## enrich

OCTOBER 2021

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Marsh, a volunteer at the Edgecumbe Volunteer Fire Brigade and an employee at the Fonterra Plant in Edgecumbe.

## Fire and Emergency celebrates Fonterra's role in supporting volunteers

Every day, businesses and organisations across New Zealand help to keep us all safe by allowing and supporting their employees to drop everything and respond in the event of an emergency.

Most New Zealand communities don't understand how much our country relies on Fire and Emergency volunteers, let alone the vital role employers play by releasing their employees who are our volunteers. That's why, earlier this month, Fire and Emergency launched its second Proud Employer advertising campaign. This year it features Fonterra as the largest employer of Fire and Emergency volunteers.

Adrian Massey, Chief Fire Officer at Edgecumbe Volunteer Fire Brigade and Fonterra employee, has been with the Edgecumbe Volunteer Fire Brigade for around 18 years. He says, "Fonterra selflessly allows us to go to callouts".

"We would not be able to roll out the door during the day without them."

Of Adrian's Edgecumbe crew of 22, 10 of them work for Fonterra, so having the support of their employer ensures there's an effective crew for the township and surrounding areas.

It's important to Fire and Emergency to publicly acknowledge those who support their mahi. The Proud Employer mark represents the collaboration between employers, volunteers, and Fire and Emergency. Businesses that employ Fire and Emergency volunteers are encouraged to display this mark on shop and vehicle windows, business cards and email signatures, websites, social media pages, and stationery. This will help make New Zealanders aware of the vital role employers of our volunteers play in keeping our communities safe.

So, when you're out in your local community, please look for the Proud Employer mark and say thanks to the businesses supporting emergency services in your community.

More information on the campaign can be found at fireandemergency.nz/employers-of-volunteers.



#### **OCTOBER**



The power of biostimulants and how AgriSea's range is helping meet on-farm requirements.



#### **REGULAR FEATURES**

Get to know: Rob Bickerdike

Digital Marketing Manager Rob Bickerdike on how Fonterra's Farm Source are focusing on customer experience by connecting the digital and physical worlds.

#### **ON FARM**

- Successful spring weed control: timing is everything Let germination be the sign it's time to spray.
- It's time to beat the competition
   How post-emergence herbicides can make sure your crop yield gets its share of the sunlight.
- Digital Tech Talk

  Jerry Castellanos, Head of Digital Innovation Farmer Innovations, on how Fonterra is transforming farmer data into farmer results.

Re-Imagine your on-farm plastic waste

- When it comes to managing rural plastic waste, Farm Source wants to be part of the solution by supporting vendors who are re-imagining the future of plastic.
- Taranaki farm embraces te ao Māori

34 How M\u00e3ori culture has inspired a dairy farming duo and their community to come together for the good of the environment.



#### COMMUNITY

- Rest and recovery vital for busy season
  Don't wait for too many close calls, know when to take a break.
- Words of wisdom for the next generation of dairy leaders
  Words of inspiration from past Fonterra Dairy Women of the
  Year winners.

Progress your career by entering the New Zealand Dairy Industry Awards

Why entering the New Zealand Dairy Industry Awards is a step in the right direction for your career.

All offers featured in this issue of enrich magazine are valid from 1 OCTOBER to 31 OCTOBER 2021 unless otherwise stated or while stocks last. Prices include 15% GST and are subject to change. Some products may not be available in all stores but may be ordered on request. Editorial opinions expressed in this magazine do not necessarily reflect the views of RD1 Limited, its staff or related companies. While RD1 Limited believes the information contained in this magazine is accurate, no responsibility is accepted by RD1 Limited for the failure of any product or service to give satisfaction and no liability (whether in tort or otherwise) is accepted for any loss of any kind that may arise from actions taken in reliance on the contents of this publication. No part of this publication can be reproduced without the prior written consent of RD1 Limited and, if applicable, the author of the editorial. The FS icon and the Farm Source logo are registered Trademarks of Fonterra Co-Operative Group.



"In the previous lockdown, everything had been uncertain but Click & Collect was already a space we had invested in and after a few tweaks we were able to meet the demand and embrace new ways of working," Rob says. "This latest lockdown is simpler, we have the learnings from last time, we know we have the right set up, and we know we will get through. Our farmers don't stop working and neither do we."

Joining Farm Source in June of 2020, Rob came on to lead the Digital Marketing team, to continue the digital momentum focussed on customer experience and how that digital experience operates and connects within all aspects of Farm Source and its stores.

Prior to Farm Source, Rob had been the Head of Digital and Data at Auckland Airport, but as he puts it "Covid's impact on the airport was fast and extreme."

And while an airport and rural retailer may seem like different worlds, he says customer experience is at the core of both. Making the move, Rob could see that farmers wanted to connect with Farm Source in a personal way and digital was key to doing that.

By the time he joined the team, New Zealand had come through the lockdown and Farm Source physical stores were starting to open up with farmers once again making transactions in-store at checkout.

