



FIL Handbook Cleans Up Hygiene Problems

Winter is not only a time to catch up around the farm, it brings new challenges and often new faces to the farm business.

New staff need to learn the ropes quickly and come to understand the key areas of responsibility, particularly dairy hygiene.

booklet that leads users right through the dairy hygiene maze.

The Handbook begins with explanations that will be known to many dairy farmers but provide valuable grounding to newer staff on the importance of acid and alkaline chemicals in maintaining plant cleanliness. It also contains plenty of tips that will bring experienced farmers up to date with changes in grading systems and hygiene tips.

Trevor says more and more farm staff are being employed who have not worked in a farm dairy before. The Handbook is a user friendly guide to what can be a confusing area.

The Handbook also contains a number of facts that even long time dairy farmers may not be aware of, including that 40% of milk grades will result from inadequate cleaning of the milk silo or vat. It goes to

considerable length explaining the Bactoscan grading procedure, and how it can stem from either a bacterial cleaning problem or an animal health problem.

Farmers are provided with a handy summary of the three main grading problems, coliform, bactoscan and thermodurics.

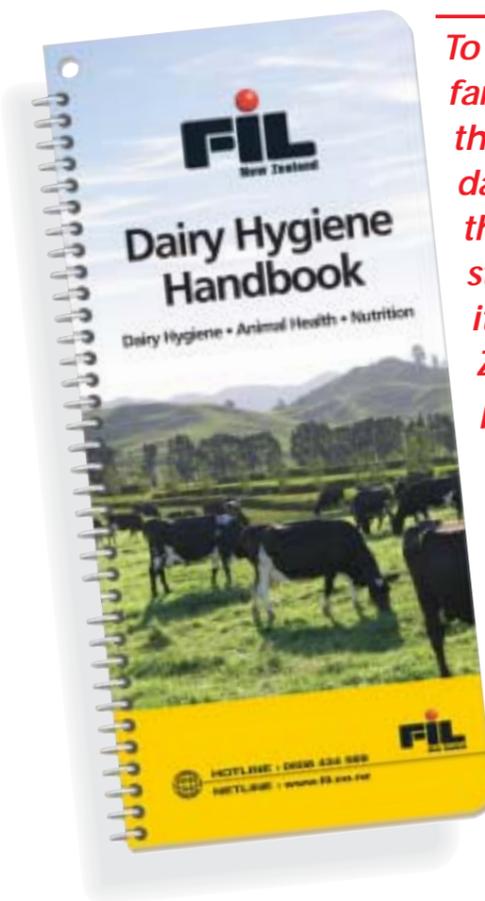
"We have an excellent team of Area Managers, providing on-farm milk quality service and the Handbook backs this service up whilst also assisting farmers to help themselves," says Trevor.

The Dairy Hygiene Handbook also provides a comprehensive list of FiL's products, specified by dairy hygiene, animal health and animal nutrition.

The Handbook is available to all FiL customers from their FiL Area Manager or by contacting the FiL hotline on 0508 434 569.

To make it easier for farmers to explain the importance of dairy hygiene to their staff, and staff to appreciate it, FiL New Zealand have published their Dairy Hygiene Handbook.

The combined efforts of FiL Business Development Manager, Trevor Gulliver, and QCONZ Farm Dairy Hygiene Consultant, Joshua Wheeler, have resulted in a handy sized hard wearing



Inside

Special Features:

- FiL Launches Next Generation Website - Page 2



- Bound to Succeed Programme, Anakiwa - Page 3



- National Fieldays Profiles FiL Booster Block - Pages 4 & 5



Also:

- Stores Support Booster Block launch - Page 4
- Ken Ring's Winter Weather Forecast Page 6
- Three New FiL Managerial Appointments Page 7
- Muck on the Boots Experience for FiL Area Manager - Page 8

Visit: www.fil.co.nz

Quality Clean Up with FiL!

The quality hygiene and animal health products in the FiL range provide farmers with sure fire, effective tools to maintain their herd health and supply grade free milk.

