



# Tail Painter ignites farmers' interest

*Interest was very strong from dairy farmers in FiL's revolutionary new Tail Painter at this year's Mystery Creek Fieldays.*

The four day event provided an ideal opportunity for FiL to show farmers the prototype design and get any suggestions on how it could be improved before its release this mating season.

FiL's Business Development Manager Trevor Gulliver says the Tail Painter evolved from a number of ideas and experiments he and others in the company carried out to try and speed up the time it takes to tail paint large herds.

"I noticed we were selling a large volume of tail paint in 10 litre cans that was in turn being put into various containers to enable farm staff to tail paint cows while they were in the outer yard."

However, the types of containers being used were often not suitable, meaning both hands were necessary to hold the container and the paint brush making it difficult to move amongst cows whilst marking.

Operating similar to a back pack style drench gun, the



Tail Painter comprises a back pack mounted five litre tank to hold paint sufficient to mark a larger herd. The tail paint is dispensed through a hand operated plunger gun with a rubber wiper to spread the paint along the cow's tail head.

"This offers a far safer, more efficient way to mark a large number of cows, both in the shed and in the outer yard," says Trevor.

One couple particularly rapt with the applicator were Rene and Ann van Gijs of Tokoroa.

We spent more time talking about the applicator on the way home than any other product we saw including tractors, which for any farmer is quite an achievement!" says Ann.

She says she had asked Rene to come up with some alternatives to tail painting their cows, including paint rollers and other applicators.

"This is so simple though, it is great," she says.

Its development coincides with the industry trend to

operate larger herds per labour unit, therefore requiring more innovative, productive solutions to seasonal jobs.

"We are sure this is what farmers have been waiting for, and much of the feedback we have had via e-mail and at Mystery Creek has confirmed that is the case," says Trevor.

The Tail Painter is an evolution of FiL's ability to combine innovation and practicality into products that make farmers' lives easier.

Over twelve years ago a chance conversation between Trevor and Te Puke dairy farmer Doug Pamment saw the company develop the revolutionary Tailpaint Applicator.

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## EXTRA SPECIAL PRICING DEALS

offered to all FiL Rewards members by Toshiba

# TOSHIBA

Read page 3 for more information

## FiL Area Managers would like to wish all rural schools good luck with their Calf Clubs this year.



Georgia Phillips getting her calf ready for Horsham Downs School Calf Club Day. Photograph kindly supplied by Jason and Maree Phillips.



# Tractor dealer and FiL teamed up for Mystery Creek

*Selling tractors and machinery has been very much a family affair for Kevin Morey of Matamata Tractors and Machinery.*

Twenty six years ago Kevin started out with his father Peter and now Kevin's own son Jake aged two and a half looks keen to take on the business with his Dad. Today Kevin employs eight staff on the Broadway site.

Kevin provided the Massey Ferguson for FiL's competition at Mystery Creek where entrants had to guess the horsepower of the 5340 tractor.

Winners were John and Pam Hunter of Te Pahu who won a Booster Block "Big Boy" (see

accompanying story). Interest in the Booster Block competition had been strong over the Fieldays and Kevin says it was great to be involved in such a keenly entered competition.

Kevin says the Matamata district provides an excellent base for his business, with a good core of farm customers loyal to the Massey Ferguson brand.

Trevor Gulliver, FiL's Business Development Manager, says Kevin was extremely obliging in providing the Massey Ferguson for the competition.

Trevor, who used to farm in the area, says supporting local businesses is important, given the strong ties that run through FiL's relationship with rural communities where their Area Managers live and work.



Kevin Morey of Matamata Tractors and Machinery with his son Jake on the Massey Ferguson 5340.

# Horsepower behind Booster Block win

*A keen eye for tractors and a bit of luck meant John and Pam Hunter were the fortunate winners of the Booster Block 'Big Boy' at this year's Mystery Creek fieldays.*



John and Pam Hunter were the fortunate winners of the Booster Block "Big Boy" at this year's Mystery Creek fieldays.

FiL New Zealand, in conjunction with Matamata Tractors and Machinery held a competition for farmers to guess the horsepower of the Massey Ferguson 5340 on display.

"The tractor was pretty much the same as ours, so it was easy to work its horsepower out," says John.

The winner didn't get to keep the tractor, but something that would require a tractor to move it, the Booster Block 'Big Boy'. The super sized version of the company's very popular Booster Blocks, the 'Big Boy' block proved to be even more than John or Pam anticipated when it arrived on their farm at Te Pahu, west Waikato.

"We were surprised when it arrived and we saw "600kg" stamped on it," says John. Fortunately they did not have to win by guessing the weight of the Big Boy - both had been expecting the block to be half the size.