While stores remain as relevant as ever for farmers to engage with Farm Source store teams to discuss their unique situations, the delivery and click and collect services have continued to be a valuable asset to farmers as they have become accustomed to new ways of engaging.

"Farmers enjoy our personal relationship and continue to come into store chat with staff – they're the go-to for a solution to a tricky issue," Rob says. "Digital enhances those conversations by enabling farmers to research products and services so they can have informed discussions with our store teams."

Rob and the team also see a trend in farmers shopping online for regular, bigger, or sundry orders to guarantee the supply is in their store for collection, and then shopping in-store for more specialised or customised items.

It's these insights Rob and the team use to make sure the digital and in-store experiences align.

He gives the example of making sure farmers can go online and easily navigate their way to specific products they are after, while also not missing out on seeing a range of products that might also suit their needs.

"It's not about the website taking away from the stores, it's about enhancing the whole experience for farmers."

Rob's team look after retail engagement through email, SMS, social media and e-commerce. Beyond the online retail engagement, they also manage the other digital communications from Farm Source and focus on engaging farmers across the Farm Source channels.

"My team is focused on using digital to be the easiest rural supplier to deal with by delivering the best digital experience to farmers."

That goal to be the easiest supplier to deal with is a huge motivator as customer expectations are forever evolving with online retail becoming the new norm in other categories.

"People get used to engaging online, they do it for everything from their banking to their grocery delivery. We need to make sure we match that experience when it comes to engaging with us for their farming operations," Rob says.

"We need to keep evolving, just as our customers' expectations do."

Another way Farm Source has enhanced the retail experience is through the data and the insights into what a farmer may or may not be interested in.

"We know our farmers well and we are looking at ways to bring all the relevant data together to support their personal journey with us in a range of ways.

"For example, we could highlight products they have previously purchased, and send personalised, relevant communications."

And while personalised digital communications aren't quite the same as talking to an Area Manager or TSR on farm, Rob says that personalisation in the digital space is about continuing the one-to-one personal relationship farmers experience in other aspects of their engagement with Farm Source.

Now over a year into his job, and another lockdown under his belt, Rob is looking forward to where that farmer journey experience leads to next.

"We have been fortunate with direction and focus over the years.

We have a drive to continue to be forward-thinking so when needs change and our farmers' expectations change, we can be flexible and meet the farmers where they are."

#### Lessons learnt from going organic

Running an organic farm, Rob Bargh has found biostimulants are the key to good health across all aspects of the farm.

Feeling sick when using paraquat was the primary motivator for Rob Bargh to look for alternative solutions for his South Wairarapa family business, Te Pare Farm.

"I just didn't like it," Rob says of the herbicide he was using.

Farmers have plenty of options when it comes to crop and pasture inputs, and biostimulants are emerging as a technology to help farmers meet the demand for feed grown on farm – and nitrogen (N) restrictions.

#### What are biostimulants?

Biostimulants are materials other than fertilisers, promoting plant growth when applied in low quantities.

A researcher and reader, Rob initially had to follow his gut instinct when taking his herd into regenerative organic farming with encouragement from his wife, brothers and father, and the help of products including cider vinegar, vermicast, homeopathy, and – still relied upon to this day – seaweed.

AgriSea's biostimulant range is what Rob now uses to meet his on-farm requirements. Rob wanted a local organic product, and AgriSea's products from sustainably harvested beach cast of a native New Zealand species, Ecklonia radiata, deliver that.

He uses the AgriSea biostimulant range in both solid and liquid form.

"We've been an organic farm for a long time. We were Fonterra's first pick-up back in about 2000. We've just followed the whole thing through from there on, and there's been good times and bad, but we've been certified the whole time." "In those Growing more food on-farm with fewer years, we were inputs is something organic farmers are pulling our hair out thinking 'how are we

Growing more food on-farm with fewer inputs is something organic farmers are well versed in, however, farmers across New Zealand are also picking up on these farming strategies to ensure they have resilient and profitable systems.

Rob can now reflect on what a challenge it was in the early years while learning to farm with restricted access to products.

"As the problems came up, I didn't think I would survive with things like mastitis because I didn't have any antibiotics to cure them with.

years, we were pulling our hair out thinking 'how are we going to get through this?'. But then I discovered a lot of people were also having problems using conventional methods too."

Vigorous root systems and relationships with beneficial soil biology are essential for maximising the ability of crop and pasture plants to obtain N, phosphorus (P), potassium (K), sulfur (S), calcium (Ca), magnesium (Mg) and a wide variety of trace elements.



On the paddocks, the farm receives applications of AgriSea Pasture Nutrition at five litres per hectare (L/ha) and Ocean Nutrition – a new Fish Hydrolysate product – along with RPR and vermicast from another supplier. The benefit of solid fertiliser is it can also be mixed with AgriSea Combo +, a solid form of AgriSea biostimulant Rob also uses.

