



FIL

THE DAIRY FARMER

FARM INNOVATION / HYGIENE/ ANIMAL HEALTH / MARKERS / NUTRITION

MAKING YOUR JOB EASIER

SPRING 2010

SPRING SEES NEW HYGIENE SOLUTIONS FROM FIL

Two new dairy hygiene products launched by FIL this spring set a new standard for simple, effective solutions for acid and alkaline washes.



Farmers looking for a simple single packet answer to acid washes will welcome FIL's launch of its next generation of pre-packaged acid detergent-sanitiser, Impact Red. Alongside it comes another ground breaking new product, an integrated liquid chlorinated-alkaline detergent, Quantum Xtreme.

FIL has taken the successful first generation of Impact Red a step further, combining the acid ingredients with a sanitiser in a single package. This is the result of close consultation with farmers and intensive research and development work by FIL staff.

"It is a simpler solution for farmers wanting a 'one pack' approach to dispensing acid, but arriving at this solution was a pretty complex process. The big challenge for us was to get the acid and the sanitiser combined and packaged in a stable state," says FIL Business Development Manager Trevor Gulliver.

A similar effort went into the development of Quantum Xtreme, FIL's single shot solution for alkaline-chlorine sanitiser wash, combining two powerful hygiene compounds into a single application solution.

Both Quantum Xtreme and Impact Red have been developed by FIL in response to farmers seeking simpler, more effective portion controlled solutions to dairy hygiene and chemical dispensing. "More than ever labour is responsible for the day to day tasks of milking and dairy shed hygiene. Both products have

simplified a job requiring attention to quantities, product type and safety," says Trevor.

The pre-portioned sachet design of Impact Red has eliminated any need to measure powders or liquids, and is as simple as ripping the sachet open and dropping the contents into the wash tub.

The launch of Impact Red makes it an ideal acid partner to FIL's well established sachet sourced alkaline, Impact Blue.

Farmers will welcome the fact Impact Red does not require an Approved Handler certificate for its use, nor a Dangerous Goods certificate for transportation. "Now it will sit in the usual place on the shelf with the rest of the FIL range," says Trevor.

For an operator who is going away and leaving relief staff to run the plant, using Impact Red means it is simply a matter of letting the relief staff know how many sachets are to be dispensed per wash, providing greater peace of mind over the summer holidays.

Quantum Xtreme is also a compact, safe option for farmers and dairy staff, combining two powerful

elements into one easy to dispense solution that eliminates the need to carry separate alkaline-chlorine products on farm.

Farmers choosing to use detergent pumps to control dispensing can use one combined chlorinated alkaline product for their twice weekly alkaline washes.

Trevor says the development of Quantum Xtreme and Impact Red is an answer to reducing the mis-use of detergents on farm, and a need to try and reduce the amount of chemical held on site.

"As the size of farms grow, and you get different staff involved in dairy hygiene areas, there is also a need to keep the task simple, without compromising effectiveness."

Available in 112.5g sachets, which will treat 150 litres of plant wash water and the 150g sachet for treating 200 litres, Impact Red leaves only a small empty wrapper to discard when empty.

Quantum Xtreme is available in 20L, and the 100L drums, which can be collected for re-use or re-cycling through the Plasback initiative FIL is part of.

"We are confident farmers will quickly see the benefits of safety, simplicity and economics that make both these products such a smart choice for good, simple dairy hygiene," says Trevor.

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A WORD FROM FIL:

It's full steam ahead for all of the team at FIL. From the development team we will see a couple of new products for the market place, both derived from ideas and recommendations from farmers. To cap that off, FIL have 3 or 4 new product variations on existing products that will be ready to launch in the next 6 to 12 months. For a New Zealand based agribusiness company, the effort is particularly good. To make that achievement even more exciting, some of those products will be exported to the USA, UK and possibly Brazil within the next 6 months. We have achieved registration for Iodoshield Active in the UK and the key dairy states in the USA. The 2010/2011 season is well under way and our production and customer service team is at full pace. Thanks again to the farmers and retailers that provide FIL with the support and ideas to keep us on track for a great season. Finally please remember that FIL will take back the 200 and 100 litre yellow plastic drums! WARWICK DOWSE - General Manager

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Farming to Succeed

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Industry Training Organisation

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FIL

NEW MANAGER AIMS TO EXPORT FIL SUCCESS



FIL'S NEW EXPORT
MANAGER CRAIG
TREMBATH HAS THE
DREAM JOB FOR ANYONE
COMMITTED TO AGRI-
BUSINESS, AND KEEN
TO PLAY A KEY PART
IN GROWING A KIWI
COMPANY GLOBALLY.

Craig's appointment comes as FIL focuses on tapping into ever growing overseas markets, with an interest in technology and products built on New Zealand pastoral experience.

For Craig the position sees him building on the earlier hard work of FIL's Product Development Manager Trevor Gulliver. Over the past decade Trevor has spent much time overseas forging relationships with overseas distributors and farmers.

