in a stack does not guarantee a return on investment if you don't successfully integrate these feeds to your existing system. Make sure that your feeds are best converted to milk solids and reproductive performance this year.

### Fully feed the cow on the most appropriate feeds available

A common initial response to "let's fully feed our cows" is to buy in supplementary feeds. Are you currently growing and harvesting as much pasture as you think you are?

Pasture remains the cheapest source of feed for most dairying systems. Too often feed is purchased and under plastic before a complete review of the pasture growing/harvesting capabilities of the property are fully understood. Look to soil fertility and drainage, pasture species and grazing management as the first ways to increase the feed on offer to your herd. Think of your grass as megajoules of metabolisable energy per hectare, not dry matter per hectare. Fine tuning your grazing management will mean more high quality pasture is converted to milk production and weight gain.

### Getting the types of supplements right

In a lower payout year, do you have the right types of supplements on hand? Grass silage is often the cheapest source of supplement. For cows of high genetic merit grazing pasture plus grass silage, response in the vat may look OK. However if you are battling a problem with poor reproductive performance, grass silage is more likely to cause loss of body condition early in lactation compared with a starchy feed, such as maize silage.

Short term, the grass silage may appear a better value feed on which the cows will milk well. Longer term, loss of body condition and accompanying poor reproductive performance may result from the feeding of less suitable feeds at inappropriate times of year. Longer term, a slightly

Just because you have feed in a silo or under plastic does not mean we can expect an economic response to feeding.

If silage was cut too wet, too mature, was not rolled and compacted properly, or if staff make a mess of the stack face, your feed won't return on your investment. In a lower payout year, focus on silage quality is critical. All silages were not created equal. Feed testing can help predict the likelihood of milk solids or weight gain response to feeding of supplements.

### Introduce the supplement to the cows correctly

Feeding starchy feeds such as cereal grains or potatoes offer potential milk solids and liveweight gains. However, if these types of feeds aren't gradually introduced into the diet to allow for rumen adaptation and are not correctly balanced with fibre,

### Set your cows up well

Cows with health or metabolic problems are not efficient converters of feed to milk. Sub-clinical milk fever or ketosis will depress a cow's appetite and reduce the conversion of nutrients to productivity - particularly around calving and during early lactation. Work with your nutritionist or vet to diagnose and resolve any sub-clinical conditions that are limiting the appetite or efficiency of your cows.

### Milk solids response calculations - Don't forget other benefits!

Most supplements are valued on a likely short term production response. For example, you may budget on an 80g MS response to meal feeding over a period of weeks. Most supplements will return on your investment over a longer period of time -

months or even through until next and later seasons.

Many supplements will offer potential reproduction responses, as both improved submission and conception rates, if the right supplements are fed in a timely manner before and through mating. Feeding cows correctly will impact not only on MS production but also on the sustainability of your business. We can't expect to have inductions available to us as a reproductive management tool long term. Feeding for reproduction and welfare is going to become just as, if not more important as feeding for production. With the lower payout year looming, don't necessarily panic and say you can't afford to feed your cows. Look to ways to fine tune the feeding and to make your cows more efficient converters of feed to profit.

***"In a lower payout year, focus on silage quality is critical. All silages were not created equal."***

costlier but nutritionally more suitable feed could have returned more on your initial investment.

### Feeding the supplements at the right stage of lactation

Plan to introduce feeds at the right stage of lactation. Feeding high protein lucerne silage mid-summer when grass quality is poor will return more on your investment than feeding lucerne in mid-October when levels of grass protein are very high.

### Quality of supplement

Often the question comes up - what type of response can I expect to my supplement?

buffers and calcium, potential production response may not be realised. In some cases, these feeds can cost us with loss of production, health problems or even cow deaths if not fed correctly.

### Balance the supplement

Some supplements contain low levels of minerals that can cause sub-clinical production loss or even health problems unless corrected. For example, the addition of limeflour to maize silage can increase the production response to feeding. Why lose potential production responses when the 'fine tuning' of these feeds is often simple and relatively cheap?