Field Consultant from AgriSea

supports his farm nutrient planning.

And Rob's use of AgriSea products continues when it comes to his animal health.

"Cider vinegar in the trough would lead to big numbers clearing their mastitis, at times 60
cows in the
treatment mob
getting back to
health, and we
used AgriSea
Animal Nutrition in the
water supply as a cure."

Early indications from recent research at Lincoln University suggest that dairy cows being treated with AgriSea Animal Nutrition have improved rumen fermentation, body condition score (BCS) and increased animal health.

"It's not always been easy, but it's very satisfying. The cows are in pretty good shape. We milk once a day and they have lovely shiny coats and are nice cows. We do blood tests twice a year to make sure we have the right amounts of selenium (Se) and sometimes have to supplement it in our water supply. We do whatever other dairy farmers do."

Rob says ensuring his staff are looked after is also part of the philosophy on farm, and he's only had one staff member leave in eight years.

"If someone is unhappy in the shed, the cows won't be happy. Calm staff means happy cows."

Te Pare Farms was certified with BioGro in 2002, USDA certified in 2005 and reached a record 248,000 kilograms of milk solids (kg/MS) from 760 cows.

Rob never pushes others to go organic, but when asked, advises good advice, commitment and perseverance are key.

"You need to have your mindset in it and have that commitment."

There are also many techniques that can be learnt from an organic perspective and applied to all farms. Across the globe, biostimulants are being used to help farmers' farm profitability, now and into the future.

Remember: please make sure any products to be used on Organic Farms have CB approval for the intended use.

#### HOW BIOSTIMULANTS . CAN HELP YOU

The key to productive and profitable farming is to support a healthy functioning soil environment by using biology-friendly products or biostimulants in your farm system.

- 1. Environmental resilience
  Biostimulants promote enhanced
  germination and root development,
  meaning better nutrient and
  water uptake throughout the
  growing season.
- 2. Increase grain fill and quality
  Promoting development and
  improving a plant's metabolism can
  benefit the growth and health of a
  plant. Ensuring a biological catalyst
  at important stages can lead to
  increased yield, improved
  uniformity and crop quality.
- 3. Encourage plant growth
  Operating through a different
  mode of action than standard
  fertilisers, biostimulants are
  applied in low quantities.
  Biostimulants can provide
  support for plant metabolism
  and microbial communities which,
  in turn, enhance root and shoot
  growth, along with reproductive
  development and timing.
- 4. Fitting into your current system: AgriSea biostimulants can be incorporated with your current fertiliser program in either a liquid or solid format.



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Successful spring weed control: timing is everything

It may seem a bit early to be thinking about summer flowering weeds. But from now through to December is in fact the ideal time on most farms to spray these unwelcome visitors

By the time you can see weeds flowering, it's often too late to control them properly.

Right now, weeds like Californian thistle, pennyroyal, water pepper, willow weed, buttercup, fleabane, hedge mustard and daisy are germinating or have already germinated under existing pasture covers, out of sight, and out of mind.

Once pastures are grazed, however, these seedlings and small plants are then exposed to sunlight and their growth takes off rapidly as a result.

Most are strongly invasive, and if not removed promptly, they not only reduce the amount of quality pasture dry matter (DM) that can be grown this season, but also limit pasture productivity in future seasons.

Generally, animals do not like to eat weeds, and avoid grazing too close to

some species, leading to



Many springgerminating weed species can only be effectively controlled when they are newly emerged and most vulnerable to application of effective broadleaf herbicide such as Baton® 800WSG. Spraying weeds while they are still small is also more cost-effective.

Useful herbicide options for this job include Baton® 800WSG and Valdo® 800WG. They are specifically designed to kill broadleaf weeds while the plants are still small.

Baton is a selective phenoxy herbicide that controls many broadleaf weeds, including ragwort, thistles, pennyroyal and wild carrot in pasture, without major damage to clover.

Depending on the weed species present, Baton can be tank-mixed with Valdo. This clover-friendly flumetsulam herbicide is particularly useful for improving control of buttercups and brassica weeds such as hedge mustard and wild turnip.

Correct spray timing makes all the difference. Unfortunately, spring weeds do not usually germinate evenly all at once, with germination sometimes staggered during spring. A good goal is to try and kill most of the weeds present without letting any plants which germinated early get too big for effective control.

Typically, the best results come from spraying after the main weed germination but before any flower stalks have developed. Californian thistles are the exception to this rule, as these are best sprayed just before flower buds open.

Graze paddocks before spraying to expose target weeds, and reduce clover leaf area to minimise clover damage. Let the paddock freshen for two-three days and try to spray as soon as possible thereafter (weather permitting).

Pasture cannot be grazed for 14 days post application to allow the herbicide to move through the weed plants.

For more advice on using Baton and Valdo to control spring weeds, talk to your local Technical Sales Rep or visit your Farm Source Store.