Craig is stepping into the role after three years spent at Ballance Agri-Nutrients as Commercial Manager. He sees his new job as a progression that takes on the challenge of expanding those markets already established by Trevor, and developing previously untapped markets.

"I have been watching FIL for some time and saw a very innovative, forward looking company that has been growing from strength to strength, with a good solid base of products. We have some optimistic targets to take the company to that next global level."

At present around 15% of FIL's trade comes from exports, but the company is aiming to build that to 50% over the next five years.

Every market has its own quirks, for example tail paint used in some parts of the United States will freeze over the harsh winters. Challenges like this involve working closely with FIL's innovative R&D team.

Beach-heads have already been established in some markets for Craig to build on. The US, UK and Ireland have strong volumes of tail paint sold there, and the company is in the early stages of getting teat sprays into those markets. FIL has a strong relationship with NZTE and receives good support from them.

Craig acknowledges some markets involve a high level of farmer education on systems and methods, before significant product sales can occur. A typical example is the need to get farmers in some South American countries using tail paint as a means of oestrus detection. Some success already has proved positive not only for FIL sales, but for herd fertility performance.

Conception rates in herds where farmers have learned to use FIL's tail paint system have lifted from a poor 40% to a more acceptable 60%.

"It is a big challenge but for some of these markets even just achieving a small share represents significant sales."

They are markets that see FIL pitted against some large entrenched multi-national players. However these countries also recognise New Zealand's expertise in pastoral dairy technology and this proves a positive vehicle to piggy back FIL's quality products on, when building relationships.

"It's a great job, working with a great team here at FIL, and it allows me to live in Tauranga one of the best places in the country to work and live."

IODOSHIELD ACTIVE

IODOSHIELD ACTIVE HAS BEEN ONE OF FIL'S MOST SUCCESSFUL PRODUCT LAUNCHES AND DEMAND CONTINUES TO GROW AS MORE FARMERS RECOGNISE THE ANTIBACTERIAL VALUE OF ITS KEY INGREDIENT MANUKA HONEY.

The success was founded on extensive field testing by FIL on dairy herds prior to launch. This included whole herd evaluations of teat condition, and a separate one involving a 700 cow split herd trial. One herd was sprayed with a conventional iodine based spray, while the other had Iodoshield Active applied.

Carried out under veterinary supervision, the scoring included inspection for dryness, chapping and teat end damage. The cows treated with Iodoshield Active recorded a perfect "5", against "3.5" for those treated with a conventional iodine teat spray.

IODOSHIELD ACTIVE FEATURES

- A unique combination of Manuka honey and quality skin care components
- A single mix formulation
- Iodine base
- Fully field trialled by New Zealand farmers

IODOSHIELD ACTIVE BENEFITS

- Skin care ingredients improve teat condition and smoothness, while honey locks in moisture around the teat surface, ensuring excellent adherence and surface coverage
- No extra emollient is required as an additive, keeping costs and mixing time down
- High quality iodine base ensures a proven means of reducing mastitis infections and controlling somatic cell counts throughout the season
- Results from field trials in difficult farming conditions across the country, revealed superior healing ability and bacteria reduction



A NEW WAY TO MAKE YOUR JOB EASIER?

QUANTUM XTREME is the latest addition to FIL's range of hygiene products, made in New Zealand. This new product is a super strength liquid chlorinated alkaline detergent sanitiser - formulated for on-farm performance.

QUANTUM XTREME has a particularly high concentration of chlorine - a key aid for the removal of protein soil to help maintain your milk quality at peak levels.

CHOOSE QUANTUM XTREME. Make your job easier.

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MORE INFORMATION ON OUR FULL HYGIENE RANGE
AT WWW.FIL.CO.NZ OR PHONE 0508 434 569



FARM INNOVATION HYGIENE / ANIMAL HEALTH / MARKERS / NUTRITION



COLIN MCFADZEAN OF AG-HUB
DEMONSTRATES HIS COMPANY'S
CLOUD COMPUTING SOFTWARE
AT A RECENT FIELD DAY

BETTER FARM INFORMATION LIES IN THE CLOUDS

IT IS NOT UNUSUAL TO LOOK TO THE CLOUDS FOR THE PROMISE OF RAIN,
OR IN THE HOPE THE RAIN STOPS, OVER THE COURSE OF THE FARMING YEAR.
HOWEVER NEW ZEALAND DAIRY FARMERS ARE INCREASINGLY LIKELY TO FIND
SOLUTIONS OTHER THAN MOISTURE, LIE IN THE CLOUDS IN COMING YEARS.

‘Cloud computing’, where data and information is held in a remote computer, processed and manipulated by remotely held software and accessed by authorised users any where any time, is beginning to offer some exciting possibilities for farm businesses.

The past few months have witnessed much commercial activity, with promises and possibilities being presented by companies keen to introduce cloud computing services to farmers.

Some technology observers are likening the development of cloud computing to the seismic shift in the early 1990s, when personal computers stole the march on massive mainframe machines. Power moved away from big hardware focused companies, and into the hands of software giants like Microsoft.