# Start Magnesium supplementation early

BY TREVOR GULLIVER  
NATIONAL SALES MANAGER - FiL



**G** rass staggers is a disease that occurs as a result of low blood magnesium levels in cattle. It is widely known that a dairy cow in lactation requires a significant magnesium intake each day to prevent staggers and maintain high milk yields. Low blood magnesium levels can become critical at calving and in early lactation when the animal's magnesium requirements are not met through normal food sources. It is important to start magnesium supplementation early, at least 4-6 weeks prior to calving and continue dosing up until the end of mating or longer if necessary.

Before commencing magnesium supplementation consult your vet. It may be necessary to carry out blood tests before starting your magnesium programme.

## Pasture Dusting

FiL Nutrimag dusting is typical 95% pure magnesia (MgO). This is an excellent product and has proven to give consistently good results over many years. Pasture dusting is an effective means of getting the magnesium to dairy cattle. To ensure the magnesium adheres to pasture it is best applied early morning while there is still dew on the grass. It is advisable to use a spreader that can be calibrated to give a reasonably accurate dose rate. Start magnesium

supplementation 4-6 weeks prior to calving.

## Drenching

FiL Nutrimag drenching is typical 95% pure magnesia (MgO) with a very fine 320 mesh.

Nutrimag drenching is a high quality, very reactive form of magnesium oxide and the product of choice for a very large number of dairy farmers. Dosing is best started early and continued through to at least the end of mating. The inclusion of additives such as FiL Bloateze is recommended if there is a risk of bloat.

## Trough Treatment

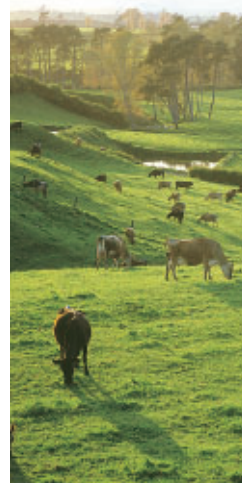
FiL Magnesium Chloride contains a minimum of 11.7% as magnesium chloride hexahydrate.



***"It is important to start magnesium supplementation early, at least 4-6 weeks prior to calving and continue dosing up until the end of mating or longer if necessary."***

FiL magnesium chloride flakes are suitable for both trough treatment and drenching. This product dissolves readily in cold water and is ideally suited for trough treatment particularly for farms set up with in-line dispensing systems. It is important to start magnesium supplementation early, about six weeks prior to calving so the cows have time to adjust to the different taste of the water. Continue treating through to mating. Ensure the cows do not have access to untreated water ie drains, creeks etc. In wet, cool conditions the cow's water intake will reduce, making water trough treatment not as reliable as pasture dusting or drenching. It may be necessary to commence a pasture dusting programme if these weather conditions

prevail for some time. FiL Magnesium Sulphate contains 9.5% available magnesium. Magnesium sulphate is ideal for water trough treatment because it dissolves readily in cold water. Like all magnesium supplementation, it is important to start treatment early.



# Good

## New Zealand's leading range of Magnesium products.

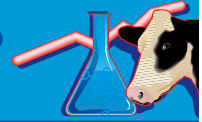
When it comes to magnesium you can't go past the superior quality of the FiL range. From our Nutrimag Drenching magnesium which stays in suspension longer and won't clog the gun, to the all new Nutrimag Dusting magnesium which gives you the best of both worlds,

exceptional Australian quality at the very best Chinese price. And don't forget both Mag Chloride and Mag Sulphate are easy dissolving and suitable for use in farm water systems. For more information on our quality range of magnesium products, call us on 0508 434 569.

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



# Technically speaking... Magnesium, what?



By DR CAUSTIC

**T**his season the unusual rainfall pattern is having an effect on general nutrition and magnesium and calcium deficiencies are evident in many areas. This is likely to get worse, especially where maize silage or predominantly ryegrass supplements are used. Supplementation is of increasing importance as many of you are aware. We receive an increasing number of calls about magnesium and it's obvious there is a high level of confusion about the different magnesium compounds available. In general there are two types of material:

- **Soluble salts** - magnesium chloride and magnesium sulphate.
- **Insoluble compounds** - magnesium oxide, hydroxide or carbonate.

These materials can exist in different forms, have different names and sometimes trade names which adds to the confusion.