<sup>®</sup>Baton is a registered trademark of Nufarm Australia Limited.

<sup>®</sup>Valdo is a registered trademark of Nufarm Limited.



#### It's time to beat the competition

Maize has many valuable characteristics as a summer crop for New Zealand dairy farmers, but the one thing that it doesn't have is big, broad leaves that quickly create a canopy.

Why is this important? Because it means more opportunity for sunlight to reach bare ground between newly emerged maize seedlings than would be the case if you were growing broadleaf forage species like turnips, or fodder beet.

Sunlight plus bare ground plus relatively narrow maize leaves adds up a to a big competitive advantage for weeds.

And since most maize crops are planted at 76cm row spacings, there's also plenty of empty space for weeds to flourish in the early stages of establishment.

Pre-emergence weed control is always the foundation of a healthy maize crop. But sometimes you need post-emergence herbicides too, to make sure crop yield is not impacted by weed competition before the canopy closes over.

Several post-emergence herbicides are available, depending on what kind of weeds you need to control.

Nufarm Territory Manager Jason Marriott says one useful option is a tank mix of Latro<sup>®</sup> WG, Primiera<sup>®</sup> and Bonza<sup>®</sup>.

"It's a versatile mix that works very well. It gives growers control of one of the widest weed spectrums of any combination for broadleaf and grass weeds in the market, particularly on long-term maize ground where tough perennial weeds can be a challenge."

Latro is essentially a grass weed herbicide with some activity on broadleaf weeds, while Primiera is a broadleaf herbicide with some activity against grass weeds, Jason explains. "Combined, they give the best level of weed control we've seen in maize, including problem weeds like Amaranthus species, black nightshade, fathen and yellow bristle grass."

Grass weeds controlled by Latro WG include couch, ryegrasses, kikuyu, Mercer grass and annual grass weeds such as barnyard grass, bristle grasses, crowfoot grass, smooth witchgrass and summer grass.

Other broadleaf weeds controlled by Primiera include chickweed, spurry, mallow, clover, willow weed, wire weed and seedling docks. Primiera also has activity against atrazine-resistant fathen.

Application timing is important. Nufarm Technical Specialist Paul Addison

advises growers to make sure they spray before maize plants reach 50cm in height to avoid crop injury.

Latro, Primiera and Bonza should not be applied to sweetcorn or popcorn.

For more information about successful post-emergence weed control in your maize grain or silage crops this season, talk to your local Technical Sales Rep or visit your Farm Source Store.

<sup>®</sup>Latro is a registered trademark of Nufarm Australia Limited.

®Primiera and Bonza are registered trademarks of Nufarm Limited





## Drought tolerant feed options this summer

Farmers in warmer parts of the country understand a few weeks of fine weather can spell the start of a drought. With the variability of summer rainfall over the last few seasons farmers have been relying on summer feed options that can produce more dry matter (DM) from every millimeter (mm) of rainfall.

One of the major challenges to establishing crops when leading into summer is the potential lack of moisture in the seed zone coupled with hot temperatures at the soil surface. Greenfeed maize and forage sorghum or sudan grass are great November/ December options when faced with this challenge as they have a larger seed than chicory or brassicas, meaning they can be drilled deeper into the soil profile where there is moisture for germination.

These high yielding and drought tolerant options deliver great yields of moderate quality feed quickly. They are also excellent options if you know you are going to be short on grass silage, worried about your FEI value, or have struggled to establish a summer crop.

#### Greenfeed maize

Maize is best known for its use as silage, but due to its flexibility it can also be a very valuable greenfeed crop.

Forage King is a great option for early summer feed. The feed value for greenfeed maize is in the range of 10.3-10.8 megajoules of metabolisable energy per kilogram of DM (MJME/kgDM), with higher energy levels being achieved as the grain content increases.

Crops can be break fed or chopped using a maize harvester or a flail-type mower. Feeding behind an electric wire reduces crop wastage from trampling. As it contains a mix of hybrid maturities, Forage King is not suitable for maize silage.

#### Forage Sorghum X Sudan Grass Hybrids

An excellent option for summer feed in warmer districts.

Because of their rapid growth, crops can be first grazed or harvested (at 80-100cm in height) as little as 35-45 days after planting, with further regular grazings afterwards. If the feed is not required, it can be harvested as silage or hay and stored for later feeding.

Pioneer® brand Bettagraze is a proven forage sorghum x sudan grass hybrid with a high sugar content, fine stems and a high leaf-to-stem ratio for excellent palatability and good feed value.

Pioneer® brand SSS is a sudan x sudan grass hybrid which provides finer, leafy stems and excellent regrowth potential.

It is recommended that farmers test forage sorghum x sudan grass for nitrate and/or prussic acid levels prior to feeding or ensiling. If the levels are high, contact your local vet or animal nutritionist for feed management advice.

For more information on the best summer crop options, contact your local Farm Source representative.

