



# Take off with FiL

Over the next couple of months you'll get a visit from one of FiL's area managers as part of the company's annual winter canvass. Every year, between April and the end of July FiL's 14 area managers are on the road meeting every dairy farmer in their region. They are canvassing for orders, offering advice and providing the back up service FiL is famous for throughout the country. And this year they are bringing a bonus with them.

**One customer in every one of FiL's 14 regions will win a Mystery Weekend for Two. All you have to do is buy any four FiL products from the 23 qualifying product list below, enter the draw and be in to win!**

#### ACID DETERGENTS:

Quantum Blue, Quantum Gold, Jetset, 30 Plus, Iodoclene; 100 litres or more.

#### ALKALI:

Quantum Powder; 25kg. Quantum XL; 20 litres or more.

#### BLOAT REMEDIES:

Bloateze, Bloateze DFA; 100 litres or more.

#### TEATSPRAYS:

Ultracare Teatshield, Ultracare Iodoshield; 100 litres or more.

#### MAGNESIUM:

Nutrimag Dusting, Nutrimag Drenching, Magnesium Chloride, Magnesium Sulphate; 1 pallet or more.



#### OTHER:

Tell Tail; 12 pack or more. Stock Iodine 2.5%; 5 litres or more. Teat Conditioner; 20 litres or more.

Stock Mark Aerosol; 6 pack or more. Tailpaint Aerosol; 6 pack or more. SA 33; 20 litres or more. Formalin; 20 litres or more. Moss Killer; 20 litres or more.

We know how hard farmers work and that 2002-2003 has been a particularly difficult season with the lower payout

and challenging weather - that's why we've come up with Take Off which will see 14 farming couples winging their way to a weekend of relaxation.

***"Buy the Best and Win a Rest" with FiL. You could start the new season with a break from farm chores, calving, milking and mating.***



This year FiL is going to reward more people than ever for buying their products and one couple from each of their 14 regions nationwide will win a Mystery Weekend.

***All you have to do is buy any four FiL products from the 23 qualifying product list, enter the draw and be in to win!***

The promotion also launches FiL's successful fluoro tail paint, Tell Tail in a new one litre applicator.

Tell Tail became an instant best seller when launched in the 500ml bottle last year and farmers told FiL that although the product was a brilliant addition to the range they wanted it in a bigger bottle. They are pleased to help.



## Inside

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## FOAM MARK speeds up cow flow

Te Awamutu farmer Ant Metcalfe and his staff were sick of the hassles identifying cows that needed drafting out for AB, culling or withholding. But they couldn't find anything to easily mark the cows. That was, until they tried FiL Foam Mark.



"We run a 40-bail herringbone, that's a lot of cows and they all look the same so we needed a marker to identify them ready for drafting. I'm not seven foot tall and if you climb up on the pit wall to mark the animal you can fall off." Ant started using Foam Mark at the beginning of last year to draft out colostrum cows, lame animals then those for AB.

*"It's great for AB because there might be 15 animals ready and you can't read tail paint when you're down in the pit. Once we used Foam Mark it was easy to separate the ones we needed."*

"The foam is bright, you can't miss it and it stays on until you've drafted them out then breaks down by the time they get back into the paddock," he said.

Ant says tail paint works well at mating but isn't so good for some purposes where you only need a mark for a short time.

"After the cows are marked you don't need to remember the number or wait at the gate until the right animals turns up. You keep an eye open and when the marked cow gets to the gate you just hop up and draft it out. Foam Mark has really improved cow flow in the dairy."

The farms use selective dry cow therapy and staff can walk down the dairy with the numbers of those to be injected, spray on Foam Mark then draft them when they have finished milking.

Ant farms 285ha and milks 950 Friesians and crosses at Pokuru, 12km south of Te Awamutu. He has been on the property which is two neighbouring farms run with separate herds, for 18 years and has three full time and three part time staff.

As well as the farms Ant has run a successful maize and grass silage contracting business for 15 years.

A long time FiL customer, he has been a client of area manager Dave Hewson for 10 years. "Dave's a good man, awesome - I've been with him and FiL since he started working for them."

