



# FIL winners fly away in take off promotion

Fourteen top dairy farmers and their partners will soon be winging their way across New Zealand or Australia thanks to FiL's "Take Off" promotion where you "Buy the Best and Win a Rest".

We realise it's been a hard year for New Zealand dairy farmers with a lower payout and difficult climatic conditions so we wanted to offer our customers a prize that allowed them to take a break.

Farmers who bought four products from the qualifying range of 23 were entered into the draw to win a luxury mystery break with two of the winners being lucky enough to be sent to Australia

for a luxurious weekend away. The other 12 winners (listed on P2) receive Luxury Mystery Breaks in New Zealand for two people for two nights. Each NZ prize includes: return travel on Air New Zealand

Express class, a rental car with unlimited kilometres, accommodation in a luxury hotel, a bottle of New Zealand wine or bubbly and a full cooked breakfast each morning.

## Bishops looking forward to Aussie holiday

If he could choose where to fly on his Australian Mystery Break Hauraki Plains farmer Wayne Bishop would pick Melbourne in January so he could watch the Aussie Tennis Open.

But wherever it takes them, Wayne and wife Vivienne are looking forward to popping over the Tasman after calving and taking a few days R & R

**"Where ever it is I don't really mind, just a weekend away sounds good,"**

The Bishops have farmed at Hikutaia, between Paeroa and Thames, for 23 years, milking

400 Friesians off 155ha. Winning one of the two major prizes in the FiL draw wasn't a huge surprise, they have had their share of luck in recent years. Vivienne buys a lot of raffle tickets and wins her fair share while Wayne won \$1000 worth of whiteware last year.

**They have been FiL customers for many years and Wayne says Area Manager Geoff Sainty is "a top man".**

"I stick with what I know and buy locally when I can because I think you're better off with the service and Geoff is always available to help if I need it. I've been buying FiL for years."



Wayne & Vivienne Bishop, winners of an Australian Mystery Break



Stephen & Trish Mitchell, winners of an Australian Mystery Break

## Five farm family will find time for Mystery Break

Just getting a free weekend to take their Australian Mystery Break prize will be a major for Stephen and Trish Mitchell.

Owners of five farms with his brother Mervyn, they look after three properties on the Taieri Plains while Mervyn runs two in Southland. The couple milk 200 in summer and 60 in winter on the three properties which are separated by about a 10 minute walk (although one is treated as a run off). They milk off one property in winter then open the other two up in summer. There are three dairies, a rotary, a herringbone and an eight-aside walk-through but

this season two will be closed down.

**Trish says they haven't had a holiday for five years as they were busy getting the farms up and running smoothly.**

She is looking forward to a break in January "the only time we can get off the farm". "It was a lovely surprise when (Area Manager) Peter Dodds rang up and told us we'd won but I didn't believe him," she said. Trish has never been out of New Zealand and would like the Mystery Break to take her to Brisbane where Stephen has family, although anywhere in Australia will suit her.

## Inside

### Special Features:

- FiL's Take Off promo winners! Pages 1-2



- Magnesium Supplementation Page 3



- Beware, High Winds! - Bloat feature Page 4-5



### Also:

- Tailpaint for the Modern Dairy Cow Page 6
- The Importance of Clean Drinking Water Page 7
- Teat Sprays Page 7
- FiL GM Gavin Cherrie Page 8

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### Scott & Nicola Bradley

Scott Bradley and wife Nicola reckon they'll be hanging out for a holiday in January because they are calving and milking 245 cows by themselves this season. The new lower order sharemilkers are on a 73ha property near Morrinsville - their first contract after spending last year contract milking in the Waikato and three years as feed managers on a Hawkes Bay corporate farm. They started calving early and with good weather had no major problems but are already looking forward to a weekend away.