Now this new shift sees technology in turn freeing farmers up from the need to regularly update software on a dedicated computer, and master the intricacies of Version X,Y or Z of that software. It is a shift, holding a lot of appeal to farmers wanting simple access and answers to their farm information.

Marc Benioff, CEO of US based cloud computing company Salesforce.com, has hailed the flexibility of real-time cloud applications, platforms, and the infrastructure provided.

“It means when a market zigs, customers won’t have to wait weeks or months for their software to zag.”

At a farm level, as broadband becomes more available, it provides the route for farmers to access that remotely held data quickly, download it, and view it any where, any time.

One company leading the charge around cloud computing is Feilding based company AG-HUB. Launched at Mystery Creek Fielddays this year, AG-HUB is a web based internet portal that provides remote

internet based access to vital physical, environmental, production and financial information, critical to managing individual farms.

Company GM Clive Nothing points to the multiple sources of data farmers can now access, whether through weather stations, soil moisture monitors, electric fence information, cattle weights or milk volumes.

“However, while these sources of data are increasing all the time, farmers want to be able to access them all from one point, in user friendly on line reports,” he says.

The need to be locked into the farm office computer has gone with AG-HUB’s cloud computing technology. Remote access simply requires a PC and a password, and can be done any where any time. This feature is becoming more critical when increasing numbers of farms are either corporate owned or run by absentee owners.

AG-HUB has been operating across 40 farms nationally in its initial trial stages. Information from these trial farms includes fertiliser application data, effluent, pasture growth and irrigation, with the ability to combine the data from across different areas.

“For example, your effluent application data can be presented in a report that shows the history of application across each paddock,” says Clive.

“That, combined with ‘proof of placement’ fertiliser history for each paddock, gives a fertiliser advisor a true picture of that paddock’s full nutrient history.”

The cloud based technology has excited intense interest in the rural sector, with Federated Farmers hosting a conference earlier this year among some of the leading lights in broadband and computing technology.

Developing cloud computing for farmers is part three of Federated Farmers’ three part plan to future-proof the rural industry, along with a campaign for cheaper cell phone calls, and a fast rural broadband system.

IMPACT RED

ACID DETERGENT-SANITISER

The next generation of Impact Red has seen FIL take the next step in hygiene convenience, by combining the acid and sanitiser together, resulting in a simple one step portion controlled delivery of an effective acid wash solution.

Intensive product research by FIL has developed the technology to combine two previously separate components into one sachet. The one sachet solution is something FIL’s farmer clients have asked for, and now FIL has delivered.

IMPACT RED FEATURES

- Two cleaning components, acid and sanitiser in one enclosed sachet
- Easy tear top packaging for simple dispensing
- Available in 112.5g or 150g sachets to suit wash down tub capacity

IMPACT RED BENEFITS

- No messy mixing of liquids with key components combined
- Offers an easy means of monitoring acid use and correct wash quantities
- A simple solution when employing relief and permanent staff responsible for dairy shed hygiene
- Minimal waste, a simple sachet wrapper to dispose of
- Does not require Approved Handler certificate for use, or Dangerous Goods certificate for transport
- Now an easily identifiable FIL product found alongside the full FIL detergent range

TAKE YOUR MARKERS...AND GO!

PURCHASING MARKERS AS A FARMER SEEMS A SPONTANEOUS GRAB OF ASSORTED, AEROSOL PAINT CANS, UDDER MARK, FOAM MARK AND PAINT APPLICATORS FROM A LOCAL RURAL SUPPLIER.

DAVID McDONNELL
BVSc MACVSc



It is in the vain hope that one had guessed the right products that everyone will use diligently for the spring. As a vet, one often observes that when a cow is identified for any reason such as treatment of disease, any marker that is readily available is applied.

This article discusses a number of options to mark or identify an animal, but we need to consider the right choice of identifier for the intended purpose. It does not discharge our obligations for segregating and permanently recording these cows into a database whilst sick or undergoing treatment.

In the coming spring months, we appreciate that either side of calving, most of the diseases affecting a cow occur around this time, namely, mastitis, lameness and reproduction.

Many diseases or treatments may incur a milk and meat withholding period. As a supplier to your respective dairy company, you have agreed to provide milk outlined in their 'Risk Management Programmes'. This is outlined by the New Zealand Food Safety Authority as a 'DCP2: Animal Products (Dairy) Approved Criteria for Farm Dairies'. The key component is that raw milk should only be supplied from healthy animals. Diseased and sick animals being treated must be identified, marked and isolated from the herd that supplies milk. No matter how great your identification, I repeat, the cow must be segregated from the herd that supplies milk.

The choice of marker largely depends upon the permanency of marking, and the area of the cow the mark is sited. Namely temporary foam markers for the mid-line of the back for drafting, Spray aerosol e.g. Udder Mark® on the udder for mastitis treatments or perhaps a paint e.g. Tell Tail® aerosol for identifying colostrum cows. Regardless of any choice of marking scheme that is being circulated, it does not substitute for permanently recording their animal/birth identification along with the details of the treatment/disease in animal health records.

