



Floods no reason to quit for Northland farmer

One flood that delivers half a metre of rain in 24 hours would be more than enough for most farmers to cope with, but when followed by another only 14 weeks later, the challenge is really on.



The Hikurangi swamp area under flood again in July. Photo - "Courtesy New Zealand Farmers Weekly"

Clim Lammers and his wife Diane have suffered damage typical to many farms in the region. Several days without power caused mastitis through their combined 1,000 cow herd, and much of the new grass sown after the first big Northland flood in late March went under again, just as it was starting to be productive.

FiL's area manager Brian Salvigny was determined to help out clients stuck with hungry herds and few supplements.

Brian organised for a pallet load of Boster Blocks to be delivered to over 10 farms in the area, all gratefully received by stock on rations and being fed on feed pads until flood waters subsided.



Brian organised a Booster Block Big Boy, a massive 500kg supplement block that Clim

was able to put on a feed pad and make part of his herd's diet.

"They certainly all seemed to enjoy it, and it could not have come at a better time," says Clim.

Despite the setbacks, Clim is robustly optimistic about dairying, Hikurangi and life in general.



Now in his seventh year in the region he maintains the Hikurangi country is productive, despite the challenges of flooding. He is optimistic he could still achieve 350,000kg milk solids from his herd on the 400ha milking platform.

"I would not swap here for anywhere in Northland, we just need to have the pumping system updated and the problems would be improved," he says.

The latest deluge in mid July wiped out

100ha permanently that needed regrassing along with another 80ha damaged.

"The flood could not have come at a worse time, the new grass was just thriving and productive, then we lost it," says Clim. Yet the hard working Dutchman is determined to turn things around and capitalise on a good payout, despite the loss to flooding.

He worked day and night to get the two properties re-drilled and has his fingers crossed for a forgiving spring.

Meantime his cows were on mixed rations consisting of palm kernel, meal pellets and bought in baleage.

FiL's decision to help the Northland farmers follows on from the help given to farmers over last year's devastating snow in Canterbury.

Brian says the intensity of the storm and flooding that struck Northland did leave farmers reeling for a couple of days, but morale is surprisingly high in the region, and community support has been awesome.

"We have had a very good response from the Booster Blocks, one farmer told me it was the first time in 30 years he had ever been given anything for free!"

As you look back over calving, the horrendous weather, training new staff and a myriad of other challenges you faced in the last three months you are probably telling yourself "there has to be a better way." We agree. Our job at FiL is to make your job easier. This simple idea drives our innovation plan and delivers products such as Bloateze DFA, the Backpack Tailpainter and our improved formula Ultracare Teatshield. All these products are profiled in this edition.

Also this month The Dairy Farmer overviews the new FiL Timaru site on page 6. The site is fully HSNO compliant so farmers can be sure, in buying FiL, they are aligned with best practice. Following the appointment of additional FiL Area Managers, in the Otago and Southland regions, the investment in a purpose built storage depot underpins FiL's commitment to providing streamlined service to our South Island customers.

Cheers

Gavin Cherrie, General Manager

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Visit: www.fil.co.nz

FIL PRODUCT PROFILE

Bloateze DFA

FiL has been at the forefront of developing products that recognise the growing size of today's dairy herds.

Bloateze DFA (Designed For Alkathene) is a drench solution that delivers effective, consistent control of bloat through water lines, without damaging the lines or in-line dispenser systems.

The key to the success of trough treatment is to start early, at least 3 weeks before the likelihood of a bloat challenge.

Key Benefits:

- Dos-a-tron Approved
- Safe for use in all water systems and in-line dispensers
- Suitable for either drenching, trough treatment or pasture spraying
- Available in three convenient sizes: 200 litre drums, 100 litre drums and 20 litre containers
- A reliable and cost effective solution that saves time and protects not only stock, but the water systems they depend upon
- Easily mixed
- Consistent quality and flow rate through pipe systems

Farmer Feedback

Milking through a 44 aside herringbone, drenching is not a long term option for Ngakuru farmer Dave Hannah when the shed is operating at peak numbers.

Dave says that in-line dosing was the answer he needed.

"We certainly have not had anything like the problems we used to, and trough dosing is definitely the way to go."

Dave Hannah, Ngakuru



Mike makes Impact on King Country



FiL's continuing focus on service and innovation is delivering results for farmers in the King Country region. Dave Hewson has built a strong following in the Te Awamutu region for FiL for well over 15 years. Dave is now backed up further south in the newly formed Otorohanga to Taumarunui region by new Area Manager Mike Rose.

Dave has played a key role in seeing some of FiL's most recent launches like the Booster Block 'Big Boy' and Impact sachets get traction with farmers.

Mike aims to build on this in the Otorohanga-King Country region where dairying has become more prominent in recent years.

Returning from travelling and working in Europe, Mike says the opportunity to work one on one with farmers for a rural products company was exactly what he was looking for.

He spent 18 months working for LIC subsidiary NZ Genetics in Wales and worked at LIC's head office in Newstead as an assistant product manager before going off shore.

Weekends spent relief milking have made getting up to speed on clients' dairy sheds a lot simpler says Mike.

He sees huge potential for FiL's latest product the Impact sachets.

"I have already had a number of Farmers sign up for Impact because they like the fact sachets can be safely stored in the farm dairy away from the kids, rather than large drums of acid and alkali sitting around."