### Steve & Amanda Clark

*"We buy from him because he's a good bloke and looks after us very well."*

Matamata farm managers Steve and Amanda Clark only switched to FiL this year and already the move is paying dividends. They will take their Mystery Break mid-October, after calving and before mating. A builder by trade, Steve enjoys the farming lifestyle and the couple have been on Tom and Tina Troughton's 80ha property for eight years, milking 230 Friesians. He switched back to FiL this year because he got on well with Area Manager Greg Duncan. "We buy from him because he's a good bloke and looks after us very well."

### Ken Couper

*"...off on the Mystery Break he was "thrilled to win"*

As soon as calving is out of the way Ken Couper will be off on the Mystery Break he was "thrilled to win". He farms 260ha near Waipu (Northland), milking 520 Friesians and crosses (220 in winter and 300 in summer). As well as running a busy dairy operation Ken is also starting up an internet site where subscribers register valuable items which can be traced if they are stolen. He got the idea after burglars stole his farm tools last year and he realised there was no way to trace them.

### Doug & Joanna Duncum

*"A break will be marvellous after we get through calving," Joanna says. "We'll need it this year."*

Two years ago Mangatainoka farmers Doug and Joanna Duncum won a Mystery Break and she is now looking forward to another weekend away. But the holiday will have to wait until after calving because the couple are 50/50 sharemilkers on two farms owned by the same person. With four staff they milk 850 crossbreds on the two properties, working out of two dairies. Originally they were on one property but the other was added later. "A break will be marvellous after we get through calving," Joanna says. "We'll need it this year."

### Barry & Maria Dravitzki

The only thing New Plymouth farmers Barry and Maria Dravitzki have ever won was a day out at National Fieldays and a night in Te Kuiti so their Mystery Break was a welcome reward. They farm 100ha, milking 260 Friesian crosses and Barry says he doesn't know when they'll be able to get the weekend off the farm but it won't be until after calving.

### Peter Holmes

*The same day FiL Area Manager Alan Tait told him about his good fortune, he won \$240 in Lotto.*

Peter Holmes will give his Mystery Break to his parents as his father is recovering from illness. "I'm single so it's a bit difficult taking a trip for two so mum and dad can use it," he said. The former Matamata farmer owns a 356ha, four-year-old conversion, milking 900 Friesians near Ashburton. The property has a 160ha runoff nearby and hopes to get cow numbers up to 1100 in the next couple of years. He isn't a big prize winner, but won a trip to the Bledisloe Cup a few years ago and the same day FiL Area

Manager Alan Tait told him about his good fortune, he won \$240 in Lotto.

### Dennis & Melanie Kalma

Winning a Mystery Break was "awesome" according to Arohina (South Waikato) farmer Melanie Kalma. She and husband Dennis are 50/50 sharemilking 830 cows on a 350ha property and found calving hard work after coming off a 400-cow property. They'll probably take the holiday between calving and mating to get a break off the farm but it depends how the season goes. Melanie said winning the prize was a big shock because they've never won anything before.

### Robbie & Avon McKay

*He says Avon is "stoked" over winning the Mystery Break...*

As well as milking 285 crossbreds Opotiki farmer Robbie McKay and his wife Avon are also producing export kiwifruit off a 10ha block on the property. They are in their fifth season on the 110ha farm and are still developing the dairy unit. "We've taken a poorly performing farm and are treating it a bit like a conversion," Robbie said. "When we first came here the 180 cows were doing 34,000kg MS but that went up to 270 cows doing 85,000kg last season." They have also boosted BW from 27 to 114 in that time. He says Avon is "stoked" over winning the Mystery Break which they will try and take before the end of the year.

### Jim & Addy Osey

Calving and on-farm development mean Jim and Addy Osey will have to wait until February to take their Mystery Break. The Taranaki couple are 50/50 sharemilkers on a 240ha Opunake farm milking 600 crossbreds. They are doing about 40ha of development work, levelling lahars and regrassing each year and Jim says that will keep them busy until after Christmas. He says although they don't

win many prizes Addy won a jacket in a local bookstore promotion recently.