John and Pam share-milk 210 cows on Pam's parent's property, Gavin and Raewyn Hollinshead.

*Pam and John have been putting the block in with their milking mob. "We notice the colostrum cows go for it straight away, they just seem to love it," says Pam.*

"It is probably a good year to have something like this, although we certainly have not been as bad off feed wise as farms have in some areas," says John.

PRODUCT PROFILE

## Udder Mark

For years dairy farmers have struggled to find a paint that will effectively mark cows treated with drugs whose milk needs to be kept out of the vat. With penicillin grades more strict than ever, protecting your silo from contamination is essential – grades are not only costly, but penicillin contamination can damage whole tanker consignments.

Recognising the need for an effective, long lasting marker drove FiL to develop Udder Mark.

Now available in handy 250ml cans and in two colours, red and green, Udder Mark has been given a huge welcome by dairy farmers. Many who visited the company's stand at Mystery Creek commented "about time someone came up with this" when they tried the revolutionary new paint formulation.

**With Udder Mark you get:**

- Longer lasting, weather resistant, non irritating paint
- Handy 250ml paint can size fits easily into overall pockets
- Retails in convenient six packs
- Special 360 degree valve operates from any angle
- High visibility, special formulation fluorescent paint remains visible for up to 14 days



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## FiL boosts support for snow struck farmers

*For many farmers in the South Island this will have been a winter to forget, with record snow dumps, days without power and huge pressure on their feed supplies.*

But it will also be one to remember for the level of rural support offered from around the country, with people and feed coming from all over the country's rural communities to help other farming families in need.

Colin Bishop, FiL's South Island Manager says the snow that fell to sea level in Timaru was the most he had seen in over 50 years, and not something he would forget in a hurry.

Further inland, the scenes of knee deep snow and stock without feed prompted FiL to do its bit to help out farmers. Colin worked closely with FiL National Sales Manager Phil Wicks and Central South Island Area Manager Bruce Smith to get two pallet loads of Booster Blocks organised for delivery around Bruce's region.

"We managed to get two pallet loads of blocks into farms around the Geraldine-Fairlie region in South Canterbury where the snow was really heavy. Stock there had little to eat, and farmers were really needing to get the energy levels up, which the blocks do very well," says Bruce.

*He says the blocks were gratefully received by farmers in the region, with most farms getting a dozen or so to help keep stock going.*

For almost two weeks the temperatures hardly moved above zero degrees Celsius and only in late July was grass starting to show some sign of growth again as ground temperatures warmed up.

"We have had some really warm nor'wester days since, and they have made a lot of difference," he says.

Many farmers with larger herds have also expressed interest in the Booster Block "Big Boy." The 500kg feed supplement block comes with its own pallet to help move it around with a front end loader.

"They are good for putting out with the early milkers or the colostrums, just to pick their energy levels up" says Bruce.

Through the snow experience Bruce says he was constantly amazed at the level of support offered from around the country.

"I was at a test match in Christchurch and ran into a farmer from up north who offered to send down some hay that week to help out. Rural New Zealand is very much like that when things are a bit grim."

# Bloateze meets Crafar Challenge

*Imagine a farm business with 20,000 cows, 6,000 hectares, 34 staff plus share milkers and their staff, its own vet and contracting division.*

The largest family owned dairying business in New Zealand is just that, run by Allan & Frank Crafar with support from Operations Manager Dave Wiltshire.

He is the ideal man for the job. He has 10 years rural banking experience, a farming background, the ability to weld, milk, do AI, advise and manage. All are things he has found come in handy in the running of the Central North Island operation. The business consists of four farms on the Central Plateau, two in Broadlands near Reporoa, one at Hamilton and Atiamuri and a large operation at Rangitaikei. There are also three dry stock blocks in Wanganui-Taranaki.

Dave has dealt with FiL area manager Gavin Dunn for purchases for all the company's bloat treatment requirements for three years now. Last year the company got through a combined total of 103 drums of FiL Bloateze and Bloateze DFA.

"We insist all our sharemilkers solely use FiL products, and there are three reasons for that. There is the quality of the product – I don't think we have

ever had an issue with a drum of Bloateze being too thick or thin. Secondly the pricing structure which we agree with FiL at the start of every season, and that is very competitive. Thirdly, we get excellent service from Gavin."

The company uses either Bloateze or Bloateze DFA, depending on the water pipe systems on each farm. Those farms with non-resistant alkathene use the DFA which will not damage the pipe's surface.