The combination of a sanitiser in the Impact Acid Detergent sachet makes the product unique to the market.

Mike is also finding farmers are keen to try FiL's Backpack Tailpainter, with the new version of the innovative marker ready for this season's mating.

An improved application head and ability to hold two 2.6kg bottles of Tell Tail paint make the Backpack Tailpainter ideal for the larger herds found in the King Country region these days.

Mike can still recall the impression the Tail Paint applicator bottle, FiL's first innovation in tail painting, made when it was released in 1996.

"Overnight farmers switched to it, the job was made just so much simpler. The Backpack is a really innovative progression that helps deal with large herd numbers quickly."

With such innovations released, and plenty more to come, Mike believes FiL is a rare thing in today's business world – a Kiwi owned dairy hygiene and animal health company that is delivering practical solutions to Kiwi dairy farmers.

Improved spray boosts Ultracare's appeal

FiL's chlorhexidine based teat sanitiser 'Ultracare Teatshield' is now more suitable for vacuum powered teat sprayers.

An improved formula delivering greater flow through and reduced viscosity means farmers can make the switch to chlorhexidine without any fear of blockages or poor spray coverage.

FiL's North Taranaki area manager Phil Gulliver has a number of clients using the spray. Phil says "Reformulation of the high performing teat protector has seen greater spread and atomisation through the sprayer nozzle."

FiL's southern North Island area manager Clint

Humphrey says his clients are split one third to Ultracare Teatshield and two thirds Ultracare Iodoshield.

Clint says farmers may choose to use the chlorhexidine based spray for a number of reasons, including sensitivity to more traditional iodine based sprays.

The reduced viscosity of the chlorhexidine base means it sprays better when pumped through automated systems.

Ultracare Teatshield tops for Garry's herd

Winter milking in Taranaki brings its own challenges for maintaining milk quality and hygiene in the wet cold conditions.

However for Warea farmer Garry Miles, FiL's Ultracare Teatshield plays a valuable role in keeping cell counts down and teat condition top notch, regardless of weather conditions. Garry buys FiL products exclusively and has enjoyed a long relationship with the company through the Taranaki area manager Phil Gulliver.

Garry has been using the chlorhexidine based Ultracare Teatshield for over eight years, and would not consider anything else.

"When we first started off with Ultracare the

somatic cell count was pretty high, but we found the teat condition improved and the cell count came down with it."

In mid winter with all the cows in, the count was sitting on 180,000, and Garry is convinced the conditioning agents in Ultracare have played a big part in this.

The dairy is set up for milking the 200 cows single-handedly, with cup removers and one of the first Wet-it automatic teatsprayers, making all year around spraying a hassle free affair.

"I have never had any problem with it going through the Wet-it system although it does use a bit more product. More importantly, we get good

coverage which is essential for adequate bacteria control and excellent teat health.



Backpack Tailpainter makes its mark this season

FiL is braced for even stronger demand this mating season for one of its latest innovations, the Backpack Tailpainter.

FiL released the Backpack Tailpainter last season as the solution for dairy farmers needing a safe, efficient means to tail paint large herd numbers in a short period.

This season sees some enhancements to the Backpack Tailpainter to improve its productivity and user comfort.

While operating on the same principals as a drench gun, the latest version of the Tailpainter now has a backpack to accommodate two large 2.6kg bottles of FiL Tell Tail paint.



Available in a range of five colours, the 2.6kg bottles coupled with the Tailpainter's improved delivery system will provide sufficient volume of paint for over 350 cows.

The latest Tailpainter also features an improved paint brush dispenser on the gun's end, with quality



bristles inserted into the moulded plastic head, which is detachable to ensure ease of cleaning.

This ensures the tail paint is delivered in an even manner and sticks to the cow's tailbone regardless of the level of rubbing previously experienced.

The Backpack Tailpainter is part of FiL's on-going efforts to deliver more efficient methods to Kiwi farmers as their herd sizes continue to grow and labour per cow becomes less, says Trevor Gulliver, FiL's Business Development Manager.

"The need to combine tail painting with milking means time is short for a job that is critical for a successful mating season."

"We have responded to a need that farmers have had for a safer, efficient means of painting cows in the yard whilst still having a free hand."

The backpack concept originated from feedback FiL had received from farmers who were struggling at a busy time of year to get their whole herd painted effectively. The huge interest in the Tailpainter at last year's National Fieldays saw stocks sell out for the mating season. This year supply of Tailpainters has been boosted.



"The enhanced features of the applicator are a progression from the original Tell Tail Applicator, and reflect FiL's philosophy to deliver products that make farmers' jobs easier" says Trevor.

WIN!

Win a FREE trial of FiL's new Impact Detergent Sanitiser Sachets

IMPACT

FiL is offering readers of The Dairy Farmer the chance to win a free 2 week trial of the new Impact Detergent Sanitiser sachets.

Simply complete the coupon, mail it to:

IMPACT SACHETS FREE TRIAL
PO BOX 4144, MOUNT
MAUNGANUI SOUTH

to be received before 30
September 2007 and
your details will
be entered into
the draw.



The first twenty farmers drawn will receive a courtesy visit from their FiL Area Manager and 2 weeks free trial of both the acid and alkali Impact Detergent Sanitiser sachets.

