



FIL

THE DAIRY FARMER

FARM INNOVATION / HYGIENE/ ANIMAL HEALTH / MARKERS / NUTRITION

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SPRING 2008

NEW GM EXCITED BY FIL PROSPECTS

Pastoral agriculture's outlook in NZ is positive, but FIL's new GM does not believe there is time for companies like FIL, nor the industry to rest on its laurels.

Warwick Dowse has returned from across the Tasman to the region of his youth after stints in the bio tech and agricultural industries. He returns excited by the opportunities and optimism in New Zealand's pastoral sector and the high regard FIL is held in that sector.

New Zealand farmers' ability to grow grass and convert it to internationally acclaimed food and fibre products has been honed even further while Warwick has been in Australia. He says it is a skill based on years of scientific and practical experience, but only occurring in "rare pockets" around the rest of the world. NZ has a level of competitive advantage in this area and this also requires constant protection and development.

The majority of New Zealand's agri-business companies however operate in a global economy that is rapidly being influenced by political forces on an international scale. He is loath to see businesses with FIL's potential tread water over the next five years as the global food and fibre economy heats up. FIL is poised to grow significantly, thanks to the hard work already done by directors Arthur Jordan, Dave Hancox and the company's experienced and loyal team.

"Companies in New Zealand are now looking beyond the horizon. FIL has tremendous potential, there is a

rock solid foundation of talent, proven products, and we want to take the company to the next level," he says.

The pastoral sector here has greater dynamism after the more static nature of broad acre cropping where Warwick was involved in the development, marketing and sales of crop protection products. Harvesting grass efficiently and converting it to animal products requires constant decision making and evaluation to make the most out of the feed available.

"It is a system in a constant state of change once you have animals harvesting it."

Supplemental feeding, animal nutrition and health in unison with pastoral agriculture is changing.

"This is where NZ has a great opportunity to be a leader in the international demand for food and fibre."

With that immediacy come greater expectations on the companies supplying products to the sector, both in terms of product quality and company service. He is impressed with the coverage and knowledge FIL has in its development, manufacturing and sales teams that service its NZ and international customers.



ABOVE: WARWICK DOWSE

Warwick comes to FIL after managing BioProspect Limited, a biotechnology company specialising in deriving and commercialising naturally occurring compounds. He is enthusiastic about FIL's latest product release Iodoshield Active, and the medicinal nature of honey incorporated into its formulation.

"The use of naturally derived compounds in agriculture is set to dominate animal nutrition and health, we are only just beginning to learn about how many of these can be applied."

He can also see the potential for new technology and commercial ventures being considered at FIL. With his bio tech background he knows much can be "blue sky work" and joint ventures sharing the risk are often the best approach to take there.

Meanwhile, the company has a tremendous pool of talent and enthusiasm that he wants to nurture and provide focus for growth and sustainability. With FIL's team he believes the company is well positioned to make the most of the exciting years ahead.



2008 'BOUND TO SUCCEED' PARTICIPANTS SPONSORED BY FIL - FULL STORY ON PAGE 6

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A WORD FROM FIL:

It is always our intention with this publication to provide our customers with relevant information to help make their job easier.

With the 2008 season underway and many of you facing yet more challenging weather conditions, I hope that you can find half an hour to review the information we have supplied on bloat control, mastitis control and magnesium supplementation especially.

As our sponsorship of Agriculture's ITO Bound to Succeed continues, this issue we have profiled three South Island students who attended the leadership course back in April.

Whilst we invest in the future of these young people and the industry, recognition must also be given to their employers who are doing the same by supporting their application and attendance on the three week programme - thank you from the teams at FIL and Agriculture ITO.

DAVE HANCOX
Director



FIL

SPONSOR OF

Agriculture ITO
Industry Training Organisation

"Bound to Succeed"

FIL AND STOCKGUARD MANAGE MASTITIS

FIL and Stockguard have teamed up to promote better identification of cows treated for mastitis and to safeguard milk quality.

Farmers using Stockguard mastitis treatment products can now reach for a complimentary can of FIL Udder Mark when treating cows this season. When they do they will be supporting two innovative New Zealand owned companies.

Udder Mark’s special formulation is designed for longer paint life on the udder, ensuring treated cows are easily identified, drafted and kept out of the main milking mob. Hamilton based Stockguard have five effective and targeted mastitis treatments available, as injectable and intramammary formulations.

The offer is run through veterinary clinics nationally, and farmers receive one red and one green Udder Mark 250ml aerosol when Stockguard treatments have been prescribed. The aerosol is designed to fit into the top

overall pocket to keep it from rolling around on the dairy shed floor. Udder Mark proved hugely popular with farmers when launched two seasons ago.