This season cleaning up doesn't have to stop with FiL products alone. Buy quality FiL products this winter and you will go into the draw to win \$12,000 worth of power tools from your local PowerTool Centre.

Even better, you get the chance to win again by entering the

regional draw for one of 14 Alto P140D water-blasters. It is all part of the "Clean Up with FiL" promotion and winning will make tidying up and cleaning up around the dairy this winter even easier.

It is as simple as buying four FiL specified products from a choice of 23 and you will be entered in the draw to spend \$12,000 on power tools of your choice.

FiL have matched their quality products with a quality power

tool supplier, and the winning farmer can choose from top of the line brands, including Makita, Hitachi, Metabo and Ryobi.

In addition, every completed order will be entered into a local draw to win one of 14 ALTO P140D water-blasters. Every FiL customer in each of the 14 FiL sales regions has the opportunity to win a machine that will make cleaning up fast,

simple and effortless this winter!

For the first time this winter, all FiL customers will also receive a copy of FiL's Dairy Hygiene Handbook.

It is a handy sized, durable bible on dairy hygiene that is a "must read" for all farmers who take dairy hygiene seriously and want to see their staff do the same.



Website puts Farmers First

With broadband technology becoming more and more common on the farm, FiL are responding to dairy farming customers wanting to do business on-line.

“Since Fonterra’s initiative to push for all farmers to get broad band coverage we had a real surge in activity on our website, and have decided to upgrade it to be more proactive and user friendly,” says FiL Communications Manager Kate Seaford.

Starting this winter, farmer customers have the opportunity to access a website that lets them browse across the range of FiL products, get in touch with their local Area Manager and even download issues of The Dairy Farmer.

It is a fresh, easy to use site that promises to do more than simply be a billboard for the company.

They also have the opportunity to check out all the product specifications in their own time before discussing them with the Area Manager on the farm.

We realise time is critical on dairy farms now, and this site lets farmers get up to speed when it suits them and it certainly helps our Area Managers too,” says Kate.

Feedback on products and service is a priority at FiL, with farmers having the opportunity to let us know what they think about service and products.

For our trade partners, all FiL advertising and marketing materials are available to download making the nuts and bolts of our marketing activities a straightforward affair.

Kate says the site is well ahead of anything offered by competing companies and reflects the company’s dedication to being as innovative as the farmer customers it serves.

“We set out to make it more interactive, so we can communicate directly to existing customers and farmers wanting to check out the huge range of products we have on offer,” says Kate.

Customers who forward their e-mail addresses, will receive news advertising any specials running on products specific to what they use.

Farmers needing to catch up with their FiL Area Manager can make an appointment on-line.

Check out the site at www.fil.co.nz 



FIL PRODUCT PROFILE

Nutri-Mag Drenching and Nutri-Mag Dusting

Magnesium supplementation assists in the prevention and treatment of hypomagnesaemia (grass staggers) in cattle and sheep.

FiL’s high quality magnesium supplement range includes Nutri-Mag Drenching and Nutri-Mag Dusting.

Both these products offer significant benefits when compared to cheaper competitor alternatives. They are both sourced in Australia, offering high purity of Magnesium Oxide, better reactivity and more effective results.

You get what you pay for:

- Non toxic powder magnesium oxides absorbed through dietary intake
- Choice of application from pasture dusting, drenching and other methods of feed application
- Nutri-Mag Drenching typically 95% pure Magnesia (MgO) Fine (320 Mesh) Natural Magnesia
- Nutri-Mag Dusting typically 95% pure Magnesia (MgO)

It is recommended to consult with a veterinarian or farm adviser before planning prevention measures or treating hypomagnesaemia (grass staggers).

Farmer Feedback:

Anthony and Leanne Metcalf initially trialed Nutri-Mag Dusting and were so impressed that they buy up to six tonnes ready for regular dusting between June and October.

“I haven’t drenched for years because I don’t like getting magnesium to the cows that way. It’s time consuming and stops the cow flow in the farm dairy so I dust and trough treat.”