### Orini Downs Station

Orini Downs Station manager Wally Jamieson hopes he gets to take the Mystery Break. He hasn't told the owners yet but if they agree, plans to take a short holiday before Christmas. He was told of his win in the middle of calving up to 40 cows a day. Orini Downs is a 1000ha farm near Hamilton which milks 2200 Friesians and crosses - split calving - off 700ha. The farm runs three main herds through an 80-bail rotary and the other, plus penicillin cows, through a 20-aside herringbone. He was looking forward to taking the holiday because he reckons he'll need a break by Christmas.

### Roger & Jude Porteous

*"We've never won a draw before so I'm really looking forward to it,"*

When Roger and Jude Porteous took up a 50/50 sharemilking contract on her parents' 360ha Atiamuri farm four years ago they jumped from 150 cows to 630 and in the past four seasons they have increased that to 920. This season the couple are calving more than ever before and reckon they will take their Mystery Break in spring before heading into mating. "We've never won a draw before so I'm really looking forward to it," Jude said. Her parents live nearby and her mother has already volunteered to mind the kids so they can get away.

### John Stewart

West Coast farmer John Stewart was sick of seeing everyone else win promotional draws but now he's a winner and hopes to have a Christmas Mystery Break. Milking 350 Jerseys on 220ha at Harihari, halfway between Hokitika and Franz Josef, John says he has never won anything and is really looking forward to getting away from it all after calving and mating.

# Magnesium supplementation vital in early lactation

Magnesium is a vital supplement on most New Zealand dairy farms because high producing dairy cows are often Mg deficient in early lactation.

**This situation arises because of:**

- Low Mg levels in immature spring pasture.
- Underfeeding.
- High cow demand for Mg over calving and early lactation.
- Cold, wet, spring weather depressing grass and cow feed intakes.

**Magnesium supplementation results in:**

- Production responses of up to 15%.
- Reduced animal health problems.
- Fewer stock losses.
- Reduced irritability in cows making milking easier.

If you want to administer Mg, FiL has the product that will suit your needs whether it's dusting, drenching, trough or hay treatment. Last season FiL introduced new Nutri-Mag Dusting F100 and have been thrilled with the results. Farmers are saying that serum magnesium levels have risen in their cows since they started using the product which has a finer particle size and is typically 95-97% pure Magnesium Oxide or 58% elemental Magnesium.

## Magnesium : Calcium interaction

Magnesium plays an important role in prevention of milk fever (Calcium deficiency). When Mg is fed to cows it suppresses the absorption of Ca, this starts an enzyme reaction within the cow to mobilise bone Ca.

*By starting Mg supplementation several weeks before calving, the cow will start to mobilise Ca before calving and thus is less likely to experience Ca deficiency at calving.*

## Symptoms of Magnesium deficiency:

- Poor production.
- Grass staggers - nervousness at milking.
- Milk fever with a slow response to calcium treatment.
- Blood and urine tests can confirm Mg deficiency - talk to your vet.

## When to supplement

Begin 2-3 weeks before calving. Continue until the beginning of November when grass is more mature and weather is better. Some farmers will need to supplement until later in the season.

## Method of supplementation

To provide 10g Mg/cow/day or 1.5g of absorbed Mg to meet cow requirements at expected feeding levels. The following methods are listed in order of effectiveness:

### Drenching:

- Mg Sulphate - 100g/cow/day.
- Mg Chloride - 100g/cow/day.
- Mg Oxide (Nutri-Mag) - minimum 20, maximum 40g/cow/day.
- Mg Oxide is the cheapest form of Magnesium.

### Pasture dusting - useful prior to calving.

- Mg Oxide (Nutri-Mag) 0.5 - 1kg/cow/week.
- A week's ration can be dusted in

advance - consider the weather. Rain will wash Mg off the grass.

**Hay treatment** - can be used in conjunction with pasture dusting. (Nutri-Mag) 50g Mg Oxide/cow/day. Apply a slurried mixture of Nutri-Mag to hay.

- No more than 15 cows to one Mg treated bale.

