

FIL’s innovative pastoral dairy technology, highly skilled staff and well respected brand are assets not only appealing to Kiwi dairy farmers, but also German based GEA Farm Technologies (GEA FT).

GEA FT is itself a world leader in many aspects of dairy technology. Seeing the potential in grassland farming not only here but through regions like South America, GEA FT acquired FIL in September to gain a greater market presence in the global pastoral dairying segment.

GEA Farm Technologies managing director Greg Mills says FIL’s extensive network of experienced area managers also offers exciting opportunities to present an even wider range of products and services to farmer clients.

The acquisition highlights how far FIL has come from its tiny beginnings as Farmers Industries Limited, back in the late seventies.

Farmers Industries founders Dave Hancox and Arthur Jordan started manufacturing and marketing a cold water dairy detergent called 30M. At the time 30M represented an innovative breakthrough for farmers seeking a lower cost approach to farm dairy hygiene with its cold water technology.

It was typical of the innovative products to follow, including New Zealand’s first purpose designed Tailpaint applicator, the Backpack Tailpainter and Iodoshield Active, a teat spray including Manuka honey widely used for its antibacterial qualities.

Dave and Arthur see GEA FT’s acquisition as the ultimate compliment to the company they have overseen in a partnership that is as rare as it is successful.

“Kiwi farmers live and breathe grass-to-milk dairying, but they often do not appreciate just how rare pastoral dairying is globally, with most of the world’s milk production coming from confinement systems,” says Arthur.

GEA FT’s recognition of the growth in the pastoral sector saw the company assess which Kiwi companies offered



the most opportunity for on-going expansion and brought innovative products with them.

“Based on our assessment FIL came out well ahead of any other business around. Its state of the art processing plant offers plenty of opportunity to increase production of other products, right here in New Zealand,” says Greg.

FIL’s award winning head office and plant presents a company confident about its future, made even more so by a very comprehensive re-branding exercise undertaken around the same time.

Meantime GEA FT’s international links will prove invaluable to boosting FIL’s export business, whilst keeping jobs and innovation right here in New Zealand for Kiwi farmers to benefit from first. Trade Minister Tim Groser recently visited FIL to share some insights

to global trade issues, and he was highly impressed by the company’s efforts to expand beyond New Zealand. In the past FIL has worked closely with his staff in New Zealand Trade and Enterprise.

Globally FIL has already established some valuable export beachheads in the United Kingdom, United States, Australia and parts of South America for exporting its products.

“The global distribution channels GEA FT already have means the ability is there now for FIL to grow its export business faster than we could have done before,” says Arthur.

FIL’s innovative approach to dairy solutions has a good fit with GEA FT’s own approach to technology.

The company offers products and applications that cover the spectrum of dairying including confinement barn design, automatic feeding systems, milking plant hygiene and manure handling equipment. Many farmers here in New Zealand will already be familiar with its quality WesfaliaSurge milking equipment.

“After visiting GEA FT in Germany and seeing their systems, and most importantly how they treat their staff and customers, we realised it was an ideal company to take FIL to the next stage, becoming a truly global leader in pastoral dairying technology,” says Arthur Jordan.

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A WORD FROM FIL:

Christmas draws close and the weather looks good for the surfers, but not for the Farmers - it’s starting to get dry already. The 2010 season has been one of our best due to increased demand - a very pleasing result for FIL. However, this unprecedented demand did challenge our ability to supply to the retailer. Some product to our farmer clients was compromised and we apologise for that. Our commitment to you is to ‘do better’ in terms of having our inventories prepared earlier. At the same time, we will increase our ‘focus’ to support the retailer branches and head offices to ensure that the stock is in store, when you need it.

Our new association with GEA Farm Technologies permits FIL to have a new, broader and cost effective product and service offering for dairy farmers in New Zealand. We are looking forward to presenting that to you for next season. On behalf of all our staff at FIL we wish you and your families the very best for the festive season and the New Year.

WARWICK DOWSE - General Manager

PACKAGING BRINGS IMPACT TO MARKET

MANAGING DIRECTOR FOR CONVEX PLASTICS OWEN EMBLING CREDITS A LARGE PART OF THE COMPANY’S SUCCESS TO ITS PHILOSOPHY THAT OUT OF EVERY ACORN COMES AN OAK, WITH SMALL RUN JOBS FOR CLIENTS BECOMING LARGER ORDERS IN YEARS TO COME.

For over 30 years the privately owned Hamilton company has built its reputation on not only on providing high quality packaging products, but on tailoring them for the demands of its predominately New Zealand customers.

When FIL was seeking a packaging solution for its innovative Impact detergent sachets, the timing was good. Convex had recently acquired technology from an Australian packaging company and moved it to its Hamilton site, and was keen to provide the quality bags to clients to build business through the plant.

FIL was the first New Zealand company to make use of the equipment for the Impact Red and Blue storage bags.