Name: _____

Address: _____

Phone: _____

Herd Size: _____

Terms and conditions apply. Draw will be made on Monday 1 October. Winners will be notified by phone and mail.

FiL PRODUCT PROFILE

Trough Blocks

Research shows that bacteria levels in troughs tends to peak quickly over spring months, and is strongly related to the level of sediment in the trough bottom.

Research at Ruakura last year revealed the levels of bacteria over this time can be up to 3.5 times greater than the rest of the year.

Given this period coincides with the peak milk production weeks, keeping the water clean and fresh for the herd is essential. With a clear trough at the start of calving, UV sunlight can penetrate down to the trough bottom ensuring bacteria levels are minimised.



FiL Trough Blocks offer a cost effective, convenient solution to ensuring water troughs stay bacteria free and clear, giving herds the opportunity to maximise their quality water intake.

These environmentally friendly convenient blocks contain zinc, copper and cobalt sulphate which help sterilise and kill off bacteria causing algae and slime. Water protection can last up to six weeks.

Trough Blocks come in convenient sized blocks individually wrapped and easily carried on the farm bike to be dropped into troughs as required.

Bloateze and Bloateze DFA

– cost effective solutions to an expensive problem

Many pastures struck with clover root weevil have recovered well in recent seasons, putting bloat risk firmly back on the watch list for many dairy farmers.

FiL offers farmers the ideal choices for optimal bloat control

in their herd this spring, with a choice of either Bloateze, or Bloateze DFA.

Bloateze provides a reliable cost effective solution for farmers who have to deal with bloat on a seasonal basis, either through drenching or pasture spraying. Bloateze is approved for once a day drenching.

Its easy to mix formulation even under cold

water conditions means batches can be made up as required, with minimal fuss and to required dose amounts.

FiL has recognised the time pressure and labour constraints many dairy farmers are under when it comes to bloat management while growing herd sizes and dairy design are making drenching impractical.

In response FiL also offers Bloateze DFA (Designed for Alkathene), specifically for in line drench systems.

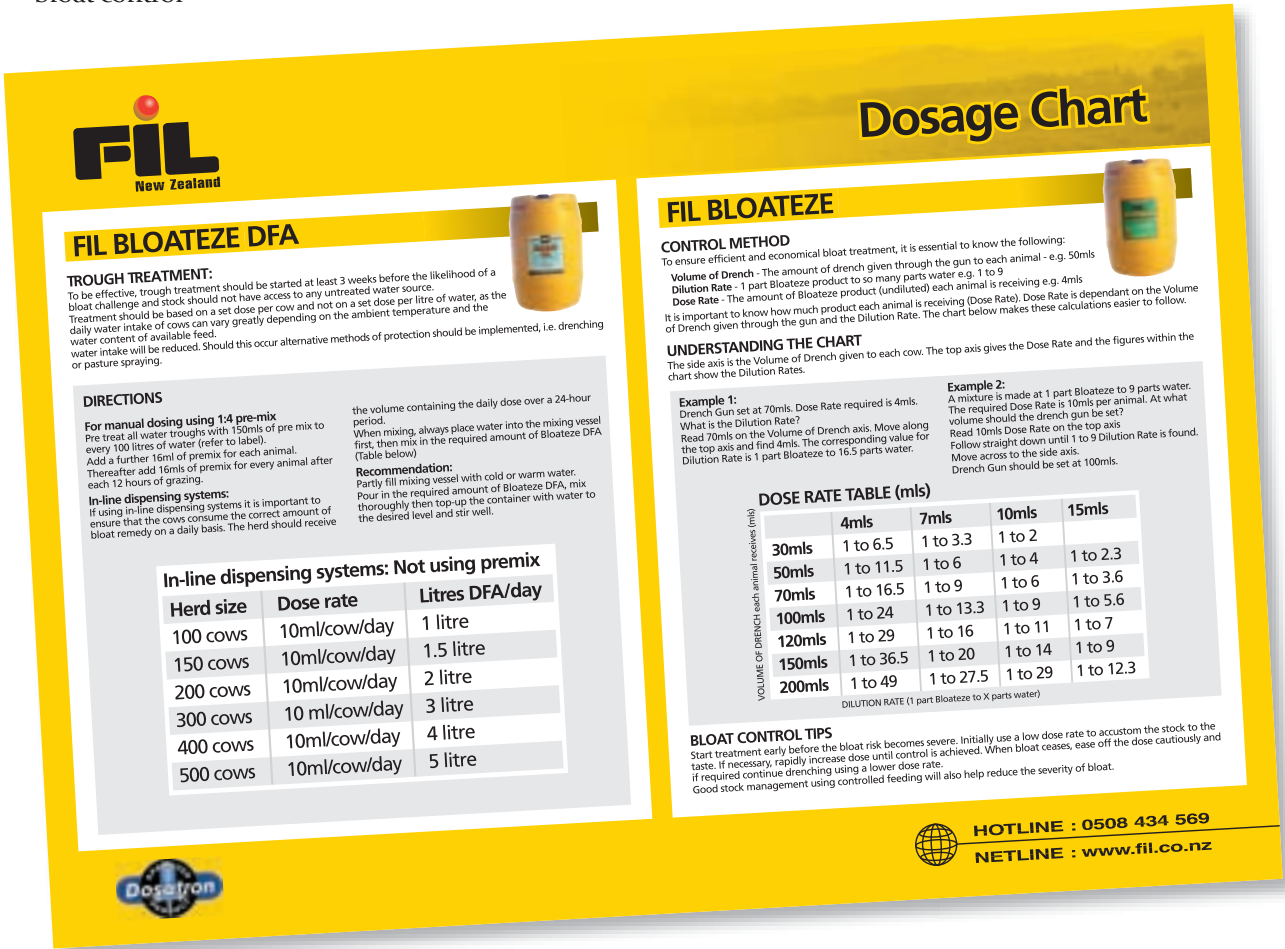
The development of Bloateze DFA means farmers can safely dispense via a Dos-a-tron system without fear of pipe breakdown and corrosion from the drench polymers.