**Water trough** - use if no supplement is being fed or pasture is too short for dusting.

Mg Chloride or Mg Sulphate 60 - 100g/cow/day.

Use a dispenser, watch concentration, introduce Mg gradually over 2-3 weeks.



# SPEED UP F100

## MAGNESIUM TO YOUR COWS WHEN THEY NEED IT MOST

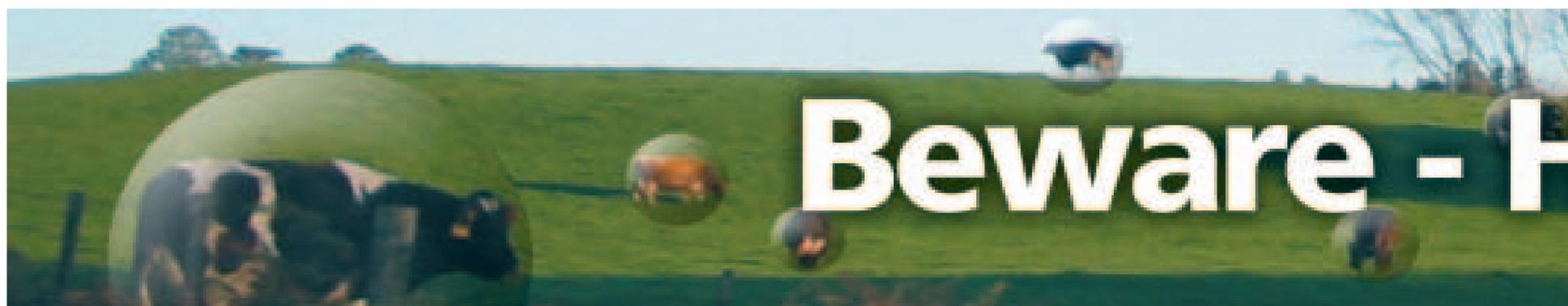
However you prefer to administer it, you'll find a magnesium product in the FiL range tailor-made to your needs. From our newly improved, high performance NUTRI-MAG F100 Dusting and F45 Drenching Magnesium Oxide supplements, to Magnesium Sulphate and Magnesium Chloride, there's no better or more comprehensive range available in New Zealand.



HOTLINE : 0508 434 569

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





# Beware - F

## Preventing bloat in dairy cattle



*FIL has responded to farmer concerns about bloat remedies damaging alkathene pipe by introducing Bloateze DFA.*

This newly developed product is specifically designed to be used with in-line dispenser systems and doesn't harm alkathene piping.

FIL developed DFA after being approached by farmers who complained about problems when using other bloat remedies through their in-line dispensers, often resulting in damage to their alkathene water lines.

With herd sizes on the rise, many dairy farmers are reluctant to spend extra time drenching their cows and instead prefer water trough treatment systems.

Although this method of bloat control is not as reliable as drenching, it is still effective if started early and is a major labour saver. Often with large herds one person is employed solely to drench the cows. Bloat can have a major impact on your herd so an effective method of control is recommended.

Bloat is a common cattle disease in New Zealand, especially amongst milking cows. It is most prevalent in the spring and autumn when clover and rye grasses

are growing vigorously and is caused by excessive accumulation in the stomach of fermented gases.

These gases become trapped in foam and the cow is unable to belch or get rid of them quickly enough. This results in considerable pressure build up and the cow may die of heart or breathing failure.

In addition to causing deaths, bloat will also result in much lower per-cow production.

*When cows are continually discomforted by bloat, milk production falls rapidly and if remedial action is not taken immediately the farmer can expect a lower level of milk production from affected cows for the remainder of lactation. To protect their valuable herds against a bloat outbreak, farmers should start treatment early.*

If using in-line dispensers or trough treating, start treatment with Bloateze DFA approximately three weeks before the likelihood of bloat.

When using a drenching system start treatment with Bloateze seven to 10 days before the likelihood of bloat.