## Pretty in pink with FOAM MARK

A bright pink foam squirted directly onto a cow's back is helping farmers identify stock for drafting - and within an hour or two the foam has disappeared leaving no trace on the animal.

*FiL Foam Mark is a revolutionary new temporary stock marker for cows, dry stock, goats and deer that helps farmers identify animals to be drafted.*

It forms a raised coloured blob on the animal's back, can be seen from 30 metres and is ideal for staff to quickly recognise which cows must be drafted for culling, those on heat, those undergoing veterinary treatments or in a withholding period.

The pink foam is easily applied from the 250ml aerosol can and blows off within an hour or two. It is particularly easy to see in bad light, which makes it ideal for marking cows at the early morning milking.

# Foam Mark

**A coloured foam for use as a temporary cattle marker to identify which animals are to be drafted out**



- Coloured pink fluorescent foam
- Temporary foam mark
- Use to identify animals to be drafted out
- Cull cows, Oestrus cows
- Spray will rise to form a "coloured blob"
- Will last approximately 30 minutes
- "Blob" will disappear, no need to overspray
- Easily seen from a distance
- Particularly easy to see in poor light

Contact your local rep



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# Allan's on a mission and he's riding a Harley



Allan and Irene Clarke

**Farmers be warned - don't tell FiL's Bay of Plenty area manager Allan Clarke "on your bike" - he'll probably just look at you and laugh.**

Because the former dairy farmer turned rep has a thing about motorbikes and owns a new 1450cc Harley Wide Glide, which spends the better part of most weekends on the roads around the Bay of Plenty. And if wife Irene isn't on the pillion then she'll be riding her own 750cc Honda Shadow.

The biking couple have settled into their new lives off the farm, in Tauranga's Welcome Bay. With the

children off their hands, they are spending more time on the road and on their bikes and are members of the Ulysses Motorcycle Club.

***"I've got a good handle on what farmers want and need because of my experience farming in the Waikato," he said. "I used FiL products for 10 years and have a good knowledge of what they do and how good they are. I'm confident with the products."***

Allan joined FiL last year after selling the family's Waikato dairy farm and wanted a job where he could still work with and relate to farmers.

He had been an FiL customer for 10 years and known Dave Hewson, FiL's Te Awamutu/Otorohanga Area Manager for 14 years, becoming one of his first customers when he joined the company.

Allan's background is as a mechanic in Wellington after he left school, then a tyre builder before farming in the Waikato for three years. Then it was back to Wellington and three years with Humes Industries making concrete before returning to the Te Awamutu area where he and Irene worked their way up to farm ownership - a total of 23 years farming. The couple bought a 35.5ha farm at Parawera, 14km from Te Awamutu, milking 118 cows. Because it was such a small property, Irene worked off the farm. Now, she is a real estate agent in Tauranga.

"We wanted a change of life with a bit more time to ourselves and not being tied to cows. Then this job came up.

It's a job that will keep me in touch with dairy farmers while I still have time to do other things."

Allan says the job has been "interesting and challenging" with a lower payout but at the end of the day FiL is a serious contender in the market because it sells quality product.

"I like a challenge and I'm persistent and although the season was quite tough we had a great autumn which balanced things a bit."

He has 730 farms in his area which spreads from Katikati to East Cape and inland to Galatea, a distance of 350km.

"I've got a good handle on what farmers want and need because of my experience farming in the Waikato," he said. "I used FiL products for 10 years and have a good knowledge of what they do and how good they are. I'm confident with the products."

Allan also says he understands how difficult dairy farmers are finding the current season because he has been through the hard times as farmer. "I know where people are coming from and can get on with them."

**TAKE OFF**  
with **FIL**

**BUY THE BEST & WIN A REST**

Buy 4 FiL products from a choice of 23, enter the draw and you could TAKE OFF on one of 14 MYSTERY BREAKS FOR TWO.  
Call your FiL rep today or see your rural retailer for more information.

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## Nutri-Mag Dusting F100



Field trials prove value of Nutri-Mag F100

Outstanding results have been obtained in field trials on two Taranaki dairy farms using the "new" FiL Nutri-Mag F100 dusting magnesium.

The new product, which has a finer particle size and is typical 95% pure Magnesia, has been released onto the market this year with the trial results as supporting evidence.