FIL’s national sales manager Noel Fletcher says the offer is an opportunity for two innovative and Kiwi owned companies to work together, helping improve dairy shed systems for mastitis treatment ID. All boxes of Stockguard mastitis treatments come with their own recording sheets to ensure all antibiotic requirements are met.

“Anyone who has farmed knows the cost of contaminating a silo with inhibitory substances. This extends much further, to the tanker the milk goes into and even the silo at the factory. The downstream effects are disastrous for all concerned and financially crippling for any dairy farmer responsible,” says Noel.

He urges farmers to stock up on treatment given the limited amount of Udder Mark available with Stockguard products for this spring. Tony Shergold of Stockguard says it made good sense to match Stockguard products with Udder Mark.

“Udder Mark lasts for 14 days which significantly reduces the likelihood of a cow’s milk going into the silo compared to using conventional spray paints to ID her.”

Udder Mark’s formulation has been developed to adhere better to the udder surface in the presence of higher levels of natural oils on the skin.

The Stockguard products wear their nationality proudly with the easily recognised black box packages with the silver fern on them.

“The offer provides New Zealand farmers a great opportunity to support two New Zealand companies delivering effective and innovative solutions to animal health issues where it matters,” says Tony.



MANAGE MASTITIS THE KIWI WAY

New Zealand owned Stockguard Animal Health and FIL have joined forces to help you manage mastitis cows this season.

All purchases of Stockguard’s New Zealand made mastitis treatments will qualify for free FIL Udder Mark aerosols*.

FIL’s Udder Mark has been specially developed to last on the udder for up to 14 days and should be used to indicate cows that require a milk with-holding period.

Join our kiwi partnership to manage mastitis and help ensure contaminated milk does not reach the milk silo.

*Whilst stocks last.
Terms and conditions apply.



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BLOATEZE TAKES WIND OUT OF BLOAT

Four years ago, when September 3 rolled around for Craig Fulton’s dairy herd he knew it was the day of the Big Blow.

“We used to have horrendous problems with bloat on this property, and the cows would always tend to blow on September 3, we seemed to be a week ahead of others on our road for some reason,” says Craig.

As Waikato Sharemilkers of the Year for 2006/07, Craig and his wife Hannah are now keen advocates for FIL’s no nonsense bloat solution, Bloateze. They farm near Matamata in the Hinuera district.

Bloateze has been their insurance for the past four years over their 360 head herd drenching twice a day. The good mixing ability, consistent quality and competitive price mean they have no plans to change. Craig now drenches with Bloateze from mid-August to November.

He is aware of the impact re-grassing in autumn may have on bloat risk this season. The property had a third of its area re-drilled with grass seed as a result of the dry, and even nitrate poisoning has still been a problem on some farms in the area well into late winter.

Craig and Hannah are staunch FIL users and have enjoyed an excellent relationship with local area manager Greg Duncan.

“We find there is a great range of quality products that are quite innovative, products like Foam Mark are great.”

Meantime he has no plans to cut back on Bloateze as the spring flush approaches.

“With cows as expensive as they are, the price of bloat oil does not even come near the peace of mind of using it,” said Craig.

NUTRI-MAG TOPS FOR REACTIVITY AND RESULTS

Despite the growth in dairying’s productivity and scale, magnesium continues to be a problematic mineral where poor levels will prevent herds from reaching their full potential. Deficiencies over springtime can prove a nightmare for their owners when stress on a herd is at its peak.

Magnesium (Mg) is a critical element to aid food digestion and to help maintain even calcium levels. It also helps maintain normal nerve function and even slight deficiencies can impair movement and reactions.

Research has shown over peak production periods 20-30% of the country’s herds are diagnosed with low blood magnesium levels, despite there being numerous supplements available on the market. In fact soil and pasture magnesium levels are believed to have fallen over the past 20 years, due to a lack of regularly adding magnesium to fertiliser mixes.

Heavy use of potassium based fertilisers can worsen the situation. Higher potassium levels will reduce the amount of magnesium that can be absorbed by the cow from pasture in spring.

Aspects of a cow’s physiology also add to their vulnerability over spring to low magnesium levels. A cow cannot store magnesium easily to draw on as a reserve, unlike calcium or copper. On average over a lactation she will take in 27g Mg/day, but actually require 29g Mg/day.

With herds in parts of the country on lower feed levels after the drought, magnesium intake may have been lower, with some herds possibly only receiving 18-20g Mg/day.

The percentage of magnesium actually absorbed by a cow will determine how much extra supplementation she requires. Only 17-30% of the magnesium taken into the rumen will be absorbed by the cow. Absorbing only 17% will mean she requires another 29g of Mg per day, whereas absorbing 25% means she only needs to be supplemented with 19g Mg per day.

