



# Two women who went up a mountain and became farmers



Mt Taranaki



Marg Douglas and Glenys Putt

**Sixteen years ago, Marg Douglas and Glenys Putt, both school teachers and friends from hockey, combined their assets, formed a business partnership and bought 26ha in Taranaki.**

After trying goats, they reared calves then beef while still teaching full time. Wanting to increase their farming operation, they bought another 48ha down the road and raised beef to yearlings for a few years. Meanwhile, they looked at running cows on the 26ha and had the okay from Kiwi to milk them through a vacant dairy next door. However, the operation would have been too small so, instead, Marg and Glenys sold that land and bought a 40ha dairy farm, milking 110 cows.

After two or three years, Marg went to part-time teaching to give more time to the farm

and her family, but the farm still wasn't making a profit, so they started looking at buying a bigger property.

That's when they bought Bushline Farms and leased the adjoining block at the same time.

They were already well known school teachers in the area and a huge party they hosted when the new dairy was completed soon showed they knew what they were doing on the farm.

Marg and Glenys own 98ha near Okato, high up on Mt Taranaki, and lease a further 96ha next door, giving them a milking platform of 194ha on which they milk 375 three-way crosses (Jersey/Friesian/Ayrshire). They've also recently bought a 65ha run off nearby. They are in their third season on Bushline Farms and have already increased the herd from 270 cows producing 96,000kg MS to 325 cows producing 109,000kg last season and now to 375 cows with budgeted production of 125,000kg.

While the farm gets a lot of rain it doesn't suffer a summer dry like those properties nearer the coast.

Marg says they feed their cows well to help cope with the wet winters and made 1000

bales of silage this year. "It's quite a cost but the cows get through the winter better if they are satisfied," she said.

The first season they milked 270 but had so much grass they took in 50 extra cows from drought-struck farmers on the coast and realised they could increase their stocking rate immediately.

"It all fell into place in the first season," says Marg. "We realised the farm could carry a lot more cows but then found the old 18-aside herringbone wasn't adequate so decided to build a 40-bail rotary. This meant we could increase the herd again."

While admitting their progress has been "ambitious", Marg says with a high payout for the first two seasons and good production, things worked very well.

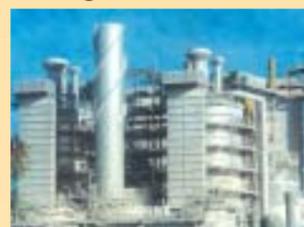
"I think the potential of the farm is 400 cows but we're going to settle at 375 for now." They have been FiL customers since Area Manager Phil Gulliver turned up on their door at the right time when they were starting out on the mountain and have appreciated the service he provides.

"Competitive pricing is important to us but so is service, and that's where FiL comes in."

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# People productivity on dairy farms

By Anna Bayly, Dexcel Southland Consulting Officer and Maria Hoogeveen, Dexcel Westland Consulting Officer



Anna Bayly



Maria Hoogeveen

***Paid labour is one of the highest input costs in the dairy farm system in New Zealand, yet it is very difficult to measure whether the money is well spent and giving a return. Some examples of what is and what is not working on farms are summarised below.***

**Methods for measuring people productivity in farming businesses include:**

- Interactive exchange between staff and employers on job satisfaction
- Attitude, involvement, teamwork and initiative shown
- Retention of staff. If they return for another season, it indicates all is well
- Milksolids production, milk grading and physical appearance of the farm
- Staff having roles and performing to their ability
- Cows per person, milksolids/person and cents/kg MS spent on wages

ProfitWatch information from 163 South Island farms over two seasons shows that the top 10% Economic Farm Surplus/ha farms produced more milksolids per person and paid more wages per cow than average (Table 1). However paying high wages per cow will not guarantee you are a top 10% farmer!  
What you pay for is not necessarily what you get back.