The trials were carried out between 1 April 2002 and 30 November 2002 by Eltham vet Alistair McDougall.

Blood tests were taken from all the cows in both herds, 10 mixed age animals with the lowest blood Magnesium readings being selected for the trial. FiL Nutri-Mag F100 was dusted on pastures daily and blood tests from the selected cows were taken monthly.

Even the oldest and lowest blood level cows responded well to Nutri-Mag F100 from calving through to mid-lactation.

### You get what you pay for with Magnesium

Nutri-Mag F100 is a high purity Magnesium Oxide sourced from Queensland. It is typically 95-97% pure Magnesium Oxide or 58% elemental Magnesium.

This compares very favourably with some product from China which can be as low as 86% Magnesium Oxide and is typically 88% or only 52% elemental Magnesium.

*Nutri-Mag is extremely reactive which means it is more readily available and therefore more rapidly and easily absorbed in the rumen.*

It fully reacts in acidic media in just over a minute compared with lower purity Magnesium from China, which takes at least six minutes to react and sometimes as much as 20 minutes. Impurity levels in Nutri-Mag are extremely low and can be at zero in some cases.

Whether you use drenching or dusting grade Nutri-Mag the blood/Magnesium response is excellent. Tests have shown that in some cases blood/Magnesium levels don't rise and can even fall when other slow reacting Magnesium Oxide is used.

## FiL's successful Nutri-Mag F100 trial

By Alistair McDougall, Veterinarian, Eltham

In the spring of 2001 I investigated two cases of metabolic problems in dairy herds where the owners felt that the root cause of the problem was the magnesium they were using on their farm.

I investigated both problems and reached the conclusion that the reasons why these farms had a higher than usual incidence of milk fever and grass staggers was not due to the Nutri-Mag they were using but due to other factors.

On one farm in particular, recent use of potash-based fertiliser within a month of calving in combination with a serious cow condition issue, were identified as the most likely reasons for the metabolic problems experienced. On the other farm, things weren't quite so clear cut, but again concurrent use of other supplements and recent fertiliser use were identified as likely causal factors.

*There were no reported cases of milk fever or grass staggers during that period and cows remained healthy and in good condition.*

As with many investigations into outbreaks of metabolic problems in dairy herds, a lot of your work tends to be retrospective and it is just as hard to test your hypothesis the following year because things change - the weather is different, cow condition is different, fertiliser history is different and general farm management is different.

Despite my investigations and conclusions both herd owners were still blaming the product as the cause of their problem and they demanded an investigation.

I was approached in early 2002 to conduct a trial of the efficacy of FiL Nutri-Mag F100 on the two herds concerned.

So, in May 2002, 10 cows were bled for serum magnesium levels before beginning magnesium

supplementation using the new FiL Nutri-Mag F100 Magnesium Oxide.

Pre-supplementation bloods were needed to establish a base level in the cows so we could track whether levels went up or down during the course of supplementation, which continued through to November 2002.

An understanding was reached whereby if it appeared that magnesium levels were not sufficient going into the spring or metabolic problems were developing, the trial would stop and the owners could switch to a different brand of Magnesium Oxide or add extra magnesium on top of the FiL product.

We chose the same 10 cows on each property and, abortion or death aside, these were the same 10 cows bled for the next 6 months.

One of the herds shifted to a new property on June 1 but we continued to track their magnesium status through the season.

The recommended minimum serum magnesium level in dairy cows is 0.6 mmol/l. At the start of the trial one group had an average of 0.74 while the other group was below the recommended minimum at 0.54.

During the course of the trial both groups maintained serum magnesium levels above 0.6. There were no reported cases of milk fever or grass staggers during that period and cows remained healthy and in good condition.

This of course, is not due entirely to magnesium supplementation as there are many reasons why a cow will go down with milk fever or grass staggers (as explained at the beginning) however, the result of this trial left my clients and myself satisfied that the FiL magnesium they used was not the cause of their metabolic problems.

Personally I am more than satisfied in the quality of FiL Nutri-Mag.