“Nutri-Mag Dusting came out of the spreader on the back of the four wheeler very easily, like flour. The magnesium I had been using sometimes

consolidates in the spreader and I have to get out and stir it around. Nutri-Mag drifted well onto the grass and sat on the leaves so the cows get all the benefit.”

Anthony Metcalf, Te Awamutu.

Pack Sizes:

by pallet lot, 20kg bag

Always refer to the product label for directions for use, storage and handling instructions or call your FiL Area Manager for more information.



Anakiwa Boosts Participants' Confidence



The 2005 Agriculture ITO Bound to Succeed students pictured with Arthur Jordan, Managing Director, FiL New Zealand and Tony Wilding, Chairman, Agriculture ITO

"The best time of my life," is how Agriculture ITO "Bound to Succeed" participant Michael McGough describes his experience at Anakiwa this autumn.

Michael is a lower-order sharemilker of 480 cows at Whangarei on Andrew Fraser's property. Aged 20, Michael says the challenges both mental and physical were the most difficult, but most rewarding parts of his course.

"You were expected to do things like sit there and tell individuals what you did and did not like about them, and that is very difficult when they are there with you," he says.

He enjoyed the three day solitary session, saying it gave him time to think about his future and evaluate his goals in life. He remains committed to farming, but says he would like to take a year off and travel, having worked every year since he left school. He believes travelling would help him build on the life-skills he gained at Anakiwa.

"The hardest part was coming home. I could have happily stayed for another two weeks," says Michael. Farm owner Andrew Fraser says he had no problem seeing Michael go on the course, and believes time will show how much value Michael has gained from it.

"He was a pretty confident guy anyway before he went, and this will certainly just help him along a bit further."

Sally Davies of Rangiora is training for her wool handling ticket and was one of two women on the course. She has come back from Anakiwa resolving to bring her wedding forward "by quite a few years" and having learnt to handle stress better.

"I had the time of my life, yet I was completely out of my comfort zone. There was certainly nothing there like home, you are thrown in with total strangers and have to get on."

She admits she was nervous about doing the three night solo exercise.

"In the end though I really enjoyed it and the only thing that worried me was the possums!"

She highly recommends the course to anyone and says it has helped her adopt a different outlook on life.

"I feel more relaxed about things, a lot less stressed and life seems a breeze now." Later this year Sally will have completed her wool handling apprenticeship and has every intention to stick with it for a career.

For Kelvin Walmsley the most rewarding part of his stay at Anakiwa was working in a team that "really clicked" and meeting a host of new people, many he now regards as friends.

"I have come back feeling very motivated, and feeling quite a bit more confident about myself and where I am heading," he says.

Kelvin says he is now considering going sharemilking sooner than he had planned.

"I have learnt to back myself and know now I could do it if I wanted to," he says. Kelvin works in Ekatahuna milking 450 cows and is building up his own herd of pedigree Jerseys.

His boss and uncle, Martin Vantillborg says Kelvin's confidence is stronger and his fear of public speaking seems to have disappeared.

"When he was picked for this he said there is "no way I could speak in public if I get the award at the end of the year," but now he says "no problem", that is great."

Frances Beeston of Ashburton says she is a lot more trusting person for having been to Anakiwa, and can put her faith in having a good team behind her for tasks.

"I am the sort of person who feels if it has to be done, then you have to do it yourself," says Frances. She learnt to put her trust in the individuals she had around her, and even managed to overcome her fear of heights.

"I know safety was a priority, but getting your head around that and doing the rock climbing was still a real challenge for me."

Like all the Anakiwa graduates, Frances says the three

week course flew by, and she was thankful for the full length course. Frances is working on a 1760 cow farm near Ashburton and says her commitment to dairying is stronger than ever. She already owns 20 pedigree cows and ultimately aims to own her own farm, complete with pedigree Friesian herd.

Her boss Mitch Russell says Frances has come back from Anakiwa with more confidence in herself.

