



FIL Sponsors Outward Bound Trainee Scheme

Sixteen future rural leaders will get the opportunity to undertake a special 21-day Outward Bound course thanks to the Agriculture Industry Training Organisation and FiL New Zealand.

The Bay of Plenty-based dairy hygiene, animal health and nutritional products company has signed up as national sponsor for the Agriculture ITO 'Bound to Succeed' programme.

The three week leadership course is open to all Agriculture ITO students. One successful applicant is chosen from each of the Agriculture ITO's 16 regions for the annual event which provides professional and personal development training.

FiL, which manufactures and markets its products within New Zealand and overseas had been looking for a nationwide sponsorship opportunity for

some time, says General Manager Gavin Cherrie.

"We are delighted to have found a project that meets our criteria in every way. We were looking to sponsor a project in agriculture, which was educational, had nationwide influence and would help to guarantee the future of our industry.

"The Agriculture ITO Bound to Succeed programme does all these things. It has huge potential to positively influence the future of our industry by developing the skills and personal qualities of our future leaders. By a happy coincidence, the Agriculture ITO was seeking a sponsor for

a programme which fits strategically with our own objectives."

Sponsorship is for an initial period of three years but FiL is keen to develop a long-term partnership with the Agriculture ITO and the Bound to Succeed programme.

"As a New Zealand-owned company with a 30-year history in the industry, we are keen to invest in the long-term future of our industry," says Gavin. "We have every confidence in the Agriculture ITO. It's great to be working with people who have the best interests of the industry at heart."

Young Canterbury farmer Arthur Robertson was selected

for the course this year and describes it as "a life changing experience".

Robertson works on an 800ha fattening and cropping farm at Rolleston and has completed a three-year Modern Apprenticeship.

"I got heaps out of the Outward Bound course, it gave me a totally different view of life. I came back with more confidence and better ability to work with people. It was a full on three weeks."

He recommends Outward Bound to other young people and says he wants to go back and do it again himself.

Outward Bound CEO Trevor Taylor said the Agriculture ITO programme was an exciting industry lead initiative.

"If the outcomes experienced by the students on the inaugural course are anything to go by it will provide significant benefits to the agriculture industry and to the emerging leaders who are chosen to go on the programme.

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FiL is proud to sponsor the Agriculture ITO "Bound to Succeed" programme.

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Visit: www.filnz.co.nz

Contractor Says Regulator™ Enhances Maize Silage

As a former dairy farmer for more than two decades and a contractor for fifteen years, Neville Marsh knows what makes good maize silage.

So he uses FiL Regulator™. Why does he use it? "Because it works", he says.

"I've used Regulator™ off and on since it was first introduced and recommend it especially if farmers have staff who may not look after the silage as well as they should. Regulator™ stops the face heating up when its being used and is great if the stack is being closed down. You just sprinkle it over the face and there is much less loss when you open it up again."

Neville says Regulator™ works very well on maize silage stacks that aren't well managed at feed out or those where the face is wide and only half a cut is used at any one time.

"If you use Regulator™ on the face after the silage has been taken out it won't heat up so the quality is better. I use it when I make silage to avoid mould forming. At some times of year the stack can go mouldy in 24 hours."

The Pongakawa (near Te Puke) man milked cows for 28 years while running his contracting business but it became too busy and the dairying was shelved. However, he kept 20ha and bought another 22ha for raising cows and calves and has planted avocados. He also leases grazing land nearby.

He has nine staff in spring and summer with three of them employed full time

throughout the year.

During the season Neville makes maize silage from about 500ha as well as grass silage from 1000ha on farms between Tauranga and Matata. Because grass silage is more acidic it doesn't need Regulator™.

His advice to farmers making their own silage pit is to take care, keep the face hard and use Regulator™ to keep spoilage to a minimum.

"Maize silage costs 22-26c/kg on farm so its expensive and its important to look after the stack."

Regulator™ is a granular chemical preservative based on sulphur compounds used in the food industry. These compounds disassociate to form bisulphides when acidified (when silage pH is reduced) which in turn reduces the microbial population (yeasts and moulds) that initiate aerobic spoilage. By inhibiting the growth of lactic acid utilising yeasts and moulds but not lactic acid bacteria Regulator™ helps maintain the aerobic stability of silage and other moist fermented feeds and mixes, protecting the freshness and palatability of feed at feed out.