**SPEED UP F100**

**MAGNESIUM TO YOUR COWS WHEN THEY NEED IT MOST**

However you prefer to administer it, you'll find a magnesium product in the FiL range tailor-made to your needs. From our newly improved, high performance NUTRI-MAG F100 Dusting and F45 Drenching Magnesium Oxide supplements, to Magnesium Sulphate and Magnesium Chloride, there's no better or more comprehensive range available in New Zealand.

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# Nutri-Mag F100 field trials

**Brendan Crowley**



Two years ago one third of Brendan Crowley's herd went down with milk fever. Serum magnesium levels were at 0.54 mmol/l, well below the recommended minimum of 0.54, and he was struggling.

That's when FiL and area manager John Atkin came to the rescue.

The company was concerned that Brendan was using Nutri-Mag but not getting the sort of results he should have expected.

We invited him to take part in field trials of a new, finer particle Nutri-Mag F100, under the control of Eltham vet Alistair McDougall.

"I'd had problems with Nutri-Mag the previous season," he says, "with cows going down with milk fever and I didn't know why, although there was drought the season before which might have had something to do with it.

"John Atkin was brilliant. He came out and got the Nutri-Mag tested and said FiL was trying to find the perfect Nutri-Mag. Basically FiL helped me out and took responsibility even though no one knew what the problem was."

The cows were blooded and the serum magnesium level was only 0.54. Seven months later, after daily applications of new FiL Nutri-Mag F100 those levels had increased to 0.77 and Brendan was well on the way to setting a farm production record.

"It was like Christmas. It was amazing, the results of the trials were incredible. The previous season I'd go out and see four or five animals down most days. Now there's nothing and you can see the magnesium sitting on the grass.

"I've had no major milk fever problems since using F100 - only two cases out of 180 since I started using it."

**Calum and Sue Roach would wake up every morning and cringe - knowing there were two or three of their herd of 340 down with milk fever.**

"Cows would be tipping over and serum magnesium levels were really low. I lost five or six but overall milk production wasn't too bad although it could have been better," Calum said.

But that was before they trialed FiL's new Nutri-Mag F100 with finer particle size. "They blood tested each month during the trial and blood magnesium levels stayed up whereas with the old Nutri-Mag, levels would start dropping in October," he said. However, Calum doesn't believe he can do a production comparison between the two products because the seasons were so different.

"All I know is we just didn't have the milk fever problems we had the previous year and no cows tipped over." He and wife Sue have been 50/50 sharemilking a 120ha property at Eltham milking 340 cows for four years and have just bought their own 77ha farm which will milk 190 next season. A lower order sharemilker will run the new farm while they continue sharemilking the Eltham unit.

Calum came from a Taranaki dairying family and went straight to farming after leaving school. At 21 the couple were lower order in the Waikato before returning to Taranaki seven years ago.

He agreed to take part in the Nutri-Mag F100 field trials because of his milk fever problems the previous year. FiL area manager John Atkin convinced him the new magnesium oxide had a finer particle size and would suit his situation.

"I could see the white dusting staying on the grass with the new Nutri-Mag, the

Brendan had dried off the morning we talked to him and he says his cows were in 'great nick, just like me'. And although it had been a tough season with a poor spring, followed by a drought and a low payout, he is happy to have survived.

Taranaki born and bred and from a well known rugby family, he worked at Mainland Cheese in Eltham after leaving school before heading off to Scotland on OE. He returned to work on dairy farms, then as a sales rep for Taranaki Farmers, before realising he really wanted to farm.

***It was like Christmas. It was amazing, the results of the trials were incredible. The previous season I'd go out and see four or five animals down most days. Now there's nothing***

It's his fifth season back on the land and this season he leased a 55ha farm at Kapuni, milking 175 Jerseys. Production was over 300kg MS/cow this year using an all grass system with silage made on farm.

Brendan starts dusting with Nutri-Mag F100 in early June, four weeks before calving and continues with daily spreading until AB in early October.

"I only dust for a short time but do it every day because you can't take short cuts. It's like a doctor's prescription, you take the medicine until it's finished or you won't get better.

"The F100 is very easy to dust and you can see it sits on the grass, the old stuff used to fall off the leaf and I think that was part of my problem. It's so rewarding to see things work like the F100 trial did because I could follow the results through with the monthly blood tests.

"If you have good healthy cows in good condition it makes for a good season and using FiL Nutri-Mag F100 gives you the good start we all need."