"She is the only girl working with five guys here, and she has learnt to stand up for herself a lot better."

Mitch says even though Frances has been heavily involved in the Young Farmers Club, the course has let her meet a great cross section of people.

"She will make a great farmer, and this has helped her get on even better with people, which is a big part of farming nowadays."

FiL Committed to Outward Bound

The second intake of scholarship winners to the Agriculture ITO "Bound to Succeed" course completed their three week stint at Anakiwa in late April.

The leadership course has been described by all as "life changing" and "the best thing I have ever done". Open to all Agriculture ITO students, the course is proudly sponsored by FiL and one place on it is awarded to a student from each of the Agriculture ITO's 16 regions throughout New Zealand.

FiL General Manager Gavin Cherrie says sponsoring the course reflects FiL's commitment to the future of the agricultural industry and its young people. "We are very aware that we have an aging population, and the skills and vitality for the industry's future lie in these young people, that is why we are committed to this project," says Gavin.

"It is really gratifying and personally rewarding to see these people come back from their course at Anakiwa charged up about themselves, their life and their jobs. For FiL's part Gavin says it is great to be working with Agriculture ITO who share FiL's vision for New Zealand's agricultural future.

"It is certainly our strategic intent to be involved in this for the long term," says Gavin.





Turn Up and Clean Up at this Year's Fieldays

After a two year absence FiL will be back at this year's National Agricultural fieldays and the timing could not have been better. The theme for this year's event is People on Farms, a theme well understood by FiL.

As national sponsor of the Agriculture ITO Bound to Succeed programme, FiL is committed to seeing young New Zealanders working and succeeding on the land, fitting well with this year's Fieldays theme. FiL General

Manager Gavin Cherrie says the project meets FiL's criteria in every way, and coupled with this year's theme at Mystery Creek it makes plenty of sense for FiL to be back.

This year also marks the launch of the Booster Block range of products with their innovative technology delivering nutrients to livestock simply and effectively. Farmers at this year's Fieldays will have the opportunity to visit the site in the main Pavilion area and see for themselves the full Booster Block range. With winter well on its way and feed levels short in many areas the Booster Block could provide a cost effective means

for farmers to "top up" their stock's nutrient levels. The FiL Farm Service Team will be on hand to answer any queries relating to FiL's extensive product range, whether it be dairy hygiene, animal health or animal nutrition products.

There will still be time at the Fieldays to place your order for FiL product and be in the draw for the fantastic Clean Up and Win promotion. Details are on page one about a competition that will make maintenance and cleaning up around the farm dairy more rewarding than usual this winter!

The team at FiL look forward to seeing new and existing clients at their stand located at PD31 in the main Pavilion.

Booster Block Winners Say "Cheers FiL!"

To help promote the launch of their innovative nutrition product FiL gave retailers the opportunity to put their creative "window dressing" hats on.

The social club accounts for Taranaki Farmers in Opunake and Allfarms in Levin are \$250 wealthier for their winning efforts, and sales of the Booster Block rocketed over the course of the promotion.

Administration manager for Allfarms in Levin is Deidre Chambers who was looking forward to a social club spend up with fellow workers. Their store's promotion consisted of a massive display of Booster Blocks and assorted posters all around the entrance. The result was not only a win in the competition, but a significant jump in the block's sales.

"We have quite a lot of small block holders here who liked the way they could use the Block to get nutrients into their small mobs. There are all-sorts here, including people with Alpacas and Llamas, which seemed to like the blocks too."

Opunake manager of Taranaki Farmers store Bruce Walker says he was rapt to learn about the stores win, and is sure the cheque will be put to good use.

"We could well have a mid-winter Christmas at the café across the road, it is just a case of getting everyone together to do it," he says. His staff created an effective static display including a ceramic cow, daisy chains and plentiful stacks of Booster Blocks, not quite in the Taranaki colours, says Bruce. Farmer interest in the display was strong and Bruce expects block purchases to continue growing coming into winter.