The quality of the magnesium supplement provided is critical to ensure that shortfall is made up effectively. FIL’s Nutri-Mag is highly reactive, meaning it is more quickly absorbed into the cow’s bloodstream, and redresses deficiencies faster.

A unique kilning process at Nutri-Mag’s source in central Queensland produces a “spiked” profile to Nutri-Mag’s particles. This improves the rate of reactivity in the cow’s rumen and is aided by Nutri-Mag’s 95-97% purity and 320 mesh fineness.

Under the acidic conditions of the rumen Nutri-Mag has a reaction time 3.5 times faster than other brands, fully reacting in just over a minute. Poorer quality products can take at least six minutes and even up to 20 minutes to react, thereby allowing the magnesium to be passed directly through the rumen and not readily available to the animal.

The superior production methods behind Nutri-Mag mean it makes life easier in the farm dairy too. Its ultra fine particle size and unique shape provide exceptional stability when suspended in water. Less settling and less solidification are distinct benefits of Nutri-Mag. Trials have shown it re-suspends far more effectively than other brands, saving the hassle and stress of blocked drench lines.

“Many farmers recognise Nutri-Mag is the most cost effective magnesium product available. They also know it is the benchmark product for quality and effectiveness at a time of year when they can least afford to be treating their herd with a poor grade product,” says Trevor Gulliver, FIL’s Business Development Manager.

FIL advises farmers to consult with their veterinarian or farm consultant before planning prevention measures or treating for hypomagnesaemia.



WIDE CHOICE OF TELL TAIL OPTIONS TO SUIT ALL HERD OWNERS

FIL’s success in animal markers is undisputed with Tell Tail forming an integral part of the company’s product range. For years now farmers have chosen FIL’s Tell Tail range when they want a reliable, quality oestrus indicator at a critical time of the farming year.

Originally in one litre paint tins, today the Tell Tail range has evolved into a convenient cost effective range with multiple pack sizes, colours and applicator systems suited to the many types of dairy systems of today.

The range has been specially formulated to deliver enhanced heat detection thanks to greater sensitivity to mounting action. It is exceptional for herds where shy breeding instances are higher.

FEATURES OF THE TELL TAIL RANGE:

- High quality paint formulation developed and produced in New Zealand.
- Multiple pack size choices, ranging from aerosol to the Back Pack Tail painter system.
- Six high visibility colours suited to most mating systems.



TELL TAIL - APPLICATOR BOTTLES

The Tell Tail Applicator bottle is a long standing, popular award winning design that has stood the test of time. Now into its 13th year of production it is still the number one choice for New Zealand and Australian dairy farmers.

At its launch the Applicator Bottle meant farmers could do away with messy paint tins and brushes over the mating season in their farm dairy. Available in 500ml and 1 litre bottles, the Applicator is now a major export item for FIL to Australia, North and South America and the United Kingdom.

TELL TAIL - FLUORO AEROSOL

The newest addition to the Tell Tail range, Fluoro Aerosol is a high quality paint delivered in an aerosol solution for maximum visibility and quality. Significant investment was made to develop a paint that delivers 50% greater visibility under poor light conditions, thanks to the addition of high quality pigments.

Fluoro Aerosols also provide a simple, convenient solution to touching up tail paint across the mating period.

BACKPACK TAILPAINTER

Developed specifically for the needs of large scale dairy farmers in New Zealand, the Backpack Tailpainter provides a means of rapidly tail painting large numbers of cows quickly and safely. Ideal for use in the yard of farm dairies over milking, its one handed operation coupled to its four litre capacity in two backpack bottles make it the first choice for large herd operators.

The Backpack Tailpainter features a specially designed head for maximum paint adherence, and an easily used applicator gun with an ergonomically designed back pack to paint the largest herds comfortably.

In response to farmer demand a Backpack Tailpainter parts kit is now available from rural retail stores. This contains everything you need to get your Backpack Tailpainter into top condition with mating approaching. Parts in the kit include a 15m applicator gun and ferrule, tubing, springs, and an applicator brush head.



TELL TAIL (1 LITRE AND 10 LITRE CANS)

Small herd operators wanting to stick with the traditional tail painting method can still opt for 1 litre containers, while larger herd operators have the choice of purchasing a quality tail paint in bulk for maximum cost effectiveness.

DO YOU FEEL MASTITIS CONTROL STARTING TO UNRAVEL ON YOU ALREADY?



David McDonnell BVSc MACVS

The dry period provides a great juncture to ‘reset the clock’ by ensuring as many uninfected ‘clean’ quarters enter the next lactation. This can be achieved by:

1. The culling of cows identified with chronic mastitis infections (How many did you really cull with the current demand for cows? Go on admit it!).
2. The selection of an appropriate dry cow treatment for the whole herd by preventing new infections with sealant/antibiotics and curing existing infections with antibiotics (At a herd level - breadth of treatment may be more important than depth of treatment- namely all cows).