- Sharemilkers run more cows per person than owner operators
- Sharemilkers have paid less per labour unit
- The top 10% of sharemilkers and owners pay more wages per cow

So, if the top 10% of sharemilkers and owners have paid more in wages and made more money, does this mean that 90% of farmers are under valuing their labour?

The answer is, probably not, as the following questions must be raised:

- 1) Is it the manager making the difference in EFS?
- 2) Is it a combination of a good manager and good staff?

It is virtually impossible to isolate one staff member's true productivity, as this will always be a function of the skills of the manager and the skills of the staff.

**Expectations of the working relationship between employer and employee:**

Unwritten contracts have been described as the invisible glue which binds an employment relationship. By definition it incorporates the beliefs, values,

expectations and aspirations of the parties.

Examples of this include:

- House rules for staff living in the home with employers
- How staff drive their car on house driveway
- Language used in the house, on the farm or in the cowshed
- Dress standards when representing the farm elsewhere
- Smoking during work

It has become obvious that what one employer considers to be "unwritten" rules were included in the contract or job description by others.

**Alternatives that could be considered:**

- Time off - what is suitable or desirable? The majority of participants gave staff regular time off all the year, varying from 6-on 3-off, to 14-on 3-off, adapted to suit what the staff wanted.
- Hours worked per day - desirable and sustainable levels were suggested as 9 hours/day or 55 hours/week. But there were numerous examples from participants that justified situations when

this was exceeded. There was a feeling that when staff were made aware of work hours at the interview and as long as total work hours weren't excessive, they accepted it. Shifts and hard work are considered worse in other industries. Farmers and staff should think packages, not dollars, and adapt to the goals of all parties.

- Milking start times - are 16/8 hour milking intervals possible? Cows can adapt to a 16-hour milking interval readily without production loss. Many farmers present felt constrained in their milking times by tanker collection, with a full afternoon vat limiting the afternoon start. Can dairy companies assist by organising more collections away from likely milking hours?

An important message for this whole issue is to be prepared to challenge traditional ways of thinking and operation. Innovative solutions exist and can be found.

Table 1. Measures of staff efficiency in the South Island over 1998/99 and 1999/2000 seasons.

	Ave owner	Top 10% owners on EFS*	Ave sharemilker	Top 10% sharemilker on EFS*
No. sets of data	75		88	
<b>Physical data</b>				
Cows	369	387	419	432
Hectares	155	119	153	139
Stocking rate	2.38	3.25	2.74	3.11
Labour	3	3	3	3
kgMS	131,000	149,300	147,500	165,200
<b>1. \$/person</b>	\$30,000	\$33,800	\$30,500	\$31,500
Includes unpaid labour**				
<b>2. Cows/person</b>	123	129	140	144
<b>3. \$/cow</b>	\$243	\$262	\$218	\$219
<b>4. kgMS/person</b>	43,703	49,784	49,187	55,069

\* Payout is standardised at \$3.75/kg MS for both years.  
\*\* Note that it is important to value unpaid labour (i.e. owner, sharemilker, partner, children) otherwise the labour investment in the farm is undervalued.

# Queensland,

## where FiL's pure Nutrimag comes from

FiL National Sales Manager, Trevor Gulliver, and South Island Manager, Colin Bishop, recently undertook a fact finding mission to Australia and visited the Kunwarara mine in north Queensland where Nutrimag is sourced.

Kunwarara is 70km from Rockhampton and the magnesite deposit is in an old river bed. When opening up a new site, motor scrapers clear the 2m deep topsoil which is stockpiled to be used at a later date. When all the magnesite has been removed, the mine is refilled with tailings, then the topsoil is spread over the site and readied to be sown back in grass. The land is then offered for sale, probably back to the farmer who had previously owned it.

Excavators dig out the magnesite from 5m below the surface, with the seam approximately 15m deep. The magnesite generally comes in smooth rocks from 100mm - 500mm and is very dense.