Clean Up!
Win a \$12,000 Shopping Spree at your local Powertool Centre with FiL

Buy any four essential FiL products from a choice of 23 and enter the draw to win a \$12,000 spending spree at your local Powertool Centre.

When placing your order, ask your rep for a FREE FiL Dairy Hygiene Handbook

Plus 14 x ALTO Water-blasters to be Won!

Terms and Conditions Apply

FiL New Zealand
SPONSOR OF Agriculture ITO Bound to Succeed

POWERTOOL

HOTLINE : 0608 434 569
NETLINE : www.fil.co.nz

Fieldays



Young-stock health boosted by FiL

For Waikato farmer John Rennie, FiL's Booster Block has provided an ideal solution to keeping his dairy grazers in top condition over a difficult autumn period.

With the Booster Block only out on the market in March, John was one of the first to pick up some blocks from his Waikato FiL Area Manager Mark Mohring.



John Rennie with FiL Area Manager Mark Mohring

Booster Block Plus

With the success of its Booster Block supplement, FiL New Zealand has now launched Booster Block Plus.

Containing all the nutrients in the Booster Block, the Plus block also includes full maintenance doses of copper for beef, deer and lactating dairy cattle. The block has been introduced to aid farmers in areas such as volcanic hill country where copper deficiency can be a problem. The success of Booster Block in delivering other trace elements including iodine, iron, manganese and zinc, made adding copper an obvious



John runs 80 dairy heifers and 80 calves on the 35 hectare block at Taupiri. He needed something that would supply his stock with a boost of nutrients and minerals, particularly over the dry autumn.

"This would have been one of the driest autumns for a long time, and we have had to supplement a lot, particularly compared to the last few seasons," he says. Booster Block has played a valuable role in providing his young stock with added magnesium, calcium, iodine and other trace elements. With molasses forming the basis of the block's content, it proves a huge hit with John's young stock, and an effective way to get trace elements into them.

He has found the stock quickly picked up on the appeal of the Booster Block, and the edible packaging has ensured there is "next to nothing" left in the paddock when they are finished.

Mark Mohring says the Booster Block has proved particularly popular in his Hamilton and Pukekohe retail outlets where smaller lifestyle and grazing blocks like John's predominate. However, he is also finding increased demand from farmers on larger more remote country where stock may not have the same quality of grasses available and the Booster Block fills a gap in their nutrient requirements.

choice, says FiL Technical Manager Jim Sadler.

He expects to see the Booster Block Plus being popular at three critical times of the year.

"When the herd are on stubbly feed, like barley or maize stubble, there is plenty of sugar and nitrogen in the Booster Block to improve their ability to convert the cellulose." He also says prior to mating the block will provide a valuable source of iodine, helping with cycling and later, foetal development. Over lactation the Booster Block Plus will be a valuable source of minerals, particularly the copper and magnesium.

For beef and deer farmers copper is particularly important and trials have revealed a good level of uptake by stock, says Jim.

He is quick to point out the Booster Block is unique in New Zealand and not to be confused with commonly found salt blocks.

"Overseas you do find this type of block, but we have improved on them, putting greater emphasis on the blocks nutritional components. We have also developed some tricky processes for making the blocks rain fast."

"I would expect to see the demand really take off after June when more dairy grazers pick up on just how good this product is and want to get their grazers off to a good start over winter," says Mark.

The levels of trace elements zinc, iodine, and cobalt are well above maintenance levels and intake is no problem given the level of high quality molasses in the product. Developed and produced at FiL's Mount Maunganui factory, the Booster Block is the only product of its type on the market to offer this range of trace elements in a molasses base. It was developed in response to demand from farmers required a cost effective, no fuss way to get essential nutrients into animals and give them a "nutritional kick" at times of stress.

Booster Block "Big Boy"

Farmers visiting the Southern Agricultural Field days held at Lincoln in April will have seen for the first time the "up sized" version of FiL's latest new product, the Booster Block.