- **Magnesium chloride** =  $MgCl_2$  (anhydrous) or  $MgCl_2 \cdot 6H_2O$  (hydrated or hexahydrate), Magnogene.
- **Magnesium sulphate** =  $MgSO_4$  (anhydrous),  $MgSO_4 \cdot H_2O$  (Keiserite) or  $MgSO_4 \cdot 7H_2O$  (hydrated, heptahydrate, Epsom Salts or Epsomite) Magnesium carbonate = generally the synthetic pure material  $MgCO_3$ , Magnesite (the naturally occurring mineral).
- **Magnesium oxide** =  $MgO$  (calcined magnesite, magnesia, dead burned magnesia).
- **Magnesium hydroxide** =  $Mg(OH)_2$  (magnesia hydrate, magnesia magma, Milk of Magnesia when in water).

These materials have differing levels of magnesium and need to be used in different ways, dependent mainly on solubility.

- **Magnesium chloride** - anhydrous = 40.65% magnesium, hexahydrate = 14.49% magnesium. In practice only the hydrate is used and the commercial materials are not 100% pure. Magnesium levels will vary from perhaps 12 to 14%. This is a very soluble material (1666gm will dissolve in 1litre of water @ 20°C) and will also collect water when exposed to the air (enough to turn it into a liquid). It should be kept well sealed when not in use.
- **Magnesium sulphate** - anhydrous = 20.21% magnesium, heptahydrate = 9.87%. Once again the hydrated salt is most used and is not 100% pure. This is also a soluble material 710gm/litre @ 20°C. It tends to lose water when exposed to the air.

Both of these materials can be utilised by drenching, but due to their relatively low magnesium levels require large volumes. They are more ideal for drinking water treatment.

- The main insoluble compound is calcined magnesite, which is the magnesium equivalent of quicklime. This is made by cooking magnesium carbonate (or hydroxide) at a very high temperature. It contains 40.31% magnesium in its pure state and commercial materials contain from about 28 to 40% magnesium - not always as the oxide. Although it is essentially insoluble in water, it reacts with water and with carbon

dioxide and should be kept sealed. It is used as a drench, when made up as a slurry in water, or in the dry state for dusting on pasture or other feed.

When magnesium oxide is mixed with water it undergoes a chemical reaction forming various mixed compounds of the oxide and hydroxide. This gives off quite a lot of heat and takes some time. Unless stirred while this is happening it can go solid. Water conditions can also affect the suspending characteristics of the slurry.

In its pure state magnesium oxide reacts very quickly with acids and this is used to give an indication of its availability to animals. The reaction rate will vary according to its purity and particle size. It is also dependent on the way the product was made.

A dilute citric acid solution is used in the digestion test. A high quality drenching grade may react in 60 to 180 seconds, a coarse dusting grade in 160 to 250 seconds. Low-grade materials can take 600 to 900 seconds. Hence the importance of using a high quality, fine grade oxide.

The lower grades also contain significant levels of contaminants such as silica, calcium, iron, heavy metals (lead, arsenic, cadmium, mercury etc).

*Dr. Caustic*

## Feed your cows better

By WYBE KUPERUS, Business Developer Nutrition - DEXEL

**F**eed 4 Profit is the name of a recently launched Dexel project which will help farmers feed their cows better. Although many farmers start thinking of nutrition details when we talk about feeding cows, it is important to get the system right first. Therefore the focus this autumn is on matching feed demand with feed supply. The Feed4Profit team developed the Comparative Stocking Rate, a new tool to give farmers a quick reference to see where they are regarding feed supply and demand on an annual basis. To achieve higher milk solids per cow it is important to regularly update feed budgets and monitor closely what is happening on the farm. Extra feed should be used

firstly to increase days in milk (extend lactation) and secondly to fill true feed deficits during the season. The user-friendly computer programme Feedplan is available via the Dexel website [www.dexel.co.nz](http://www.dexel.co.nz). It helps farmers quickly assess different feed scenarios and monitor the effect on pasture cover. It is a stand alone program which will run on most computer systems. Interactive workshops will be held throughout New Zealand in June and July to give farmers hands-on experience and confidence working with Feedplan. Your farm consultant can help you evaluate the different feed scenarios in more detail. In spring, the Feed4Profit project will shift focus towards pasture-quality

management. To achieve higher per cow production it is important to maintain high pasture quality throughout the season. Energy - MJ (Metabolic Energy) per kg DM - is what puts condition on the cow's back and milk solids in the vat! Besides that, pasture quality is a key driver in the amount of pasture the cows will actually eat. Through discussion groups and workshops we will provide information and tools to assess pasture quality in the paddock and

how to use management tools to maintain pasture quality e.g. fertiliser, cutting for silage, topping and strategic use of supplements. Because of the large differences in growing conditions and pasture species between the regions, a high involvement of local rural professionals and Dexel Consulting Officers is crucial to make sure the advice fits local conditions. Some basic nutrition principles and key issues

regarding the use of supplement will be discussed this autumn and spring. Next year (see figure 1) the Feed4Profit extension program will go more into the details of the different types and use of supplements in farming systems. A more detailed understanding of nutrition will contribute to achieving economic returns and healthy and fertile cows.