# BEWARE



## 'CONTROL FROTHY BLOAT BEFORE IT CONTROLS YOUR CATTLE'

Don't let your profits get blown away. Prevent and treat bloat with FIL Bloateze and Bloateze DFA, the reliable and cost-effective bloat treatments that are easy to mix even in cold water. With Alkathene friendly ingredients, DFA can be safely administered via in-line dispensing systems. Both products are ideal for pasture spraying, drenching or trough treatment. You can be sure that one of them is perfect for your herd.



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## No bloat & no splits with Bloateze DFA

Southland farmers Garry and Bev Swney have changed their farming emphasis in the past year - cutting the herd from 520 to 440 Friesians and crosses.

The former Waikato couple were in the first wave to move south in 1993, heading for Southland because land was too dear up north for them to increase their 64ha farm at Elstow. "We used to run the farm as a milking platform but this season put a lower order sharemilker on the property for the first time and turned the 210ha farm into a semi-contained unit. We wintered half the cows on the farm this year and will keep young stock until April."

Since moving south, the couple have bought another two farms, one a milking platform, the other a runoff.

FiL products are chosen for both farms.

Until last season Garry drenched the herd twice a day for 30 years to prevent bloat but found that as herd numbers rose it was taking too long.

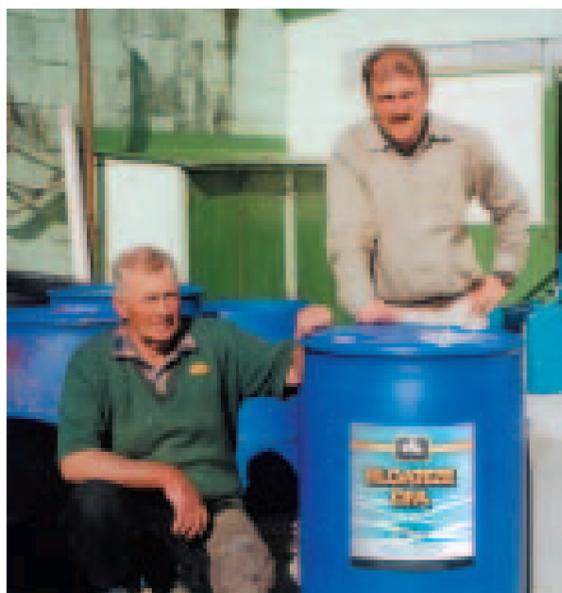
Deciding to trough treat, he bought some new Bloateze DFA on the recommendation of Area Manager Peter Dodds.

**"Although it was a new product it didn't have any effect on the alkathene pipes even though they were low density. There were no splits or holes in the pipes and we didn't have a single case of bloat."**

Garry used Bloateze from October until the last day of milking at the end of May.



Garry Swney on the farm in Southland



Steve Bradbury and FiL Area Manager Clint Humphrey

## Bloateze DFA helps Steve avoid drenching

Steve Bradbury will do anything to avoid drenching but he was also sick of repairing holes and splits in his alkathene piping caused by trough treating his herd with bloat oil.

So when FiL Area Manager Clint Humphrey recommended new Bloateze DFA last season the Pahiatua farmer jumped at the opportunity. "Clint said it was good and wouldn't harm alkathene so I tried it. It's really effective and I haven't had a case of bloat since I started using it," he said.

**As well as stopping bloat it has also cured his alkathene splitting problem.**

Although he hates drenching Steve does it in the wet weather when cows may not be getting their proper dose in the trough.

The herd of 230 crossbreds gets Bloateze trough treatment from September to Christmas and when bloat is prevalent in autumn.

"The DFA hasn't caused any damage to the Alkathene and this is a long farm so there's plenty of the stuff.

"Much of the piping is on the surface and gets rough treatment so you can see how good the new Bloateze DFA is," he said.