The Sliderpack bags the equipment produces, are often found holding products as diverse as pet food and grapes, with the unique sliding zip closure helping prolong product life. However the Sliderpack bags have also proved the ideal means to hold almost 20kg of Impact Blue and Red sachets. Like the Impact sachets they feature some cutting edge innovation.

The bag quality was also critical in FIL’s decision to opt for them over more conventional container methods, says FIL’s marketing manager Rosanne Obitz.

“They are being stored in an environment that often has high moisture levels, exposure to light and often heat,” says Rosanne. The bags also had to hold their colour well for retail display.

Owen Embling says the bags have a no compromise approach to their build and resulting robustness.

“We are using the best laminates in the world, and very high quality polymers throughout. That ensures a good thickness and a very high spec product offering good protection for the sachets within,” says Owen.

If the tough workplace of the farm dairy was not enough of a challenge to container integrity, the New Zealand light levels simply add to it. “Pigments developed in the Northern Hemisphere simply do not last well under bright high UV New Zealand light conditions. Colour fastness is a real issue and what would last six months there, would only last a month here.”

Customers like to have colours that stand out and last. So Convex has developed special pigments working with its ink suppliers to put an extra kick into the bags’ colour, ensuring they have impact by name, and by nature.

Convex recently received a Gold Medal award in the New Zealand Pride in Print Awards for the quality underpinning its pet food Sliderpack range.

Owen Embling says with 80% of its business coming from New Zealand based businesses, Convex remains firmly



LOCATED AT CONVEX IN HAMILTON THE ONLY SLIDERPACK BAG MAKING MACHINE IN THE SOUTHERN HEMISPHERE.

committed to helping companies with smaller packaging requirements develop and grow their business into larger scale runs. Thanks to the success of past relationships that have grown into large scale packaging runs, the company is poised for major capital investment in the coming two years in its Hamilton plant.

“With FIL’s Impact packaging we have provided an option that requires less polymers to produce. Ultimately we aim to produce a recyclable variety that will add to Convex’s significant efforts to reduce waste stream production,” says Owen. This makes the bags a good fit with FIL’s own efforts to reduce waste which includes recycling plastic containers through the Plasback scheme.

NEED TO TRACE YOUR STEPS?

WE’VE GOT YOU COVERED.

BEEN THERE is part of FIL’s marker range. Made in New Zealand, this market-leading tracer dye lets you clearly see where you’ve been. Available in a twin chamber metered dispenser, **BEEN THERE’s** formulation does away with high acid levels common in other dye products, but maintains truly outstanding visibility.

CHOOSE BEEN THERE. Make your job easier.

AVAILABLE AT YOUR LOCAL RURAL RETAIL STORE.
MORE INFORMATION ON OUR FULL MARKER RANGE
AT WWW.FIL.CO.NZ OR PHONE 0508 434 569

TDF-BT20

WATER FORUM A FOCUS FOR CO-OPERATION ABOVE CONFLICT

FARMERS AND WATER USERS HAVE WELCOMED THE RECENTLY RELEASED LAND AND WATER FORUM REPORT WHICH RECOGNISES THE POTENTIAL FOR BOOSTING ECONOMIC GROWTH THROUGH SUSTAINABLE USE OF FRESH WATER SUPPLIES.

OPUHA DAM

The Land and Water Forum was last year asked by the Government to recommend reform of New Zealand's freshwater management.

The Forum comprised of the most diverse group of users and interest groups possible, with some groups often more accustomed to encountering others in the Environment Court hearing opposing water use plans. Since the Resource Management Act was enacted 20 years ago, water use has been mired in confrontation and piecemeal management, resulting in costly delays or failures in projects and fractured view points on its best use among interest groups. Getting all groups together to agree on the need for a "road map" on how to achieve better water management was only the first, but significant step.

However the very real threat that deteriorating water quality becomes a trade issue has galvanised groups at a local and national level to try and develop a more comprehensive, co-operative approach to managing one of the country's most valuable natural resources.

"Our fresh water is still good overall and rates well internationally, but its quality and availability have been deteriorating. We must take steps on several fronts to reverse this trend," says chairman of the forum Alister Bisley. The Forum believes that to deal with the issue of water quality, there is a need for both environmental and economic reasons to set standards, limits and targets around contaminants and flows.

National leadership and local partnerships are also required and more consistent practices and performance monitoring. Until now policy has been evolving in a

fragmented local manner, and this has been attributed to the failures within Environment Canterbury that saw its governance disbanded and commissioners installed.

A perennial argument of water users has been that New Zealand is not short of water at certain times of the year, with over 98% of the Canterbury river water running out to sea for much of the time, and there is a case for better water storage policies. The Forum has recognised this.

The Forum also believes that water storage may bring gains for the environment as well as economic benefits.