FiL Sponsors Outward Bound Trainee Scheme

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"The programme acknowledges that success for people in their personal and professional lives will depend on their attitude, character, values and people skills so it targets these areas and compliments the technical training provided by the Agriculture ITO."

The FiL sponsorship is a great boost for the leadership development programme, says Tony Wilding, chairman of the Agriculture ITO.

"A course like this is a life-changing experience in a unique environment. Participants have the opportunity to work on their leadership and teamwork skills and develop their self-confidence. Agriculture ITO training is not just about developing vocational skills, these intangible areas are also critically important."

Tony Wilding said the sponsorship was a significant one and would meet all the financial costs associated with the course itself.

"We're very grateful to FiL and glad to be associated with a company that is passionate about training in their own organisation. Their involvement secures the future of the programme."



Tony Hedley solved his silage problems with Regulator

Matamata Farmer Solves Silage Problems

When his silage went off overnight Matamata farmer Tony Hedley realised he needed help.

A visit to a Hamilton farm provided that help. While looking to buy a maize harvester he wandered over to a nearby silage stack and felt the face - it was cold.

"I was impressed. My stack was warm and mouldy. The farmer said it was because he used Regulator™ so I got hold of some, used it and the mould problem was basically solved immediately."

"I've found you have to apply it properly for it to work well and its best if the contractor has a gandy box to spread Regulator™ evenly. My contractor didn't have a gandy box this year and the results haven't been as good."

Tony has been farming for 30 years and has two properties in the Matamata district, 107ha milking 360 Friesians and crosses and 60ha milking 260 Jerseys. One is operated by a lower order sharemilker, the other by a manager. He says he started using Regulator™ about five years ago after going through a bad patch when the stack went mouldy overnight during a humid autumn period.

"The contractor said Regulator™ was the only product worth using and with a very wide pit (about 10m) we never use the whole face so to prevent it going off we need Regulator™."

Tony has Regulator™ spread when the maize silage is being made by the contractor and always has some on hand to keep the face healthy after its been cut.

He harvests 17ha of maize from a nearby runoff block, making about 425 tonne DM.



LSZ

LIMITED SPOILAGE ZONE



Limit the aerobic spoilage of your maize silage with the application of improved formulation REGULATOR™. Whether administered as a surface treatment, at point of harvest or at feed out, REGULATOR™ protects the freshness and palatability of feed by inhibiting the growth of yeasts and moulds that cause aerobic spoilage. Through maintaining overall aerobic stability, REGULATOR™ preserves the protein content, energy levels and dry matter intake of feed which in turn means less wastage and improved animal performance.

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

The Summer Bug

Mark Mohring - FiL Area Manager, Hamilton / North Waikato / Pukekohe / Waiuku

It is the phone call all dairy farmers dread, usually on a summer's evening and after a days hard yaka. The caller unemotionally announces "you have a milk quality problem" or in cocky terms "a bloody grade mate!"

What's it all about? Well as summer air temperatures rise, so does the occurrence of the most common bacteria in milk supply THERMODURICS! Basically these bacteria survive in high temperatures and thrive in areas that are void of alkali and acid wash contact.

Common Problem Areas Include:

- Rubberware; Often overlooked. Along with the obvious inflations and diaphragms, also check and replace any rubber elbows, cone seals, unions that appear worn, that milk has contact with.
- Milk Lines; These are often susceptible to protein and residue build up, particularly if mechanical or design faults are a factor, ie; water and air flushing accumulators are not working efficiently.
- Silo's/Vats; Door seals, donuts, agitators, elbows, seals and entry taps are prone areas. Surfaces should be regularly checked for residues and the appearance of any bluish, rainbow colour can indicate a lack of wash or contact time. Ensure vat/silo wash nozzles contain no blockages that would inhibit the efficient washing of all surfaces. Be more vigilant if milk pick up is every second day.
- Test Buckets; These can be a minefield for milk grading at any time and need thorough cleaning with hot water after each use, especially the lid seals, nipples and most importantly the rubber hosing.
- Jettors; Visually during washing, check their operation for even flow or any blockages. Often a good way to check flow periodically is by leaving flasks on during a wash programme after herd testing (minimum 3ltr/per minute/per jetter).
- Plate Coolers; Grass and hair restricting flow and causing fatty deposits. Old plate seals.
- Milk Filters; Remember to check the milk filter ends (especially the screw type) and the rubber drain hose.