Weighing in at over 600kg, the "Big Boy" comes with its own pallet to enable it to be moved around paddocks without any fuss.

Interest has been strong from larger scale beef farmers who may have seen similar blocks overseas, says FiL's Technical Manager Jim Sadler. He expects to see strong interest from farmers wanting to give their mobs "a bit of a kick along" after what has been a very dry autumn for many parts of the upper North Island.

"Stock have been under quite a bit of stress, and the Big Boy is an ideal way to get those valuable nutrients into them before calving starts and those really cold zero growth days set in," says Jim.



Long Term Weather Predictions

By Ken Ring - www.predictweather.com, the home of long range weather.

June

June may be 50% drier than average for the North Island, but 15% wetter than average for the South Island. For the North Island the driest spells may be around 4th and 6th, and wettest at or near 24th. For the South Island, the driest period could be about the 20th, and the wettest days likely to be the 7th and 23rd.

A downward temperature swing expected to have begun around May 27th should continue until June 30th, temporarily intensifying in the first three days of June.

The fourth week in June should bring the lowest temperatures.

July

July may be drier than average and warmer for both islands. For the North Island the wettest may be at or near 5th, 9th and 23rd. For the South Island the wettest days will be around 5th, 22nd and 30th. In the North Island districts wetter than average conditions will occur in Thames and Gisborne/Hawkes Bay. For the South Island, those wetter may be Wanaka, Christchurch, Timaru, Oamaru and Alexandra. On average rainfall could be Auckland, Dannevirke, Kaikoura,

Ashburton, Ranfurly and all areas south of Queenstown. Most other regions should be drier than the norm.

Total sunshine hours in July should be less than average overall for both islands.

August

August is likely to be drier and warmer than average for both islands. The North Island, drier by about 40% and the South Island by 20%. For the North Island the least rain could be around the 23rd/24th, and the most rain at or near 4th and 14th. For the South Island, the least rain period should also be around the 23rd /24th, and the wettest around the 14th and 31st. Districts likely to be wetter than the August average are Taumaranui, Buller, and Fiordland. On average could be Wellington, Hokitika, Takaka, Kaikoura, Alexandra, Te Anau and Invercargill. Most other regions should be drier than average.

No districts should be cooler than the norm. Unseasonal mildness may occur between August 10th-18th.

There will probably be a lack of strong cold southerlies. Westerlies may predominate over the South of the South Island, with South Westerlies over the north of the country. Strong winds should be more frequent in the

far south, but less frequent in the north. Looking ahead, the milder winter will not be without its cold spells but these may prove to be short-lasting. July will probably still turn out to be the coldest month of winter for most. Districts to the north of both islands may see a wetter than normal September but further south that month may spring

surprises. Spring looks likely to deliver cooler than average temperatures to the top half of the North Island and the north and south of the South Island, although the west of both islands should be warmer.

Extracts reprinted from "Predict Weather Almanac 2005" (Random House), available from bookstores nationwide.



FIL PRODUCT PROFILE

FiL Quantum Range

Our Quantum range of acid detergents Quantum Blue and Quantum Gold, and alkaline detergent sanitisers, Quantum XL and Quantum Powder represents our premium range of dairy hygiene products, technically advanced with an on-farm reputation for getting results.

Key benefits:

- Low foaming, ultra low foaming and controlled foaming options within the range
- Suitability with a variety of different water types

- Liquids suitable for all temperature cleaning
- High strength Quantum Powder suitable all levels of water hardness
- Proven results

Contact your local FiL Area Manager to have the best suited products matched to your individual farm profile.

Pack sizes:

Quantum Blue, Quantum Gold, Quantum XL: 200L, 100L, 20L, 5L
Quantum Powder: 25kg bucket, 5kg bucket

Always refer to the product label for directions for use, storage and handling instructions or call your FiL Area Manager for more information.



Phil Enjoys Agriculture's People & Innovation

The agricultural industry has always lured FiL's new National Sales Manager back to its fold with its challenges and its people.

