



# Rewards Programme Helps Kick Off for New Season

*Farmers choosing to use FiL's quality range of products are now rewarded for their loyalty - and it is proving to be well worth their while.*

In a first for a dairy hygiene company, FiL are awarding points to their customers for their product purchases with the FiL Rewards programme.

**Farmers wanting to register for the FiL Rewards scheme can sign up on-line at [www.fil.co.nz](http://www.fil.co.nz)**

Complete the simple registration form, and every

order placed with your area manager will earn points towards rewards of your choice. Farmers are reminded that if they order on-line they still need to arrange delivery or collection from their store in the usual way.

Unlike some schemes there is no time limit on the points earned or orders. Of course the greatest benefits accrue by lining up the year's purchases in one order to

take full advantage of the opportunities to earn the bonus points.

Purchasing from your rural retailer will not stop you from earning points either – you just have to let your FiL area manager know you have made the purchase, or you can simply register the purchase on line entering the receipt number.

Stu Carter, FiL Area Manager for Morrinsville, Te Aroha and Paeroa says he has had tremendous interest in the Rewards programme from his clients with many signing up. 'Rewards enables me to offer even more value to my clients and that is a win win situation for all. Clients now receive excellent products, reliable milk quality service and are ultimately rewarded for their purchases. The choice is entirely theirs whether they redeem their points on something for the farm, or something for them personally.'



## Rewards Sign On at Fieldays

**Farmers keen to find out more about FiL's Rewards Points scheme can do so at Mystery Creek.**

The scheme aims to reward those customers who choose to use FiL for all their dairy hygiene and animal health products, with no time limit or pressure to cash in the

points all at once.

FiL's Marketing manager Kate Seaford says FiL has a close relationship with the Kiwi farming sector, fostered as much by its Kiwi ownership as its 30 years in the sector.

Kate says the Rewards Points scheme hopes to build on that relationship, ensuring the most loyal customers at FiL get the

**Collect FiL Rewards on all purchases of FiL dairy hygiene, animal markers, animal health and nutrition products.**

Visit [www.fil.co.nz](http://www.fil.co.nz) or Phone 0508 434 569 now for more information.

chance to either get free product or treat themselves, family or staff to some of the great rewards items.

"You have the option to either cash the points in regularly for smaller items like magazine subscriptions or retail vouchers, or you can

build them up for some really exceptional items. These include the Toshiba laptops, along with fishing equipment and items from Dick Smith Electronics. You could even paint the house with rewards from Resene Paints!

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Visit: [www.fil.co.nz](http://www.fil.co.nz)

**Check Out Our Rewards Specials at site PC63**  
**Double Points & Bonus Points Available for a limited time!**



# Your FiL Rewards Points questions answered

*FiL's Rewards Points aim to reward our loyal customers with quality FiL product or plenty of alternatives that fit with your lifestyle, both on and off the farm.*

- Here are a few answers to questions we have received about the Bonus Points...
1. I am a loyal FiL customer, is it only for new customers?
- No, definitely not. Just complete the on-line registration form at [www.fil.co.nz](http://www.fil.co.nz) and as you place orders you will collect Rewards Points.
2. Can sharemilkers receive FiL Rewards points?
- They certainly can. Anyone responsible for the ordering and payment of any FiL product is eligible.
3. If I shift farms or farm jobs do I lose the points I earned at my previous farm?
- Definitely not. Your rewards will stay with your username. You will need to update your address and details under "My Profile" on the website, or contact your Area Manager.
4. I don't have internet access, can I still register to receive the Rewards points?

- Yes. Simply by contacting your FiL Area Manager, he will be able to complete the details for you and keep your points updated.
5. How can I check just what Bonus points are available?
- Easy. Just go to website, enter your username and pass word and the latest bonuses will be there to see.
6. What if I forget my password?
- Just get in touch with your FiL Area Manager. He will arrange to have it reset.
7. Am I able to receive Rewards points all year round?
- Yes. They are not like previous promotions that may have been tied to one period. As long as you're buying all year, you will receive the points all year round.
8. Do my Rewards points expire?
- No, they will keep on accumulating as you buy more and more products, giving you greater and greater choice over the value of the products you may wish to use them on.

# FiL Rewards Unlock Plenty of Variety

*One of the most frequently questions asked by farmers interested in joining the FiL Rewards programme, is "what sort of things can I get?"*

FiL have gone to great lengths to ensure that what is being offered to farmers is realistic in terms of how many points can be acquired, and of the highest quality. Obviously the redemption choices include quality FiL products, but there are plenty of enjoyable, recreational products for farmers to look forward to as well.

As the Rewards programme has started there have been increasing numbers of national companies come on board with a broad range of products. Toshiba were an inaugural Rewards member, offering farmers the chance to cash in points for a quality laptop from the industry leader in high speed, durable and leading edge technology.

John Grigson of Toshiba says the company is well aware of the huge leaps in technology dairy farms have undergone, and the resulting increase in data and information that can be processed.

"Our laptop technology is ideally suited to storing, managing and presenting the numerous amounts of data a dairy farm generates these days, right the way from herd details to grazing management and farm maps."