Staff and relief milkers should be trained on the marking scheme used on the property. It is beyond the scope of the article to suggest a type of 'standard' scheme. Stocks of the applicable markers should be plentiful to ensure no 'stock outs' occur and to avoid a 'hybrid' marking scheme coming into place. This is when disasters have occurred in my experience. Confusion and misunderstanding reigns. It is vital the permanent records (somewhere other than the whiteboard) are fully accessible to everyone. It must be clear that this is the one and only source of correct and actual recorded information that one can refer to.

This is to be completely sure.

It may be a case of less being more. Use a narrower range of marking systems that are suited for the intended purpose. Ensure everyone understands the limitations of the various systems and use them appropriately and consistently.

In any event, cows that are sick and being treated must be isolated from the milking herd. Keep your permanent records up to date (not when an audit is looming!) as a ready source of accurate information. Markers in this case are only a fall back if such a cow inadvertently enters the milking herd.

TABLE 1 COMPARISON OF TECHNIQUES

MARKER	ADVANTAGE	DISADVANTAGE
Foam Marker e.g. Pink (Fluorescent colour)	<ul style="list-style-type: none">Useful for drafting - easy to sightTemporary (1 hour)	<ul style="list-style-type: none">Rain/water can remove mark
Paint eg Tell Tail aerosol spray can (Fluorescent colour)	<ul style="list-style-type: none">ConvenientLonger mark (days / weeks)Fluoro colours good on darker animals (large colour choice)Identify milk/meat withholding cowsCan be applied anywhere	<ul style="list-style-type: none">Mud/faeces/rubbing can fade colour or shorten timeTouch-ups are necessary
Spray aerosol eg Udder Mark	<ul style="list-style-type: none">Specific to the udderRed and Green colours onlyGreat for identifying cows that have been treated with antibiotics.	<ul style="list-style-type: none">Mud/faeces 'cake' on and disguise colourFrequent touch-ups are necessary
Paint eg Tell Tail Paint	<ul style="list-style-type: none">InexpensiveLarge colour choicesLasts for days / weeksCan be applied anywhereConvenient in brush applicator pack	<ul style="list-style-type: none">Messy application/clean-upMud/faeces can cover the colours

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 three 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.

FIL BLOATEZE & BLOATEZE DFA
AVAILABLE IN 20L, 100L & 200L ►



MIXING CHART PART OF FIL SERVICE

To ensure an optimum mix of Bloateze or Bloateze DFA, FIL's area managers 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.



AN INSIGHT TO JAPANESE FARMING GOALS

UNFORTUNATELY WHEN BLAIR JORDAN, FIL'S FACTORY MANAGER VISITED JAPAN RECENTLY, THE CLOSEST HE GOT TO A DAIRY FARM WAS VIEWING A MODEL, AND LOOKING AT PHOTOS OF DAIRY COWS IN A MUSEUM.

ABOVE: FIL'S DISTRIBUTOR FROM JAPAN - YUTAKA MIYAWAKI, MIYAWAKI CO LTD AND BLAIR JORDAN FIL.
LEFT: DAIRY SHED TAKEN FROM THE TOURIST BUS DUE TO FOOT AND MOUTH BREAKOUT.

It was not through lack of trying however. An outbreak of foot and mouth in Southern Japan meant he and the others in his agri-business group could not set foot on any farms.

Blair was part of a group of 50 agri-business professionals selected through the Jenseys Asian exchange scheme. Offered out of New Zealand for the past two years, this year's 10 day visit was specifically for

those in the agri-business sector. Despite not getting on farm, it was still a major opportunity for Blair and his colleagues to gain an insight to what the populous country's plans are for agricultural production and efficiency gains.

The group was a cross section of younger agricultural professionals who have exhibited the potential to be leaders in their sector. It spanned the sheep, dairy, beef,

horticulture and even aquaculture sectors.

Arriving in Tokyo was an introduction to a 'mind blowing' city that copes with over four million commuters a day. Visiting agricultural policy officials he learned about Japan's plans to increase its food production and take it from 40% to 50% self sufficiency.

"Food security is a really big issue for them, and they appear to be just getting ideas and strategy sorted for that." Meeting people involved in the sharp end of agricultural production, revealed how much work needed to be done to lift the production goals. The contrast between the infrastructure and technology in the cities, and what was being hailed as new technology in the agri-sector, was quite marked. "Much of it was technology that we have had here for a few decades."

However the Japanese happily conceded the opportunities that existed to boost that technology faster. The group's hospitable hosts wanted to ensure the trip would help establish some long term, rewarding business relationships.

Blair is adamant that the information flow is not one way however.

"At FIL we are heading down the lean manufacturing route, something the Japanese pioneered in companies like Toyota, and we have more to learn there from them." The trip also gave Blair the opportunity to reinforce FIL's relationship with its Japanese distributor of Tailpaint.