From the dump hopper, the magnesite is dropped into a feeder then onto a sizing screen, where the tailings drop through and are pumped out to a previously exhausted mine. Over-sized magnesite is fed into a separate stockpile for later use while the rest is fed into a primary crusher. This process goes through a series of washers,

scrubbers, sizers and screens, finally coming out as white chips. They are stockpiled in preparation for further processing at Rockhampton.

About three million tonnes of ore are mined each year at Kunwarara to yield 400,000 tonnes of high-grade magnesite. The magnesite is processed into calcined magnesia, deadburned magnesia and electrofused magnesia. These products are all magnesium oxides but each has different physical properties produced at different temperatures and conditions in a range of furnace types.

### Calcined Magnesia (Nutrimag)

The Parkhurst plant at Rockhampton has the capacity to produce approximately 200,000 tonnes per annum of calcined magnesia in two multiple hearth natural gas fired furnaces. These operate at approximately 1000°C. This calcination or heating process decomposes magnesite into magnesia (Mg) and carbon dioxide (CO<sub>2</sub>). There are two



Kunwarara mine site

bagging stations where the Nutrimag is run off.

### Deadburned Magnesia

The deadburned magnesia is produced by refiring the calcined magnesite to a temperature of 2000°C in vertical shaft kilns. The three gas-fired kilns at Parkhurst have an annual capacity of 200,000 tonnes.

### Electrofused Magnesia

To create electrofused magnesia, three electric arc furnaces are used to fuse or melt calcined magnesia to approx 3000°C during an 8-hour process.

The molten magnesia is then solidified, crushed and sorted into product grades.

The electrofusing furnaces,

which produce 20 tonne batches of product, have an annual capacity of 30,000 tonnes. Deadburned and electrofused magnesia are sold for use in refractory applications. Refractory products can withstand very high

temperatures and are used as protective bricks or linings in a variety of high temperature applications. The steel industry is the largest market for refractory magnesia accounting for more than 70% of magnesia usage.



Plant at Parkhurst



A multiple hearth furnace at Parkhurst which operates at 1000°C



## RYEGRASS STAGGERS - management options

Ryegrass staggers is the nervous disorder animals suffer as a result of eating pasture containing high levels of the ryegrass endophyte chemical, Lolitrem B.

### When does ryegrass staggers occur?

Outbreaks of ryegrass staggers occur from late November until the end of April, but the problem is sporadic and tends to be worst from late January to early February. Risk periods can persist when a sustained hot, dry spell is followed by rain, especially when pastures are over-grazed. Most perennial ryegrass in New Zealand contains naturally occurring endophytes (referred to as "wild-type").

### What is the effect on animals?

Symptoms are most likely seen in stock which graze seedheads or graze into the base of the pasture where the endophyte chemical is concentrated. Symptoms start with tremors in the neck and head, then stock experience heavy tremors and have stiff legs. Seriously affected animals often fall 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.

### What is ryegrass endophyte?

A naturally occurring fungus found only in perennial ryegrass and a few hybrid ryegrasses.

- It grows inside the plant and is not visible to the eye
- The endophyte is beneficial to the plant, producing chemicals that reduce insect

damage (e.g. from Argentine stem weevil, black beetle and pasture mealy bug)

- The endophyte also produces a chemical that causes ryegrass staggers and a chemical that may increase heat stress.

### What are the chemicals produced by wild endophyte and their effects?

- Peramine - provides protection against insects
- Ergovaline - provides some resistance to black beetle, but may increase heat stress
- Lolitrem B - causes ryegrass staggers occasionally.

*Supplementary feeding with high quality pasture silage is the most practical way for most dairy farmers to manage ryegrass staggers by substituting supplement for pasture.*

### How does endophyte survive in pasture?

If seed without endophyte is sown, the resulting plants will never have endophyte. Endophyte can only be transferred through seeds, from plant to offspring. It does not pass from one existing plant to another.

Where ryegrass without endophyte is sown, the resulting pasture often has some plants with endophyte. These arise from germination of existing ryegrass seed in the soil or existing plants that contain endophyte.