**Calum and Sue Roach**

old stuff had fallen off and gone to the ground. The cows were still eating it but not getting enough of it into their bloodstream," he said.

***All I know is we just didn't have the milk fever problems we had the previous year and no cows tipped over.***

At the end of the seven-month trial the herd's blood serum levels were at a healthy 0.79 but had peaked at 0.82 before the hard spring arrived. In October 2001 the levels were dangerously low at 0.46.

"They maintained a really good level right through the trial and even when they slipped when the pressure came on the levels went back again almost immediately. The new Nutri-Mag kept the levels up brilliantly."

He starts dusting from the end of April and continues through to the end of November, depending on the season, and dusts about four tonne, saying it keeps cow condition up and prepares the animals for calving. On the new farm he is looking to dust seven to eight tonne.

Calum has stayed loyal to FiL and John Atkin because of the help the company gave him. He says he can't fault Atkin who is always available to help with a problem and calls on the farm regularly.



## Give your milking plant a PROPER check this winter

By Stuart Carter, FiL area manager - Morrinsville, Te Aroha



Winter down time, when the cows aren't being milked, is the ideal time to attend to plant maintenance before the new season gets under way.

- After the final milking of the season, put through a double strength hot chlorinated alkali wash (FiL Quantum powder) and follow it up with an acid rinse before carrying out a full plant inspection.
- All joints that contain cone seals should be opened and inspected for any sign of deterioration. Any of these seals which are rippled, stretched or have soil deposits in or under the rubbers should be replaced.
- Carefully inspect all other rubber components then throw out and replace any that look suspicious or are more than two years old.

Last season's rubberware has rough surfaces created from aging and these provide an excellent environment for bacteria to grow. Surface deposits can even allow bacteria to survive cleaning and sanitising. As well as harbouring bacteria, the rough surface of worn rubber parts makes it more difficult to clean clusters.

The bulk milk silo or bulk milk tank should be cleaned immediately after the last pick-up while the residues are still soft.

Take off all the rubberware over the dry period and start the new season with new door seals, replace the donut and valve seals - all of which are available free from your dairy company.

- It's also important to start the new season with new milk liners. Using the old liners is likely to cause incomplete and uneven milking and possibly contribute to poor teat condition. Micro-cracks can harbour bacteria, which can also result in grading problems later on.

Modern liners are a blend of rubber and synthetic material and much softer and more durable than the rubberware we used some years ago. These liners are ideal when breaking in heifers.

- The test bucket can be the biggest 'grade trap' of all so be sure to clean thoroughly and replace the rubberware on the bucket before you need to use it again.
- Ideally, treated cows should be run separately from the rest of the herd and milked last with the delivery line diverted from the bulk milk tank. They should be clearly marked using a durable system (red paint or a leg band).
- In New Zealand, milk hygiene requires a great deal of attention to detail because our milking practice demands very short contact times and volumes of hot water for cleaning. Once cows are being milked through the plant again, at least one hot water wash per day is essential to keep plant hygiene at its highest level.

Hot water and detergent are required from day one to melt the high fat content of colostrum milk. It's not advisable to start hot water washes the day before the tanker is due for the first pick up and a single bomb wash alone can't be expected to remove two weeks' worth of high fat colostrum build up.

*Finally, don't start sending milk for collection until you are sure that everything is thoroughly cleaned. There have been many cases where the first pick up has resulted in the only grade of the season because of the rush to get started.*

Contact your local FiL area manager for help or more information to get you started for the new season without any problems.



## Successful Diamond V calf feeding trial in the South Island

In a recent 10-week feeding trial, calves fed Diamond V yeast metabolites gained an additional 5kg of live weight over similar animals.

Diamond V is a fermentation fortified yeast culture which research shows supports consistently high milk production levels and herd performance year around.

Yeast cultures nurture healthy populations of rumen microflora which play a significant role in the digestion of feed. They convert ration ingredients to nutrients that the cow can readily absorb and use for growth, maintenance, production and reproduction.

The trial took place between August and October 2002 at a commercial calf rearing operation, which raises approximately 800 mixed breed bull calves per year in the McKenzie Country.