Compromises in dry period management may have put you on the back foot- with a greater than normal cases of mastitis in calving/colostrum cows; and/or spikes in Bulk Milk Somatic Cell Count (BMSCC). See Table 1 for targets.

TABLE 1: TARGETS

PARAMETER	TARGETS
Culling for mastitis (prev season)	3%
BMSCC	<250,000 cells/ml
Clinical mastitis in 1st 6wks	<6.5%
Mastitis cases/month	<2%
Teat sores	<20%
Undermilking	<100ml/quarter
Teat spray	15-20ml/cow/milking

All is not lost, if it is environmental mastitis, caused by Strep uberis early identification and treatment is successful and generally does not ‘snowball’ the BMSCC into the summer.

What can be more disturbing, on the other hand, are cows that should have been culled for chronic mastitis caused by major pathogens such as Staph aureus. And others that should have received antibiotics, in the form of dry cow therapy, to eliminate these major

FIGURE 2: POOR UNIT ALIGNMENT

Source: Mastitis Control in Dairy Herds, Roger Blowey and Peter Edmondson



pathogens, acting as a reservoir of bacteria that infect other cows and consequently have a ‘snowballing’ effect on the BMSCC - potentially creating a grading situation in mid-lactation.

WHAT CAN I DO NOW TO CONTAIN THINGS?

Here are a few tips/checklist of things to consider:

1. Involve your veterinarian early – establish the bacterial cause.
2. Identify high individual SCC cows on first herd test or ‘Grade buster’ with RMT reagent – milk culture/ Overnighter test for Staphs. Preferably remove/cull or alternatively milk last (if practical) these cows.
3. Vigilance for clinical mastitis.
4. Examine for teat sores/skin condition eg scabs on teat end, red/blue teats. See Figure 1.

FIGURE 1: TEAT SORE

Source: Mastitis Control in Dairy Herds, Roger Blowey and Peter Edmondson



5. Milking technique – pay attention to air admission on cluster changing, completeness of milk-out and cluster alignment for evenness of milking. See Figure 2.
6. Teat spray twice daily at highest concentration all season. Budget on 15-20ml/cow/milking with whole barrel coverage.
7. Machine check twice in lactation especially before the ‘flush’.
8. New liners at the start of the season (old ones at the start being ‘gentler’ is untrue). Change as per manufacturer recommendations.

IN-CALF – AN INDUSTRY INITIATIVE TO LIFT HERD REPRODUCTIVE PERFORMANCE

Source DairyNZ see www.dairynz.co.nz for further information

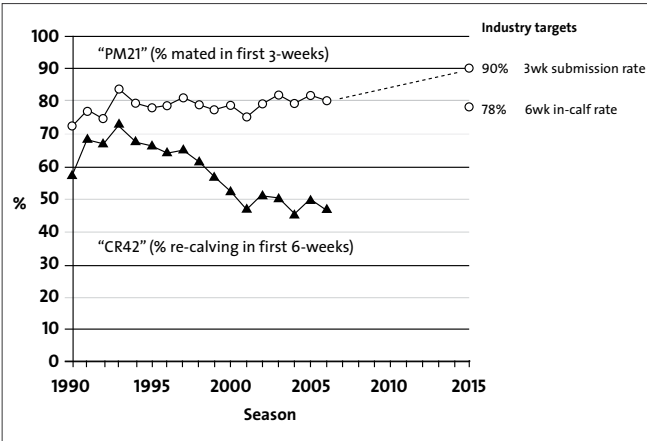
InCalf is DairyNZ’s response to addressing a clearly identified need of dairy farmers - to turn around the unfavourable trend in herd reproductive performance observed over the last 15 years. See Figure 1.

InCalf is a learning package of tools, resources and training for both dairy farmers and their advisers. It was developed for Australian dairy farmers, but has undergone extensive revision for New Zealand conditions. It is made available to New Zealand dairy farmers thanks to an agreement between DairyNZ and Dairy Australia.

This year the package will be rolled out in stages:

- A limited release of “Fertility Focus Reports” to targeted dairy farmers.
- A pilot series of “My Herd Fertility events” for dairy farmers, to help explain individual reports along with “The InCalf Book”.

FIGURE 2: HERD REPRODUCTIVE PERFORMANCE



- Rural professionals and service providers wishing to familiarise themselves with InCalf will be trained as extension agents and facilitators for InCalf.

THE INCALF FERTILITY FOCUS REPORT CONTAINS THREE SECTIONS:

1. Overall herd reproductive performance, as measured by the 6-week performance, namely 3-week submission rate, and non-return rate or conception rate.
2. Drivers of the 6-week in-calf rate, namely 3-week submission rate, and non-return rate or conception rate.
3. Key indicators of areas for improvement that includes: calving pattern, first calvers, heat detection, pre-mating heats, non-cycling cow treatments, and performance after week 6 (bull management).