**"To achieve higher milk solids per cow it is important to regularly update feed budgets and monitor closely what is happening on the farm."**



Figure 1

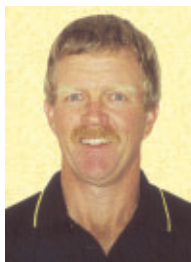
# The many faces of FIL

## FIL FARM SERVICE TEAM



### Bryan Eaton

**Area:** Northland  
**Contact:** (09) 434 6413, (025) 721 501  
**Experience with FIL:** 8 years  
**Status:** Married, 2 children  
**Hobbies:** Portable sawmilling and fishing  
**Comment:** We've had two good years in the North thanks to the payout and things are quite buoyant, although the impact of the merger is still to be seen. It's been our first dry summer for some time but it wasn't drastic. Winter milk makes my job pretty consistent throughout the year and means I can see clients more often and provide a better service which is the most important part of my job.



### Greg Duncan

**Area:** North Waikato  
**Contact:** (07) 823 5195, (025) 721 502  
**Experience with FIL:** 18 months  
**Status:** Married, 2 children  
**Hobbies:** Running (ran the Coast to Coast this year), cycling and motorsport  
**Comment:** It's been a reasonable season here but it went a bit flat in autumn. Farmers are fairly happy and while the payout has dropped, farm and cow prices are still high so it's not too bad overall. Service is still the No1 part of my job. Not many farmers buy chemicals on price alone, they want service to go with a good product. They want to know that when they ring you you'll be there to help.



### Stuart Carter

**Area:** Morrinsville, Te Aroha  
**Contact:** (07) 888 5331, (0274) 490 843  
**Experience with FIL:** 15 months  
**Status:** Married, 2 children  
**Hobbies:** Rugby referee, rugby and golf  
**Comment:** We've had a hard year with thermodynamics and I spent much of the summer chasing problems for farmers. I think my clients are happy with the service I provide and this is the most important part of the job. If I'm giving them good service they'll stay loyal to me and FIL. This year I've started sending my customers a newsletter to keep them up to date with what's going on.



### Dave Hewson

**Area:** Te Awamutu, Otorohanga  
**Contact:** (07) 871 3506, (0274) 991 674  
**Experience with FIL:** 10 years  
**Status:** Married, 2 children  
**Hobbies:** Fishing, diving and shooting  
**Comment:** We've had an excellent season with a good payout. I visit clients quite often, sometimes as much as once a week. Because I've been in the dairy hygiene business in this area for 15 years I've got a lot of clients who are now friends and that certainly helps. With the new products FIL's got coming out at Fieldays I'm really looking forward to next season.



### Karl Rossiter

**Area:** Bay of Plenty  
**Contact:** (07) 572 0785, (025) 730 572  
**Experience with FIL:** 2 years  
**Status:** Married  
**Hobbies:** Fishing and motorcycling  
**Comment:** It's been a very successful season and some areas did well although we had to solve thermodynamic problems. FIL is in the milk quality business and that is a major part of my job, keeping abreast of MQ issues and passing it onto farmers. Having this expertise is what makes the difference between FIL and other companies - that and service.



### Phil Gulliver

**Area:** North Taranaki  
**Contact:** (06) 755 3995, (0274) 721 506, silverlining.ostriches@xtra.co.nz  
**Experience with FIL:** 9 years  
**Status:** Married  
**Hobbies:** Duck shooting, deer stalking, fishing, all sports  
**Comment:** There's been a lot of rubberware problems among farmers in my area this season - split diaphragms etc. These things aren't being replaced on time and this can cause grades, something I'm always on the lookout for. The most important part of my job is giving service, but knowing I'm selling a good product that's second to none helps too.