Bloateze DFA is a cost effective solution that meets the demands of more dairy farmers requiring dispensing via water systems for trace element and drench treatments.

Both FiL bloat treatments deliver consistent quality and flow rates, easily mixed formulations, simple ratios for effective bloat control and are available in three or four convenient sizes – 200 litre and 100 litre drums, 20 and 5 litre containers.

Mixing chart available

All FiL Area Managers can provide a useful mixing chart showing ideal dilution rates for Bloateze and Bloateze DFA. The charts are ideal for placement in the farm dairy near drench machines and Dos-a-tron dispensers to ensure your herd gets the optimal rate for controlling bloat.



FiL BLOATEZE DFA

TROUGH TREATMENT:
To be effective, trough treatment should be started at least 3 weeks before the likelihood of a bloat challenge and stock should not have access to any untreated water source. The treatment should be based on a set dose per cow and not on a set dose per litre of water, as the daily water intake of cows can vary greatly depending on the ambient temperature and the water content of available feed. Should this occur alternative methods of protection should be implemented, i.e. drenching or pasture spraying.

DIRECTIONS
For manual dosing using 1:4 pre-mix:
Pre treat all water troughs with 150mls of pre mix to every 100 litres of water (refer to label). Add a further 16ml of pre mix for every animal after each 12 hours of grazing.
In-line dispensing systems:
If using in-line dispensing systems it is important to ensure that the cows consume the correct amount of bloat remedy on a daily basis. The herd should receive the volume containing the daily dose over a 24-hour period. When mixing, always place water into the mixing vessel first, then mix in the required amount of Bloateze DFA (Table below).
Recommendation:
Partly fill mixing vessel with cold or warm water. Pour in the required amount of Bloateze DFA, mix thoroughly then top-up the container with water to the desired level and stir well.

DOSE RATE TABLE (mls)

	4mls	7mls	10mls	15mls
30mls	1 to 6.5	1 to 3.3	1 to 2	
50mls	1 to 11.5	1 to 6	1 to 4	1 to 2.3
70mls	1 to 16.5	1 to 9	1 to 6	1 to 3.6
100mls	1 to 24	1 to 13.3	1 to 9	1 to 5.6
120mls	1 to 29	1 to 16	1 to 11	1 to 7
150mls	1 to 36.5	1 to 20	1 to 14	1 to 9
200mls	1 to 49	1 to 27.5	1 to 19	1 to 12.3

BLOAT CONTROL TIPS
Start treatment early before the bloat risk becomes severe. Initially use a low dose rate to accustom the stock to the taste. If necessary, rapidly increase dose until control is achieved. When bloat ceases, ease off the dose cautiously and taste. If required continue drenching using a lower dose rate. Good stock management using controlled feeding will also help reduce the severity of bloat.

Example 1:
Drench Gun set at 70mls. Dose Rate required is 4mls. What is the Dilution Rate?
Read 70mls on the Volume of Drench axis. Move along the top axis and find 4mls. The corresponding value for the Dilution Rate is 1 part Bloateze to 16.5 parts water.

Example 2:
A mixture is made at 1 part Bloateze to 9 parts water. The required Dose Rate is 10mls per animal. At what volume should the drench gun be set?
Read 10mls Dose Rate on the top axis. Follow straight down until 1 to 9 Dilution Rate is found. Move across to the side axis. Drench Gun should be set at 100mls.

FiL BLOATEZE

CONTROL METHOD
To ensure efficient and economical bloat treatment, it is essential to know the following:
Volume of Drench - The amount of drench given through the gun to each animal - e.g. 50mls
Dilution Rate - 1 part Bloateze product to so many parts water e.g. 1 to 9
Dose Rate - The amount of Bloateze product (undiluted) each animal is receiving e.g. 4mls
It is important to know how much product each animal is receiving (Dose Rate). Dose Rate is dependant on the Volume of Drench given through the gun and the Dilution Rate. The chart below makes these calculations easier to follow.

UNDERSTANDING THE CHART
The side axis is the Volume of Drench given to each cow. The top axis gives the Dose Rate and the figures within the chart show the Dilution Rates.

Hotline: 0508 434 569
Netline: www.fil.co.nz

Tell Tail - the ultimate tail paint range

Back in the 1980s FiL began producing quality tail paint for farmers frustrated at the poor choice and quality around at the time.

Today tail paint still forms a big part of FiL's business, and has been the subject of several innovative, time saving developments aimed specifically at the needs of modern dairy farmers.