NB: Remember when checking stainless steel surfaces, it is important to make sure they are dry, as wet stainless steel can give a false impression of cleanliness.

Wash Programmes:

With the plant and systems working properly, the regular and continued use of a high strength chlorinated alkali detergent/sanitiser (above 9.5ph) is a key to high level milk quality, particularly during the warmer months. FiL's Quantum Powder is a proven high performance product. The results speak for themselves.

This in conjunction with regular hot washes and the correct acid sanitiser (below 2.5ph) suited to your plant, and used with a specifically designed washdown programme will ensure hygiene protection.

Prevention is Better than Cure:

There is no doubt that prevention is better than cure. Some simple facts that I have observed in the prevention of thermiduric grades are:

- Routine plant inspections are essential. Establish routine plant checks at the beginning of the season and ideally, monthly thereafter.

FiL Area Managers have special plant check lists available for the purpose of recording and monitoring your plant. These are also useful for staff training exercises.

- Keep a track of quality results and act on any irregularities early and quickly. Thermiduric testing takes several days to culture for a final reading, so other consignments of milk previously sent could also be in jeopardy.
- Extra assistance with any problems or queries is only a phone call away by contacting your FiL Area Manager. We are all experienced in the dairy hygiene field and well conversant with all milking systems.



Milk quality issues are the modern day plague to farmers and there is no doubt that they want to avoid them at all times. With the points outlined and time spent, you will go a long way to putting paid to that dreaded summer evening phone call.

STOP

BACTERIA BUILD-UP & PREVENT PROBLEM GRADES

The FiL Quantum range is cleaning up bigtime in farm dairies nationwide. Our Quantum Blue and Gold acid detergents and Quantum XL and Quantum Powder alkaline detergents and sanitisers are fast becoming the acknowledged leaders in the NZ Dairy Industry, achieving outstanding cleaning results. With its variable foam and temperature profiles, the Quantum Range caters for ALL farm dairy needs. FiL Quantum is tomorrow's cleaning technology, today!

HOTLINE : 0508 434 569

NETLINE : www.filnz.co.nz

Weather Forecaster Predicts Mixed Bag This Summer

By Ken Ring. www.predictweather.com (The home of long range weather)

December

The Far North may be wetter and cooler than average in the last month of the year with lower Northland through to Bay of Plenty, Hawkes Bay and Taranaki receiving average rainfalls.

Whangarei, Auckland, Waikato and Wellington could be warmer, with Wanganui to Masterton on average temperatures. All the remainder of the North Island should be cooler than average while the lower North Island may be drier.

Nelson, Blenheim and Christchurch may be wetter, but the West Coast, North Canterbury and North Otago could be drier than average with the rest on average rainfall. Nelson, Blenheim and Otago should be cooler than average and the West Coast, Christchurch, Queenstown and Invercargill warmer.

For Christmas Day most districts from Russell to Taupo, including Gisborne, should be dry. Taranaki and central New Zealand could be changeable but most of Canterbury and Southland should also be dry while the odd shower could pass through South Canterbury, Te Anau and Dunedin.

New Year's Eve may see rain across all of New Zealand with some very heavy falls in some places, but it should clear about New Years Day.

January

Compared to monthly averages January should be drier than normal for both islands with about a third less rain in the North Island than in the South Island.

This may prove to be the sunniest and hottest month of 2005 and consequently very dry in some regions. Parts of the Waikato may not see any significant rain until about January 23.

The usual dilemma of whether to feed hay or silage to stock and face dramatic shortages in winter could again arise for farmers and recent low pasture growth may not have helped. Scrub fire risk could be high as well as water shortages in regional towns. Some east Waikato farms may not have had rain since last November.

For all, January should be warmer than average.

Kerikeri will probably be the North Island's warmest town for the year and this month. Gisborne should also be very warm but Alexandra should be the country's warmest. The first two weeks of January may see an upward temperature swing. On or near the 8th and 21st sees the potential for earthquakes and extreme weather, especially on the West Coast of the South Island.