### Animal Profile

48 mixed breed calves were split into two groups of 24 and held in pens. The animals were weighed at the start of the trial and then again at +17 days, +45 days and +71 days. Breeds included Murray Grey, Simmental & Charolais, all crossed with Angus.

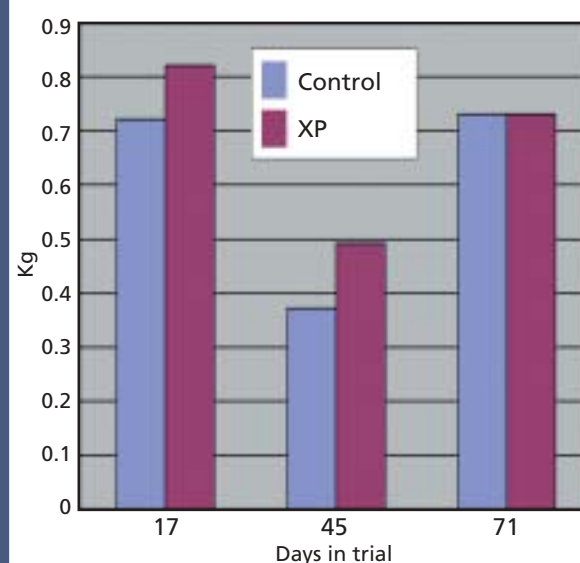
### Ration

The control group animals were feed a commercial meal, the treatment group were fed Diamond V XP mixed with the meal at the rate of 12kg /tonne. All animals were allowed free access to the feed and also had free access to straw and water.

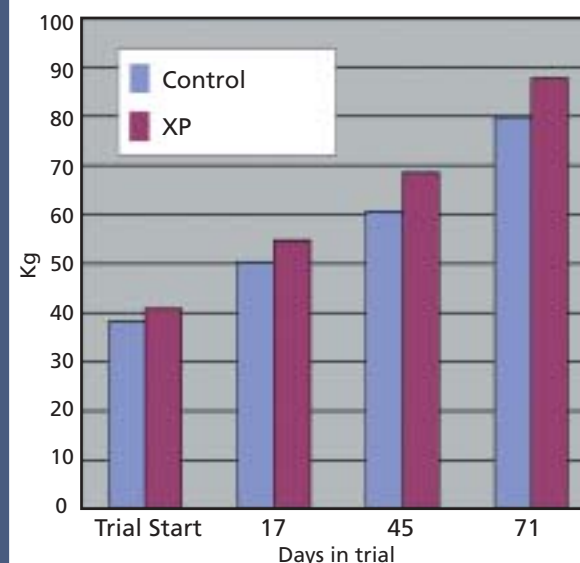
### Results

The charts to the right demonstrate the improved average daily gains in the calves fed Diamond V metabolites and the relative 5kg weight gain over the term of the trial. Other research feeding Diamond V XP suggests the improvement derives from greater appetite and improved feed digestibility in the treatment group.

### AVERAGE DAILY GAINS



### CALF LIVE WEIGHTS



# STOP



## BACTERIA BUILD-UP AND PREVENT PROBLEM GRADES

The FiL Quantum range is dearing up bigtime in farm dairies nationwide. Our Quantum Blue and Gold acid detergents and Quantum XL and Powder alkaline detergents 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 dearing technology, today!



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# Early season lactation management

Nothing succeeds in dairying like getting the herd off to a good start at the beginning of the new season. But care should be taken with a couple of health gremlins that can set cows back on their heels.

## Milk fever prevention

Milk fever is caused by the sudden start of lactation and the calcium demand that comes with it. Although the cow has plenty of calcium stored in her bones, she needs about a week to begin this mobilisation process. Use of magnesium supplementation prior to calving begins an enzyme reaction which starts the mobilisation of calcium from bone, helping prevent milk fever post-calving.

Supplementation of calcium immediately after calving ensures the cow receives enough calcium in her diet to prevent milk fever. It is important calcium supplements are not started before calving as their presence in a pregnant cow's diet slows down the mobilisation of Ca reserves from the bones. Milk fever is more likely if this happens.