*Other partners to have more recently come on board are all well known to farmers.*

Dick Smith Electronics opens up a whole world of choices in quality electronic goods.

Farmers accruing 350 points can cash them in for a cordless phone, or save them up and put 1250 towards a black Apple iPod Nano. Holding up to three days worth of music there is more than enough sounds there to get you through milking, and it plays for up to 14 hours between battery charges!

The publishing giant Fairfax have joined the scheme, and magazine offers abound. Cash in as little as 150 points for a 12 month subscription to Fish and Game magazine, or build up 300 points and be in to subscribe to Cuisine for the culinary minded, Autocar for the petrol heads, or any number of other choices and interests.

*FiL Marketing Manager Kate Seaford says the company has tried to recognise the huge diversity that lies within the farming community by getting a wide selection of companies on board.*

"Often it may be a case of some farmers wanting to use the points to cash in and reward staff on their farm, and there are plenty of options there for that," says Kate. Other companies include Farmers department store, the BBQ Factory, Pit Stop exhaust shops, Briscoes and Resene paints, and more will be added over the next few months.

**PRODUCT PROFILE**

## Nutri-Mag Dusting and Drenching

With some farms going into the winter on lower than preferred pasture cover stress on stock could be greater than farmers would like. This can lead to higher likelihood of metabolic problems such as hypomagnesaemia, or grass staggers.

In a market that includes numerous lower quality, poorly refined supplements, FiL offers its customers the highest quality magnesium supplementation available, in the form of Nutri-Mag Drenching and Nutri-Mag Dusting.

Sourced from Australia, the product is highly refined with the maximum degree of fineness and optimal surface area on the granules to provide better reactivity and more effective dispersion, either in the gun as a drench, or on the grass surface as a dusting agent.

When it comes to selecting a quality dusting or drenching magnesium, what you pay is what you get.

**With Nutri-Mag you get:**

- Ultra fine magnesium oxide powders easily absorbed through feed intake or drenching
- Nutri-Mag drenching with a typical analysis of 95% pure Magnesia (MgO) Fine (320 Mesh) natural magnesia
- Nutri-Mag dusting, 95% pure Magnesia (MgO)
- Free flow through hopper or drench gun, no time consuming blockages or fragments
- Easy mixing and constant suspension in drench profile

For an effective staggers control programme, FiL recommends you talk to your vet or farm advisor for dosage and control measures suitable for your farm.





# Quantum Blue better than ever

***Making something that works well even better is typical of the challenge FiL places on being a leader in quality dairy hygiene products.***

The latest re-formulation of the highly popular Quantum Blue acid detergent sanitiser is typical of this challenge.

FiL's Business Development manager Trevor Gulliver says the challenge to improve Quantum Blue's wetting, "sheeting" and cleaning performance on all milk contact with surfaces. Sheeting refers to the ability of the product to adequately coat the surfaces enough to sanitise it.

"The challenge was to not only retain the low foam profile, but also to lift that sheeting ability, making it suitable for all farm dairy wash systems," says Trevor.

***The application of a new surfactant has succeeded in lifting its coverage, making it the most effective on the market.***

"Many of the acid detergent sanitisers out there on the market are too "low foam" in their action. If the detergent fails to foam sufficiently, it finds channels and run-off points and fails to clean and sanitise the surfaces effectively."

He says it is company policy to take all FiL

products and always assess ways to improve and enhance aspects of their performance.

"Innovation is a big part of our business, and you can't stand still with your existing products, you have to be constantly assessing the products you have, and adjusting them as new technology comes along," says Trevor.

He says the recent appointment of Ray Vagana as Technical Manager with a strong chemistry and development background ensures this culture of innovation is maintained.

Labelled as Quantum Blue Advanced Formula, the new product will be easily recognisable by the orange sticker on the container, and will be available for the new dairy season.

## Booster Block kicks dry cows along

***As more farms dedicate themselves to being milking platforms, dry cows are often going out to grazing that is not as luxuriant as what they are accustomed to while on the home farm.***

Often the stress of trucking and dealing with poorer quality feed on blocks lacking in-line water systems means valuable condition score can be compromised.

The result? Lower condition scores, difficult calving accompanied with metabolic problems and subsequent difficulties cycling again.

FiL has applied its award winning technical skills to solving the problem with the Booster Block range of mineral block supplements. In a market traditionally dominated by salt block type licks, the Booster Block offers dairy farmers a real alternative that provides a long lasting, economic boost to the health of their valuable dairy herd.

***As calving moves ever closer the molasses based Booster Block is well established in the supplement market, and more farmers are recognising the huge value feeding Booster Blocks can offer their dry cows.***

Rather than providing a high amount of one energy type, the blocks offer a wide spectrum of energy sources and mineral supplements invaluable to stock not getting it all from their feed. The standard Booster Block provides stock with good levels of magnesium, calcium, iodine and other trace elements. Supplementation prior to calving will help ensure stock are receiving the valuable nutrients that when depleted cause all manner of problems during and after calving. Cows grazed on low energy maize stubble over winter will particularly benefit from the nutrients in Booster Block.