For the North Island, the least rain could be around the 11th and 12th and the most rain on or near 29th to 31st. For the South Island the least rain period will probably be around the 11th - 19th, with the wettest time in the first and last weeks. North westerlies could be persistent in January.

February

February may be drier than average for the North but wetter for the South Island. For the North Island the least rain may be around the 19th - 21st and the most rain on or near the 1st and 25th.

For the South Island the least rain period may be around the 8th with the wettest dates being the 1st, 7th and 13th. Most of the North Island and the top of the South Island should be sunnier than normal. Blenheim will probably be the South Island's warmest town for the year and in this month.

The third week in February could see unseasonably hot temperatures in some parts. It may also be a dry month in Bay of Plenty and from Waikato to Northland. Some farmers in these regions may note near drought conditions.

Over the South Island it could be wet in Canterbury and Otago with rainfalls possibly near twice the average. The hydro lakes should see double the average rainfall. The West Coast may also be wetter. South westerlies should prevail over the North Island while north westerlies may predominate over the south of New Zealand. There may be a temperature swing during February 14th -25th and especially 17th-21st.

"Predict Weather Almanac 2005" is now available from Paper Plus, Whitcoulls or the author, 348 pages, A5 size, comb-bound for easy viewing. Daily isobaric maps, rainfall and sunshine trends and monthly temperature trends for 57 towns and districts feature for every day of 2005. To order, mail cheque to PWL, P.O.Box 60197 Titirangi, Auckland. Price \$49 (includes postage).

El Nino's Back But it Looks Weak

A weak El Nino weather pattern looks likely to affect New Zealand's weather this summer, according to NIWA.

The long range summer forecast shows normal or below-normal rainfall in the north and east of the North Island and eastern South Island with normal and above normal rainfall in the west of both islands.

The NIWA seasonal forecast says the outlook is for windy, grey weather this summer as weak El Nino conditions are expected to continue into the new year.

This means strong west to southwest winds over the country at least until January, but temperatures will be about average. There is a slight risk from tropical cyclones.

El Nino is a natural climatic feature, originally the name given to the periodic development of unusually warm ocean waters along the tropical South American coast and out along the Equator to the dateline.

When El Niño is not present, trade winds blow westward across the Pacific, piling up warm surface water so that Indonesian sea levels are about 50cm higher than those in Ecuador. Cool, nutrient rich water wells up off the South American coast, supporting marine ecosystems and fisheries. Rainfall occurs in rising air over the warm water to the west and the east Pacific is relatively dry.

During an El Nino the trade winds weaken, leading to a rise in sea surface temperature in the eastern equatorial Pacific and a reduction of upwelling off South America. Heavy rainfall and flooding occur over Peru, and drought over Indonesia and Australia. In the tropical South Pacific the pattern of occurrence of tropical cyclones shifts eastward so there are more cyclones than normal in areas such as the Cook Islands and French Polynesia.

Foam Mark Adds Bright Yellow To The Range

Farmers have asked for it so FiL has made it - Foam Mark Yellow.

Two years ago FiL launched Foam Mark Pink onto the market. It was a revolutionary new temporary stock marker for cows, dry stock, goats and deer that helped farmers identify animals to be drafted.

So successful was the pink version, farmers have asked for another colour to use when they are drafting out two groups.

Just squirt the fluorescent pink or yellow foam directly onto the back of the animal you want to draft and within 30 minutes the foam will disappear leaving no trace on the animal.

FiL Foam Mark has proven to be an excellent product, enabling farm staff to quickly identify which cows need to be drafted out for culling, those on heat, vet inspection, plus a number of other uses farmers have discovered for the product.

Soon after spraying the foam will rise to form a 'coloured blob' which is easily seen from a distance, particularly in poor light. After a short period (approximately 30 minutes depending on conditions) the foam spot will disappear.



Been There Doesn't Block Your Gear

Spray It Ltd.

Toby Annabell and his worker use remote control reels when spraying gorse so they need to know where they've sprayed - that's why they use Been There.

Fil's red marker dye is the perfect way to see where they've been when working both sides of the truck in hilly country in high gorse.