Philip Wicks was appointed to the job in May and brings a wealth of agri-business experience with him. After working as Product Manager at LIC for two years Phil was ready for the next step, and he was adamant about sticking to agriculture.

"I really enjoy the sort of people who get attracted to the industry, and also dealing with farmers who tend to be straight up and interested in new ideas and products," he says.

At LIC Phil was responsible for raising the profile of a product now familiar to many dairy farmers, the Alpha Nominated Brand range of semen. Sales for the Alpha Brand grew by a massive 23% in the last two years. While there Phil spent considerable time working with a large sales team, and looks forward to continuing this connection at FiL.

"I wanted to continue working for an innovative, New Zealand owned company and I really liked the attitude of the people at FiL," he says.

He believes a company like FiL hunting growth is always a good one to work for as it actively seeks out

new opportunities in products and markets.

Coming off a dairy farm near Rotorua, Philip is no stranger to the industry. He began his career working for Ambreed in Cambridge, spending four years there before heading to the bright lights of Melbourne. But after a stint with an IT company he was drawn back to New Zealand and agriculture, taking on a sales manager job with LIC where he remained for three years.

He looks forward to coming on board at FiL as the company prepares to launch some innovative new products and expands further into Ireland and Australia. Living near Te Aroha keeps him in tune with what is happening in the dairying world, and when not working he enjoys life with his partner Cyndi and two children Lauren and Izaak.

FiL Manager Committed to New Business



Taking on the job of Business Development Manager at FiL is a natural step for Trevor Gulliver, who can't wait to get stuck into the position now Philip Wicks has been appointed National Sales Manager.

Having spent 13 years with FiL, Trevor says he can honestly call them the better years of his life. Over that time he has seen the company grow, along with his position within it.

He has grass roots appreciation of what FiL's core business is really all about, having spent 20 years dairying in the Bay of Plenty and Waikato. Selling his 67 hectare dairy unit in 1990 Trevor and his family moved from Matamata back to Tauranga on to a kiwifruit orchard.

"Hitting 40 I decided to give up cows and wanted a new challenge. Eventually I was fortunate enough to get a job repping with FiL, covering my old farming district of Matamata as well as the Bay of Plenty. Doing this for six and a half years gave me a good insight to what farmers really wanted, and just how good our products really were."

Moving to the Business Development role is an exciting step for Trevor who sees plenty of opportunity not only for product development, but market opportunities as well.

"Australia is going very well, and there are a lot of Kiwis over there now, with 6500 dairy farmers in Victoria alone, so it is a market we take very seriously."

Trevor admits there will be a lot happening in the area of new product development, much of it still under wraps at this stage.

"We have three products in particular that will be very beneficial to our farmer clients, and at least as revolutionary as our tail-paint system."

Significant research and development has gone into the products, and being a New Zealand based company Trevor believes FiL products work well as they are based on New Zealand farming conditions.

He is looking forward to the role of Business Development manager and the challenges working on the new products and existing export markets will bring.

Brian's Winning Ways with FiL

Working with a good team in an innovative company like FiL brings plenty of job satisfaction to company Operations Manager Brian Kirby.

Leading a team of six, Brian says he enjoys an environment where tasks are not segregated and everyone rolls their sleeves up to get things done, something he says doesn't always happen in larger corporate companies. While Operations Manager is a new appointment for Brian, he has been with the company for three years, covering a range of tasks from exporting, logistics and purchasing.

"Here I see a company that is extremely innovative and proactive in a very competitive market." He says new products like the Booster Block and FiL's award winning Tail Paint system have helped keep it ahead of the pack."

The high level of service keeps customers returning season after season.

Unlike some companies, Brian says FiL is quick to pass on any price advantages to its customers.

"With the higher dollar we have been able to bring the price of the teat care products down this year, delivering a very high quality product at an extremely competitive price."

Living and working in the Bay of Plenty is an added bonus for this Hamilton man who has experienced more than his share of wet Waikato winters.