### How can you prevent ryegrass staggers?

Specific management 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, seedhead and seed. Management that increases the

leaf content of ryegrass and reduces intake of seedhead and plant parts near ground level, will reduce the chance of ryegrass staggers. This includes:

- Feeding a high quality supplement (silage, last season's hay, turnips, maize)
- Leaving higher post-grazing residuals
- Pasture topping or mowing of seedheads
- Grazing endophyte-free, low-endophyte, novel-endophyte ryegrass pastures if available (breakfeed if there is only a small area available).

Supplementary feeding with high quality pasture silage is the most practical way for most dairy farmers to manage ryegrass staggers by substituting supplement for pasture.

### 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) to reduce their intake of ryegrass.
- Fed pasture of another species - tall fescue (not wild), annual ryegrasses, cocksfoot, lucerne, clover or chicory are excellent.
- Moved slowly and left undisturbed as much as possible.
- Not grazed in paddocks with hazards - ponds, ditches and bluffs.

For badly affected calves, consider a 100% supplement diet. Depending on calf weight, 4kg dry matter per head will be required, some of which may need to be a high quality feed such as meal or brassica crops. Be aware that there are no scientifically proven tonics for relieving ryegrass staggers.

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# - causes and cures

# Using Nutrimag to help stop staggers

**Terry Holmes used Nutrimag as part of his normal spring farming operation – until he noticed that in early summer he wasn't getting the usual problems with ryegrass staggers.**

A bit of experimentation i.e. continuing to use throughout the summer months, was enough to convince him that it was the magnesium which was helping ward off the perennial problem. Now, the Matamata farmer uses Nutrimag both as part of his normal operation and to keep staggers at bay.

*"I use it all year round, dusting in winter and drenching twice a day for the rest of the year. When I first started using Nutrimag, I only used it in spring as most other farmers do.*

*But there was a grass staggers problem on the farm and Nutrimag helped overcome that problem."*

Terry farms 86ha at Waharoa, near Matamata, milking 280 Friesians and crosses. He also

owns a runoff for young stock and a few cows and calves and leases another block for wintering off and maize. Ryegrass staggers had been a problem on the farm for many years before he noticed that Nutrimag appeared to help in January to March.

"I use it all year round, dusting in winter and drenching twice a day for the rest of the year. When I first started using Nutrimag, I only used it in spring as most other farmers do. But there was a grass staggers problem on the farm and Nutrimag helped overcome that problem."

*"The experts say Magnesium has nothing to do with ryegrass staggers but all I know is that when I started dosing them with it, they acted better in the yard and it has definitely calmed them down and is, therefore, good for production".*

"So, about five or six years ago, I decided to experiment in summer. Immediately, I noticed the cows weren't falling over in the yard and although it doesn't prevent ryegrass

staggers, it certainly makes a big difference, getting rid of a lot of their skitteryness." Terry experimented with dose rates and now starts with 60gm of Nutrimag at calving through to mid-November, then reduces to 30gm from November to mid-January before increasing to 60gm until the end of March, then back to 30gm until the end of the season. "The experts say Magnesium has nothing to do with ryegrass staggers but all I know is that when I started dosing them with it, they acted better in the yard and it has definitely calmed them down and is, therefore, good for production".



Matamata farmer Terry Holmes



# Methane production not just hot air

When cows produce methane, it is released into the atmosphere through their front ends - not their rear ends.

And ensuring the general public (and in many cases farmers) understand this fact is just one of the things Dexcel is trying to achieve with the Resource Efficient Dairying (RED) trial. However, the major emphasis of the trial is to provide answers for farmers to the increasing demands for environmental excellence and will provide data on the economic and environmental consequences of intensive dairying. This includes measuring the amount of methane and other gases produced by cows, as well as the amount of gases produced as a result of the process of converting pasture to milk. On the average dairying farm, it is estimated that of the total greenhouse gas emissions, 58% is methane, 38% nitrous oxide and 4% carbon dioxide. The ultimate achievement of the dairy industry's 4% annual increase in Total Factor Productivity goal relies on an expansion of the area in dairy farming and the feed supplied to cows. However, this expansion will lead to greater environmental impacts and the

government's commitment to the Kyoto Protocol also poses a large and immediate challenge to dairying.