Importantly, the environmental gains of water storage have been acknowledged. As well as the economic benefits - some of the country's most successful water schemes include sensitive, community focused schemes that provide multiple benefits to communities indirectly through providing recreational facilities. One such example is the Opuha Dam. The 700ha Lake Opuha at the head of the dam provides an invaluable boating and fishing resource for the residents and land owners of South Canterbury.

Alongside the recognition of stored water value is a desire to see a system that will allocate water permits and allow them to be traded. The report acknowledges that instances of water shortages are only increasing, and the current means of allocating water does not encourage efficient use with the existing first in - first

served system, simply not being adequate. Having transferable permits will see water move to its best use over time, but could only develop when over allocated catchments have already been managed.

Transferable rights are recognised as only one way to try and improve the efficiency of the water take between users in any given sector, and between sectors.

Generally the options presented by the Forum are broad, with sensitive issues around water pricing left to government to decide.

Fed Farmers spokesman Lachlan McKenzie welcomed the Forum, praising the inclusion of landowners in the discussion. "For farmers this is actually great news because involving landowners in any process is essential where policy outcomes could directly affect their property and what they can do with their land. Given this, it's only fair and right that landowners take charge of implementing any changes that may result."

While collaboration was welcomed, he cautioned that collaboration did not necessarily equal agreement on all aspects of the report. Irrigation NZ chairman Graeme Sutton has said a lot of work needs to be done on the recommendations, with major changes proposed for water allocation.

The Forum's ideas will now be presented in a road show through the country for interested parties to express their views.

To learn more visit: www.landandwater.org.nz

WATER PROGRAMME A BONUS FOR PETER

HAURAKI PLAINS FARMER PETER WEST GOT MORE THAN JUST SOME VALUABLE WATER SAVING INFORMATION WHEN HE ATTENDED ONE OF DAIRYNZ'S SMART WATER USE SESSIONS RECENTLY.

FIL's sponsorship of the programme has helped the conservation programme gain traction as farmer interest in water conservation grows nationally. The Smart Water programme provides information on how to reduce water loss throughout the whole farm system.

To help launch the programme, a prize draw encouraged farmers to use the kit provided with the programme and to return their feedback on it. Peter's feedback saw him drawn out to win a 100 litre drum of Bloateze from FIL.

"It is an excellent initiative. We were given a wall chart with pin holes in it to highlight how even a small leak can lead



to huge water losses and costs over time. After health and safety with new staff, water conservation is the next thing we now go through," says Peter.

The programme has been co-ordinated by water guru Gord Stewart who specialises in water use and conservation. He says the prize draw offered with the feedback forms, provided invaluable information on how farmers had put the advice into practice on their own farms.

Some of the ideas discussed and presented to farmers included using auto shut off valves for water cylinders and CIP drums, avoiding the risk of relying on manual shut off

and the operator getting distracted in the process.

Reusing once through cooling water in excess of wash down requirements through extra storage was another simple means to provide a supply either for stock water or future wash down needs.

"Farmers are increasingly aware of water's value, and the programme will be rolled out through other regions over time," says Gord.

To learn more about DairyNZ's Smart Water Use and obtain a farm kit, contact DairyNZ on 0800 4 DAIRYNZ, or visit www.dairynz.co.nz/smartwateruse



ADRIAN JOE (LEFT) &
STEVE CRANEFIELD OF PURE
MILK MASTITIS CONSULTANCY
BELOW: IODOSHIELD ACTIVE 20L

SUMMER NO TIME TO SLIP ON TEAT CARE

WITH SUMMER ON THE WAY AND STAFF KEEN FOR TIME OFF, OR JUST SOME TIME OUT OF THE FARM DAIRY, IT IS EASY FOR SOME BASICS AROUND HERD MASTITIS MANAGEMENT AND TEAT HYGIENE TO SLIP OFF THE LIST OF PRIORITIES.

However the ongoing management of somatic cell levels right throughout the season can bring significant financial benefits within that season, and save significant sums in dealing with recurring mastitis problems in the season to come.

Te Awamutu based veterinarian Adrian Joe has taken his lengthy experience in the dairy industry to combine with colleagues Steve Cranefield and Ian Hodge to form a mastitis consultancy - Pure Milk.

Adrian says once numbers are put on the value of on-going attention to teat spraying and teat condition after the busy calving period, many farmers may quickly pick up where they left off in spring time.

“If your Bulk Milk Somatic Cell Count (BMSCC) is 250,000 and clinical mastitis incidence is around 25% for the year, then it is estimated that an average 350 cow herd will be losing \$18,000 compared to a herd with BMSCC of 150,000 and clinical mastitis incidence under 15%.”

He would expect a herd with good mastitis control to exhibit clinical mastitis of less than 1% per month once calving has finished. If BMSCC levels are increasing, or the incidence is higher than this post calving, there may be several reasons for it.

The most common reason is teat end damage. This can occur after calving and teats may not get a chance to heal. Causes may be due to milking machine problems that have simply gone undetected since the winter plant check.