"Bloat is not a major issue for us, but is an ever present threat. We employ our own vet and believe prevention is better than cure. That has become a key driver through the whole business, and we treat bloat the same, using the Bloateze when and if we think it is necessary, then stopping again."

The company uses Prolic on some of its farms, and the Bloateze will often be added into that to alleviate bloat problems.

"We are very happy, and appreciate the efforts Gavin puts in to help us out either providing product or keeping an eye on dairy shed hygiene."

## FiL PRODUCT PROFILE

### Nutri-Mag Dusting and Drenching

With some farms going into the winter on lower than preferred pasture cover stress on stock could be greater than farmers would like. This can lead to higher likelihood of metabolic problems such as hypomagnesaemia, or grass staggers.

In a market that includes numerous lower quality, poorly refined supplements, FiL offers its customers the highest quality magnesium supplementation available, in the form of Nutri-Mag Drenching and Nutri-Mag Dusting.

Sourced from Australia, the product is highly refined providing superior reactivity and more effective dispersion, either in the gun as a drench, or on the grass surface as a dusting agent.

When it comes to selecting a quality dusting or drenching magnesium, what you pay is what you get.

#### With Nutri-Mag you get:

- Ultra fine magnesium oxide powders easily absorbed through feed intake or drenching
- Nutri-Mag drenching with a typical analysis of 95% pure Magnesia (MgO) Fine (320 Mesh) natural magnesia
- Nutri-Mag dusting, 95% pure Magnesia (MgO)
- Free flow through hopper or drench gun, no time consuming blockages or fragments
- Easy mixing and constant suspension in drench profile

For an effective grass staggers control programme, FiL recommends you talk to your vet or farm advisor for dosage and control measures suitable for your farm.





# Skills day a hit with Bay cadets

*Recognising the importance of young people to the dairy industry underscores FiL's commitment to events such as this years Ag ITO Skills day, held on the Fonterra farm at Edgumbe.*

The day is a big event in the calendar for the training institution in the Bay. Over 40 trainees showed up to compete, learn and discuss many facets of dairying. Aspects included on the day were ATV safety, cull cow decisions, dairy hygiene, fencing and drenching.

FiL have a strong relationship with Agriculture ITO through sponsoring the Outward Bound "Bound to Succeed" programme at Anakiwa. To reflect this FiL provided the knowledge of Area Manager Allan Clarke to present to trainees on aspects of milk quality and hygiene.

This included a multi-choice questionnaire with a

number of questions that would even have seasoned dairy farmers scratching their heads over.

"Overall the trainees seemed to be pretty switched on about hygiene although there did seem to be one question that stumped a few of them," said Allan.

This related to the temperature the milk is required to be as it enters the silo at, which is 18 degrees Celsius.

Safe handling of chemicals was one area Allan felt trainees could do with more work on, and he aimed to spend more time around their farm sites informing them on safe procedures and handling.

Agriculture ITO training advisor Fiona Linton whose husband Murray is the regional chairman said the day was proving to be a perennial success for the Bay of Plenty.

"The numbers have been pretty steady every year, but each year we see trainees coming through with a better level of skills," she said.

Some awards were given out on the day, and the overall winner will be announced at the BOP regional prize giving at the end of the year.



## Key points for good calf growth

*Research has proven early, healthy rumen development is vital to ensuring heifer calves develop a long, productive lactation life in dairy herds.*

With costs constantly pressuring calf rearing, it is tempting to make short cuts when finishing calves either by weaning too soon or using a cheaper meal feed that doesn't offer all the necessary nutrients.

Jim Quigley of Diamond V Mills in Iowa has developed some valuable guidelines for calf rearers to stick with when dealing with their precious charges.

### Rumen Bacteria:

At three to eight weeks of age the rumen can grow from four to eight times faster than the rest of a calf's body. The bacteria within it need to be healthy and able to multiply accordingly.

Rations based on milk, grain or forages will encourage different types of bacteria, while feed additives like Diamond V XP yeast metabolites and bicarbonates provide a rich nutrient source for rumen micro-organisms, stimulating rumen development.

Using Diamond V XP ensures digestion is maximised, improving the ability of the calf to convert milk and meal to body tissue. Unlike coccidial agents, Diamond V XP does not kill off bacteria in the gut, but provides a rich and valuable food source to promote the growth of healthy rumen bacteria.

### Liquids:

Providing water right from the start on an ad-lib basis will encourage bacteria development. Some rearers have adopted water supplies with a rubber teat on them, avoiding having troughs that leak or get muck in them.

Greater bodyweight gains have been recorded with greater access to water from an early age.