# BONUS (FS) AJ



**EARN BONUS F\$ 25 FOR EVERY \$500** you spend on selected seed and ag-chem products this season. Offer is valid from 1 September to 30 November 2021 and applies to accumulated spend during this period.\*

\*For full details and Terms and Conditions visit NZFARMSOURCE.CO.NZ/TCS. Fonterra exclusive offer.



## Replacing what you reap

Replacing the nutrients removed by hay or silage keeps soil fertile and productive.

When hay or silage is harvested, large amounts of nutrients needed for ongoing pasture quality and productivity are also removed.

Nitrogen (N) is removed in the greatest amounts, followed by potassium (K) and phosphorus (P) (see Table 1). Hay removes less K than silage as it is harvested at a more mature stage, when herbage K levels are lower.

If hay or silage is fed out where it was grown some nutrients are unevenly distributed back into the soil via dung and urine, but if it's fed out elsewhere or exported off farm all its nutrient value goes with it.

Either way, nutrients need to be replaced, in addition to regular maintenance fertiliser requirements. Paddocks that continue to be cropped without doing so can deteriorate over time and become vulnerable to undesirable species such as flat weeds, brown top and poa.

Potassium, removed in the greatest amounts after N, is especially important for post-harvest clovers, which take some time to recover from being shaded out by grasses. If any nutrient is in short supply clovers suffer first as their root system is shallower than ryegrasses', making them a poorer competitor for nutrients. Lack of K can easily limit clover growth, which in turn can affect longer term pasture production and quality and N supply.

Soil testing annually provides an accurate picture of soil fertility status and nutrient



requirements. Herbage analysis is also useful when multiple cuts are taken from a crop.

Nitrogen is best added strategically during the crop's growing season. Applying it when the paddock is first shut up aids dry matter response, and gets the paddock back in the grazing rotation faster. If more than one cut is taken applying N together with maintenance fertiliser after each cut aids recovery and improves the yield of the next cut.

If Quick K test is under 5, apply K before the paddock is shut up, otherwise apply it post-harvest. Post-harvest K applications can be split if large amounts of K are required to replace K removed and/or achieve the desired soil test range, or if winter leaching is a risk.

Avoid overapplying K, as growing plants take up excess K without converting it into extra growth, elevating herbage K levels. This could reduce the return on fertiliser investment, if potentially elevated K herbage levels in conserved feed and/or regrowing pasture are removed as hay, or silage is harvested.

If Olsen P levels are optimal (20-30 for ash and sedimentary soils or 35-45 for pumice and peat soils) maintenance P can be applied at any time. If Olsen P is below optimal, apply P when the paddock is shut up. Ensure sufficient sulphur (S) is applied annually, and magnesium (Mg) may also be needed if soil test levels are below optimal (8-10). Molybdenum can be

 Silage harvesting strips pasture of nutrients needed to maintain quality and productivity.

checked via herbage testing and applied as required.

Pasturemag Hay & Silage, available nationwide, has been developed specifically to replace nutrients removed in hay and silage, and supplies N, P, K (as well as S, Mg and calcium).

The sustainability focused PastureSure fertiliser range, currently available in the North Island only, includes 5K, 10K and 15K options which provide varying amounts of N, P and K, as well as S and Mg.

Post-harvest fertiliser takes care of the nutrients removed by the harvest, but regular maintenance fertiliser is still needed.

#### Average nutrient removal rates kilograms per tonne of dry matter

Nutrient	Hay	Silage
Nitrogen (N)	20	
Potassium (K)	15	20
Phosphorus (P)	5	
Sulphur (S)	3	
Magnesium (Mg)	2	

Table 1

## LOOKING FOR STAFF OR A NEW OPPORTUNITY?

Farm Source hosts a dedicated site for dairy farming jobs, drawing over a million visits per month\* and connecting farm workers looking for opportunities with employers in need of their skills.

#### **Employers can:**

- ✓ Advertise vacancies for free!
- ✓ Review stats on listing views
- √ Search our database of job seekers





#### Job seekers can:

- ✓ Create candidate profiles
- ✓ Browse hundreds of jobs countrywide
- ✓ Apply easily online

Get your profile or job listing in front of the right eyes.

NZFARMSOURCE.CO.NZ/JOBS



### Rest and recovery vital for busy season

When life gets busy on farm it's important to have a strategy to manage fatigue, says Farmstrong Ambassador Sam Whitelock.

Burnout and fatigue are your body telling you that it can no longer cope with the demands you are placing on it. When the body is under stress from being too busy or feeling pressured, it releases stress hormones that make it hard to relax, perform at your best, make decisions or sleep well at night.

What can you do about it? Farmstrong Ambassador Sam Whitelock, who comes from a farming background, is used to managing the pressure of high-performance sport.

His advice is to: "Treat yourself and your team as your farm's number one asset and build rest and recovery time into your work schedule. All top sports teams build in recovery time because no one can go 110% on an ongoing basis without a break. It's just not how we're built.