A former sheep and beef farm manager, Toby started his Spray It company four years ago but wasn't new to the business because he had been a loader driver for an aerial spray company years before.

He says the high tech remote control hoses are "the bees knees of spraying" because they roll themselves up at the touch of button and help pull the operator back up the hill.

Gorse and blackberry spraying is a big part of Toby's work as well as new weeds such as pampas grass, barberry and giant rhubarb.

"We began using Been There when I started the company because it's the only economical marker dye. It doesn't block your gear and you can leave it in the tank overnight and it won't deteriorate. I want



Toby Annabell

a decent job done so only use decent chemicals."

Toby says seeing easily where he has sprayed is very important when on big jobs where time and

economical use of spray is important. "You don't want to go back over areas you've sprayed, Been There ensures that doesn't happen," he said.

Been There Saves On Chemical Use

Spraysafe Waikato

Allan Crouch and Been There, FiL's red spray marker dye, are helping the fight against gorse in the Waikato. He owns Spraysafe Waikato and although gun-spraying gorse and blackberry are only a small part of his business it is an important part.

"A lot of the gorse work we do is on dairy farms and with all the hills round the area there is plenty of potential."

The former sharemilker, policeman and stock agent has owned Spraysafe for a year and started using Been There from the start.

"I want to know where I've been. We work in sections and it's important not to go over what's been done because these are expensive chemicals we use and farmers have to pay for them."

So, whether it's moving from section to section or coming back to a property the next day or after a weather break, Been There ensures the work isn't done twice or chemicals wasted.

"Been There is easy to use, you just pour it into the tank and spray. The colour is good with gorse, you really see the red."

We've got it covered

Whatever type of spray marker dye you need, FiL's got it covered.

Been There:

- Tracer dye for emulsions and solutions.
- Suitable for weedkillers and herbicides.
- No more gunk in the spray tank.
- pH neutral, not acidic.
- Available in 1, 5 and 20 litre packs.

Done That:

- Highly visible on plants.
- Suitable for most forms of colour-blindness.
- More economical than other "blue" dyes.
- Is not a poison or a DG.
- Cleans up easily in soap and water.
- Compatible with herbicides used in New Zealand.
- Available in 500ml, 5L, and 20L packs.

HOTLINE : 0508 434 569

NETLINE : www.filnz.co.nz

Richard Gregg - FiL's Ireland and UK Agent



FiL Quantum detergents, Tell Tail tailpaint and a young businessman from County Donegal are helping Irish and British dairy farmers adapt to New Zealand style pastoral farming.

Richard Gregg, whose father David started Gregg Care in 1997, became the public face of the company last year after his father died in an accident on the family's 120ha dairy farm.

"My father came to New Zealand in 1996 and saw how forward thinking your dairy farmers were. He realised dairying in Ireland had to change, saw tailpaint being used and knew that was the way to go.

"There was no tailpaint or heat detection being used in Ireland at the time so he took Tell Tail back with him and started selling it and the idea of tailpainting.

He also saw calf feeders when he was in New Zealand and began importing them."

Now, Gregg Care is FiL's UK and Ireland

agents, has clients throughout Ireland and the UK and is increasing its market share in a difficult market.

The company includes Richard, his mother, a secretary and another staff member who works part time in the business and part time on the family farm.

It sells direct to farmers and has been successful in gaining sales from farmer buying groups of 20 to 30 people. "We are focussed on the top farmers and those who are switching to seasonal calving and grazing in the New Zealand style," he said.

"Quantum is a lot better detergent than the other products you can buy in Ireland, especially in larger plants. Most of the dairies in Ireland are 10-20 bale herringbones but there are a few rotaries now."



Richard Gregg and team in Ireland

Ian Grooby Moves On After Nearly 11 Years

When Ian Grooby, FiL's man on the West Coast and Canterbury for the past decade, signs off for the last time later this month he won't be completely lost to his FiL farmer clients.

Just a few weeks short of his eleventh year with FiL, the popular area manager has decided to change job direction and join rural retail giant Wrightson as its West Coast representative.

A Murchison identity since 1961 when he moved to the small town 120km south of Nelson with wife Velma, Ian has worked for and owned the local garage, owned the local tearooms and for 11 years managed the Tasman Milk Products store before joining FiL in early 1994.