A simple means to diagnose the level of teat end damage is to take 50 cows and score their teats. “A normal teat end will have smooth unbroken teat skin and the teat canal opening should be closed. You should have more than 80% of the cows like this. If the teat end is rough or the skin is broken then this is abnormal and will increase the risk of clinical mastitis by more than 10 times.”

If more than 20% of the teats appear abnormal then it is time to determine the cause. While the milking plant will often be checked during winter, Adrian says it is rare that plants are checked when it really matters, whilst cows are hooked up to them. While a winter check with no cows may have shown everything to be fine, the results can vary significantly when that plant is under a milking load.

Common reasons for teat end problems are high vacuum, faulty pulsation, incorrect liners and over-milking. Assessing the plant during a milking once the busy spring period is past will help identify if plant is the cause, and help get, or keep, BMSCC at a reasonable level. He urges farmers to look hard at the cause of teat end damage before seeking any magical solution to fix them. Once the problem is found, his magic cream is simply an effective teat spray that is applied all season long. “Teat spray is the single most important control measure you can apply in your herd to stop new infections, and is something that is done inadequately through the season in most.”

Survey work conducted by Adrian and his colleagues revealed only 12% of farmers teat sprayed right through the season.

“Two out of every three were using the wrong dilution rate, and only one in three got good coverage of all four teats - this is despite numerous studies showing teat spraying will reduce new infection rates by 50%.” While it can be tempting to let teat spraying slide as the season progresses, Adrian urges shed managers and operators to regularly check their dilution rates. It is critical to ensure all staff involved in mixing the solution, including relief holiday staff, understand the ratios stated in instructions to deliver the full benefits of improved herd teat health, for this season and next.



GETTING PASTURES RIGHT FOR SUMMER DRY



PHILLIPA HEDLEY,
DAIRYNZ FARM
SYSTEM SPECIALIST

WITH PREDICTIONS THAT EASTERN PARTS OF THE COUNTRY COULD FACE ANOTHER DRY SUMMER, SETTING THE FARM UP FOR OPTIMAL PASTURE UTILISATION IS CRITICAL TO EXTEND GRASS QUALITY FOR AS LONG AS POSSIBLE, DELIVERING MAXIMUM MILK FLOW AT MINIMAL FEED COST.

DairyNZ farm system specialist Phillipa Hedley says the temptation over summer is to let grazing residuals drift up higher than usual, under the impression this will somehow buffer future feed levels as the dry sets in.

“The real risk there though is that if the dry continues and cows are forced back into that pasture, and the quality of what they are made to eat is poorer.”

CHECK GRAZING RESIDUALS

DairyNZ research and Phillipa’s own experience with recurring dry spells on Bay of Plenty and Waikato farms, has proven that treating pasture as a crop and grazing to a consistent, even grazing residual going into summer (top of the lumps grazed, all pasture that has grown since the last grazing is eaten), will deliver better outcomes as a dry spell continues.

While 7-8 clicks (3.5-4 compressed centimetres) on the rising plate meter has been regarded as the height where consistent, even grazing occurs, Phillipa says it is important to calibrate what a consistent, even residual equates to on individuals’ system of measuring pasture residuals. Light levels are improved into the lower pasture base, promoting tiller growth and clovers, pasture quality and utilisation are increased and there is less dead material for eczema spores to develop on later.



QUANTUM
XTREME 20L

QUANTUM XTREME

QUANTUM XTREME IS FIL’S NEWEST ALKALINE FORMULATION, COMBINING TWO POWERFUL CLEANING SOLUTIONS INTO ONE EASY TO DISPENSE PRODUCT.

A quality chlorinated sanitising compound has been combined with a high grade alkali, eliminating the need to hold separate alkaline-chlorine products on the farm. Designed with automated dispensing systems in mind, means farmers can now use one combined chlorinated alkaline product for their twice weekly alkaline washes. FIL has listened to farmer clients seeking simpler, effective solutions to plant wash down, that ensures grade free records are maintained.

QUANTUM XTREME FEATURES:

- Two hygiene products combined into one liquid form
- High grade alkaline and potent chlorine combination
- 20 and 100 litre options

QUANTUM XTREME BENEFITS:

- Minimises amount of chemical held on farm, simplifying ordering, safety and wash routines
- Proven FIL alkaline compound ensures excellent protein removal from all milk contact surfaces
- Chlorine sanitiser provides a complete hygiene solution

- Liquid solution easily dispensed either manually or via automated machines
- Containers returnable and re-usable through FIL’s Plasback initiative, minimising on farm waste

“Quite simply, Quantum Xtreme is an awesome product. We have had a grade free year, and that says it all really, Xtreme proved to be very good, it is low foaming. Anything that can remove protein as effectively as Xtreme is worth having. We would keep using it, definitely...”