## Caustics Corner - Trough treatment for bloat

The complicated mixtures being drenched, the difficulty or impossibility of drenching and the treatment of dry stock are increasing pressure to adopt trough treatment for bloat control. But this can be risky, especially in wet weather, so care and vigilance is required. FiL's new Bloateze DFA was introduced to cater for this increased demand. It is designed for trough treatment and should not damage Alkathene pipe. General condition, dietary balance and rumen microflora as well as pasture makeup affect the severity and persistence of bloat so don't expect miracles of your bloat remedy under severe conditions. If you are experiencing severe bloat it is essential to get it under control quickly.

**Dosing systems vary in their reliability. The general order of reliability is:**

- 1 - Drenching
- 2 - Pasture Spraying
- 3 - Trough treatment. In a severe season, the treatment system you used last year may not be adequate. Trough treatment is relatively unreliable because of the animal's large variation in water consumption and time of consumption.

### Remember these basic principles:

- Use good quality water for diluting Bloat Remedies.
- Make sure the bloat material is fully dissolved before use. Under some conditions, this can take time (warm water will help - even better, warm the bloat remedy. If you can keep some in a warm place it will even go into very cold water). The mind boggles at the potential use of hot-water bottles, electric foot warmers, thermal underwear or obliging dogs.
- Start treatment early

- Accustom the animals to being treated by starting with low dose rates
- If trough treating, have an alternative for the time when it fails. Make sure stock do not have access to other sources of water. If you have a large herd and/or small troughs you will need to automatically dose the water or treat the troughs several times a day.
- Although DFA is relatively palatable, high levels may reduce the animal's water intake - and the dose.
- Continue treatment until you are very sure that bloat is no longer present. Be prepared to react to the first signs of bloat. Murphy's Law states that this will always occur when you decide to go on a fishing trip for a couple of days.

Have a good season  
Dr Caustic

# Tailpaint for the modern dairy cow

*Fil is dedicated to constantly improving the quality of its tail paint and the new Tell Tail range is the latest result of this research.*

Tell Tail is a fluoro-coloured range of oil-based paints that flow easily from the bottle applicators. The wide range of colours allows farmers to keep track of different groups of cows and is well suited to the modern dairy cow.

There is evidence being gathered in a number of countries that the amount of time a cow is on heat has not changed too much but the number of times the typical cow will stand to be mounted has declined dramatically, says Dr David Nation, Cattle Reproduction Adviser at Genetics Australia. This is especially the case when you are looking for cows to return on heat after an insemination.

With many farmers it is not just a simple task of seeing if the paint is on or off, but a skillful judgement of what rubbing has recently occurred.

The fluoro colour gives more sensitivity for this sort of heat detection. When the bright paint becomes dulled it gives farmers an extra sign that the cow could be on heat. This may be the only signal you get from the shy breeders or the cows that only stood a couple of times in the middle of the night.

Reading tailpaint has become a very important skill which means it is vital to maintain tail painting throughout the mating season.

Touching up the paint weekly is a sensible plan and the paint in the

500ml bottles is especially convenient for this job - it fits easily in the hand and is small enough for farmers to use in small herringbone dairies with pipework between them and the cows.

*The Tell Tail range has quickly become the industry standard for tail paint.*

Once you've experienced the fluoro colours and the extra sensitivity in detecting heats you'll be convinced that this is the best product for your herd this season.

## THE FIL MATING MANAGEMENT SYSTEM

1. Paint all cows with RED paint three weeks after calving. When rubbed will indicate 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. When rubbed will identify the cows coming into heat on a daily basis.
3. Paint each cow with BLUE paint 12 hours after insemination. If paint is rubbed, these cows have returned to heat and failed to conceive.
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 inseminated.  
Cows with **BLUE** have been inseminated.  
Cows with **YELLOW** paint are confirmed pregnant.

## Tell Tail is "magic stuff"

Wade Roycroft reckons Fil's new Tell Tail fluorescent tailpaint is "magic stuff".

The Arohina (Waikato) lower order sharemilker trialed the bright tailpaint in the new 1 litre applicator bottle last season and says it made life much easier in the dairy.