The Japanese dairy herd only totals 1.5 million cows, spread in small herds across 15,000 farms. Production totals 8.5 million tonnes of milk a year, or an average of almost 6000L a cow. Half the herd is based up in Hokkaido to the north, which sits at a latitude similar to the lower North Island, however is subject to more severe winters than New Zealand. After world war two the country inherited US style confinement dairy systems, relatively high cost operations today and suspect to feed input price fluctuations.

"There did not seem to be much sign of larger corporate farms, with by far the majority of farms in tight family ownership," says Blair.

The challenge facing the industry is increasing scale and getting more younger family members interested in farming, and a greater awareness of agriculture's importance among the general population.

"The trip also highlighted some of the difficulties that exists around trade too. While a free trade agreement is appealing, we learned that to have one with New Zealand threatened the relationship the Japanese dairy industry has with the US, so things are not always as simple as they seem," says Blair.

He also learned that relationships with the Japanese can take a long time to build up, but the strong trust that develops lasts for many years more.



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BLOATEZE is FIL's answer to frothy bloat in cattle, offering convenience and results. Made in New Zealand, both **BLOATEZE** and **BLOATEZE DFA** are suitable for drenching, pasture spraying and trough treatment. Dos-a-tron approved, **BLOATEZE DFA** is specifically designed for use via inline dispensing systems without damaging alkathene piping.

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MAINLAND VIEWS



DETAIL AND BACKPACK TAILPAINTER PERFECT COMBO

EDENDALE SHARE MILKERS DEAN FLEMING AND MICHELLE PHELAN ARE WELL ACCUSTOMED TO DEALING WITH LARGE HERD NUMBERS, AND LOOKING FOR WAYS TO MAKE JOBS MORE EFFICIENT AND SIMPLER.

After moving from Taranaki several years ago, they took up a large scale sharemilking position near Oamaru, milking 1100 cows through a rotary cowshed. Dean says using FIL's Tailpaint Applicator meant one person could tailpaint from the vet area during milking. They are now in their second season milking 650 cows on a property with a rapidly rising level of production.

Like all large herd owners Dean requires a simple, efficient application for tailpainting, more so on this property with its twin-pit herringbone dairy shed. The Backpack Tailpainter has made this laborious job so much easier which is really appreciated by their hard working Filipino staff. Dean first became familiar with the Tailpaint Applicator when FIL's Te Awamutu area manager Dave Hewson introduced him to it.



LEFT: DEAN FLEMING
RIGHT: WASHING
WATERBASED TAILPAINT FROM
TAILPAINTER APPLICATOR

"Even back then I could see what a good idea it was. At that stage it used the oil based paint which took a bit of cleaning up, but it was certainly the right approach, allowing you to tail paint in the yard during milking." The Backpack Tailpainter offers even greater application efficiency with an improved brush head depositing a consistent spread of paint along the tail head. The development of Detail, a water based oestrus detection paint developed specifically for the Tailpaint Applicator, has answered the prayers of many large herd operators.

"It is very efficient at painting, and very easy to clean up thanks to the water based paint, that is the secret to its success."

"We can get the whole herd done over milking, and use the Applicator all the time."

As they approach their second spring in Southland, Dean is looking forward to a year buoyed by a more positive payout forecast, and is hoping for some improved summer growth rates this year. "This is good country here and we see a lot of potential for the place we are on."

The couple are enthusiastic FIL supporters, using the complete range of dairy hygiene products along with the Tailpaint.

"That includes Iodoshield Active teat spray, a very good product. We have been 100% FIL for six years now, and appreciate the good service that goes with the products."



LEFT: WIM & RUUD
OVERGAAUW IN
THEIR ROBOTIC
MILKING PARLOUR
RIGHT: ENJOYING THE
500KG LICK BLOCK.

BOOSTER BLOCK MATCHES HIGH TECH MILKING

WIM OVERGAAUW COULD BE FORGIVEN FOR TIRING OF VISITORS TO HIS SOUTHLAND FARM ASKING IF HE MISSES GETTING UP EARLY TO MILK THESE DAYS.

It has been a common question asked of him for the past two years as he adjusts to having robotic milkers replace a task he has performed for most of his working life.

It was not a particular dislike of the early starts that prompted Wim to consider the Lely robotic milkers as an option when he purchased 100ha farm at Heddon Bush two seasons ago. He and his wife Janet were keen to grow their dairying business, but did not want the stress that they had experienced previously, pushing their existing unit up to 600 cows.

"We had seen Lely milking robots at work in Europe, and also visited a four robot dairy unit in Victoria Australia and were very impressed with how calm and relaxed the whole operation was," says Wim. Opting to start from scratch with the 100ha block, they GPS mapped the whole property, planning it around the robotic milking centre they would install.

While the capital cost of robotic milkers is high, they saved in other areas of conversion, including not having reticulation to paddocks, with water provided for cows at the milking centre.