Matt & Carol Hatton, Papamoa, Bay of Plenty - 320 cows



COMMITTED WINNERS WITH FIL



\$2k WINNER CALVIN LAURIDSEN
- TE AWAMUTU (NOT PICTURED).
CLOCKWISE FROM TOP LEFT;
\$2k WINNERS:
JUSTIN & BRENDA DAVISON - HAWERA
PENNY BROWN - WHANGAREI
MARK WILSON & DAUGHTER MYA - TAUPIRI
PAUL TUFFEY - MATAMATA
JOHN CAMPBELL - WHAKATANE
WAYNE MOXHAM - LEVIN
RUSSELL & TRACEY BOUMA - TAUPO
LLOYD & DIANE WEST - HAWERA
10k WINNERS:
MIKE & LEVONNE GRAYLING - HAWERA



NEED TO BEAT FLYSTRIKE?

WE'VE GOT YOU COVERED.

FLYSTRIKE DRESSING is FIL's solution for treating flystruck sheep and preventing further infestation. Part of FIL's range of animal health products, we've produced **FLYSTRIKE DRESSING** in a handy 250ml aerosol, to bring some convenience to the demanding job of farming.

CHOOSE FLYSTRIKE DRESSING. Make your job easier.

AVAILABLE AT YOUR LOCAL RURAL RETAIL STORE.
MORE INFORMATION ON OUR ANIMAL HEALTH RANGE
AT WWW.FIL.CO.NZ OR PHONE 0508 434 569

TDF-FS210

FIL'S WINTER PROMOTION PROJECT COMMIT DREW A STRONG RESPONSE FROM FARMER CLIENTS ACROSS THE COUNTRY AND HAS LEFT MORE THAN A FEW SMILES ON THE FACES OF WINNERS, FROM NORTHLAND TO BLUFF.

Project Commit gave farmers the opportunity to commit to FIL product for the new season this winter. This put them in the draw for not only \$2,000 of cash in each of FIL's sales regions, but also a national \$10,000 cash prize.

Farmers had the option to buy an acid and an alkali product for one entry, or include a teat care product or Nutrimag to qualify for two entries.

It was winning that cash prize of \$10,000 that has helped Opunake farmers Mike and Levonne Grayling get through a pretty horrible winter period. Owner operators on their 600 cow farm, the couple have been long time FIL users. Mike admits when he filled in the forms for the entry he thought it was only for the chance to win \$2,000.

"When Mark Ward (FIL area manager) rang us and told me what we had won, I thought he was pulling my leg!"

He says September was a particularly hard slog with constant rain making it the wettest he had seen. Knowing they had won a prize that could be put toward a family holiday helped them stay positive.

Mike admits he has been eyeing an exotic road bike, an Italian built Aprilia, but suspects the holiday may get a priority for use of the cash.

Meantime the regional winners including three from the South Island (see page 6 for Mainland winners) have the luxury of deciding how to spend their \$2,000 prize.

FIL Marketing manager Rosanne Obitz says the company recognised farmer clients had come through a tough year before, hit with a difficult spring and a hard drought in many regions on a lower payout.

"FIL understood that cash would give farmers more choice on where and how to spend the prize. It was our way of saying thank you for committing to FIL product for the new season."



FARM INNOVATION HYGIENE / ANIMAL HEALTH / MARKERS / NUTRITION



MAINLAND VIEWS



CLOCKWISE FROM LEFT;
\$2,000 WINNERS:
ALAN & SANDY CURNOW -
COLLINGWOOD
GREG & LEAH HART - INVERCARGILL
DAN ODLUM - RANFURLY
NIC BAIN - GORE

MAINLAND WINNERS WITH FIL

WITH MAJOR STORMS, EARTHQUAKES AND THE USUAL STRESSES OF SPRING TIME, THREE OF FIL'S SOUTH ISLAND FARMER CLIENTS WERE MORE THAN HAPPY TO RECEIVE A CHEQUE FROM FIL IN RECENT WEEKS.

Project Commit gave farmers the opportunity to commit to FIL product for the new season this winter. This put them in the draw for not only \$2,000 of cash in each of FIL's sales regions, but also a national \$10,000 cash prize.

While the top prize went to Opunake farmers Mark and Levenne Grayling (see article page 5) three lucky South Island farmers also claimed \$2,000 each. They were Dan Odium of Canterbury, Nic Bain of Mid Southland and Greg Hart, also of Southland.

FIL's South Island Manager Colin Bishop says the \$2,000 could not have come at a better time for the winners.

"This is a time of year when cash is short, and they were absolutely rapt to get it. I suspect next year if we run this competition again it will be even bigger, the odds of winning are pretty good really," says Colin.

CANTERBURY DAIRY SOLID AFTER BIG SHAKE

MUCH OF THE CANTERBURY REGION AROUND DARFIELD WHERE TIM MCNAE SHARE-MILKS LOOKS MUCH THE SAME AS IT DID A YEAR AGO - ONLY A CLOSER INSPECTION REVEALS SOME OF THE NOT SO SUBTLE SHIFTS IN THE LANDSCAPE THAT OCCURRED DURING THE SEPTEMBER 4 QUAKE.