### Meal starter:

Offering starter encourages ruminal development faster, and the mechanics of rumen operation including contractions and cud chewing. If calves receive starter very early, rumen contractions can start as early as three weeks. Cud chewing will start earlier too, ensuring the rumen is functioning well, capable of absorbing feeds which means the calf can be weaned sooner.

### Absorptive ability:

Hay will not promote rumen development on its own, the very high fibre level does little to develop the growth of the fine papillae in the gut that increase its absorptive ability.

Papillae development is stimulated by contact with volatile fatty acids, and these come from a combination of feed types, including milk, meal and hay.

### Post weaning meal:

Overfeeding grain feeds can result in "clumped" papillae in the rumen, reducing the calf's ability to absorb nutrients, and feeding hay 1-2 weeks post weaning helps promote growth of a muscular rumen, and ensures the papillae remain free of keratin build up.

This improves their absorptive ability, and reduces the impact of any "growth check" post weaning.

FiL are the New Zealand agents for Diamond V XP and calf rearers around the country report excellent success with the product.



PRODUCT PROFILE

## Formalin

Spring brings the seasonal headache of lameness in the herd for many farmers and this year promises to be worse than most. With record rainfall in many areas and cows spending much time standing on pads and concrete, their feet are more susceptible than ever to bruising and cuts.

FiL have Formalin as a solution to sore foot problems. With the rocketing price of traditional footbath treatments like copper sulphate, Formalin is a cost effective alternative. Its powerful base chemical of formaldehyde acts quickly to harden the foot surface and alleviate sore feet within days.

Using Formalin early on in the season helps harden the hooves before oestrus starts and cows bruise their hooves whilst riding one another on heat. Hardening hooves also reduces complications like foot-rot from opening up the cow hoof.

### Key Benefits:

- contains 400g/litre of formaldehyde
- easily diluted at 15:1 in footbaths for everyday treatment
- available in 20L containers and 200L drums
- minimal contact time to be effective
- can be used on foot mats at exit area of dairy shed

For on-going feet problems FiL recommends you consult your vet for expert advice.





# Dexcel advice – Stick with teat sprays all season

*John Williamson head technician of mastitis and milk quality at Dexcel's Lye Farm has some valuable tips for farmers questioning their teat spray's efficacy and wondering if there is room to cut corners and costs.*

Much of his work is spent studying the results of mastitis infection in the Dexcel herd on agar dishes and he knows his S.uberis infections from his E.colis better than most.

"I know all farmers have their favourite teat sprays. Iodine is usually the most popular probably because it is cheaper. Regardless of the product used complete

teat coverage is the key to successful control. I know though that whatever you use, it is always tempting to stop around Christmas time, it is the one job most farmers hate, next to drenching."

*His advice is to resist the urge to stop, with all research showing that this will be all bacteria need to get in and begin infecting udders. It only takes a spell of wet weather after a dry period to re-ignite infection levels, often at a time of year when milkings should be getting quicker and easier.*



John Williamson (left) and Mario Lopez-Benavides of Dexcel in the Lye Farm dairy.

He also says farmers should avoid making up their own "home brew" recipes, and stick to what manufacturers advise on the label for additives and ratios.

*John encourages farmers to look for teat spray products marked with "Passed Protocol A 1997" approval, a test undertaken by Dexcel's Mastitis Research Laboratory for manufacturing companies.*

"This is as close as you will get in New Zealand to a standard that shows the spray has been tested, albeit in laboratory conditions, not in actual field trials."

Protocol A testing for teat spray involves taking teats from dead cows at processing plants and putting them under lab conditions to face bacterial challenges from Staph.aureus, Strep.agalactiae, Strep.uberis and E.coli. Teat spray is applied to the teats, and then the remaining bacteria recovered to analyse the kill rate of the spray.