While solutions to the conflicting requirements of environmental advocates and dairy producers have political, economic and technological components, the RED trial, at Dexcel's Scott Research Farm, Hamilton, will provide the data on economic and environmental consequences of intensive dairying. Dexcel Principal Scientist and Project Leader Dave Clark says the large scale farmlet experiment provides a research platform for collaboration between several research groups within Dexcel as well as other New Zealand research agencies with environmental expertise. The RED trial was set up in spring 2001 with funding from the Government's Foundation for Research, Science and Technology and will continue until 2006.

Feed inputs will vary from 17 to 40 tonne DM/ha/year, with stocking rates varying from 3 to 7 cows/ha (see table). The loss of nitrogen from intensive dairy systems has become a major concern because of its potential effect on groundwater and recreational waterways. Dr Stewart Ledgard (AgResearch) has installed 300 leachate samplers (monitoring systems) 1m under ground

throughout the farmlets to determine the leaching of nitrogen and other major minerals. When taken with the measurement of nutrient inputs from fertiliser, effluent, bought-in feed and clover N fixation, this will allow a nutrient budget for each system.

In addition, Environment Waikato is monitoring ground water at nine well sites throughout the experimental site. Measurement of N losses through ammonia volatilisation, denitrification and nitrous oxide will allow the N cycle for each system to be defined in detail. Such information is necessary if successful strategies for minimising N losses at each level of intensification are to be devised.

The effect of high stocking rates and grazing of wet soils on soil physical properties (bulk density and air-filled porosity) will be measured. Farmlet B will use a stand-off pad to prevent damage during wet weather and allow effluent to be collected during periods of high rainfall and then

returned to pasture during times of nil drainage.

Different soil types are being cropped and their reaction to long-term cropping assessed, because dairy intensification will inevitably lead to larger areas under cropping. This area must be considered part of the total dairy estate in terms of environmental accounting. The Kyoto Protocol poses a large and immediate challenge to dairy farming and Dexcel, AgResearch and the National Institute of Water and Atmospheric Research (NIWA) have a collaborative programme that seeks to find cost effective ways to reduce methane emissions from dairy cows combined with increased milk output.

Dr Sharon Woodward, who leads Dexcel's methane research programme, has recently shown the value of tannin-containing plants such as Lotus corniculatus (birdsfoot trefoil) in both reducing methane emission and increasing milk and milk protein yield in cows.

The RED trial will monitor methane emission from cows in each farmlet and examine the feasibility of incorporating tannin-containing plants into a profitable farm system.

The physical testing of different farmlet options is expensive, so to reduce costs, Dr Meryl Wastney and her Dexcel team have developed a Whole Farm System computer simulation model that will be used to devise farm systems that minimise environmental impacts at different input levels. In turn, data from the farmlets will be used to evaluate and refine the model.

Results from the RED trial will be used to support the dairy industry's Market Focused initiative, an environmental management system for New Zealand dairy farmers.

"Our job is to ensure that New Zealand dairy farmers receive the same clarity for environmental signals as they currently have for economic signals," says Dave Clark.

Farmlet	Treatments	Total Dry Matter(t/ha/yr)	Stocking Rate (cows/ha)
A	Control - 200 kg N/ha/y	17.5	3.0
B	Stand-off - 200 kg N/ha/y	17.5	3.0
C	Low input - zero N	15.0	2.6
D	Supplement - 5 t DM/ha/y	22.5	3.8
E	Supplement - 10 t DM/ha/y Irrigation	30.5	5.2
F	Supplement - 20 t DM/ha/y Irrigation	40.5	7.0
G	Closed feedlot - cows housed, crops locally grown	N.A.	N.A.
H	Open feedlot - cows housed, crops sourced world-wide	N.A.	N.A.