"We spent a lot of time trialling it before taking the Booster Block to market early last year, and that time paid off. Farmers who have used it with their stock find the animals love it, eating it box and all!" says Trevor Gulliver, Business Development manager for FiL.

"A lot of stock end up going from the Waikato to poorer grazing country in the King Country or Volcanic Plateau, and deficiencies can be a real problem on some of this country, especially for copper. For this reason we also developed the

Booster Block Plus, that has added copper" says Trevor.

On average one 20kg Booster Block will last 10 dairy cows a fortnight. For greater economy dairy farmers can purchase the Booster Block Big Boy, a 600kg monster feed block that is easily moved

between paddocks on its own pallet.

More common overseas, the Big Boy offers the same level of nutrients as its 20kg counter parts. Many farmers are supplementing their dry cows with them and continue through lactation with them, placing the Big Boy in the exit races.



## Give Stock a Boost!

FiL BOOSTER BLOCKS are great tasting molasses-based supplements for grazing animals to assist with the balance of their nutritional needs. FiL BOOSTER BLOCKS provide a healthy nutritional supplement with the appealing sweet taste of molasses. All the essential trace elements required and usually gained from higher quality grazing have been added with boosted levels of magnesium, calcium, zinc and iron. Give your stock a boost with FiL BOOSTER BLOCKS.



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New Zealand



# FiL Sponsors Innovation

**Kiwi farmers are renowned for finding ways to make the boring, repetitive jobs simpler and faster.**

Whether it is coming up with an automatic teat spray system, a dispenser for detergents or simply a better gate latch, their ingenuity is endless.

To celebrate this spirit, and encourage continuing innovation, FiL are proud to sponsor the Supreme Award in the inaugural "Smarter not Harder" competition, organised by the Dairy Exporter magazine.

Editor of the Dairy Exporter, Glenys Christian, says Dexcel have identified a number of benchmark

times farmers and their staff take to complete a range of common jobs. The challenge for farmers is to share their time-saving tips with the wider industry to speed those jobs up.

"A typical one is the time it takes to measure pasture across the farm with a plate meter," says Glenys.

A consulting officer in Canterbury has developed the Feed Wedge Ready Reckoner. It is a simple recording table that allows feed surpluses and deficits to be easily and visually identified once the farm walk is complete.

Kate Seaford, Marketing Manager for FiL says the competition is an obvious choice for a company like FiL to sponsor, given the company's innovative history.

"FiL has developed a number of products that have helped farmers become more productive, including our award winning tail paint applicator, and our

latest animal ID marker UdderMark."

"It is often the simple things that can really make a lot of difference on the farm, and we are sure to see some good ideas come out of the competition," says Kate.

Farm operations have been broken down into four categories, with a winner chosen in each category. The winner of each category will get to enter for the Supreme Award which will be for \$2,000 worth of FiL product.

The four categories are: Management and administration, Stock management, Milking processes and Machinery adaptation.

Glenys Christian says farmers showed a great deal of interest in the competition at the recent Dairy 3 conference, many knowing someone who would have a good idea to enter.

Entries closed on May 31 and the awards will be announced during the Mystery Creek Fieldays event, on June 15.

Judges include long-time past editor of the Dairy Exporter Malcolm Montfort.

## PRINCE attained by FiL

**An immense effort by FiL management and staff means the company is the first dairy hygiene company in New Zealand to be awarded a PRINCE (Premises Inspection and Certification) accreditation.**

Managed through the New Zealand Chemical Industry Council, the PRINCE programme is part of a world wide initiative by the industry for responsible care in chemical handling, environmental management and safety.

FiL general manager Gavin Cherrie says the rigorous audit process focuses on good management systems and FiL's achievement of it has set a benchmark for other companies to aim for.

The impact of PRINCE standards runs throughout the company, extending not only from having health and safety systems at head office level, but having safety information and training on farm as part of FiL's product stewardship commitment.

**"The next level is PRINCE Gold standard, and we aim to achieve that next year. This will take us to world class standards of safety management within the company."**

CEO of the New Zealand Chemical Industry Council Barry Dyer says it is the enthusiasm and vision of Gavin Cherrie that helped bring his staff on board with the certification process.

"The company now has a site that will be recognised by OSH as a model site, and we hope that eventually ACC and insurance companies will also recognise the work that has gone to meet the standards here."

The Council provides members with access to ChemSafe software programme that helps track and account for chemicals on site. This has recently been taken up by industry giant Fonterra.

Barry Dyer says FiL's attainment is an ideal opportunity to establish an industry standard for all chemical formulators.

## FiL's Success is No Mystery at Fieldays

**Mystery Creek National Fieldays is the launch point for another exciting FiL product this year. Appropriately enough the theme for FiL's stand this year is "From Kiwi Heritage to Rewarding Innovations."**

This mirrors the company's commitment not only to its own product development, but to sponsoring the new industry awards "Smarter not Harder" in conjunction with The Dairy Exporter.