## Early season mastitis

Mastitis costs New Zealand dairy farmers on average \$6000 a year. Design a mastitis prevention plan with your vet to reduce costs this season. Train staff to look for the signs which indicate mastitis - inflamed udders, cows kicking the cups off abnormally, clots on the milk sock, high somatic cell counts on the tanker docket. Introduce them to the SAMM plan.

## Springer and Calving Cow Management

Correct management of the springers and calving mob should help decrease the incidence of sub-clinical and clinical mastitis. Mastitis causing bacteria in the environment are known as Strep.uberis. The other major bacteria which cause mastitis are known as Staph.aureus and are transmitted from cow to cow.

To decrease the number of Strep.uberis mastitis infections, select the driest and cleanest paddocks for your springer mob. Reverse graze these paddocks and put freshly calved cows over the tape onto the next break of fresh grass.

- Don't calve on dirty stand-off pads.
- Teatspray your springers and freshly calved cows daily.
- If teat condition is a problem prior to calving add a teat conditioner to the teatspray - up to 15% emollient.
- If a cow is leaking milk prior to calving it is recommended she be milked to relieve pressure.
- Remove the calf within 12 - 24 hours after birth and milk the cow out completely, twice a day.

Table 1: Supplementation rates for calcium and magnesium around calving and the mix of ingredients required to deliver these minerals:

Minerals required per cow per day	Mix of supplementary ingredients per cow per day				
	Calcium(g)	Magnesium(g)	Limeflour(g)	Mag.Oxide(g)	Molasses(ml)
Pre-calving	0	15-20	0	30-40	0
Post-calving'	70-100	15	150-200	30	0-300
Post-calving''	70	10-15	150	30	300-500

Post-calving' = drench as soon after calving as possible. Post-calving'' = mineral mix for the 'colostrum' herd.

Note: if drenching the molasses mix, you might need to add water so it is runnier. If dusting your pasture with limeflour, use the higher dose rate to ensure appropriate cow intakes.

## Colostrum Cow Management

- Run a separate colostrum mob.
- Teatspray the colostrum cows before and after milking.
- Strip each cow before milking to check for clinical mastitis.
- Look for clots and discoloured milk.
- Use a conductivity test or Rapid Mastitis Test (RMT) to detect sub-clinical mastitis. Withhold milk from the vat until after eight milkings for cows and 10 milkings for heifers.

## Milk cows out completely

Check each cow is clear of mastitis infections before they re-join the herd.

## Infected Cows

Put infected cows into a separate mob. Sometimes these cows are added to the colostrum mob. Take a milk sample from an infected quarter and place it in the freezer before any treatment commences. If the infection persists, have the milk sample tested to identify the best course of treatment.

## Wash dirty teats

Wipe teat end with methylated spirits to sanitise area and use the full course of antibiotics recommended.

Clearly mark treated cows and discard milk from treated quarters.

## Record all details

Quarters which do not respond to treatment may have to be dried off.

Avoid exposing newly calved cows to mud on races and in paddocks.



# CAUTION



## THIS IS A SERIOUS PRODUCT THAT GETS SERIOUS RESULTS



Don't let mastitis get a grip on your herd! Lower somatic cell counts and keep teats in top condition with this high quality FIL range. Using cosmetic industry emollient technology, Ultracare Teatshield and Iodoshield keep teats sanitised, conditioned and supple, while FIL Teat Conditioner is the perfect additive when harsh conditions during early lactation demand extra emolliency. Ultracare - tough on mastitis, gentle on teats!



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# The many faces of **FIL**

## BUDGET BETTER this winter by ordering during annual canvass



Mark Mohring – FiL area manager and car enthusiast, with his new Navarra and vintage Ford Model A.

### For FiL's Hamilton, Taupiri, North Waikato area manager Mark Mohring the job is the next best thing to actually farming.

He came to the job last year after two years agricultural contracting and 18 years dairying, deciding he needed a change in direction. Based in the Orini / Whitikahu region he had been contracting out his expertise in milking, tractor driving and general dairying for two years after selling his 54ha farm.

"I wanted to go in a different direction as far as dairying goes and when this job at FiL came up I jumped at the chance," he said.

"I know the culture of dairying, what farmers do and where they're coming from. I understand them. The farm dairy isn't a foreign place for me, I know it and when I visit clients I'm not just a salesman, I'm a farmer too."