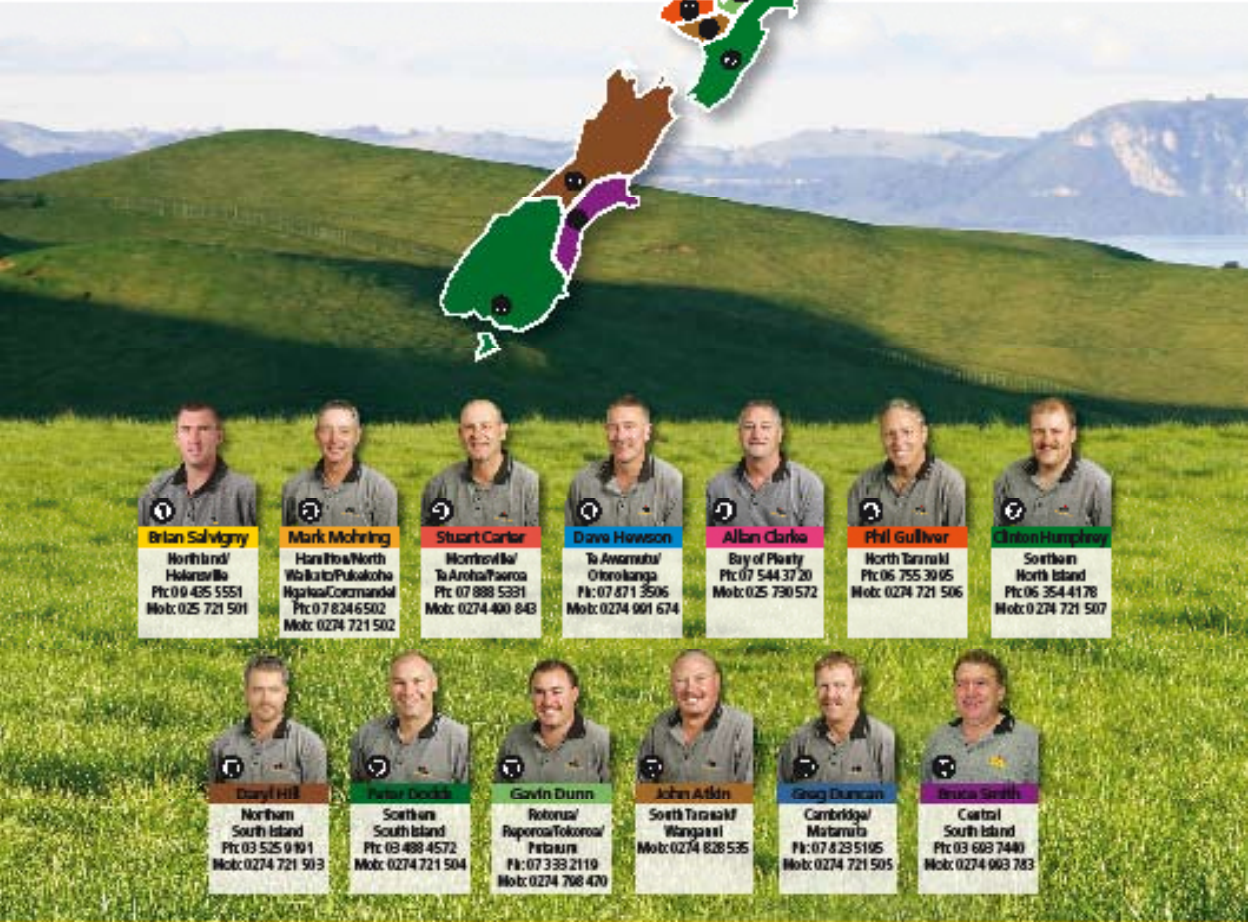
"We look for a 1000 fold reduction in base level infections. This provides the grounds for field trial work if the company want to take it to that next level."

*All Fil teat spray products have achieved Protocol A approval.*

## 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 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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# Seasonal climate outlooks

## - they need to be interpreted carefully



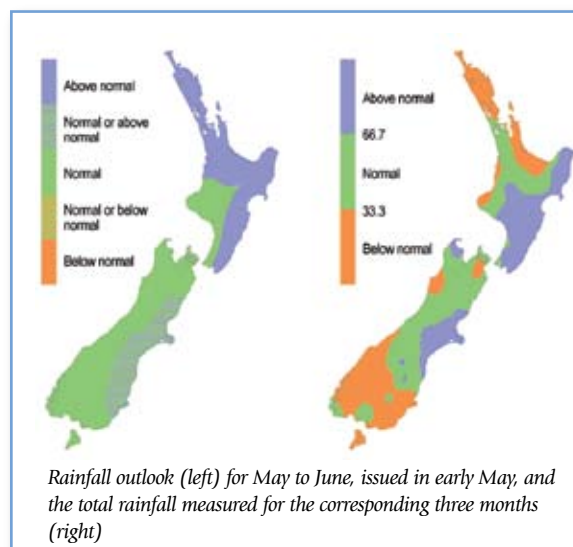
Alan Porteous, Agricultural Climatologist, NIWA, Wellington.

The first question dairy farmers are likely to ask when they see a seasonal forecast is, 'How reliable are forecasts like this?'

Seasonal forecasting is what scientists like to call 'an emerging science'. And like all science, it's important to always be very aware of what is not known, as well as what is. We know, for example, that much of what the weather does is chaotic, that is, things happen randomly. So in spite of the best models, and the most powerful computers, some weather developments are simply not predictable.