FiL, the company that prides itself on innovation and solutions to farm problems will be proudly launching UdderMark, a revolutionary aerosol formulation for identifying cows treated with drugs that need clear identification to prevent their milk ending up in the milk silo. Its unique formulation prevents the natural oils in the udder causing the paint to fade too soon, providing high visibility for up to 14 days.

Uddermark is available in six packs of fluorescent red and green 250ml cans. The handy can size makes them ideal for the overall pocket and eliminates the risk of tripping on the can on the floor of the farm dairy.

Once again FiL will be based inside amongst the buzz and bustle of the Pavilion at site PC63. Farmer clients are welcome to check out the full range of FiL product and see for themselves how far the company's innovation has extended in its 30 year history.

FiL's innovative design has a close history with Mystery Creek. Over 10 years ago the tail paint applicator was launched, replacing messy pots of oil based paints and the brushes to accompany them.

This design won the company an innovation award at Mystery Creek and much favour with Kiwi farmers crying out for a better way to paint larger herds for mating.

Since then herds have only got bigger, and farm problems require ever more technically demanding solutions.

Other innovations from FiL have included the

Booster Block supplementary mineral block that offers animals a wide range of minerals to boost energy and feed uptake at critical times of the year.

The big brother of the 20kg Booster Blocks is the 600kg Booster Block "Big Boy". True to form, the mineral supplement block weighs in with its own pallet for easy transportation around the farm, and has won acceptance among beef and dairy farmers alike.

With its unique molasses based formulation the Big Boy is capable of supplementing dairy cows at critical stress periods such as post calving, pre-mating and in drought or low feed conditions.

For farmers running dry cows on run-offs or blocks with maize stubble or poorer feed quality the Big Boy is the ideal means to top up lower feed values in their diet.

Be sure to check out the Big Boy at Mystery Creek and order one before the cows hit their stress period this spring.

Uddermark and Booster Block are just some innovations, and there are many more to come as FiL continues to work closely with Kiwi farmers, developing solutions to their farm problems.

Business Development Manager Trevor Gulliver says being 100 percent New Zealand owned means FiL is able to devote considerable research and development capital to products such as Uddermark.

"We are not beholden to a large off-shore head office which will often be in the Northern Hemisphere, miles from the problems and issues that may seem insignificant to that company's market share from that perspective, but are actually important factors in determining how products are developed, trialled and ultimately launched successfully."

"At FiL we have always prided ourselves on our "mud on the boots" approach to evaluating products, and Uddermark is no exception. We spent much time talking with the farmers who trialled it, getting their feedback and ideas on how to make a good idea great."

"We can't wait to see farmer reaction to it at Mystery Creek," says Trevor.



# AG ITO Goes Forward with FiL

**The strong relationship between FiL and Agriculture ITO has strengthened further after another intake of "Bound to Succeed" trainees completed their course in late April.**

This is the second year of FiL's sponsorship of the Outward Bound programme at Anakiwa, and both parties are keen to see the relationship continue.

Agriculture ITO National Operations Manager Brian Nicholson said it was unusual for a company to have the foresight that FiL was demonstrating by supporting young people in the agricultural industry.

"We are dealing with trainees all the time and it is good to have some support from the industry, particularly one that is as closely connected as FiL.

From our perspective it is great to work with a company that shares such a long term vision about where tomorrow's agricultural leaders and innovators are going to come from."

**Open to all agriculture ITO students, sixteen farm trainees from around the country are nominated to go on the three week course at Anakiwa.**

The focus is on personal and professional development with considerable physical challenges along the way. Trainees returning from the course have spoken at length about the boost they get to their self-confidence after the intensive course.

Participants are from far and wide, and not necessarily limited to the dairy industry. Past students attending the course have included wool handling trainees and sheep and beef farm assistants. Challenges on the Outward Bound course are renown for their mental and physical tests.

Many candidates talk about the difficulties faced undergoing a three day solitary session in the bush, while others recount how personalities are

challenged by facing individuals and speaking openly about what they do or do not like about them.

Those returning from the course have spoken about it being a life changing event, and in most cases they have re-affirmed their commitment to their career and their future in agriculture.

FiL General Manager Gavin Cherrie says the Bound to Succeed programme encompasses all aspects of an ideal sponsorship arrangement for both parties.

"We were looking for a project that was educational, nationwide and had a long term vision behind it that would enrich the industry as a whole, and we certainly found it in this," says Gavin.

**He says FiL is a New Zealand company with a 30 year history of commitment to the agriculture industry and it is essential as a company to be putting something into the people who will be the future of that industry.**

"With farms getting bigger and fewer people being responsible for more and more valuable farm assets it is imperative we have people there that are capable of making the right decisions, and even one day of owning those assets. Building confidence and assertiveness is a great way to start them off down that road, and we are very proud to be part of that process with Agriculture ITO," says Gavin.



The 2006 Agriculture ITO "Bound to Succeed" students pictured at Anakiwa

## Dale's sights set after Bound to Succeed course

**Being easily led was one self-described fault Dale Sharp was glad to lose while participating in the Agriculture ITO's Bound to Succeed programme at Outward Bound.**

Given his new found enthusiasm and confidence it is easy to see how Dale could go from being easily led, to a true leader either in the dairy industry, his community, or both.