The Tell Tail range has evolved from the traditional 1 litre paint tins, to include a range of pack sizes and applicator systems which cater to the demands of all herd sizes. Here time and labour may often be limited when it comes to tail painting over the busy mating season.

The Tell Tail formulations offer greater sensitivity to heat detection, and are particularly good for herds where shy breeding incidences are higher.

FiL's Tell Tail range gives you:

- high visibility quality paint
- a choice of pack size solutions for paint application
- six bright colours that fit with most mating programmes
- application systems developed and proven on New Zealand farms

Backpack Tailpainter

Last season FiL launched the Backpack Tailpainter, a revolution in tail painting that has the needs of large scale Kiwi farmers in mind.

The Backpack Tailpainter is the solution for farmers needing to paint large numbers of cows in a short time while they are yarded for milking. It provides a simple, safe means to move through cows with its one handed operation delivering a set even spread of quality paint in a simple movement.

The ergonomically designed backpack takes two 2.6kg bottles of paint and delivers it to the cows tailbone by a simple squeeze through a applicator gun and specially designed detachable brush head.

Interest from farmers since the Backpack's launch at last year's National Fieldays has been intense as FiL strives to make large scale dairy tasks safer, simpler and more cost effective.

Tell Tail (applicator bottles)

The Applicator bottle and brushhead won FiL an award for innovation in the nineties at the National Fieldays and singularly transformed tail painting in Kiwi dairies.

The difficult, messy and sometimes dangerous job of balancing paint tins and brushes while clambering over rails to paint cows was turned into a one-handed job overnight.

This was all thanks to FiL staff listening to a request

for a better method of application made by Te Puke farmer Doug Pamment. Within a season the FiL applicator gained huge acceptance among farmers here and in Australia.

The Tell Tail Applicator comes in either 500ml or 1 litre bottles in six bright fluorescent colours offering superior visibility and retention on the cow.

Tell Tail Fluoro Aerosol

The latest addition to FiL's tail painting range, the aerosol solution delivers a high quality, high visibility paint containing quality pigments for maximum visibility.

Farmer feedback during trials for this product stated the formulation was 50% more visible at a distance in poor light conditions.

The Fluoro Aerosols are also ideal for touching up rubbed tail paint marking, and come in a convenient 500ml can, easily carried around the dairy.

Tell Tail (1 litre tins)

The traditional tail paint method is still popular with smaller herd operators. Tell Tail tins provide a low cost option for marking smaller numbers of cows with a quality identification paint.

Tell Tail (10 litre jerry cans)

Ideal for large herd operators. An economic alternative for large volume paint users.

Building captures FiL values

Fifteen years of growth and innovation have taken the small detergent company from Mount Maunganui to a global exporting company, whilst still staying proudly Kiwi owned.

With world dairy markets the most positive they have been for 20 years and more innovative products to come, FiL is poised to take the next step in corporate growth.

Investment in new, state of the art facilities alongside a major re-branding exercise cements FiL as leader in dairy hygiene and animal products, at home and internationally.

In October the company moves to new premises in Mt Maunganui that promise to set a new standard for production quality and environmental effectiveness.

Space, process facilities and systems will ensure FiL maintains its position as the leader in innovative technology, says company director Arthur Jordan.

“Quite simply past successes and future potential means FiL has outgrown its existing facilities and the move to the new site at Portside Drive is timely.

“We also want to future proof not only the physical aspects of the company, but on a more intangible level those brand values of quality, expertise, innovation and service we have established,” he says.

The Portside Drive facility is only minutes from the company’s existing offices, but a quantum leap in terms of its technology, comfort and production features.

FiL has already established benchmark standards for environmental responsibility and management in the risky business of chemical processing, and the Portside Drive site reinforces that.

Energy conservation and management were an

integral part of the building design brief.

Energy consumption is significantly reduced through the application of passive solar design techniques and a building management system.

The facility is the first in the world to employ the New Zealand developed Indal Highbay energy saving lighting system.

The combination of innovative design and the use of technically advanced building materials will result in the facility being virtually self sufficient for water and energy.

Arthur Jordan describes the premises as “eco-effective” and one that reflects the efforts by FiL to deliver sustainable solutions from the factory to the farm.

FiL Rewards their customers all year round

Register as an FiL Rewards member and every purchase you make of FiL product gives you points which you can accumulate to redeem for some great Rewards.

These tables show the accounts of Rewards members who registered their points last season.



350 – 499 cow farm:

PRODUCTS REGISTERED	REWARDS POINTS
4 x 200L Quantum Blue (59pts each)	236 points
2 x 20kg Quantum Powder (9pts each)	100 points
1 x 200L Ultracare Iodoshield	59 points
1 x 200L Ultracare Teatshield	120 points
TOTAL POINTS ACCUMULATED:	515 points
EXAMPLE REWARDS	
300pts	\$50 Farmers voucher
500pts	Dick Smith Electronics – DSE 5.1 Channel DVD Player

800 – 2000 cow farm:

PRODUCTS REGISTERED	REWARDS POINTS
10 x 200L Bloateze (100pts each)	1000 points
3 x 200L Quantum Blue (59pts each)	177 points
5 x 200L Ultracare Teatshield (120pts each)	600 points
1 x 100L Graderite	20 points
1 x 200L Quantum XL	46 points
82 x 1L Applicator – Tell Tail (1pt each)	82 points
TOTAL POINTS ACCUMULATED:	1925 points
EXAMPLE REWARDS	
900pts	Fishing Merchants Snapper Rod n Reel Combo
1250pts	Apple Ipad Nano from Dick Smith Electronics
2000pts	29inch Flat Screen TV from Dick Smith Electronics

Rewards Partners:



Re-branding for values and vision

FiL’s new brand image will be seen on the shelves from November.