Begin a dialogue with your veterinary advisor or rural professional regarding your InCalf Fertility Focus report.....sooner rather than later.

HYGIENE:



FIL KONCRETE KLEANER

While the market is cluttered with cleaners claiming to deal to moss and algae growth on concrete, farmers have asked for a solution that lasts longer and gives an on-going treatment preventing re-growth of slippery, dangerous moss and algae. FIL has researched better treatment formulations to deliver Koncrete Kleaner, providing a cost effective and on-going solution to ensuring farm dairies remain slip free and safe, even under the most challenging moisture and dirt conditions.

PRODUCT FEATURES:

- Available in 5 or 20 litre containers.
- Chlorine free.
- 1:5 dilution rate.
- Long acting formulation.
- Applied with watering can or back pack sprayer.

PRODUCT BENEFITS:


- Can be used safely over mating without rendering AI straws infertile.
- Ensures a more cost effective solution to moss and algae.
- Convenient pack sizes suited to different dairy sizes.
- Provides on going treatment in problem areas, without the need for re-application.
- Provides excellent dispersion over wide use areas.

FIL BLOAT CONTROL BRINGS OPTIONS

This spring promises to turn bloat into a real issue for farms that may have had to re-grass after the drought and face a burst of young grass and clover in the sward. FIL have the complete package to deliver peace of mind and effectively control bloat, protecting increasingly valuable dairy herds and minimising lost production.

Bloateze provides a cost effective solution for farmers who choose to drench their herd, and is suitable for once a day drenching. Even under cold water conditions Bloateze will mix, and batch mixing is no problem. Bloateze is also suitable for pasture spraying.

Although suitable for drenching and pasture spraying, the main use for **Bloateze DFA** is water trough treatment through in-line dispensers. Bloateze DFA is designed for use in alkathene water pipes and is Dosatron approved.



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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. 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. water intake will be reduced. 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 premix for each animal.
Thereafter add 16mls of premix 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.

Herd size	Dose rate	Litres DFA/day
100 cows	10ml/cow/day	1 litre
150 cows	10ml/cow/day	1.5 litre
200 cows	10ml/cow/day	2 litre
300 cows	10 ml/cow/day	3 litre
400 cows	10ml/cow/day	4 litre
500 cows	10ml/cow/day	5 litre



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

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.

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 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.

	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 29	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 if required continue drenching using a lower dose rate.
Good stock management using controlled feeding will also help reduce the severity of bloat.

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IODOSHIELD ACTIVE + EXCELLENCE IN TEAT HEALTH

Iodoshield Active* signals a new era for teat health. This unique teat spray formulation contains a number of essential skin care components as well as 100% natural honey.

"The results from this product speak for themselves. After a couple of weeks continued use, teat condition improved dramatically. Teat health for the herd now is the best we have ever seen."
Henry and Alison Van Hout, Waikato.

*NZ Patent Application No. 556391

TIPS FOR EFFECTIVE BLOAT CONTROL.

Good water quality - is essential to get the most out of your bloat remedy, protecting its efficacy and solubility. It is best to fully dissolve the product and thorough mixing is essential before drenching or distribution through water lines. For ease of mixing always add bloat remedy to the water.

Mix extra ingredients with care – beware of adding too many different minerals and additives at once, or run the risk of the mix solidifying, particularly if adding magnesium, which will increase the temperature of the mix.

When adding Bloateze to the magnesium drench mixture always ensure the magnesium has been well mixed, left to hydrate and cool before introducing the bloat remedy or other products to the mix.

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 untreated water sources.

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 air temperature and water content of feed available. Care must be taken over periods of wet weather, as the cow's water intake will be reduced. Should this occur alternative methods of protection should be implemented ie: drenching or pasture spraying.

MIXING CHART PART OF FIL SERVICE

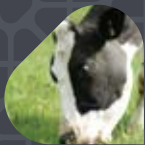
To ensure an optimum mix of Bloateze or Bloateze DFA FIL can provide farmers with an easy to follow mixing chart. It shows the ideal dilution rates for both products, and its hard wearing surface makes it ideal for placing near the drench mix and dispenser. Ensure your herd gets the optimal mix this season with minimal waste and maximum effect.



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MAINLAND VIEWS



FIL STICKS WITH BOUND TO SUCCEED

FIL HAS RE-CONFIRMED ITS COMMITMENT TO AGRICULTURE ITO'S BOUND TO SUCCEED COURSE RUN WHERE CANDIDATES ARE CHOSEN FROM EACH OF THE 16 TRAINING REGIONS FOR A 3 WEEK RESIDENTIAL LEADERSHIP TRAINING COURSE.