Because of their location near the epicentre, the farms in the Darfield area suffered some of the worst effects of the big shake. However things are quickly returning to normal after intense community co-operation and effort among farmers in the district.

Tim and his partner Chloe admit they were among the lucky ones when it came to dodging damage on September 4.

Like many dairy farm houses in the region it was relatively new and well built, and only bears a few cracks as testimony to the big shake it experienced.

"You really notice the effect the quake had on older houses many of the brick ones in Christchurch suffered far more damage than these newer homes," says Tim.

Even by mid-November with the farm well back to normal operation the region continues to experience after shocks, but a 5.0 is nothing



FIL AREA MANAGER BRUCE SMITH (LEFT),
WITH CANTERBURY FARMER TIM MCNAE.

after you have been through a 7.1, jokes Tim.

As relatively recent arrivals from the Waikato the couple were no more used to earthquakes than Cantabrians. Combined with a wet challenging winter means the first half of the season has proved to be a particular challenge.

"Last season was our first and that was a boomer right through. But it probably gave us a false sense of security about the challenges that the area has, just as any other region does," he says.

Like many dairy farmers on the morning of the earthquake Tim was just about to get up when it struck. It was accompanied with a sound like a freight train coming through the wall and he rushed to pull their young son from his bed.

The family took refuge under a door frame until the shaking had subsided before Tim headed out to inspect what surprisingly little damage there was.

The couple are milking 800 cows through a herringbone shed that withstood the shake, while a rotary owned by the same farmers on their other property was knocked out of action for some days. No

power for three days saw the farm generator supplying electricity to their dairy which had to cope with an extra herd of cows until the rotary was back in action.

The farm is supplied by deep well pumps and even these escaped remarkably undamaged - some farms have lost pumps for good or had bores damaged part way up their length.

Locally the biggest change beyond the farm gate is the kink that now lies on Telegraph road, previously a 20km straight.

Concerns early on about possible problems in cultivating land with fault cracks through it have proven to be unfounded, while there does remain some localised issues around sand covering pastures.

Rural Recovery co-ordinator Allan Baird has said farmers had generally got on well with the job of sorting out their problems.

Meanwhile for Tim and Chloe, Canterbury remains the place to be for dairying regardless of aftershocks. They continue to be impressed with the opportunities that exist to expand within the region and have fingers crossed for a strong second half this season.

SEASONAL CLIMATE OUTLOOK

NOVEMBER - JANUARY 2010



LA NIÑA LOCKED IN - A WARM EARLY SUMMER LIKELY

A moderate to strong La Niña is well-established in the tropical Pacific, and may strengthen further through the rest of 2010, says the NIWA National Climate Centre. La Niña conditions are likely to continue through to autumn of 2011.

Early summer (November to January) temperatures are likely or very likely to be above average for this time of year across the whole country.

Rainfall is likely to be normal or below normal over the South Island, with below normal soil moisture levels and stream flows likely over much of the South Island. In the North Island, rainfall is likely to be normal or above normal, with above normal soil moisture levels and stream flows in the east, according to the Centre's latest seasonal outlook.

The National Climate Centre's seasonal outlook states that mean sea level pressures are likely to be above normal near New Zealand and to the south of the country, for the three months as a whole.

Tropical cyclone activity is likely to be near- or above-normal this season (November-May). The risk of an ex-tropical cyclone passing close to New Zealand is slightly above the long-term average. On average, at least one ex-tropical cyclone passes within 500km of New Zealand in 9 out of 10 cyclone seasons.

OVERALL PICTURE

TEMPERATURE:

Averaged over November-January, temperatures are likely or very likely to be above average in all districts. Sea surface temperatures are presently near normal around New Zealand, but are expected to become warmer than normal around the North Island as the season progresses.

RAINFALL, SOIL MOISTURE, AND STREAM FLOWS:

Seasonal rainfall is likely to be near normal or above normal in the north and east of the North Island, near normal over the southwest North Island and the northern South Island, and normal or below normal over the rest of the South Island. Soil moistures and stream flows are likely to be above normal in the east of the North Island, near normal in the western North Island and northern South Island, and below normal over the rest of the South Island.