"Scheduling 'downtime' and microbreaks during the day, even during peak season, can be very helpful. Taking a breather allows people a chance to refresh mentally and physically.

"One of the things I'm doing now is to plan a 10-minute slot into each day and say, 'this is my time'. I know it sounds funny taking time out when you're busy to make your day more efficient, but it definitely helps you think more clearly."

Poor decision-making caused by fatigue can have dire consequences. Farmstrong research in 2020 revealed that of 500 farmers with ACC injury claims, nearly a quarter (24%) identified diminished wellbeing as a 'major' contributor to their injury. The most mentioned factors were: fatigue/exhaustion; lack of sleep; not coping with the ups and downs of farming; needing a break from the farm and having too much to do and not enough time.

Cambridge dairy farmer Owen Gullery almost lost his life due to fatigue.

"I'd only been contract milking a couple of years. I was your typical 'I'm gonna take on the world' guy, working full-on hours.

I was working from four in the morning 'til eight at night most days."

He ended up driving his tractor into an oxidation pond late one night.

"We had a three pond effluent system and one was dry but I'd driven into the wrong pond because I was so tired.

Before I knew it, the cab was filling up with effluent. I ended up gasping for breath in the last couple hundred millimetres of cab space, kicked the back window open and hauled myself out."

He's since employed part-time help and scheduled two afternoons off a week

"Farming can be a great lifestyle, but not the way I was working. Looking back, I realise there were near misses all the time. But it literally took an accident to change my thinking. Farming can be hard yakka – you've simply got to have 'downtime' to stay safe."

Burnout doesn't just happen overnight; it creeps up like a slow leak on a tractor tyre. However, our body and mind give out warning signs, so awareness is the key. If you often work very long hours without a break and struggle to get off farm, you might notice yourself getting irritated and frustrated over little things; or having trouble making decisions; or waking up at night worried about the next day.

Pongakawa dairy farmer Paul Walker lost a finger to an accident caused by fatigue and now encourages other farmers to be alert for the warning signs.

"My injury was preventable. If I'd been thinking clearly it would not have happened. When you are pushing yourself on farm and take it too far,it increases the chances of getting injured. Every time someone gives me coins and they drop to the floor, it's a good reminder of a time I shouldn't have been under so much pressure."



"Pressure can look very different to different people. But if people and those close to them understand the 'red flags' and what 'not coping' looks like, then you can deal with it. The Farmstrong website has so many resources that can help. It's really simple stuff – recognising when you're 'under the pump', locking in the five Ways to Wellbeing, and learning ways to manage stress. Then you can function properly and everyone around you benefits – farm, family, staff."

Farmstrong is a nationwide, rural wellbeing programme that helps farmers live well to farm well.





#### A DJI PHANTOM 4 MULTISPECTRAL WORTH OVER 10K

Purchase maize seed from Farm Source before 30 November and be in to win

## A BIT OF EFFORT NOW TO REAP THE REWARDS LATER.

**MAIZE 2021** 



# BONUS FS) 1



**EARN BONUS F\$ 10** on every bag of Pioneer® Brand Hybrid Seed Maize transacted between 1 September and 30 November 2021.\*

\* For full details and Terms and Conditions visit NZFARMSOURCE.CO.NZ/TCS. Fonterra exclusive offer.



## Words of wisdom for the next generation of dairy leaders

With nominations now open for the 2022 Fonterra Dairy Woman of the Year, we've pulled together some words of inspiration from previous winners. While they all had different experiences as the award recipient, one thing is clear: the payoff for recognising another woman or allowing yourself to be nominated goes far beyond the farm gate.

Barbara Kuriger's journey as the inaugural recipient in 2012 was proof that she was on the right track in terms of her goals and direction, and gave her the confidence to step into politics. "My purpose had always been rural communities and the agriculture industry," she explains. "Now I'm still doing things for the same people I always have, but the award has given me opportunities to do more things for those communities."

Using her scholarship on the 12-month Global Women's Breakthrough Leadership Programme, Barbara joined a cohort of twenty women from urban backgrounds, travelling in and out of Taranaki, where she learnt from and alongside women in insurance, telecommunications and banking – all industries that connect with our own. Getting to know them has given her a pool of knowledge outside agriculture to draw from throughout her leadership journey, something she has found invaluable as she gained traction in her role in parliament.

A lot of leaders lead from behind, she says. And as Jenny Shipley said to her once during the Global Women's Programme, "it's all about how you show up". Particularly in her work within her community, Barbara has found that it's important to give her best to the people she serves. The award and her learnings from the programme have helped her to show up for future dairy women and dairy leaders, encouraging women who may underestimate themselves into leadership and governance positions.

And she's not the only one.