The twenty year old dairy farm worker from Te Puke was one of 16 young trainees from around New Zealand to benefit from FiL's sponsorship of the Outward Bound course. After completing the course last April Dale took some time out from dairying to work out what he wanted from life.

After a couple of months he decided farming was where he wanted to be. He returned to dairying on Alton Melville's farm near Te Awamutu.

Alton describes Dale as a forward thinking, personable young man with a great personality.

Dale has his Agriculture ITO Training Advisor Fiona Linton to thank for persuading him to

participate in Bound to Succeed.

"I was pleasantly surprised when I was successful. I have found the programme has helped me to set goals and be clear about what I want to achieve."

For the future he has enrolled for a National Certificate in Dairy Farming, Level 3. He says he would like to stay in dairying and work towards a manager's role, ultimately getting a 50/50 sharemilking partnership.

The aim of Bound to Succeed is to develop leadership and life skills in young people working in agriculture. They also come away from the three week course with a strong network of friends from around the country.

"I have made friends for life through Bound to Succeed, and we are having a reunion in Wellington this year," says Dale.

Gavin Cherrie, General Manager for FiL describes the company's sponsorship of the course as one of the most rewarding corporate exercises he has ever been involved in.

"It is a real buzz to know we have people coming

out of this course more committed than ever to their future development, and to the industry."

With a growing demand for quality staff throughout the agriculture industry, Gavin says courses like Bound to Succeed play an increasingly valuable role in developing leadership skills that individuals can use to further their careers in the agricultural industry.

**"There is no doubt. We are going to see the benefits of this course resound through this generation of workers, and the industry as a whole can only benefit from it," says Gavin.**

Dale is hoping to take his new found life experience and apply it beyond his career to the wider community by opting to train as a youth counsellor.

"Helping troubled teens is something I would like to do, and I think I would be good at it," he says.



# Tauranga Move to Dream Job for Ray

*The diversity of the agricultural industry promises to keep FiL's new Technical Manager Ray Vagana busy experimenting and developing new ideas and products for a few years yet.*

Fresh in Tauranga from Wellington, Ray has just taken over the position from the late Jim Sadler. Filling the boots of a man who held the position for much of the company's life is no small challenge. However Ray is relishing the opportunity to bring some fresh ideas and innovative solutions to farming problems.

The Kiwi born Samoan says the position as technical manager is a "dream job" for someone like him with a Master's degree in chemistry.

His previous job had been with BRANZ, the Building Research Association (chh) of New Zealand in Wellington.

"While there we were working on developing alternatives to cement. Given the pressure that will go on cement manufacturers with Kyoto going ahead, an alternative is very attractive to avoid the cost of carbon emissions caused by cement production."

The position with FiL entails working closely with business development manager Trevor Gulliver and director Dave Hancox. Ray says he is constantly getting new ideas bounced off him for potential products from both men.

"I am always surprised by the level of input and pace of ideas they come up with, it keeps things interesting and certainly explains why FiL is known for its forward thinking innovative products."

He describes the opportunity to see new products developed from scratch as the perfect job for a research chemist.

"You are not just doing the technical day to day formulations, but having to develop completely new ones as well."

He says the company's latest products, Udder Mark is only the beginning for a whole new raft of products coming out in the next two years.

He sees plenty of potential in areas of animal nutrition, building on the success of the company's Booster Block supplement.

The agricultural industry is a new one for Ray, but the hands on nature of FiL's management means he has had plenty of chance to meet farmer clients and see for himself where the innovation ends up.

"It is easy to look at some of the newer industries like film making and see their value, but it is really dairying that forms the foundation of our economy, and it is great to be contributing something to that."



Ray Vagana - FiL's new Technical Manager

## Area Managers Make Safety Part of Service

FiL clients now have the opportunity to benefit from a new safety checklist offered by the company's Area Managers.

FiL general manager Gavin Cherrie says with HSNO coming into effect from July 1 there will be increasing requirements on the larger dairy units particularly to have emergency plans in place.

"We now have a preparedness checklist and emergency response presentation we can take clients and their staff through."

The checklist guides FiL clients through a number of topics relating to farm staff and managements ability to respond to a chemical emergency, fire or natural disaster.

"Our Area Managers will be making this available to all our clients. It includes all requirements for a sound on farm emergency response plan, guidance to ensure legal compliance and steps to prevent on farm emergencies".

All FiL Area Managers carry Safety Data Sheets outlining product information and handling precautions. Available from [www.fil.co.nz](http://www.fil.co.nz), these should be kept on farm for staff training and quick reference if an accident occurs.

Adhesive copies of the Emergency Response Plan to put on the dairy wall are available. These contain clear actions for the identification, control, containment and clean-up of hazardous materials.

"Unlike many of our competitors, our products are not sulphuric acid based, which means they already tend to be lower hazard than those products. However, we want to keep our farmer clients ahead of the pack when it comes to keeping their farm environment safe and well managed," says Gavin.