Weather forecasts out to a few days are a lot better than they used to be. However, it gets a lot tougher when it comes to seasonal forecasts, which are, if you like, average weather trends and tendencies over a three month period or longer. NIWA's seasonal forecasts rely on interpreting what measurements and models of global sea and atmospheric conditions indicate is most likely to happen over New Zealand's small surface in the southwest Pacific. We are looking for the links between 'when the southern hemisphere sea and atmospheric conditions are like this, conditions in New Zealand are more likely to be...'

Let's take a recent forecast and see how well it panned out. Below is the prediction of seasonal rainfall for May to July. Above normal rain was forecast in the north and east of the North Island, normal or above normal in Canterbury, and near normal elsewhere. Predictions for the North Island east coast and Canterbury rainfall were correct, but northern and southern regions of the country were drier than expected. Note that when the forecasts were issued, they also included the probabilities of other than the most likely conditions occurring. These probabilities recognise the inherent variability of the weather – in a way they are a measure of what we don't know.



Rainfall outlook (left) for May to June, issued in early May, and the total rainfall measured for the corresponding three months (right)

Moving down from the national or regional forecast outcomes, it is interesting to look what happened at specific sites. The figure below shows the rainfall at Martinborough, and you can see

what happened during the forecast period (May, June and July). As it turned out, rainfall was above average for all three months. The total for July, over 200 mm (red bar), was exceptionally high, and accumulated rainfall for the current season from 1 July is already well above the 9 in 10 year (90 percentile) total.

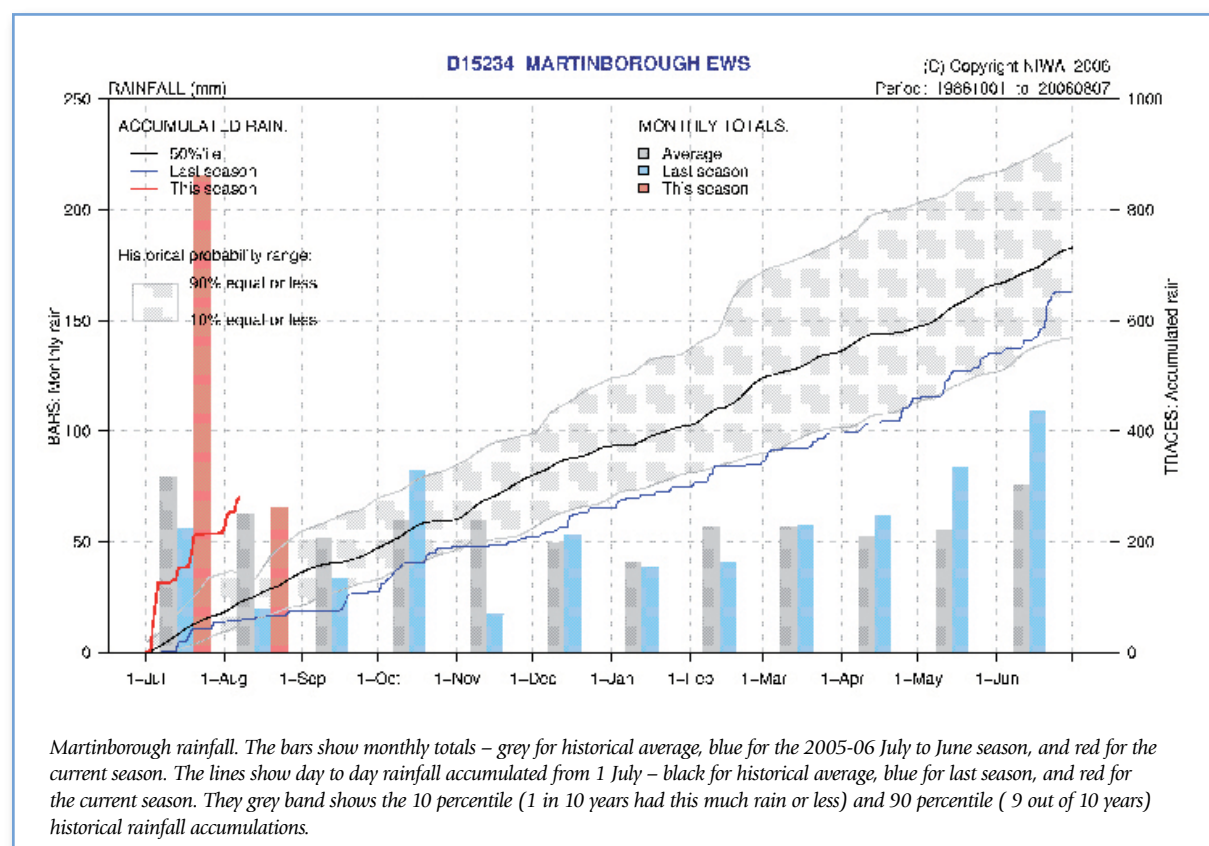
Rainfall figures like this are updated daily on Climate Explorer

(<http://climate-explorer.niwa.co.nz>)

for over 100 locations around New Zealand.