At their peak, four robotic milkers are now milking 285 cows and last season the herd produced an average of 640kgMS/cow through a split calving system with 200 cows milked in winter, peaking at 300 in the spring and then dropping to 220 as cows are dried off for autumn calving. On average production is up 10% against cows already performing well in his conventionally milked herd.

Electronic movement collars are used to detect heat activity, with the system drafting cows off for mating after milking. The Overgaauw's have been impressed with the collars' accuracy. AB is carried out over six weeks and with a high in-calf rate, no bulls are required while empties are re-directed to the other herd.

With the robotic centre forming the hub of the herd's focus for milking and water supplies, it made sense for Wim to place a Booster Block Magnum there for mineral supplementation. His herd have given the 500kg block the lick of support, ploughing through the first within six weeks.

"There would always be four to five cows licking it, it is like ice cream is for people," he says. The Overgaauw's focus strongly on feed rations and mineral supplementation to maximise herd production, and the Magnum plays a part in keeping mineral levels topped up. Sitting near the milking centre, it has helped younger cows new to the system settle into the quiet robotic routine quicker. Now well into their third block, Wim has been impressed with the Magnum's consistency and cow appeal.

"I think cows generally love to lick something, and this just provides them with that extra boost, along with the minerals in their rations."

The robotic milkers help assess herd health through somatic cell sampling per quarter, and detecting any discolouration or blood presence in milk.

Two years on Wim says there is little he would do differently, with the exception of where he would place a few gates around the dairy. He does not claim to be working less, but does work differently, enjoying the new found freedom and flexibility the system has bought.

"The cows seem to enjoy it to, they appreciate the calm approach to milking the robots bring, and are repaying us with increased production," he says.

SEASONAL CLIMATE OUTLOOK

AUGUST - OCTOBER 2010



LA NIÑA CONDITIONS FOR THE REST OF 2010

The NIWA National Climate Centre outlook says that the equatorial Pacific is now in a La Niña state. La Niña conditions are likely to continue through the remainder of 2010.

Early spring temperatures are likely to be near average or above average across the country. However, short-term cold snaps and frosty periods typical of early spring will still occur.

Rainfall is likely to be near normal in most regions, for August-October as a whole. The exception is the lower half of the North Island, with normal or below normal rainfalls likely in the west, and normal or above normal rainfalls likely in the east.

Soil moisture levels and stream flows are likely to be in the normal range for many regions August-October as a whole. But the Centre says that normal or below normal soil moisture levels and stream flows are likely in the west of the North Island, and normal or above normal soil moisture levels are likely in the eastern North Island.

The National Climate Centre’s latest outlook states that mean sea level pressures are likely to be above normal near New Zealand, for August-October as a whole.

OVERALL PICTURE

TEMPERATURE:

Early spring temperatures are likely to be near average or above average in all regions. However, short-term cold snaps and frosty periods typical of early spring will still occur. Sea surface temperatures are expected to be near average or above average around New Zealand over the August to October period.

RAINFALL, SOIL MOISTURE, AND STREAM FLOWS:

Rainfall is likely to be near normal in most places, but normal or below normal in the western North Island, and normal or above in the east of the North Island. Normal soil moisture levels and stream flows for August-October as a whole are likely in many regions, except for normal or below normal conditions in the west of the North Island, and normal or above normal soil moisture levels in the eastern North Island.

REGIONAL PREDICTIONS FOR THE NEXT THREE MONTHS:

NORTHLAND, AUCKLAND, WAIKATO, BAY OF PLENTY:

Temperatures are equally likely to be in the above average or near average range. Seasonal rainfall, soil moisture levels, and stream flows totals are likely to be near normal. *Probabilities are assigned in three categories; above average, near average, and below average. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	STREAM FLOWS
ABOVE AVERAGE	40%	30%	30%	25%
NEAR AVERAGE	40%	50%	50%	50%
BELOW AVERAGE	20%	20%	20%	25%

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

Temperatures are equally likely to be in the above average or near average range. Seasonal rainfall totals, soil moisture levels, and stream flows are likely to be either normal or below normal. *Probabilities are assigned in three categories; above average, near average, and below average. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	STREAM FLOWS
ABOVE AVERAGE	40%	20%	20%	20%
NEAR AVERAGE	40%	40%	40%	40%
BELOW AVERAGE	20%	40%	40%	40%

GISBORNE, HAWKE’S BAY, WAIRARAPA:

Temperatures are equally likely to be in the above average or near average range. Seasonal rainfall totals and soil moisture levels are likely to be either normal or above normal, while normal stream flows are likely. *Probabilities are assigned in three categories; above normal, near normal, and below normal. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	STREAM FLOWS
ABOVE AVERAGE	40%	40%	40%	30%
NEAR AVERAGE	40%	40%	40%	50%
BELOW AVERAGE	20%	20%	20%	20%

NELSON, MARLBOROUGH, BULLER:

Temperatures are equally likely to be in the above average or near average range. Seasonal rainfall, soil moisture levels, and stream flows are likely to be near normal. *Probabilities are assigned in three categories;*

above average, near average, and below average. The full probability breakdown is:

	TEMPERATURE	RAINFALL	SOIL MOISTURE	STREAM FLOWS
ABOVE AVERAGE	40%	25%	25%	20%
NEAR AVERAGE	40%	50%	50%	50%
BELOW AVERAGE	20%	25%	25%	30%

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

Temperatures are equally likely to be in the above average or near average range. Seasonal rainfall, soil moisture levels, and stream flows are likely to be near normal. *Probabilities are assigned in three categories; above average, near average, and below average. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	STREAM FLOWS
ABOVE AVERAGE	40%	35%	30%	25%
NEAR AVERAGE	40%	45%	50%	50%
BELOW AVERAGE	20%	20%	20%	25%

COASTAL CANTERBURY, EAST OTAGO:

Temperatures are equally likely to be in the above average or near average range. Seasonal rainfall, soil moisture levels, and stream flows are likely to be near normal. *Probabilities are assigned in three categories; above average, near average, and below average. The full probability breakdown is:*

	TEMPERATURE	RAINFALL	SOIL MOISTURE	STREAM FLOWS
ABOVE AVERAGE	40%	25%	25%	25%
NEAR AVERAGE	40%	50%	50%	50%
BELOW AVERAGE	20%	25%	25%	25%

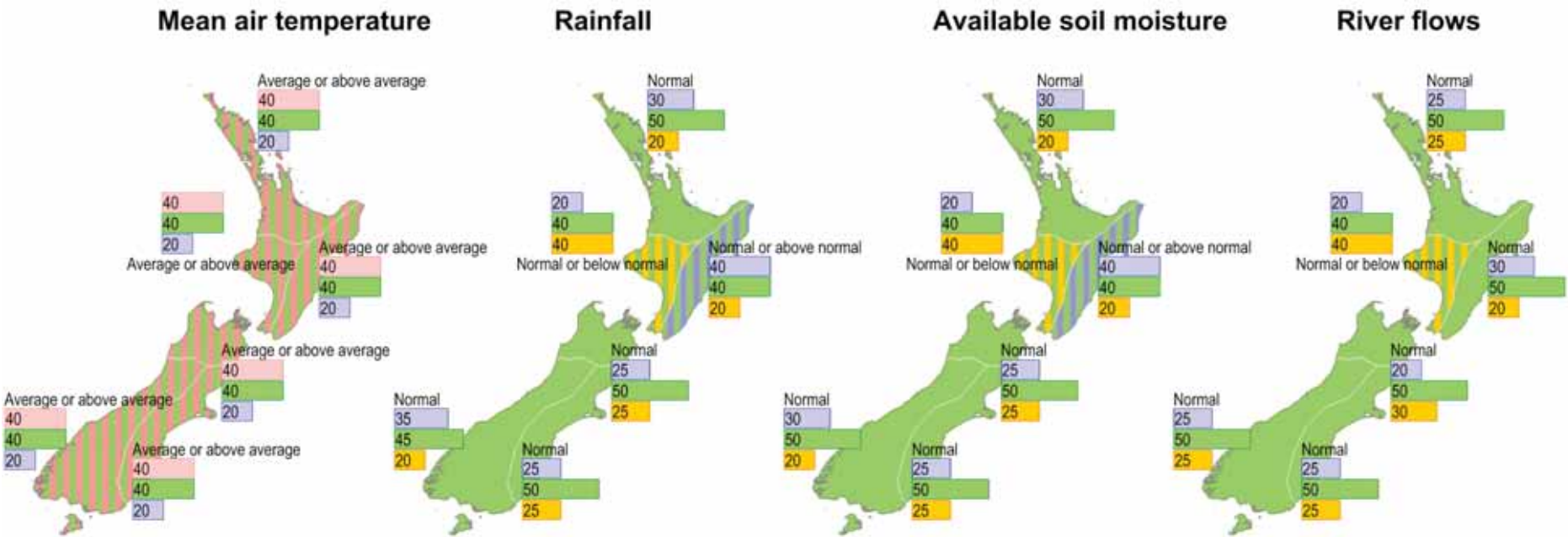
BACKGROUND

The tropical Pacific has moved steadily towards La Niña conditions over the past few months, and is now in a La Niña state. La Niña conditions are likely to continue through the remainder of 2010.

For comment, please contact:
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OUTLOOK FOR AUGUST 2010 - OCTOBER 2010:



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).

NEW LOOK WEBSITE LAUNCHED BY FIL

SPRING TIME MARKS THE START OF A NEW DAIRY SEASON, AND FIL HAS TIMED IT FOR THE LAUNCH OF ITS NEW INTERESTING, INTERACTIVE WEBSITE PROMISING TO MAKE LIFE EASIER FOR FIL FARMER CLIENTS AND RETAILERS.

Based on the latest interactive web site technology the new site at the same address, (www.fil.co.nz), gives farmers the opportunity to have their say about FIL products and service. There will be an option to sign up for new product information and news about up coming promotions.