Call you FiL Area Manager today to get your Emergency Response Plan.

### **FiL** PRODUCT PROFILE New Zealand

## Ultracare Teatshield & Ultracare Iodoshield

FiL offer farmers a choice of teat care solutions that are designed to suit their particular herd and farm situation, taking into account the type of spray system used and the particular farm's history of mastitis and teat care issues.

**Ultracare Teat shield** is FiL's chlorhexidine based teat spray, offering a high quality solution to teat care and mastitis prevention.

#### **Key Benefits:**

- contains 44gm/L of Chlorhexidine di-gluconate
- is well suited to automated spray applications where greater viscosity requires less volume for teat adherence
- a high quality solution for on-going year round teat spray programmes

#### **Farmer Feedback:**

"We switched to FiL and Teatshield was my choice. Because of how wet our farm is we need an effective spray. It works very well, before we changed to FiL from another supplier we had infections and mastitis, but last season we got a certificate for having a low somatic cell count with an average of only 105,000. Teatshield had a lot to do with that – it is not cheap, but it definitely works."

Craig Rye – Horotiu, Waikato

**Ultracare Iodoshield** is for farmers wanting an iodine base solution that represents excellent value for money while offering protection from infection to the highest level.

#### **Key Benefits:**

- contains 23gm/L of iodine and 550gm/L of mixed emollient
- ideal for routine spraying and dipping applications
- offers an affordable, effective year round solution to infection control
- is compatible with teat conditioners including FiL Teat Conditioner

#### **Farmer Feedback:**

"We find it sticks very well to the teats and we use it all year round. The higher price is more than justified by the slightly higher price. Early on in calving the SCC was around 90,000 and it is not unusual for it to stay around that mark for the whole season."

John and Diane Baldie, Waerenga





# A New Tool for Managing Climate With a Free 3 Month Trial



Dairy farmers who want to find out more about the climate of their area, or anywhere else in the country, now have access to a new web-based climate information system. Recently launched by NIWA, the new web page is called Climate Explorer. The aim is to make New Zealand's climate easier to understand, including its risks and variability, and to

put current weather and climate conditions into the context of historical variability and change.

The site has climate analysis maps, data sets, and line plots that will enable users to keep closer tabs on how the current climate is progressing.

The range of maps includes average rainfall and temperature for each month, and the variation in

rainfall caused by El Niño and La Niña seasons.

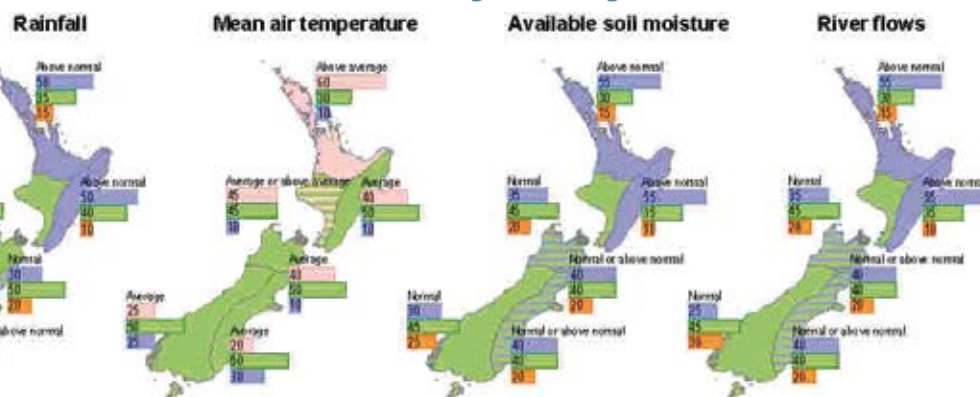
Other maps show the current soil moisture status compared with the same time last season, and the long term average.

Line plots show accumulated rainfall and other parameters, compared with average and extreme seasons.

In addition to current and historical data, a powerful new service offered by Climate Explorer is probabilistic forecasts of weather anomalies for the next two weeks. These will provide valuable guidance to support planning for weather dependent activities on the farm, such as haymaking and irrigation.

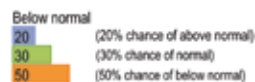
Many Climate Explorer products are free and can be easily downloaded by anyone visiting the web site. Other information, such as maps showing the current month's rainfall to date, or line plots showing the water balance for the season, are available by subscription (\$185 plus GST for individuals, and \$370 plus GST for corporates). All the products in the subscription service are updated daily, as new data is received.

## NIWA Three month outlook for May to July, 2006



### How to interpret these maps

In the example here the climate models suggest that below average conditions are likely (50% chance), but, given the variable nature of the climate, the chance of normal or above normal conditions is also shown (30% and 20% respectively).