Last season he and wife Renee were on a 700-cow farm so had "plenty to paint". And although they didn't use Tell Tail during mating they thoroughly tested it out when drafting empty and late cows.

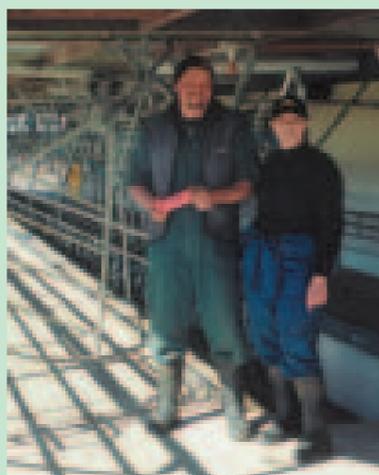
Wade also gave one of the herd a serious sight test - painting multi-coloured stripes all over the animal then seeing how far away it was visible.

*"It really stood out in a mob of 350 and I could see the colours clearly 2km away,"*

He says he is "really impressed" with Tell Tail calling it a 100%

improvement on other tailpaints. "It's magic stuff, I used up a whole box trialing it and seeing which colours were best. They all showed up really well."

*"Tell Tail stands up to tough treatment, doesn't flake off and lasted 27 days on some animals", he said.*



Wade Roycroft & Renee Saunders

## "Tell Tail hits you in the eye"

*For more than a decade Graham Thompson has relied on Fil to keep his farm dairy and cows in tip top condition.*

The Papamoa farmer is a former Hamilton draughtsman who escaped the confines of a city office and returned to the land.

Starting with 150 cows he has slowly increased the herd to 600 Friesians on 160ha. At the same time he has gone from farm worker to sharemilker until two years ago when he bought the property.

Graham has used Fil dairy hygiene and animal health products for 11 years, since current Sales Manager Trevor Gulliver was the Bay of Plenty Area Manager.



*Graham Thompson in Papamoa "Fil looks after us really well. I don't think anyone could do it any better."*

The Area Managers are always available to provide service and backup and there's always someone ready to help if I've got a problem."

Graham found Tell Tail was very bright and easy to see in the early morning or late evening light. "I use tail paint to pick cows out for a lot of things so it's really important I can see it well and not make mistakes, especially when staff are running the operation. Tell Tail fluoro really hits you in the eye, it's very bright," he says.

# SIGNAL AHEAD

## LETS YOU KNOW WHEN IT'S ALL GO

Easy to apply, fast drying and long lasting, it's easy to see why Fil tailpaints are New Zealand's market leaders - and now our new fluorescent TELL TAIL is available in a 1 litre applicator. TELL TAIL will help you better identify cows on heat, even in poor light. What's more, Fil tailpaints are ideally suited for use in the tried and proven Fil Mating Management System - call our hotline to find out more.

HOTLINE : 0800 434 569  
NETLINE : www.filnz.co.nz

# Stock need clean drinking water

*It is vitally important that all farm animals have easy access to clean drinking water.*

But it doesn't take long for slime and algae to build up in the trough, especially if the daily round is extended and there is little or no fresh water coming into the trough on a regular basis.

FIL Trough Blocks help remove slime and algae build up and, if used correctly, will help prevent any future build up. It is for domestic stock water treatment only and isn't harmful when used as directed.

The main points to remember when using Trough Blocks are:

- The trough should be cleaned prior to treatment.
- Place the block in the trough near the inlet valve.
- One block will treat about 1000 litres of water.
- Treat the trough every six weeks or when slime or algae appear.

Trough Block's active ingredients are zinc sulphate, cobalt sulphate and copper sulphate.



# Add Teat Conditioner in poor weather

*New Zealand farmers have long recognised the benefits of regular teat spraying. It helps prevent cross infection of mastitis organisms, improves the condition of the cow's teats and over time will also lower somatic cell counts.*

Trials have shown that teat spraying with a sanitiser after milking significantly lowers the incidence of mastitis by reducing the rate at which the cow's quarters become infected.