FIL director Arthur Jordan says the commitment and enthusiasm the trainees display on the programme gives him huge confidence in the industry's future leaders.

"We hear much about the quality of the young people on this course, and the reward is to see them progress in the industry with the confidence Bound to Succeed helps them develop."

COURSE OF A LIFETIME FOR TRAINEES

In April Agriculture ITO dairy farm workers attended the fourth FIL sponsored "Bound to Succeed" Outward Bound programme. The three week camp at Anakiwa in the Marlborough Sounds has become legendary among farm staff as a "must do" before completing their Agriculture ITO training courses. For some on this year's intake it was not the first time they had applied, and persistence finally paid off.

For others it was a case of putting their name forward with little expectation they would be chosen – only to find they were on their way for three weeks that could change their future. Participants come from around the country, and for three South Island dairy farm workers it was a trip not to be missed, nor forgotten.

Jeffery Don from Waimate says after the routine of the dairy farm, the time spent at Anakiwa presented plenty of unplanned challenges. The physical nature of the course was also more demanding than he expected.

"There would be little warning, the tasks came thick and fast and it was often not until we had completed them we appreciated how hard they were."

Jeff re-discovered his enjoyment of sailing on the trip, spending two nights out in Queen Charlotte Sound with a crew. After trying to get a place on the course for the past two years, he was rapt to have the opportunity this season.

He found the group that consisted of largely other dairy farm workers had an interesting blend of personalities. Frequently they had to work together to achieve their tasks. For Jeff the course provided the impetus to "just do it."

"Personally I found I used to procrastinate over things. Bound to Succeed gave me more confidence to just make up my mind to do things with confidence without putting them off." He believes his bosses Mike and Chris Moffat have noticed the change, promoting him to herd manager this year.

RACHEL MAKES ANAKIWA A "ONCER"

For Rachel Heberly of Whitecliffs Farm in the Buller Gorge, Bound to Succeed was an excellent if "once only" experience.

"It was one of those experiences I can now cross off the list and say "been there, done that," says Rachel.

She found the challenge lay in being in sometimes precarious situations with 14 others, all with different fears and personalities. For her the greatest challenges lay in the kayaking and rock climbing exercises.

"I am a bit scared of water, and pretty scared of heights, but there are plenty of people in your group to push you along into it."

She also came back from Anakiwa keen to have a better diet, having learnt the value of what makes for a good meal on days of high energy demand.

"I will put in some extra effort to make something better for lunch than I would have before, and you feel better for it." The physical challenges are many, including 6.00am swims in the Sounds, but the need to get on as a group was an equally valuable experience. Rachel says she has learned to step forward with her ideas and opinions, and communicate more clearly with her workmates and boss.

"I have usually been a background person, but Bound to Succeed taught me to be clear and put myself forward. This is important now I have staff under me this season. I think my boss recognised that when he gave me the position."

TRACEY READY TO RETURN TO ANAKIWA

Tracey Ashton from Southland says she can't get back to Anakiwa quick enough to do a second course, and her advice to trainees considering applying is "just do it." Traditionally the Bound to Succeed intake are regarded by Anakiwa instructors as particularly capable and keen to take on challenges. Tracey says this year was no exception.

"Being in a like minded group with other farm workers meant no one was afraid to get their hands dirty." Meanwhile the longer term benefits of the experience are that she has become more confident about her abilities, and more positive about where she can go with her dairying career. She has returned to start a position on a first year conversion, now milking 320 cows and ramping up to 550 over the next two years.

Three days solo in the bush was not as daunting as it initially sounded, providing plenty of opportunity to reflect on her career and life in general. She also had to deal with her fear of heights as she grappled with the high ropes course, a daunting mix of rope crossings and high descents.

"It was a heck of a lot of fun, the whole experience is one I would highly recommend to anyone wanting to really challenge themselves, mentally and physically."

MIKE STEPS UP TO SOUTHLAND CHALLENGE

FIL's new area manager for Southland has the on farm experience and the industry background to back up the company's products in the rapidly expanding region. Mike Broomhall has returned home to Southland after an absence of 20 years working on dairy farms and in agri-business companies.

He is "champing at the bit" to get into his new job and starts as the region rides the wave of another dairy boom. With conversions happening apace, he sees plenty of opportunity to grow FIL's presence throughout Southland.

"The big challenge will be to keep up with the pace of growth, and to back up very good products with excellent service."

He brings with him a good working knowledge not only of dairy farm operations, but also about dairy technology and manufacture. Mike has spent several years working at dairy plants in Te Awamutu and Te Rapa. Time there saw him gain a diploma in dairy manufacture, and he is well equipped to understand the contamination and grade issues that can cause headaches in the farm dairy.