# Feeding Diamond V benefits late lactation

Studies show that Diamond V XP Yeast Culture does the dairy cow's body some good from the transition period through late lactation and all year round.

This unique, fermentation-fortified yeast culture supports higher levels of dry matter degradation which, in turn, makes more nutrients available from feedstuffs. It also enhances grass palatability.

"Yeast culture benefits the cow by enabling her to improve the digestibility of what she consumes and thus extract more usable nutrients from her ration," says Dr George Kamande, Technical Service Scientist, Diamond V Mills.

"Yeast culture nurtures healthy populations of rumen microflora. These actively break down feed and make nutrients available to the cow for maintenance, growth, production, and reproduction."

After the peak, feeding yeast culture benefits the cow as she maintains a higher persistency of lactation and achieves better body condition. "From research and on-

farm trials, we know cows maintain a higher level of production longer. For every 0.5kg increase we see at the peak milk of lactation, we see another approximately 115kg total increase through 305 days of lactation," says Kamande. "This is driven by the ability of yeast culture to nurture rumen microflora."

Many dairy farmers also appreciate the ability of yeast culture to help cows recover body condition. "This can be especially beneficial to high producing cows, cows with superior genetic potential," he says. "What it doesn't do, though, is not lead to rapid weight gain or make cows fat."

"For best results, we recommend feeding 50g of yeast culture to a 590kg cow that eats about 40 to 45kg of feed every day," Kamande says.

Diamond V Yeast Culture consists of yeast cells, the media on which the cells are grown and all the nutritional metabolites produced during the fermentation process. Diamond V Mills is the world's leading manufacturer and marketer of fermentation-fortified yeast culture products and the product is marketed in New Zealand by FiL Industries.

## Managing your herd mid-lactation

### Liveweight and condition

Four to five months after calving, your cows will achieve maximum liveweight provided adequate feed has been available. Body reserves, or condition, can be used to supplement temporary feed shortages over this period more economically than by any other means.

Normally, cows are Condition Score 5.5 - 6 at the beginning of summer and condition can be used as feed supplementation until a score of 4 - 4.5 is reached. However, the score shouldn't be allowed to get lower as severe weight loss can penalise production over the autumn or late lactation.

The use of condition as feed supplementation is more economic than feeding hay, silage, meal or concentrates and should be employed before using any of these feeds, all of which are expensive.

### Pasture Management

During mid-lactation, the cows do not require high-quality feed as the level of production will have dropped considerably from the peak and full feeding on leafy summer pasture will meet their needs.

Even though summer pasture is less digestible than the lush spring growth and the protein content is 20% - 30% lower, the feed value is still high enough to meet production as well as maintenance requirements as long as the pasture is effectively controlled and managed.

This is the main reason why high feed supplements such as irrigated pasture, choumoellier and lucerne greenfeed do not produce the expected result at this stage of lactation.

Studies have shown that controlled grazing has produced an average seasonal gain of 44kg MS/cow compared with uncontrolled grazing. About one third of this gain was achieved in early spring and the remainder from mid-December through to the conclusion of the season. This demonstrates the value of good pasture management as no cropping or feed supplementation was used.

In poor years, characterised by marked fluctuations in grass growth, controlled grazing will produce better than 10% increase in per cow and per hectare returns. In seasons of abundance, the gain from controlled grazing is likely to be less than 10%.

While high quality feed is not required at this stage of lactation it is essential the cows are fed on good quality leafy pasture to enable a high milk output to be sustained. Continued grazing of stalky, fibrous pasture during summer will result in a decline in milk production and subsequent autumn grazing on leafy pasture will not effect a substantial recovery.