REGIONAL PREDICTIONS FOR THE NEXT THREE MONTHS:

NORTHLAND, AUCKLAND, WAIKATO, BAY OF PLENTY:

Temperatures are very likely to be in the above average range. Seasonal rainfall is equally likely to be near normal or above normal, while there is no clear guidance for soil moisture levels and stream flows. 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	60%	40%	35%	35%
NEAR AVERAGE	30%	40%	30%	30%
BELOW AVERAGE	10%	20%	35%	35%

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

Temperatures are very likely to be above average for early summer. Seasonal rainfall totals, soil moisture levels, and stream flows are likely to be near normal overall. 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	60%	20%	30%	30%
NEAR AVERAGE	30%	50%	40%	40%
BELOW AVERAGE	10%	30%	30%	30%

GISBORNE, HAWKE'S BAY, WAIRARAPA:

Temperatures are very likely to be in the above average range. Seasonal rainfall is equally likely to be near normal or above normal, while soil moisture levels and stream flows are likely to be above normal overall. 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	60%	40%	50%	50%
NEAR AVERAGE	30%	40%	30%	30%
BELOW AVERAGE	10%	20%	20%	20%

NELSON, MARLBOROUGH, BULLER:

Temperatures are very likely to be in the above 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	60%	20%	30%	30%
NEAR AVERAGE	30%	50%	40%	40%
BELOW AVERAGE	10%	30%	30%	30%

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

Temperatures are very likely to be in the above average range, for the three months as a whole. Seasonal rainfall is likely to be below normal. Soil moisture levels and stream flows are likely to be below normal or 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	60%	20%	25%	25%
NEAR AVERAGE	30%	30%	35%	35%
BELOW AVERAGE	10%	50%	40%	40%

COASTAL CANTERBURY, EAST OTAGO:

Temperatures are likely to be in the above average range. Seasonal rainfall is equally likely to be near normal or below normal. Soil moisture levels and stream flows are very likely to be below normal for November-January. 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	50%	20%	15%	15%
NEAR AVERAGE	30%	40%	25%	25%
BELOW AVERAGE	20%	40%	60%	60%

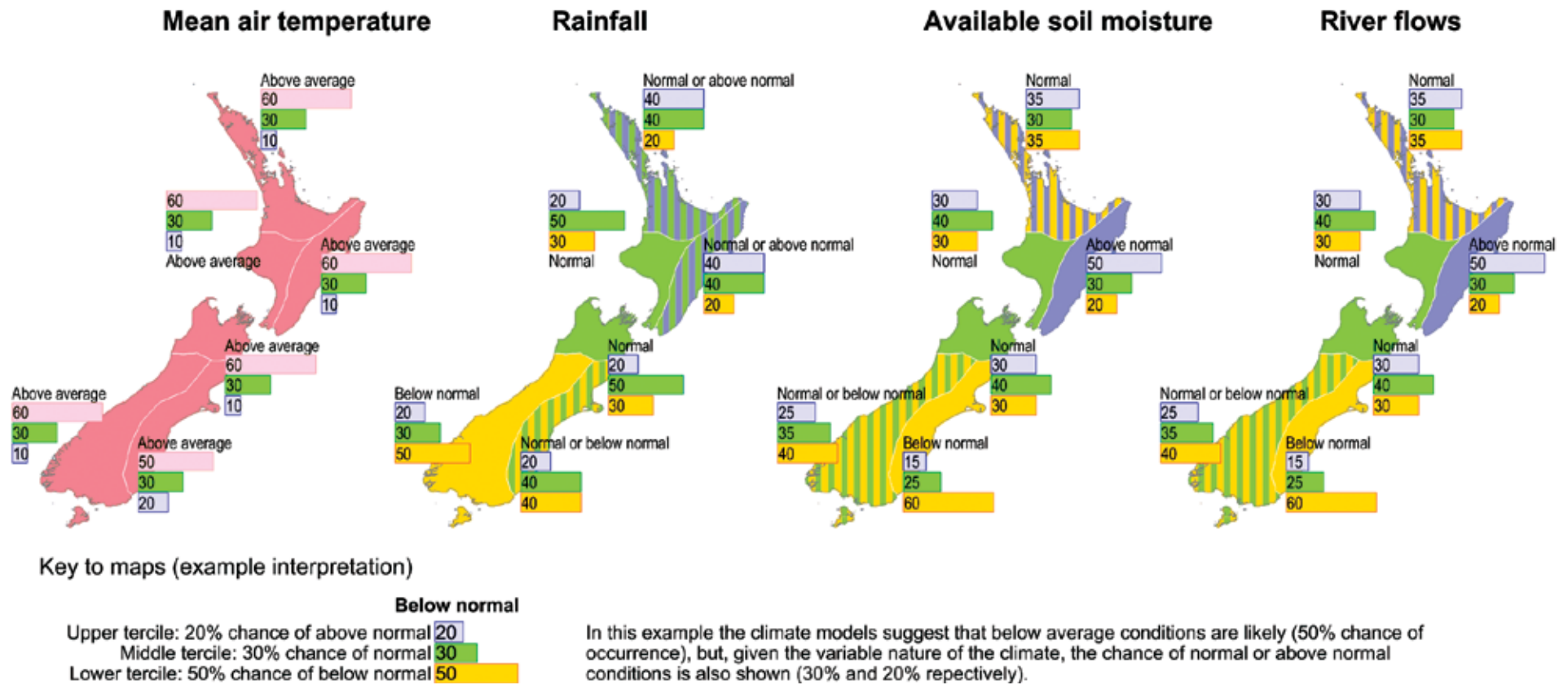
BACKGROUND

The tropical Pacific is in a moderate to strong La Niña state, which is likely to continue into early 2011, and may strengthen further through the rest of 2010.