The values of integrity, quality, expertise and success that established FiL as the leader in farm products and dairy hygiene are to be captured in the new branding the company is adopting.

Company director Arthur Jordan says FiL management were unanimous about the choice because it captured so many aspects of the company and the agricultural industry it supplies.

The brand logo captures the four key elements of our business, namely dairy hygiene, animal health, nutrition and animal markers,” he says.

It also symbolises the four seasons FiL clients work to and the elemental nature of earth, air, fire and water so essential to the chemistry behind FiL products.

Farmer customers will notice FiL’s packaging will become far more standardised, with the prominent yellow still there, but labelling clearer and products more easily recognised.

Standardising the labels across FiL’s wide product range will help avoid confusion among customers when selecting the product off the shelf.

“The new labelling design helps ensure we communicate the high level of information required by the HSNO and ACVM framework” says Arthur

FiL staff are confident the new logo and packaging captures the essence of what FiL is about, offering quality products that deliver on their promise to make Kiwi farmers’ jobs easier and their businesses even more successful.

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





New depot a winner for Southern team

Excellent product flow, a comfortable safe working environment and environmental integrity have come together under one roof at FiL's new Timaru warehousing and distribution depot.

Located in the rapidly developing Washdyke industrial area at the northern end of Timaru, the facility is helping FiL establish the brand deeper into one of the fastest growing dairying regions in the country.

Jackie welcomes depot efficiency

Depot administrator Jackie Sheddan says the facility has lifted FiL's already well established reputation for excellent delivery times and dispatch efficiency, thanks partly to the centre's ordering system that is integrated into Mainfreights' logistics system.

"We now have a purpose built warehouse and dispatch centre where we can simply download our orders for delivery to rural service centres straight into Mainfreights' system. It has done away with the need to write consignment notes and keeps

everything electronic and streamlined," she says.

Jackie says having the building all on one level has helped maintain the great team spirit within the lean southern crew. Meanwhile double glazing and a heat pump helps keep the worst of the southern winter at bay.

Warehouse safe and simple for Phil

For FiL storeman Phil Wilson the new depot in Timaru gives him peace of mind that should the worst happen, any chemical spills will be safely contained in their own area.

"The place has four separate bays, all banded to contain any spill.

"The four key chemicals we deal with, acid, alkaline, oxidisers and flammables are all in their own bay.

"In the event of a spill up to 50,000 litres can be contained. The state of the art drainage system means each bay has its own valve, allowing any spill to be contained, rather than going down the sewer or into the waterways.

Phil says while the 760sqm floor area is similar to the old Port facility, the excellent layout and design makes unloading large containers simpler, safer and quicker.

"We can now unload two 40 foot containers if we need to with room to spare, something we could not do before."

This helps ensure the rapidly growing orders for FiL products are filled quicker over the busy spring period



as the region's large farms ramp up for calving.

The sealed concrete unloading region meets all HSNO requirements and makes forklift operation a smooth and safe affair for Phil.

Colin Bishop, South Island Manager says the new facility places FiL in prime position to capitalise on the strong growth in dairying through the lower half of the South Island.



"We have a warehouse here now that is state of the art and allows us to work extremely efficiently."

He welcomes a facility that captures what FiL is all about, offering smooth, efficient service from an environmentally sound and safe base.

"In fact, it is a pleasure to come to work here, we are loving it."

FIL PRODUCT PROFILE

Foam Mark

With AB getting underway and drafting a big part of the milking routine, farmers need an effective, temporary foam marking product to draft out cows. FiL recognises the challenge this raises, with conventional spray markers being too permanent for the drafting job, and have developed Foam Mark.

Formulated with specialised dyes and propelled by hydrocarbons, Foam Mark is the answer to animal drafting problems delivered in an environmentally safe manner.

The aerosol propelled solution delivers a coloured "blob" easily seen even in the most challenging early morning light conditions.

After 30-40 minutes it will disappear, allowing plenty of time to draft the cow out, without leaving the cow marked with a colour that won't disappear for days and adds to the confusion at a busy time of year.

Key Features:

- Available in two easily seen fluorescent colours, pink and yellow
- Handy 250ml containers
- Easily seen from distance in poor light
- Non irritating foam formulation
- Disappears after 30-40 minutes



Colin's experience to boost Area Managers' role

With over 20 years experience with FiL, the company's South Island Manager can count himself as one of the "originals."

After overseeing the FiL warehouse and distribution facility in Timaru for 15 years, Colin Bishop is now back on the road, calling around many of the regions down south he used to visit when first employed as an area manager for FiL in the early days.

Today his role is to help support FiL's four Mainland area managers, calling on clients with them and offering support when it is needed.

All four cover extensive territories and Colin believes his appointment will help them do their jobs even more effectively.