“We have thought hard about the website and how best to put it together so we can talk to our customers. FIL has built its reputation, and sourced many of its product ideas by getting alongside our farmer clients. The website matches the advances many of our clients have experienced in their own farm businesses over the years, taking on new technology for better communication,” says FIL Marketing Manager Rosanne Obitz.

A major focus has gone on making the website more

user-friendly and functional with easier to find technical and promotional information on FIL products. In keeping with FIL’s philosophy of listening to farmer ideas and suggestions, there is even the opportunity for direct access to FIL’s in house Chemist.

Retailers will also appreciate the new functionality of the website, with RSS feeds allowing information on products, promotions and details to be uploaded directly to retailer websites.



As FIL seeks to expand its export markets through both hemispheres, the site has been built to give overseas farmers and distributors the opportunity to communicate more directly with the company. FIL’s recently compiled demonstration video will be easily accessible on the site, and caters for the company’s growing South American market with Spanish and Portuguese translations to be loaded on.

“As more and more farmers get broadband, the opportunities to expand the site and offer more uses grows for FIL. Dairy farmers are among the most progressive rural users of broadband, and we want to keep up with their thirst for information that can be delivered quickly and consistently,” says Rosanne.

She is encouraging FIL clients to consider the opportunities internet provider Farmside offers for connection and off peak data download rates.

For farmers with slower internet speeds, Farmside has over nine years experience in rural telecommunications including satellite, wireless, ADSL, homeline, weblane and mobile solutions.

Farmside has invested millions of dollars on clever technology to bring to all New Zealand high-speed broadband and high quality phone services wherever they live, work or play, without costing a fortune.

Farmside has partnerships with rural suppliers such as ATS, CRT, Elders, Farmlands, PGG Wrightson, RD1 and Vodafone.

The company has just announced its Off Peak Booster product, complementing existing satellite broadband services. With internet use peaking around mid evening at 85% of capacity, the company’s 24/7 access to satellite capacity including off peak times, means it can offer customers up to 100GB of off peak data from midnight to 8.00am, or 50GB from midnight to 2.00pm.



BIG TICK FOR RECYCLING INITIATIVE

THE RECYCLING COMPANY SUPPORTING FIL’S JOINT INITIATIVE WITH ECOLAB TO HAVE THE COMPANIES’ 200 AND 100L DRUMS COLLECTED FOR RE-USE AND RECYCLING, HAS BEEN GIVEN THE OFFICIAL THUMBS UP.

FAR LEFT - BLAIR JORDAN FIL FACTORY MANAGER, FAR RIGHT - NICK SMITH ENVIRONMENTAL MINISTER AT MYSTERY CREEK FIELD DAYS JUNE 2010 WITH REPRESENTATIVES FROM AGPRO & PLASBACK

The Plasback waste recycling scheme has received Product Stewardship accreditation from the Ministry for the Environment, making it the first initiative in New Zealand to do so.

Since gaining momentum by taking FIL and Ecolab on board, the programme has also picked up some other big players in the agri-chem market including AgPro, New Zealand’s largest supplier of glyphosphate.

Chris Hartshorne, the programme manager for Plasback, says the endorsement recognises the commitment made by Plasback for complete and genuine product stewardship.

FIL has set new sustainability standards in recent years within its purpose built corporate office and manufacturing plant, resulting in it being awarded the Bay of Plenty Sustainability Award, for 2008.

Harvesting rain water and re-using waste oil to fuel burners, are just two methods FIL has adopted for more sustainable manufacturing in the company plant.

Directors Arthur Jordan and Dave Hancox have long recognised the need to manage the plastic containers once dairy farmer clients have finished with them. FIL’s General Manager Warwick Dowse says the Plasback scheme answers that need. “This just takes it

to the final step, it will be an on-going process from a corporate citizen’s view from here,” he says.

“There are four simple steps. Triple rinse them, remove the labels, put the bungs in and ensure they are in good condition for return and re-use, otherwise they can only be used for re-cycling.”

The Plasback initiative is fully audited by independent auditors who carry out a life cycle analysis of how Plasback collects, processes and recycles waste plastic.

At the heart of the scheme is simplicity of collection. Chris Hartshorne says the schemes aim has been to ensure those farmers who want to recycle can do so, with minimum fuss.

“The scheme proves the agricultural industry is more than capable of taking responsibility for its waste, without the use of costly levies.”

“We are proud that Plasback’s partnership with Mastagard ensures the plastic waste collected is reused or recycled. This stands it above schemes that stockpile or export the collected waste.”

Minister for the Environment Nick Smith has endorsed the scheme as an excellent means to get all parties involved in a product’s manufacturing, to assume responsibility for its environmental impact, once it has been used.



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DETAIL is part of FIL’s range of markers, designed to let you see everything you need to know about your herd. Fluorescent and WATER-BASED for easy clean-up, **DETAIL** saves you time, every time. Made in New Zealand and available in pails, bottles or the dedicated BACKPACK TAILPAINTER for even faster, safer application of tail paint.

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