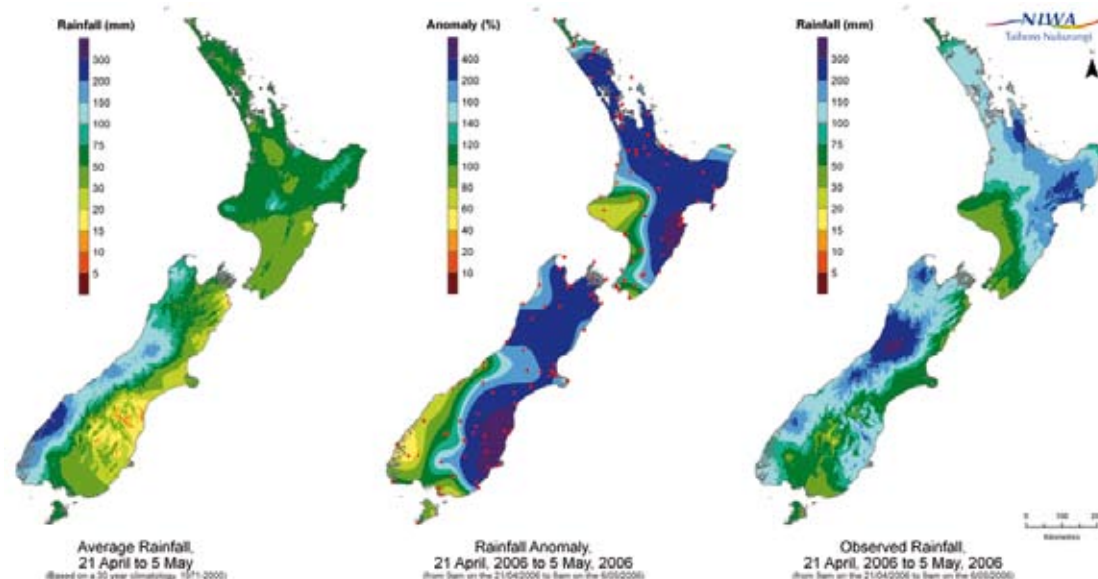


## What You Can Get

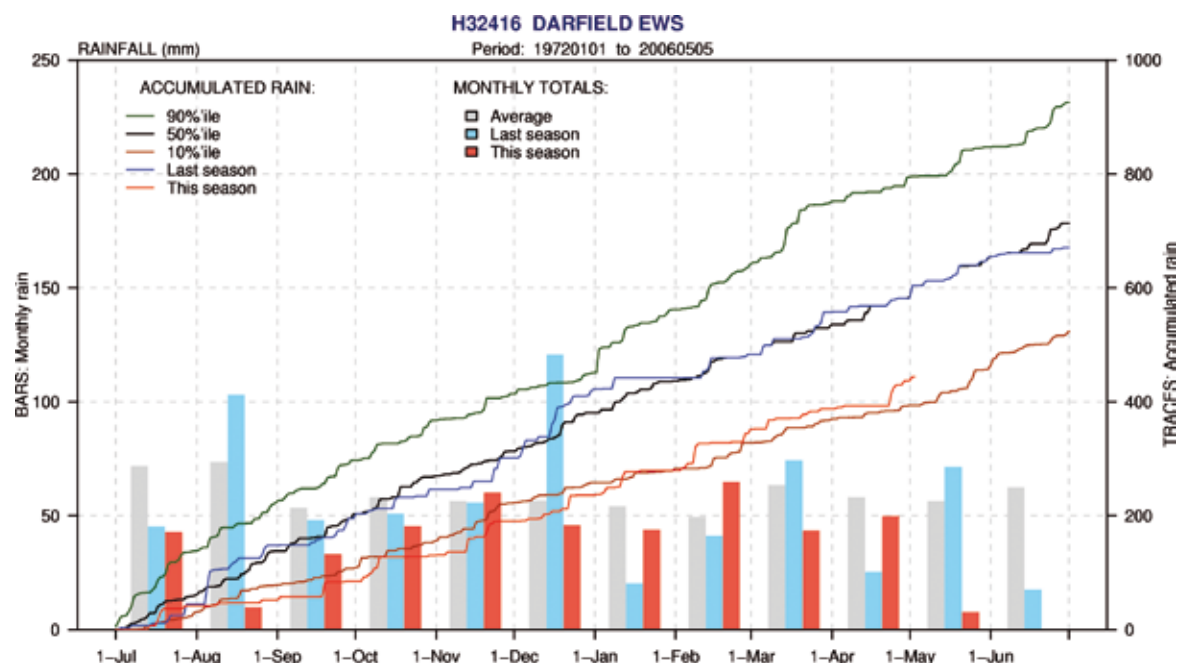
Some examples from Climate Explorer are shown here.