Add in 15 years managing both large and small dairy herds and Mike has the skills to confidently advise FIL's farming clients on the best practice and products to maintain high quality milk supply. He appreciates the intensity that goes with modern dairying, with large herds demanding people skills as good, if not better, than farming skills.

"I am looking forward to being able to help with training new staff on good hygiene management, and increase retailer knowledge about the products FIL has on the market."

With the Tail Paint range well established in farmers' minds, he believes Southland offers outstanding opportunities to introduce clients to the many other effective products the company manufactures. Originally bought up in Tuatapere, Mike has enjoyed the shift back to Southland, recently purchasing a house in Invercargill.

"There is really nothing the region lacks these days – we left at a time when it was in recession and our parents wanted us to have more opportunity. Today the region is growing so fast, there is plenty of opportunity, and Southland has a very vibrant, prosperous air to it."



SEASONAL CLIMATE OUTLOOK

STORMY AT TIMES, BUT GETTING DRIER AS SPRING PROGRESSES



NIWA scientists are warning that we could see further episodes of strong winds (both from the north and the south), as storms pass across the country through the remainder of winter.

NIWA's overall seasonal climate outlook for August to October indicates weaker than normal westerlies. NIWA's National Climate Centre says near-normal rainfalls are likely in most regions except the west where rainfall may be normal or below normal.

The centre's outlook also says average or above average temperatures are likely in most areas, with the eastern South Island likely to experience average or below average temperatures, while the west and south of the South Island experiences higher than average seasonal temperatures. The La Niña weather pattern, which influenced New Zealand earlier in the year and brought dry, settled weather over summer, has now ended. There is no indication of either La Niña or El Niño developing for the rest of the year.

OVERALL PICTURE

TEMPERATURE:

Air temperatures are likely to be average or above average in most regions, but average or below average in the eastern South Island. Sea surface temperatures around New Zealand are likely to be near normal.

RAINFALL, SOIL MOISTURE, AND STREAM FLOWS:

Rainfall is likely to be near normal in most regions, but is likely to be normal or below normal in the southwest of both Islands. Soil moisture levels and streamflows

are likely to be normal or above normal in the northern North Island and normal or below normal in the southwest North Island. In most other regions, near normal soil moisture levels and streamflows are likely, apart from normal or below normal streamflows in the southwest South Island.

BACKGROUND

CLIMATE AND OCEANS:

In the New Zealand region, mean sea level pressures are likely to be higher than normal to the south-west of the South Island. Westerly winds are likely to be weaker than normal over the country, but episodes of strong northerly or southerly winds are likely, as storms pass across New Zealand.

The La Niña has ended, and the tropical Pacific is in a neutral state. Sea surface, temperatures are close to average across much of the Equatorial Pacific, but have warmed near the South American coast. The Southern Oscillation Index is near zero. Most climate forecasting models indicate conditions in the neutral range during August to October.

REGIONAL PREDICTIONS FOR THE NEXT THREE MONTHS:

NORTHLAND, AUCKLAND, WAIKATO, BAY OF PLENTY:

Average or above average temperatures are likely. Rainfall is likely to be near normal for the season as a whole, with normal or above normal soil moisture and stream flows.

CENTRAL NORTH ISLAND, TARANAKI, WANGANUI, MANAWATU AND WELLINGTON:

Average or above average temperatures are likely overall. Normal or below normal rainfalls, soil moisture levels and stream flows are likely.

GISBORNE, HAWKES BAY, WAIRARAPA:

Near average temperatures are likely for the three months August-October. Normal rainfall is likely overall, with near normal soil moisture and stream flows.

NELSON, MARLBOROUGH, BULLER:

Average or above average temperatures are likely. Normal rainfall, soil moisture levels and stream flows are likely.

WEST COAST, ALPS AND FOOTHILLS, INLAND OTAGO, SOUTHLAND:

Above average temperatures are likely, with normal or below normal rainfall and stream flows. Normal soil moisture levels are likely.