"I had pressure to allow myself to be nominated for a few years and it wasn't until I cottoned on that it wasn't necessarily about me, but about the fact that I show other ladies that they can step up and do something like this, that I said yes," says Katie Milne. "It doesn't matter where you come from – the West Coast, back of the King Country or wherever – if you have something to offer people will recognise it and you can make a pathway for others to follow."

Rebecca Keoghan agrees. "The most important thing to me was that it encouraged a lot of other women to put their hand up and say, 'what I do is pretty amazing as well, and maybe I could inspire the next generation'."

Since receiving the Fonterra Dairy Woman of the Year award in 2015 and 2016 respectively, Katie and Rebecca have joined the Global Women's Leadership Programme alumni. Like Barbara, as the only farmers in each course, the access to a whole new pool of high-profile women has given both recipients the confidence to step up and transfer their on-farm and business skills into governance roles with industry bodies like Federated Farmers.

Taking a different tack with her scholarship, 2018 Fonterra Dairy Woman of the Year Loshni Manikam focused on her end goal of better supporting farming women from awareness of their wellbeing into taking action, and took a myriad of different opportunities that presented themselves, including two overseas conferences. Being exposed to people at the top of their game has meant she has been able to achieve a goal she had before winning the award. She says the scholarship and prestige that comes with that has sped up the journey, allowing her to make a difference quickly.

"I didn't have a perfect programme in mind, I just knew where my gaps were. (The award) really helped me to see what others saw in me and once I realised that, and I had that awareness, it meant I could

take more actions because I could see the potential."

But leadership can be a number of different things, not necessarily sitting on governance boards or leading the charge on new industry initiatives. As Loshni says, "sometimes you need a leader from the front, who has the vision, especially in crisis or new situations. But there are other times when leadership is best from the middle, lifting other people up to lead, or from the back". When asked about the characteristics of a potential nominee, the answers from our past winners painted a picture of someone courageous enough to say yes to a nomination, with motivation, drive and passion for dairying.

"The drive of someone, the passion, and someone who's a doer — they're all going to stand out as great candidates," says Katie. "People doing more in their own communities as well. It doesn't have to be that they're up at that board level, but they might aspire to get there through this process. We've got to keep reinvigorating our pool of people who are out there available to be future leaders."

"It's not necessarily where you are but where you want to get to, and also the ability to influence," adds Rebecca. "Often we find the people who can influence around us are the loud ones or the people who are winning awards but it's actually the others who are quietly bringing people on the journey with them. To me, that's the most important thing in life in terms of how you share your leadership. So if you know someone out there who is demonstrating that influencing ability and who has the drive and passion, they should be the people we're nominating now."

From the Global Women's Leadership course to Harvard University and the New Zealand Government, our previous recipients have done, and continue to do, great things. We're encouraging more women to step forward and be recognised for their hard work through a nomination for the 2022 Fonterra Dairy Woman of the Year award.

dwn.co.nz/fonterra-dairy-woman-of-the-year



Nominations are open for the 2022
Fonterra Dairy Woman of the Year
award. If you know a woman who
goes above and beyond on-farm
or outside the gate, and who is
passionate about adding value to the
industry, we want to know about her.

Nominate before March 2022 at dwn.co.nz/fonterra-dairy-woman-of-the-year





#### **Digital Tech Talk**

With the largest network of dairy farmers across the country, it may not surprise you to learn Fonterra has one of the largest data sets about dairy farming in New Zealand – the collection of which is the result of all the touchpoints Fonterra engages with farmers, across all aspects of their businesses. But it's not collected for the sake of it, from a digital perspective, it's the blood of the system.



Mobile applications available to farmers include (from top) Dairy Diary, On Farm and My Co-op.

"Data flows through the system and eventually, it's used to find the right insights to create value as well as supporting farmers meet compliance requirements," says Jerry Castellanos, Head of Digital Innovation – Farmer Innovations.

And that value includes enabling farmers and the Farm Source team to operate effective and sustainable businesses.

"We can't promise to make farming simple because there are always outside pressures, like environmental regulation, consumer trends, etc. What we can do is enable farmers with simple, smart, and connected experiences at key moments in their farming life."

Jerry gives the example of using data to support farmers when it comes to their milk quality. As he explains, "the quality of milk drives what we pay for the milk," and data comes in handy, assisting farmers to understand how to reach their full milk payment potential.

"By analysing and understanding the quality of milk a farmer supplies we can advise the farmer on the operational changes recommended to improve that quality.

"We can also model how a farmer's milk quality compares to their peers and how making changes can impact the earnings on farm." Similarly, assessing farm management data can be beneficial to farmers to support them meeting requirements around nitrogen (N) use and Greenhouse Gas Emissions, an industry first at scale.

"We collect a lot of information about operations on farm regarding use of N and fertiliser on farm. We model that data over time to advise farmers on their environmental risks and how to best mitigate them."

We collect a lot of information about operations on farm regarding use of N and fertiliser.

"For years, farmers have been supplying their annual records, and over time, we have been simplifying how much information we require," Jerry explains.