In the middle of his winter canvass Mark is telling farmers they can budget better by ordering their FiL farm dairy chemicals and other products now.

"Although you order your stocks now you only pay as you go. So if you order three drums of a product for this season and pick up one now, you only pay for that one. When you pick up another you pay for it then but the price has been set. That is a significant saving, hundreds of dollars for some clients."

*I know the culture of dairying, what farmers do and where they're coming from. I understand them.*

Mark also says he can plan farmers' supplies by developing seasonal calendar and ensuring the ordered stocks arrive at the right time.

"Most of my clients get a visit every six weeks and even if they aren't home I pop into the dairy and make sure everything is okay."

Born in Morrinsville and educated in Hamilton, Mark started working at Telecom as an engineering draughtsman but decided he didn't want to work in an office and turned to dairying. He has farmed throughout the Waikato.

"By joining FiL I'm dealing with the people I have associated with over the past 18 years and I'm still in the dairying culture. I have a passion for dairying and the people who are part of the industry."

Mark says the best part of the job is knowing he is selling, and has 100% confidence in, a premium product and providing good backup and service.

"I like to get feedback and ideas from my farmers because FiL picks up on them and new products are developed from their response. Mark and his teenage

son Shane are Australian V8 Supercar and world rally series fans and he has

been involved in rallying. He is a member of the New Zealand HSV Owners Club and owns two vintage Model A Fords.

He is into community sponsorship and believes he must support the areas in his region which support him. He is also involved in Dexcel discussion groups, field days and merchant store promotions.

"I've also just bought a bright yellow (FiL's company colour) Nissan Navarra and the FiL 2 number plate. Most of the area managers have the number plates now and they just add a bit extra to our vehicles."

His sporting interests are varied though and he follows almost anything. Mark is also a member of the Tahuna and Districts Lions Club, chairman of the Orini Scout Group and a member of the Orini School PTA.

# MEN AT WORK



## YOUR FIL FARM SERVICE TEAM HAVE GOT THE COUNTRY COVERED

Hard work, proven expertise and unbeatable service throughout New Zealand from a 100% New Zealand-owned company. Our experienced and highly focussed team pride themselves on delivering service above and beyond expectations and helping the farmers they serve achieve real results. Call our hotline now and we'll put you in touch with your local FiL team member.



**Brian Eaton**  
Northland  
Ph: 06 434 5413  
Mbl: 025 721 501



**Mark Mohring**  
North Waikato  
Ph: 07 424 4841  
Mbl: 025 721 502



**Stuart Carter**  
North Waikato / Taupo  
Ph: 07 888 5331  
Fax: 07 888 5345  
Mbl: 0274 490 843



**Dave Hermon**  
Tairāwhiti / Chatham Islands  
Ph: 07 871 3526  
Mbl: 0274 991 674



**Allan Clarke**  
Bay of Plenty  
Ph: 07 544 3720  
Fax: 07 544 3720  
Mbl: 025 730 572



**Phil Cuthbert**  
North Bay of Plenty  
Ph: 06 755 3995  
Mbl: 0274 721 506



**Christie Hargreaves**  
Southern North Island  
Ph: 06 354 4175  
Mbl: 025 721 507



**Ian Cooley**  
Northland / South Island  
Ph: 05 523 9139  
Mbl: 0274 721 503



**Peter Davids**  
Southland  
Ph: 03 488 4572  
Mbl: 0274 721 504



**Gavin Dene**  
Rotorua / Bay of Plenty / Tairāwhiti / Chatham Islands  
Ph: 07 333 2139  
Mbl: 0274 758 470



**John Atkin**  
South Bay of Plenty / Waikato  
Ph: 06 278 8993  
Fax: 06 278 8996  
Mbl: 0274 928 535



**Goeff Searcy**  
Central / Northland / Bay of Plenty / Waikato  
Ph: 07 868 2904  
Mbl: 025 381 0494



**Greg Duncanson**  
Central / Northland / Waikato  
Ph: 07 823 5186  
Fax: 07 823 5154  
Mbl: 025 721 505



**Allan Tait**  
Central South Island  
Ph: 03 693 7440  
Fax: 03 693 7444  
Mbl: 0274 953 383



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