From late August, the figures will also include the seasonal rainfall outlook specific to each locality – something to look out for. You'll then be able to see how useful the outlooks were for the climate station nearest you.

The NIWA web site also gives probabilistic forecasts of rainfall, temperatures and other climate elements for the following 15 days.



Martinborough rainfall. The bars show monthly totals – grey for historical average, blue for the 2005-06 July to June season, and red for the current season. The lines show day to day rainfall accumulated from 1 July – black for historical average, blue for last season, and red for the current season. The grey band shows the 10 percentile (1 in 10 years had this much rain or less) and 90 percentile (9 out of 10 years) historical rainfall accumulations.

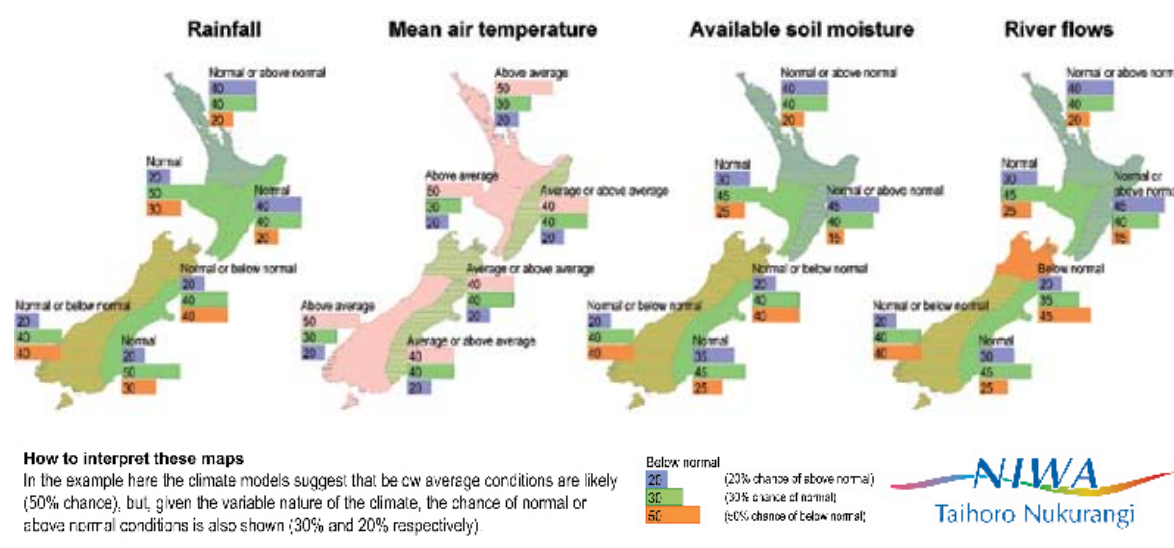
## Outlook For August To October

Atmospheric pressures are likely to be above normal in the New Zealand region, with a tendency towards weakened westerly winds.

Air temperatures are likely to be average or above average in all regions. Despite this expectation, cold outbreaks may still occur from time to time.

Rainfalls are likely to be normal or above normal in the north and east of the North Island, normal or below normal in the north and west of the South Island, while near normal rainfall is the most likely outcome elsewhere. Normal or above normal soil moisture levels and stream flows are likely in the North Island, with normal or below normal soil moisture levels and stream flows likely in the South Island.

## NIWA Three month outlook for August to October, 2006



### How to interpret these maps

In the example here the climate models suggest that below average conditions are likely (50% chance), but, given the variable nature of the climate, the chance of normal or above normal conditions is also shown (30% and 20% respectively).

Below normal  
20% (20% chance of above normal)  
30% (30% chance of normal)  
50% (50% chance of below normal)

NIWA  
Taihoro Nukurangi



# FIL's team for the Waikato and Coromandel

## Rewards hold point of difference for FiL clients

*For North Waikato-Hauraki Area Manager Mark Mohring FiL's Rewards programme is the "cherry on the top" for his farmer clients.*

"For FiL clients who order any products in our range, there is the opportunity to get some very smart prizes," says Mark.