### Clint Humphrey

**Area:** Southern North Island  
**Contact:** (06) 354 4178, (025) 721 507, clint.wendy@inspire.net.nz  
**Experience with FIL:** 10 years  
**Status:** He and his partner have one child  
**Hobbies:** Motorcycling and photography  
**Comment:** There's a good level of confidence among farmers and the new payout isn't the biggest issue, they feel things are back to normal again after two boom years. Dairying feels stable at the moment but the growth is still there for FIL. Because of this situation, service and problem solving are even more important than usual.



### Gavin Dunn

**Area:** Rotorua, Reporoa, Tokoroa, Putaruru  
**Contact:** (07) 333 2119, (0274) 798 470  
**Experience with FIL:** 7 years  
**Status:** Married, 2 children  
**Hobbies:** Boating and fishing  
**Comment:** We had quite a good year here until the disappointing autumn. There's been a bit of eczema and a bit of bloat but most managed to keep them under control. Most of my job involves providing a service for clients, trying to help them out when they have problems or queries. Service and an excellent product mean we keep well ahead of the opposition.



### John Atkin

**Area:** South Taranaki  
**Contact:** (06) 278 8593, (0274) 828 535  
**Experience with FIL:** 7 years  
**Status:** Married, 3 children  
**Hobbies:** Fishing and rugby  
**Comment:** Grades have been low here because I've been proactive on the farms, nipping any problems in the bud. At the pre-season clean I tell farmers about the difficult areas in their machine and how to stop problems before they start. I get them onto a hygiene plan first off. Service is still top of my list, combined with the knowledge I can pass on to customers.



### Geoff Sainty

**Area:** Hauraki Plains, Helensville, South Auckland  
**Contact:** (07) 868 2004, (025) 281 0494, glsainty@xtra.co.nz  
**Experience with FIL:** 2 years  
**Status:** Married, 2 adult children  
**Hobbies:** Golf, fishing and reading  
**Comment:** It was a difficult season in some areas, especially on the Plains but most farmers got through it okay. Service creates loyalty in this business. It means a lot to farmers who need a rep who they feel comfortable ringing up when there's a problem. I don't just sell a great product, I also provide a service farmers need.



### Andy Belcher

**Area:** Cambridge, Matamata  
**Contact:** (07) 827 8310, (025) 721 505, chipndale@xtra.co.nz  
**Experience with FIL:** 2 years  
**Status:** Married, 2 adult children  
**Hobbies:** Motorcycling, waterskiing, running and multisports  
**Comment:** Thermodynamics were a problem around here, the bad weather before Christmas didn't help. There has been great autumn growth and farmers are pretty buoyant. The most important thing I can do for FIL is build up rapport with the clients and have happy farmers. The work I've done in the area over the past two and half years servicing clients is now paying off.

## South of the Strait



### Ian Grooby

**Area:** Northern South Island  
**Contact:** (03) 523 9119, (0274) 721 503  
**Experience with FIL:** 8 years  
**Status:** Married, 2 adult daughters  
**Hobbies:** gardening and rugby  
**Comment:** It was a pretty good year but there were a lot of empty cows after mating. Service is still my No1 goal by far. I get out there and keep the farmers happy, calling on them all regularly, helping them if they've got a problem. Farmers really appreciate service and as my area is slightly smaller now I can get round clients more often.



### Allan Tait

**Area:** Central South Island  
**Contact:** (03) 693 7440, (0274) 993 783  
**Experience with FIL:** 9 years  
**Status:** Married, 1 child  
**Hobbies:** Rugby and golf  
**Comment:** It's been a new ball game for me in the South Island because of the size of the farms. One here is like six in the Waikato. I've doubled FIL's customer base, partly due to the fact that if a farmer rings for help I'll get in the car and see him. Service is what my farmers expect and what they get.



### Peter Dodds

**Area:** Southern South Island  
**Contact:** (03) 488 4572, (0274) 721 504  
**Experience with FIL:** 7 years  
**Status:** Married, 1 child  
**Hobbies:** Motor racing, golf, hunting  
**Comment:** The season had its ups and downs weatherwise but was generally quite good. Expansion is slowing in Southland. Relationship with the farmer is the most important part of my job. It all comes down to relationships and a lot of guys buy off me because of that. It also helps having a good product to sell and farmers know this.