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# The many faces of FiL

## Phil reunited with old friends and clients

When Phil Gulliver joined FiL as Taranaki Area Manager nearly 10 years ago he built up quite a following. But over the years his area changed as the company increased market share and more reps were employed.

Last season he "got back" some of his original stamping ground and discovered farmers he introduced to FiL all those years ago recognised him and knew his name.

"I gave up the coastline beat between Okato and Rahotu seven years ago, but came back there last season as a result of area changes. It was good to go to a farmer's place and have them know your name. It means they haven't forgotten you. I had it again today from a guy I hadn't seen for at least six years - he had me dumbfounded."

Born in Te Puke (Bay of Plenty), Phil comes from a dairying family. Educated at Tauranga Boys' College, he joined Dalgetys from school then worked in Taupo and sold insurance in Hamilton before heading to England for 18 months. Returning to New Zealand, he went dairying for three years then worked for a timber company and a fertiliser works in New Plymouth before joining FiL in 1993, following his brother Trevor who is now National Sales Manager.

**"This is a job that suits me and the best part is meeting new farmers every day. Being my own boss is also very important. You also get paid for what you put into it and it's different all the time. Take now for instance, we've just come out with fluorescent Tell Tail and Foam Mark, brilliant new products. It means we're never short of something new to show farmers and this makes the area managers' jobs easier."**

When he started, his area included all of Taranaki but as business grew FiL employed John Atkin to cover South Taranaki and Wanganui, leaving Phil the northern part of the province. Three years ago he gave up parts of the coast and took in King Country but further expansion of the company has meant he returns to his roots and an area that includes Stratford and Kaponga as well as the coast to Rahotu.

Phil and his wife Ethel live on a 6ha property at Bell Block just north of New Plymouth. They form a working partnership with Ethel involved in ringing through orders and attending field days and meetings as well as helping clean out milking machines. In the past they bred ostriches but have since gone into raising calves and growing flowers. They have 21 calves and 15 yearlings as well as four tunnel houses for the flowers. Originally the flowers were to provide seeds for the birds but when they were sold Phil and Ethel expanded the flower business. They grow hydrangeas, gypsophila, iris and freesias as well as sunflowers. Phil says working for FiL has been the longest he's ever been in a job and puts it down to having a great team behind him, good bosses and good products. "What else can you ask for? They look after us 110%".

"This is a job that suits me and the best part is meeting new farmers every day. Being my own boss is also very important. You also get paid for what you put into it and it's different all the time. Take now for instance, we've just come out with fluorescent Tell Tail and Foam Mark, brilliant new products. It means we're never short of something new to show farmers and this makes the area managers' jobs easier."

Phil also points to the success of Ultracare Iodoshield. "I always have a five litre container in the ute and when I'm selling to a farmer I just tell him to put his finger in and feel the teatspray. I don't know how many litres I've sold this way - it's all down to having good products."

As well as top products he says FiL presents specials and promotions such as our outstandingly successful Best in the Field promotion where four customers won new Suzuki Eiger farm bikes. Phil also owns a small runabout and enjoys fishing off the coast from New Plymouth and goes duck shooting, but hasn't done much deer stalking lately.



Phil Gulliver, FiL's North Taranaki representative

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

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

 Bryan Eaton Northland Ph: 09 434 6413 Mob: 025 721 981	 Mark Mehring North Waikato Ph: 07 824 4841 Mob: 025 721 982	 Stuart Carter Horowhenua/Te Kaitiaki Ph: 07 680 8331 Fax: 07 688 5349 Mob: 025 490 843	 Dave Hewson Invercail/Far North Ph: 07 871 2006 Mob: 025 961 874	 Alan Clarke Bay of Plenty Ph: 07 544 3729 Fax: 07 544 3730 Mob: 025 736 572	 Phil Gulliver North Taranaki Ph: 06 258 2094 Mob: 025 721 908	 Clifton Hargrove Southland/North Island Ph: 06 324 4178 Mob: 025 721 987
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