### Free three month trial

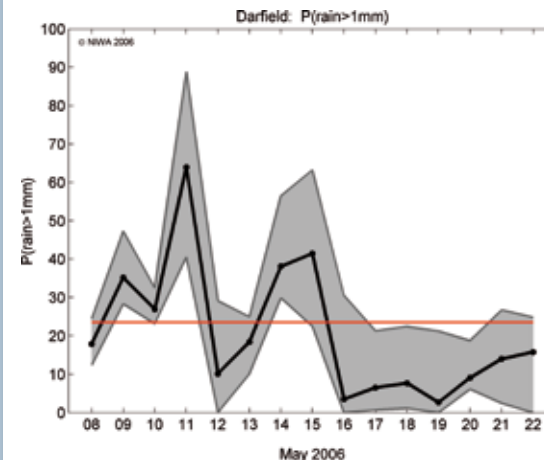
All new users of Climate Explorer are given a free three month trial period during which all products can be viewed. Either log in to the Climate Explorer web site: <http://climate-explorer.niwa.co.nz> or contact Dr Andrew Tait 0-4-386 0562 or email the help line [explorerhelp@niwa.co.nz](mailto:explorerhelp@niwa.co.nz)



Rainfall maps show the amount of rain for the past 15 days or for the month to date. The maps give the historical normal rainfall for the period (left), the observed departure from normal (centre), and the estimated rainfall occurrence in the period in the current year (right).



Rainfall accumulation plots, in this case at Darfield, show the amount of rain that has fallen since 1 July in the current July to June growing season (red curve) compared with last season (blue curve) and the historical 90, 50, and 10 percentile accumulations. Total rainfall is equal to or less than the 10 percentile total (brown curve) once in every 10 years on average. Similarly, total rainfall is equal to or less than the 50 percentile (black curve) 5 times every 10 years on average, and equal to or less than the 90 percentile (green curve) 9 times every 10 years on average.



Forecasts of likely climate conditions over the next two weeks are created from multi-model runs for different weather parameters – in this example, the probability in percent of rainfall being more than 1 mm on any day. The red line represents the historical mean expectation of receiving more than a mm of rain on any day in May (about 24%, or a little over 1 day per week on average). The thick black curve shows the median expectation predicted by the models. The width of the grey band behind the black curve is a measure of the spread of the forecast probabilities derived from the models – the narrower the band, the better agreement between models, and hence the more confident we can be about the forecast.



# The many faces of FiL

## New Area Manager Passionate About Northland

*The competitive squash scene and a swathe of beaches keep FiL's new Northland Area Manager up on his fitness, and in touch with the Northland communities that play such a big part in his job.*

Brian Salvigny is only a few months into his busy role that covers a massive area stretching almost 500km in length. He is unsure how much time he will have to devote to improving his new "D" grade in squash. He replaces long-time rep Bryan Eaton who left after 12 years to purchase a tyre shop in Whangarei.

"Last year I played for the Mid-Western team and we were the runners up in the National Grade Champs, held in Christchurch, which was quite a buzz to achieve."

However, while he has gone up a grade, he knows the competition is likely to be that much more intense.

"You really need to be almost a C grader to be in with a chance," he says.

This year he plays for the Kamo club in Whangarei and is looking forward to a few tournaments over the winter season.

Coming from a rural merchandising background, Brian is passionate about a region that has been home for much of his life, and an industry that his family have strong ties to.

He grew up on the family dairy property at Maungaturoto, south of Whangarei, so can relate to the everyday issues that dairy farmers face in this region. His parent's decision to sell the farm is typical of many being made in parts of Northland as smaller farms opt for beef rearing or subdivision.

"Dad's place was only 120 cows, and there are quite a few places up here that have dropped out of dairying or been consolidated into the neighbour's property, in fact almost 300 over the last three years."

However this has created a number of new business opportunities as new land uses take over.

"Northland was the biggest area for Booster Block sales last year, and there is still plenty of opportunity to grow that." The sales have been helped by the shift of older farmers to grazing beef, and life-style block growth throughout the eastern region in particular.

Having spent the last few years with rural retailing companies, both in store and on-farm across the region he is looking forward to being able to continue providing a service to clients whilst maintaining the connection with dairying. "The FiL product range, innovation and available systems will enable me to offer clients cost effective solutions to on farm requirements"

Brian sees further concentration of dairying occurring in Northland, with the bigger farms in the central and western regions continuing to grow, while those on the eastern coastline region face the inevitable turn to subdivision and canal development

such as is already happening in Ruakaka.

He anticipates the continuing consolidation will make the job much more competitive in coming years and this season he has a significant number of new share-milkers and managers to make contact with.

The job has given Brian the opportunity to stand on his local knowledge and good contacts in the region. He looks forward to building FiL's business with that. Meantime, when not working his time is spent with wife Melanie and their children.

"I was thinking about selling the boat, but soon the kids will be big enough to enjoy it too, and that is one of the most appealing things about living here in Northland, you are spoilt for choice when it comes to beaches and boating."



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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.

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<b>8 Daryl Hill</b> Northern South Island Ph: 03 525 9191 Mob: 0274 721 503	<b>9 Peter Dodds</b> Southern South Island Ph: 03 488 4572 Mob: 0274 721 504	<b>11 Gavin Dunn</b> Rotorua/ Reporoa/Tokoroa/ Putaruru Ph: 07 333 2119 Mob: 0274 798 470	<b>12 John Atkin</b> South Taranaki/ Wanganui Mob: 0274 828 535	<b>13 Greg Duncan</b> Cambridge/ Matamata Ph: 07 823 5195 Mob: 0274 721 505	<b>14 Bruce Smith</b> Central South Island Ph: 03 693 7440 Mob: 0274 993 783	



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