As FiL's northern South Island area manager he has clocked up more than half a million kilometres servicing farmer clients from Culverden in North Canterbury to Franz Joseph in South Westland.

But when he leaves the company he still wants the relationship to continue because he believes it will benefit both

FiL and his new employer.

"I'll still be selling FiL products along with other farm dairy products as a Wrightson rep, definitely, along with everything else a rural retailer sells."

He says he is switching jobs because there have been a large number of changes in the dairy industry in recent years and he decided he wanted to get back into general rural merchandising again.

Ian will continue living in Murchison and the town's Wrightson shop will be his home base, although his area will cover the entire West Coast.

He says he will miss the support and comradeship of FiL staff and management but won't miss the 132 milking machine cleans he completed this winter.

"I'm a West Coaster at heart and because my new area only includes the coast I'll be able to spend more time there and concentrate my efforts," he said.

Ian will also be able to spend more time with Velma in the couple's large flower and vegetable garden with the surplus being given to neighbours and the local hospital in the height of the season.

Richard says more farmers, especially in the temperate south, are into seasonal calving - the majority in spring. They still house their cows in the dead of winter when there is no grass available so spring calving, as in New Zealand, allows best use of new grass.

"In the past Irish farmers didn't make best use of the land. Now some are putting in lanes and dividing paddocks properly and break feeding to make sure the grass is grazed effectively."

However, Richard says Ireland will never conform 100% to New Zealand systems because of the hard winters and difficulty in buying extra land to increase farm sizes. But a number are building feed pads and as the industry is restructured more will turn to modern farming systems to be profitable.

Richard says Quantum is starting to take off in Ireland and the UK and as more farmers try it, sales increase. The same progressive farmers were also the ones taking up tailpainting but he admits Ireland is 15 years behind New Zealand in dairy systems.

"We are changing though because a lot of young Irish farmers have come to New Zealand to work and brought back new ideas and New Zealanders are working in Ireland and bringing their systems to us. The main change they make is tailpainting, that came first, now its FiL detergents."



Ian Grooby and wife Velma

Caustics Corner

Dr Caustic

A strange year continues. I hope you managed to find enough feed to keep your herd healthy and milking. Rumour has it that in some areas farmers are thinking of putting the lower 30 acres into rice, others are thinking of dates. There seems to be a good bit of feed about now however and, of course, this brings other problems in its wake.

Bloat seems to be quite prolific, and likely to last, Keep up the treatments and be very careful if trough treating. The moist

pasture and showers of rain will reduce water intake, making dosage unreliable.

I am reliably informed that teat condition at the start of the season was very poor in many herds. The finer weather and some TLC should have overcome most of this, but do continue to teatspray. If your local weather is still wet, keep the concentration up to allow for some wash off. If you are experiencing dry conditions add extra teat emollient if you are running at higher dilutions.

Whichever way you are treating the teats make sure you get full coverage;

it is too easy to miss the front of the udder when spraying from the rear – especially when you are in a hurry. This will often show up as a scaly area on the front of the teat.

Teat damage, particularly on the very end, can be indicative of insufficient lubricity or emolliency in your spray mix (not all teat damage is caused by faulty machine settings). Extra Teat Conditioner can help here – add about 1 part to 2 parts of the teat sanitiser concentrate (reduce water by the same amount) when making up the spray.

More severe damage, cracks and scabs, would indicate the use of Emollient Salve to give them a chance to heal. Of course, the onset of hotter weather

sounds the alarm bells for milk grading problems. The higher temperatures mean that milk films dry faster and grow more microorganisms. This presents more of a challenge to your cleaning program. Splashed and hard to reach areas are also harder to clean. This includes the vat above the milk line, the upper surface of the receiving can, the sanitary trap and associated air lines, the ends of pipelines and the upper surface of large diameter milk lines. Watch out for any dead ends or valves in pipelines; particularly diverter valves that may have been used to direct flows to colostrum vats.

Have a good season!

Purpose Built Future for FiL

FIL has bought a significant block of land in the modern Portside Drive industrial sub-division in Mt Maunganui and will shift its operations from its current Newton St site in 2006.

The existing site has come under increasing pressure with rapid development in the Tauranga region and the excellent growth FiL has enjoyed over the past eight years.