For comment, please contact:
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OUTLOOK FOR NOVEMBER 2010 - JANUARY 2011:



A FOCUS ON SUCCESS FOR NEW YEAR

THIS SUMMER COULD BE THE TIME FOR FARM WORKERS PASSIONATE ABOUT THEIR CAREERS TO SEIZE THE OPPORTUNITY TO RE-INVIGORATE THEIR FARMING GOALS WITH FARMING TO SUCCEED, FIL'S SPONSORSHIP INITIATIVE WITH AGRICULTURE ITO.

The second intake of the programme aimed at developing business goals, boosting skills, confidence and direction for motivated farm staff promises to offer all the challenge, fun and values-driven incentives of the first plus some.

Last summer the five day course was run across both islands with 25 farm workers participating from each island in a programme that leant heavily on personal motivation, fuelled by inspiring success stories from within the agribusiness sector. For the North Island

group this included meeting successful farmer and past Olympic rower Richard Hamilton, and picking up some invaluable tips on what makes champions.

Other valuable insights were provided by visiting John Fransen's large dairy goat operation, and meeting Robert and Debbie Mackle, large scale dairy operators in Canterbury. Agribusiness operations that play an understated but significant role in maintaining rural economies have also opened their doors to the group, including vegetable seed provider South Pacific Seeds,

in Canterbury. Visits to larger operators like the Five Star Beef lot provide an insight to running large scale operations that require significant interpersonal, environmental and financial management skills.

But it was not all serious motivational work either for the North or South Island groups. The North Island group got to spend a morning on the main beach at Mount Maunganui combining some invaluable team building games in the brilliant Bay of Plenty sunshine before taking a dip in the ocean then going on to visit FIL's head office and plant.

Course facilitator and Waikato farmer Grant Taylor accompanied the groups around both islands. Himself a successful farmer and businessman, he admits being both overwhelmed and humbled by his contact with Farming to Succeed candidates.

“The consistent feedback I get is this is a life changing event. Candidates find it is bigger and better than what they expected it to be, changing the way they think about themselves and how they approach business and their careers.”

Feedback to Grant from last year's intake indicates the participants found talking to experienced farmers and networking with others on the course were among the top reasons for finding Farming to Succeed so worthwhile. A recurrent comment was the excellent mentoring and facilitation provided by Grant and the people he selected to speak to the group.

“A year on from the last course I have learned about a few participants who were prompted to make some good decisions about growing their assets in recent months, taking advantage of the opportunities that have come up.” He says a key area of focus is on managing debt, particularly with a number of attendees who have come to farming from other occupations who may feel they have missed the boat in getting ahead.

“We help them get a clear handle on their debt and advice on how they need to deal with it. For others it is a case of having some assets, but helping them grow those assets faster.”

Thanks to FIL taking over as primary sponsor with Agriculture ITO, Grant says interest has been greater than ever before. “It has also meant we could increase the size of the group and I think we have seen a more mature, focused type of person apply.”

Agriculture ITO chief executive Kevin Bryant encourages all eligible trainees to apply for the programme. “Participants are offered the opportunity to increase their knowledge of successful farm business practices and agricultural economics” says Kevin.

“It's about learning the skills necessary to set business and personal goals and improve their careers”.

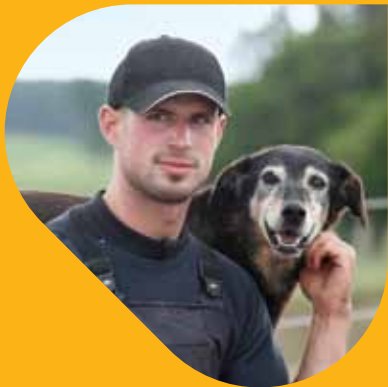
Be sure to check out the dates below and get your application in for a course that could change your farming career for good. Application forms are available through: www.agricultureito.ac.nz or by calling your local Agriculture ITO training adviser on 0800 691 111.

NORTH ISLAND

10 January - 18 February Applications
21 - 25 February Selection of successful participants
28 March - 1 April North Island course

SOUTH ISLAND

10 January - 21 February Applications
28 February - 4 March Selection
11 - 15 April TBC South Island course



FARMING HERE?

WE'VE GOT YOU COVERED.

Our team of QCONZ trained AREA MANAGERS cover the country from the Cape to Bluff. Speak to your local FIL representative to discuss your needs, and find out how we can improve your farm's performance.

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**FOR MORE INFORMATION PHONE 0508 434 569
OR VISIT WWW.FIL.CO.NZ**



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