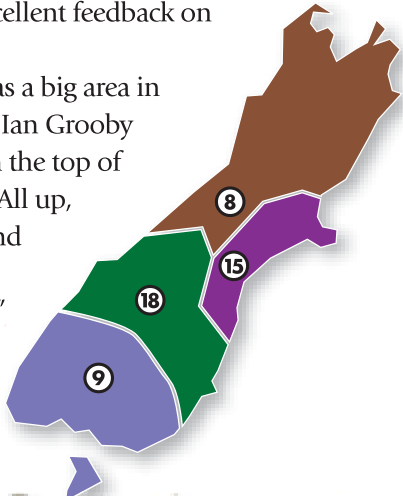
He wants to see FiL capitalise on the huge dairying growth experienced in the South Island.


Colin will also be focussing on building and maintaining good relationships with the retail stores throughout the South Island, and helping with trade promotions.

Colin says "The main focus however will be on the area managers. We have two new managers with

Mark FAMILTON in Otago and Glen Palmer in Southland and they are both performing very well, with excellent feedback on their service.

"Bruce Smith has a big area in Canterbury while Ian Grooby is back with FiL in the top of the South Island. All up, it's a great team and I am happy to be supporting them."





8
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DFA the only solution for Warric

For Warric Johnson, sharemilker near Carew, in South Canterbury FiL's Bloateze DFA is the only solution to dealing with seasonal bloat problems.

The irrigated pastures of Canterbury are rocket fuel for cows but also mean bloat can be a real threat for part of the season.

Warric farms a 160ha property that has a combination of spray and border-dyke irrigation. He is milking 550 cows through a 40 a side herringbone. On this scale drenching is simply too time consuming. Putting Bloateze DFA through the waterline via a dispenser offers him a simple, effective way of getting a bloat remedy into the herd.

"Before we switched to DFA we were mixing up an oil and putting it in the trough, which really was not doing the job consistently or well."

So far he has had no losses and plenty of peace of mind knowing that the Bloateze DFA is being delivered in a constant background dose.

The property has low density alkathene, making the DFA's non corrosive properties well suited.

Warric finds the greatest bloat challenge is after calving to the middle of mating. He is also a keen user of FiL Tailpaint, and last year was one of the early adopters to the Backpack Tailpainter, supplied by FiL territory manager Bruce Smith.

"The Tailpainter is a great idea, it made a pretty awkward job a lot easier, now it's a job we like to do."

He enjoys the prompt service Bruce brings with the FiL brand, with deliveries turning up "super quick."