With FiL opening a new head office and processing plant at Mount Maunganui in about 18 months time Brian says there are plenty more innovative products to come out of the company yet.

While not able to reveal too much about them, he is confident the products due out over the next 12-24 months will only further FiL's reputation as an innovative, quality provider to New Zealand farmers.



The many faces of **FIL**

Muck on the Boots Experience for FiL Area Manager

Dairying has provided many professional challenges for new FiL Area Manager Daryl Hill, and he expects plenty more in his new position covering almost half the South Island.

After spending most of his life dairy farming Daryl has chosen a new direction, but has not left the cows behind completely.

"I had decided to finish up where I was, and was not even sure what I would do next when I saw this position advertised," says the 39 year-old father of four.

Having just finished managing an 880 cow unit near Ashburton, Daryl is looking forward to the new position after recent years spent managing large herds throughout Southland and Canterbury. He sees the job enabling him to combine his dairying knowledge with the opportunity to see some of the South Island and will be relocating to his home town of Takaka.

Past large-herd experience has included relief managing on dairy units, only to have the relief positions become more permanent. Experience with large herds and big dairies mean Daryl is more than aware of the hygiene issues that occur.

"There are a lot more staff involved these days in dairy units, and this can bring its own challenges when it comes to getting a standardised approach to shed hygiene and maintenance," he says. The dairy unit he has just come off is typical. The 245ha unit is owned by an equity partnership, with most of the owners living in the North Island. As manager he was responsible for the five staff and ensuring standards were met.

Daryl is confident about walking into most farm dairies and quickly getting an idea of where the problems can lie.

"Normally the first problem you will see is a thermodynamic issue, and it is often because the cleaning routine has not been followed regularly."

While dairy sheds can be assessed and addressed, getting the message on hygiene through to staff is one area Daryl believes can be improved on larger operations.

"Sometimes the staff may not take as well to being told by the boss how to follow a routine, for whatever reason. I see it as an area where I could come in as someone more independent, and take them through the routines, and highlight why what they do is so important to the quality of the milk they are sending."

He aims to build up strong relationships with his farmer clients. Longer term he would like to be able to monitor their milk quality results on-line, and help take action in a pro-active, positive manner before quality issues get out of hand.

Having used FiL product himself, Daryl is very confident and knowledgeable about its quality and ability.

"It is a very competitive market, and very much dependent upon quality service being delivered along with quality product."

With one of the biggest FiL territories and some of the country's largest dairy herds, Daryl is relishing the opportunity to deliver quality FiL service and product while adding value to his clients' farm business operations.



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.

1 Bryan Eaton Northland/ Hawke's Bay Ph: 09 434 7790 Mob: 025 721 908	2 Mark Mofring Hamilton North Waikato/Pukekohe Ngairua/Campanelli Ph: 07 824 4502 Mob: 0274 721 582	3 Stuart Corbet Manawatu/ To Aroha/Porirua Ph: 07 898 5331 Mob: 0274 499 943	4 Clare Henson To Awamutu/ Otago/Changere Ph: 07 871 3366 Mob: 0274 961 624	5 Alan Clarke Bay of Plenty Ph: 07 544 7233 Mob: 025 738 072	6 Phil Gulliver North Taranaki Ph: 06 755 3995 Mob: 0274 721 586	7 Coral Humphrey Southern North Island Ph: 06 354 6118 Mob: 0274 721 587
8 Daryl Hill Northern South Island Ph: 03 525 9951 Mob: 0274 721 583	9 Peter Dodds Southern South Island Ph: 03 468 4572 Mob: 0274 721 504	10 Garvin Duran Rotorua/ Region/Tokoroa/ Putaruru Ph: 07 335 2179 Mob: 0274 790 478	11 John Atkin South Taranaki/ Wanganui Ph: 06 276 1490 Mob: 0274 620 535	12 Greg Duncan Cambridge/ Matamata Ph: 07 825 5195 Mob: 025 721 585	13 Alan Hill Central South Island Ph: 03 683 7440 Mob: 0274 993 783	

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