With FiL Rewards farmer clients earn points based on the value of the products purchased. These accumulate and on redemption offer various attractive products ranging from electronic goods, retail vouchers, magazine subscriptions and FiL product vouchers.

He expects the scheme to pick up more traction this season, and believes it is one of several features that gives FiL a strong point of difference to its competitors.

"The other thing I really like from an Area Manager's point of view is the good year round supply of different products we can offer now.

The year starts off with magnesium products and dairy hygiene, then moves through to tail paint and the service levels required to maintain farm hygiene standards for premium milk supply. Then there are a host of supplementary products including our Booster Blocks, Udder Mark, Prelactation Handipak and the new Tail Painter to name a few.

It keeps the job interesting and challenging, and I am not sure farmers always appreciate just how many varied products FiL now has."

Mark says this winter-early spring has been a particularly difficult one for farmers everywhere, and

the Waikato-Hauraki region is no exception.

"Sometimes it is good just to drop in and offer a few words of encouragement to my clients. Having been there and done that, I know there are times you think you are the only one with certain problems, whether it is mastitis, feed shortage or whatever."

Mark spent over 20 years dairying before taking on the FiL position, and five years on he says he is still having a "heap of fun" with the job.

"For me it is not work, I feel like this keeps me up to date with farming, and that I have something to offer my clients with my own experiences."

He is constantly impressed with the level of loyalty shown by his farmer clients in a region he himself farmed, and knows well.

"This area is going very well, and part of my motivation is the enterprise and technology FiL is putting into new products like Udder Mark and the FiL Tail Painter and on-going advances on existing product technology."



Greg Duncan (left) and Mark Mohring have the Waikato and Coromandel covered.

## Husband and wife team forge strong FiL Partnership

*Combining the skills of an administrator with the knowledge of an ex sharemilker makes a formidable sales team for FiL in Area 3.*

Initially looking after the Morrinsville / Te Aroha region, last year saw the welcome addition of Paeroa for Area Manager Stu Carter.

The larger area has meant a bigger commitment from Stu, so this year he has appreciated the extra time that his wife Adrienne has been able to put into their business. "Now that our children Renae and Olivia are settled into school, I can spend more time working with Stu" says Adrienne.

Adrienne's parents are established sheep and deer farmers, so coming to the dairy industry was some what of a change for her. Stu was farming when he and Adrienne met and they continued sharemilking on the family farm for four years when they first got married.

Having previously worked for 13 years for Taupo accounting firm Strettons, Adrienne has an administration background, so together with Stu's

former banking and farming experience they form a great partnership to look after the farmers in their area.

"The job at FiL came around the same time as the family farm was sold, so we kept 10 acres along with the family home and have gone on from there" says Adrienne. The connections with the company were already strong with Business Development Manager, Trevor Gulliver, being the couple's Area Manager when they were farming.

Stu and Adrienne have a shared philosophy that their clients are the most important part of their business and they work hard to look after both their clients and the retail outlets in their area. "Our aim is to anticipate the needs of our clients and to exceed their expectations" says Stu.

Both he and Adrienne are very supportive of the new FiL Rewards Programme having the majority of their clients registered already. They are also excited

## Matamata College hit for a six with FiL

*Greg Duncan, FiL's rep for Cambridge-Matamata is looking forward to the start of this year's cricketing season.*

Last season Greg decided to make FiL a key sponsor of the Matamata College First XI, and he looks forward to continuing the relationship this season.

"The school is really starting to show a lot of promise in their cricketing talent, and it will be good to follow that through this season." The sponsorship money provided last year came from the sale of two tonnes of magnesium product that Greg donated and was put toward uniforms.

"They got the money up front, and were able to put it to good use straight away."

The First XI came fourth in the Waikato Secondary Schools competition last summer. Greg attributes much of their success to the excellent coaching skills of headmaster Glenn Rowsell.

He sees the success continuing, with the Year 10 team winning their competition, providing plenty of talent for the coming years.

Greg believes sponsoring the school cricket team is an excellent way to underpin FiL's involvement in the largely rural community where many of the students come from dairy farms.

Greg is in his sixth year with FiL and while his area is one of the smaller ones, he enjoys the regular contact this provides with his farmer clients.

"Right now FiL is a very exciting company to be involved in. Trevor Gulliver our Business Development Manager and Ray Vagana, our new Technical Manager offer a great blend of ideas and technical talent that are helping keep FiL at the forefront of innovation."

about the new ideas and initiatives coming from head office and feel very positive about where FiL is heading in the future.



Stu and Adrienne Carter provide strong partnership for FiL throughout Morrinsville, Te Aroha and Paeroa.