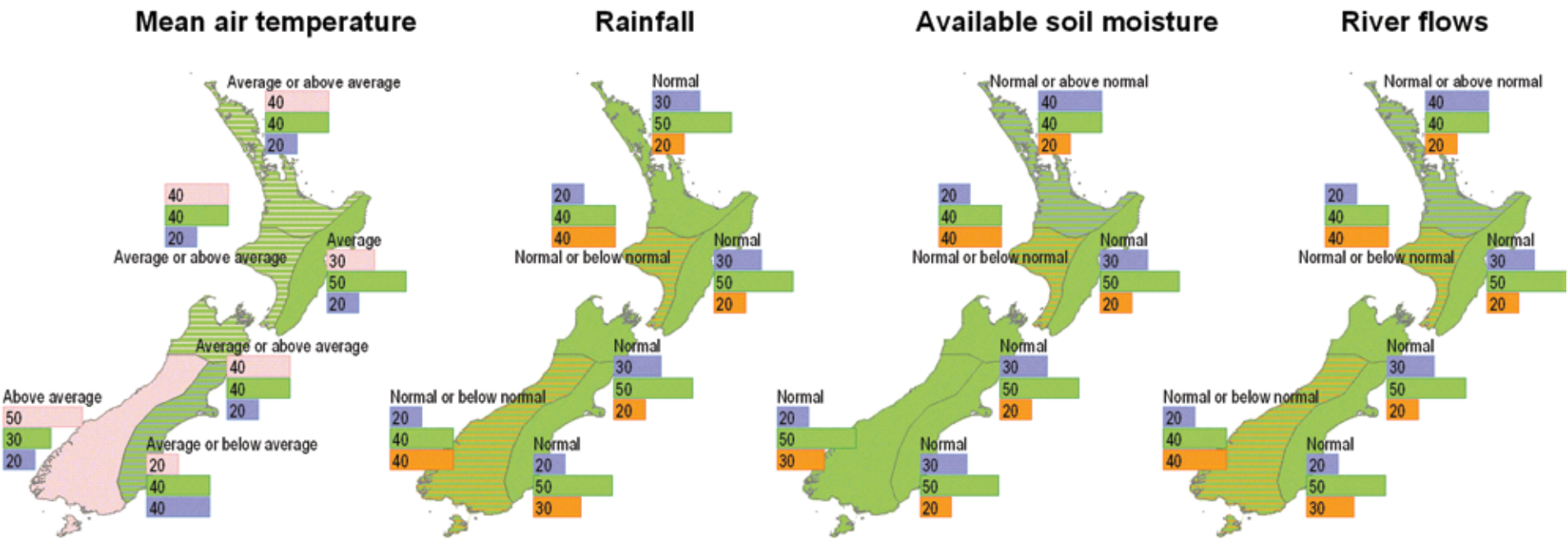
COASTAL CANTERBURY, EAST OTAGO:

Average or below average temperatures are likely. Normal rainfall is likely overall, with near normal soil moisture levels and stream flows likely.

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OUTLOOK FOR AUGUST TO OCTOBER 2008:



More info can be found on NIWA's Website at:
www.niwasience.co.nz/ncc
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Key to maps (example interpretation)

Below normal
Upper tercile: 20% chance of above normal 20
Middle tercile: 30% chance of normal 30
Lower tercile: 50% chance of below normal 50

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



HYGIENE AND HILLS ALL PART OF MARK’S NEW PATCH

When it comes to understanding the importance of dairy hygiene, Mark Ward has dealt with it on a grand scale. FIL’s new area manager for Southern Taranaki-Wanganui used to be a supervisor-operator at Fonterra’s Whareroa plant in Taranaki.

“When running a big evaporator and drier the whole objective is to keep the plant as clean as possible, and keep it running to schedule,” he says.

With over 10 years experience there and a Diploma in Dairy Technology, Mark is well equipped to understand and deal with hygiene problems his clients may face in the farm dairy.

“The diploma covered the spectrum of dairy production, literally from the cow to the fridge, how pumps operate, hygiene and collection methods. I am looking forward to being more involved at the farm end of the milk processing industry.”

With the increase in the number of large scale conversions throughout the region Mark expects to be involved with plenty of new clients seeking good advice on maintaining plant hygiene and seeking quality FIL products. The region comprises many hillier properties and extends right up into the southern King Country.

“The level of expansion in traditional sheep and beef areas is mind boggling, often in quite remote places. The level of service I can deliver to these farms will make a lot of difference in establishing FIL as a quality provider backed up with knowledge and people,” he says.

His decision to take up the position with FIL comes from admiring a company that has consistently delivered innovative solutions aimed at Kiwi farmers.

“That ability to come up with products that meet a specific need, rather than pushing something out there that may or may not find a place, is very proactive.” In his short time on the job Mark has already come up with several ideas for products delivering solutions for specific types of dairy farmers.

He says interest in FIL’s latest product Iodoshield Active has been overwhelming and its honey based formulation highlights the company’s ability to look beyond traditional solutions to on farm health and hygiene problems.

Mark is married to Vicki and lives in Eltham with their young family. He will soon be a familiar sight on the roads around Taranaki and Wanganui in his smart black Holden Colorado.

“It was the first one in the region, and even came in the right colour – black!”



CONGRATULATIONS!

Dave Gibson correctly guessed the number of bees at FIL’s Mystery Creek stand winning himself \$3,000 of FIL products including Iodoshield Active, the new Iodine based teat sanitiser with honey.



DAVE GIBSON (RIGHT) PICTURED WITH FIL AREA MANAGER PHIL GULLIVER.



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