Immediately after milking, the teat orifice is stretched and relaxed and mastitis organisms can easily enter before the orifice becomes tight again - up to an hour later.

Applying a teat sanitiser immediately

after milking provides an effective barrier because it is drawn up into the bottom of the teat canal and remains there after the orifice is closed. In early lactation, especially if poor weather conditions are being experienced, the addition of a reliable teat conditioner is extremely important.

Cold, wet, windy and muddy conditions can present a real challenge to teatsprays in spring and early summer.

*FIL Teat Conditioner is a superior product, especially formulated using cosmetic grade emollients to ensure cows' teats are well protected from harsh conditions.*

To increase the emollient action of teatsprays in winter conditions, add FIL Teat Conditioner at the rate of 30% to 100% of the quantity of teatspray

when making up the mixture. Reduce the amount of water at the same rate to maintain solution strength.



# CAUTION!

## THIS IS A SERIOUS PRODUCT THAT GETS SERIOUS RESULTS

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



HOTLINE : 0508 434 569

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



# The many faces of **FIL**

## GM manages change during three years in the job

**Fil General Manager Gavin Cherrie has a simple medium term objective for the company - growth.**

He intends to achieve this both locally and by growing the export market but the core business focus will still be New Zealand farmers.

It's three and a half years since Cherrie, a chemical engineer and former dairy factory manager and customer services manager, left United Networks, the electrical network company, to join FiL.

Gavin is married with two children and was previously manager of the New Zealand Dairy Group Tirau factory and was manufacturing manager at Bay Milk Product's Edgumbe site. He holds a Bachelor of Chemical Engineering from Auckland, a Post Graduate Diploma in Dairy Science and Technology from Massey and a Bachelor of Business Studies in Marketing from Massey.

As a student he was also a professional rugby league player in northern England and has brought some of his hard-nosed attitude to sport to FiL.

**"Everything here has to be a team effort. As a manager I say we need to do things better but successful change is down to the people. I provide the process and challenge our staff to find new ways forward."**

Although there have been many changes at FiL in the past three years Cherrie says there is still work to be done before the company achieves his plan for lowest cost - highest quality.

But FiL has already diminished the effect it has on the environment by halving the amount of waste it creates and reducing energy consumption by 30%. Delivery in full and on time for goods has improved to 99% and the company has also reduced at-work accidents with no lost time injuries in the past two years.

"We are heading towards our ideal future of no waste, low cost, great technology and a situation where customers can depend on FiL to deliver on time and provide what they expect," Cherrie said.

Over the past three years we have also doubled the amount of resources available for product development and enhanced a number of existing products such as Tell Tail tail paint, F100 Nutri-Mag and Bloateze DFA while presenting successful new products like Foam Mark.

"Foam Mark is a product that was developed on the suggestion of a farmer customer and it shows FiL responds to the needs of its customers," he said.

Cherrie also promised continued product development and says there will be a number of significant launches in the next 12 months.

He highlighted the positive advances made by FiL recently.

They included:

- Increased number of Area Managers and a higher level of service.
- Improved reliability of supply.
- Consistent product performance
- New product development and enhancement.

As an importer of raw materials FiL has seen their costs fall as the New Zealand dollar appreciates against the US dollar.

"Appreciation of the dollar and improvements in supply chain management has resulted in significantly lower costs. As farmers are receiving a lower payout we felt it only appropriate if they received some of the benefits of this situation in the form of lower prices," Cherrie said.

FiL is also improving its business-to-business activities

developing a plan to use new technologies to speed up and improve the quality of their order to delivery process.

The system will be introduced over the next 12 months and will further shorten the delivery cycle, lower costs and reduce errors.



Gavin Cherrie – FiL General Manager

# MEN AT WORK



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

Hard work, proven expertise and unbeatable service throughout New Zealand from a 100% New Zealand-owned company. Our experienced and highly focused 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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