The current manufacturing and logistics operations and customer service centre will be re-located to Portside Drive. New plant and equipment purchased to manufacture FiL's expanding product range will also be located at the new site.

While growth has been the main driving force behind the move, there are other key benefits. A greenfields project, the new site will become the centre of excellence for the company in the North Island. By harnessing technological developments in areas as diverse as e-commerce, energy conservation, waste minimisation and logistics, FiL plans to achieve gains in quality, productivity and customer service while reducing costs and effects on the environment.

Planning for the expanded facility is progressing well and includes assessing the company's materials handling needs and consultation with FiL employees and service providers.

Construction is expected to begin in the second quarter of 2005 and is due to be completed early in 2006.



The many faces of FiL

FiL Whistle Blower Joins NPC



Referee Josh Noonan (middle) with Touch Judges Stu Carter (left) and Mike Friis (right).

FiL Te Aroha/Morrinsville Area Manager Stu Carter is still blowing his whistle - but has traded Waikato for Thames Valley.

After 12 years refereeing rugby in the Waikato Stu changed provinces this year so he would have the opportunity to be involved with the NPC competition.

This season he has been a touch judge in second division games involving Thames Valley - a highlight of his rugby refereeing career.

Stu is now in his fourth year with FiL and is still enjoying meeting farmers every day, helping them supply quality milk and providing them with the best service he can. "I really enjoy being able to solve farmers' problems. I get just as much enjoyment out of doing that as I do being involved with rugby," he said.

His goal is to try and anticipate his clients' needs and hopefully exceed their expectations.

Service means a lot to farmers in Stu's area. "They need to know that I'm willing to go the extra mile for them and I believe that I do."

Recently Stu converted a large Te Aroha farming business to FiL products. Bay Farms is owned by Mr and Mrs Stuart Bay, a former director of the New Zealand Dairy Company and current chairman of Livestock Improvement Corporation.

Bay Farms milks 1350 cows through an 80-bale rotary and although a dairy of this size is not uncommon in the South Island it is large for the Morrinsville/Te Aroha area.

Bay Farms Te Aroha operation has grown from a small enterprise, started by Stuart's father David Bay, a former New Zealand Dairy Company director and New Zealand Dairy Board director, into the large farming unit it is now.

The Bays use FiL detergents and teatsprays on the farm plus several other FiL products including Tailpaint, Formalin, Magnesium Chloride and Moss Killer - all contributing to their successful farming operation.

Erin Bay (Stuart's Son) is now responsible for the day-to-day operations along with co-manager Bruce Knudson. Bay Farms has a staff of nine full or part time employees and Erin says he is pleased with the new products FiL is supplying and the service that they receive from Stu.



The staff at Bay Farms, Te Aroha

MEN AT WORK

YOUR FiL FARM SERVICE TEAM HAVE GOT THE COUNTRY COVERED

1	2	3	4	5	6	7
Bryan Eaton Northland Ph: 06 434 7390 Mob: 025 721 5091	Mark Mohring North Waikato Ph: 07 324 8052 Mob: 0274 721 582	Stuart Carter Morrinsville/Te Aroha Ph: 07 888 5231 Mob: 0274 400 843	Dave Hewson Te Awamutu Opotunui Ph: 07 871 3506 Mob: 0274 891 604	Allan Clarke Bay of Plenty Ph: 07 543 3754 Mob: 0274 730 577	Phil Gulliver North Taranaki Ph: 06 705 7695 Mob: 0274 721 500	Clinton Humphrey Southern North Island Ph: 06 354 4178 Mob: 0274 721 500

8	9	10	11	12	13	14	15
Ian Grooby North East South Island Ph: 03 523 9119 Mob: 0274 721 588	Peter Dookin Southern South Island Ph: 03 488 4072 Mob: 0274 721 504	Gavin Dunn Rotorua/Waipoua Ph: 07 333 2119 Mob: 0274 708 479	John Adkin South Taranaki/ Waipoua Ph: 06 270 1900 Mob: 0274 038 525	Geoff Sainty Central North Hawke's Bay Ph: 07 368 2004 Mob: 025 281 9484			Greg Duncan Canterbury/ Nelson Ph: 03 623 5165 Mob: 025 725 989

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