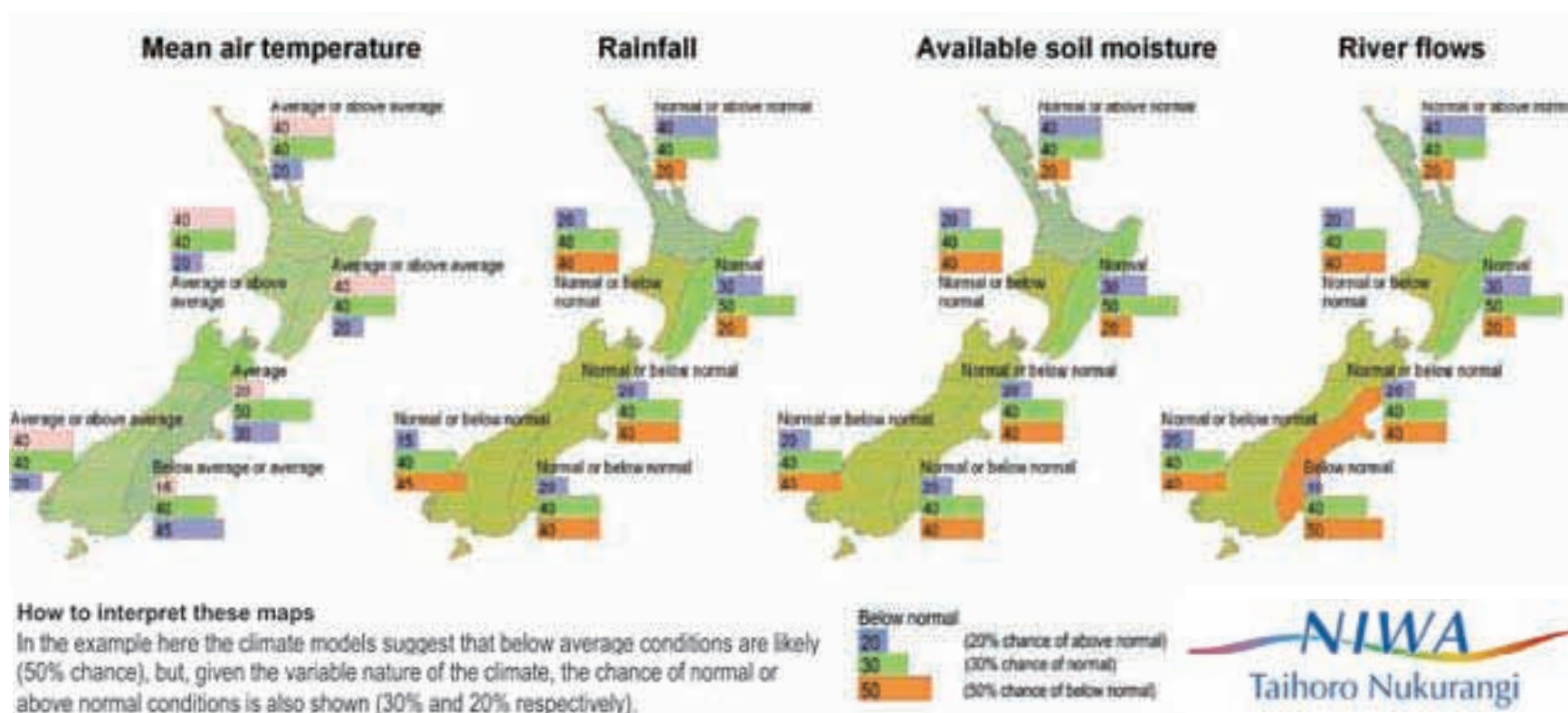


Warric Johnson of Carew in South Canterbury.

Seasonal climate outlook



NIWA Three month outlook for August - October, 2007



The last three months

The climate for May to July was warmer than normal over most of the North Island, and the north and east of the South Island, as was predicted in the last NIWA forecast. Southern South Island air temperatures were close to normal, lower than were forecast. Central Otago temperatures, following a generally warm May, have been very cold at times in June and July, due to calm conditions producing many radiation frosts. Rainfall was near normal in many areas, but below normal in central New Zealand, and above normal in parts of Hawke's Bay and Otago.

August to October outlook

During August-October, mean sea level pressures are expected to be higher to the south or southeast of New Zealand, with weaker than normal westerly winds across the country. Air temperatures are likely to be average or above average in most regions, but tending below average in the eastern South Island. Despite the overall temperature expectation, cold outbreaks typical of early spring will nevertheless occur from time to time.

Normal or below normal rainfall is expected in most regions, except the north and northeast of the North Island, where normal or above normal rainfalls are likely. Normal or above normal soil moisture and stream flow levels are expected in the north of the North Island; they are likely to be near normal in the east of the North Island, and normal or below normal elsewhere.

Remember — when reading these comments, check the probability numbers on the outlook maps shown on this page to help you weigh up what to expect.

Kokatahi one of coast's many secret spots

High headlands, rough sea-scapes and equally rough mountain vistas are typical impressions for anyone visiting the South Island's West Coast.

But despite the thin strip of land sandwiched between the mountains and sea, there are plenty of fertile pockets supporting thriving rural communities enjoying the rise in dairying's fortunes.

One of these is Kokatahi, only 10 minutes inland from Hokitika, and home to the Monk family.

Ron and Jackie Monk farm with their two sons Nicholas and William on their 80 hectare family property. Ron's family moved to the area when his grandfather came to manage the Kokatahi butter factory almost 100 years ago.

Today the family are Westland Milk Products suppliers, part of around 380 farmers whose milk is processed at the company's Hokitika plant.



OAD a good move for farm and family

Four years ago Ron decided to shift his registered jersey herd to once a day (OAD) milking, a lifestyle and economic decision he does not regret today.

"The "smarter not harder" move delivers for us better profitability than twice a day milking. Production sits on 915kgMS/ha against the district average of 800kgMS/ha, and the cows average 350kgMS/head."

Ron attributes much of the OAD success to good genetics, a particular interest of his. He and Jackie farm as Hawthorn Grove Jersey stud, focussing on good commercial genetics for the challenging farming environment.

In an area where rainfall is measured in metres not millimetres, the climate brings obvious challenges to achieving such good production on an all grass system.

Soil drainage critical

"Humping and hollowing" of peat country helps drainage, while "flipping" of other soil types is common to break up soil pans and lift fertility.

The Kokatahi farm has soils ranging from a sinewy, hungry peat to a river silt over stones which offers excellent drainage in winter.

Northerners more common

Like other parts of the coast, Kokatahi has seen a number of North Islanders establish themselves, taking advantage of land prices almost half what they might pay in the Waikato and Taranaki.

This, and a traditionally progressive farming community has helped retain a strong vibrancy in the district, despite its proximity to Hokitika's attractions.

The joining of two local schools at Kokatahi has resulted in a boost in resources at the two teacher school, this has ensured the school continues to play an integral part in the rural community.

The stunning scenery of nearby Hokitika River Gorge attracts a trickle of tourists to see the vibrant blue glacial water while the Monk's enjoy water skiing on nearby Lake Kaniere.

FiL territory manager Ian Grooby says the region is one he enjoys visiting, with clients he regards more as friends than customers always keen to catch up on Ian's wealth of local and industry news.

He looks forward to building the company's presence in a district whose appeal is as much its people as its scenery.

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

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

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



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 Ian Grooby Northern South Island Ph: 03 525 9119 Mob: 0274 721 503	 Glen Palmer Southland Mob: 0274 721 504	 Gavin Dunn Rotorua/ Reporoa/Tokoroa/ Putaruru Ph: 07 333 2119 Mob: 0274 798 470	 South Taranaki/ Wanganui Ph: 0508 434 569 Mob: 0274 828 535	 Greg Duncan Cambridge/ Matamata Ph: 07 823 5195 Mob: 0274 721 505	 Bruce Smith Canterbury Ph: 03 693 7440 Mob: 0274 993 783	 Mike Rose Otorohanga/ King Country Mob: 0274 451 616	 Mark Farnilton Otago Mob: 0274 721 818
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