With the digital Dairy Diary, farmers can, in real time, record on-farm activity. Anything from the application of fertiliser, to feed and treatments given to cows, on-farm mortality, and monthly hygiene checks.

"They make recordings as activity happens, and that does away with pain at the end of the year when they prepare their annual records.

"In the Farm Dairy Records online form, there is a button allowing them to populate with data already captured in the digital Dairy Diary. It saves spending hours



sitting at a desk reviewing paper records and then having to collate them at the end of the year."

The digital Dairy Diary is the result of Fonterra working with farmers to make sure all developments are delivering value on farm.

In this case, to ensure farmers really can make updates in real time, the app has been developed to operate both online and offline.

"Although improving, some rural areas are without connectivity and some farmers still need to record information outside of connectivity's reach.

"With the digital Dairy Diary, they can be working offline and as soon as they get connectivity, either Wi-fi or mobile data, the app will save all recorded information to a central location so your information is not lost, even if you lose your phone!"

Before any new development or digital product is launched, the digital innovation team tests its value with a group of farmers. When the improvement is agreed on, the team will move to the next phase of the design. The cycle of show and tell continues right up to the final launch.

It's not just farmers who see the benefit of digital innovation, as Jerry's team also supports colleagues in the wider Farm Source team by providing tools to optimise their work.

Trimble is just one of the tools farmers have available to them. To this point, Jerry gives the example of the agronomy tools used by TSRs that keep a record of recommendations made to farmers and then track the results when those recommendations are applied.

And in the retail space, the launch of the new rewards programme brought with it a new rewards redemption website that Jerry describes as a "much richer experience" for farmers.

With these being just a few examples of how digital innovation is evolving the Fonterra experience for farmers, it's a busy job for the digital innovation team but Jerry says the reward comes in "getting things to work".

"It's the nature of Fonterra to always challenge boundaries.

"By creating better experiences and equipping farmers with tools to make lives easier and more sustainable – both financially and environmentally – we create better farming futures."

We encourage you to provide feedback on where our digital tools can be improved as we take it on board for future developments.





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## Introducing our Health and Wellbeing portal

Together with Farmstrong we'd like to offer you tips, advice and support on improving your wellbeing.



Find out more about how you can improve your wellbeing at nzfarmsource.co.nz/wellbeing or scan the QR code.



## RE-IMAGINE YOUR ON-FARM PLASTIC WASTE

When it comes to managing rural plastic waste, Farm Source wants to be part of the solution by supporting vendors who are re-imagining the future of plastic.

Responsibly managing the end of life for your on-farm agrichemical packaging and farm waste plastics has never been easier thanks to Farm Source's new Rubbish to Re-Usable solutions in partnership with AgRecovery and Plasback.

Farm Source has been working with AgRecovery on a rollout of recycling cages throughout their network of stores. Going forward, all Farm Source stores will have either a container or a cage on-site offering customers easy and convenient recycling. This helps to strengthen the existing AgRecovery network and ensures recycling empty agrichemical containers becomes a regular part of a shopping experience with Farm Source. Containers from participating brands are free to recycle as long as they have been triple-rinsed and meet the criteria.

All containers are recycled right here in New Zealand into safe end uses. Examples include; underground electrical cable cover and plastic plywood.

Grady Bennett, Category Strategy Manager of the core dairy Farm Source segment, says "working with businesses such as AgRecovery is a great way to improve our sustainability road map and take a really holistic view about where farm waste comes from."

"It also enables us to have really proactive discussions with our vendor partners so we are working to a common goal of reducing the amount of waste being delivered to farm."

Plasback is another key business supporting Rubbish to Re-Usable. Plasback specialises in the management and recycling of rural plastics such as bailing wrap, twine, vineyard nets, Ecolab® drums and a wide range of waste plastics including polythene pipe. Operating as a simple bin and liner system, when combined with on-farm collection, Plasback makes recycling farm plastics easy. Bins and liners can be purchased from all Farm Source stores.

Rubbish to Re-Useable solutions not only make it easier to tackle this aspect of rural waste, they can also support Fonterra farmers with The Co-operative Difference.



#### Helping Fonterra farmers to meet The Co-operative Difference Environment achievement through:

- Managing on-farm plastics through an approved product stewardship scheme contributes to the Environment achievement of The Co-operative Difference.
- When Fonterra farmers recycle containers at their local Farm Source store, the receipts and online records can be used to verify participation.
- Farmers who wish to become part of the AgRecovery programme can register on the AgRecovery website https://agrecovery.co.nz/
- Recycling various rural plastic waste through Plasback is also easy. Once a bin and liner system is in place, Plasback can be contacted on 0508 338 240 or by going to their website www.plasback.co.nz

Looking forward, by adopting good management practices such as these, we protect our water quality, reduce our greenhouse gas emissions and maximise the use of resources; ensuring we remain one of the most sustainable sources of dairy in the world.



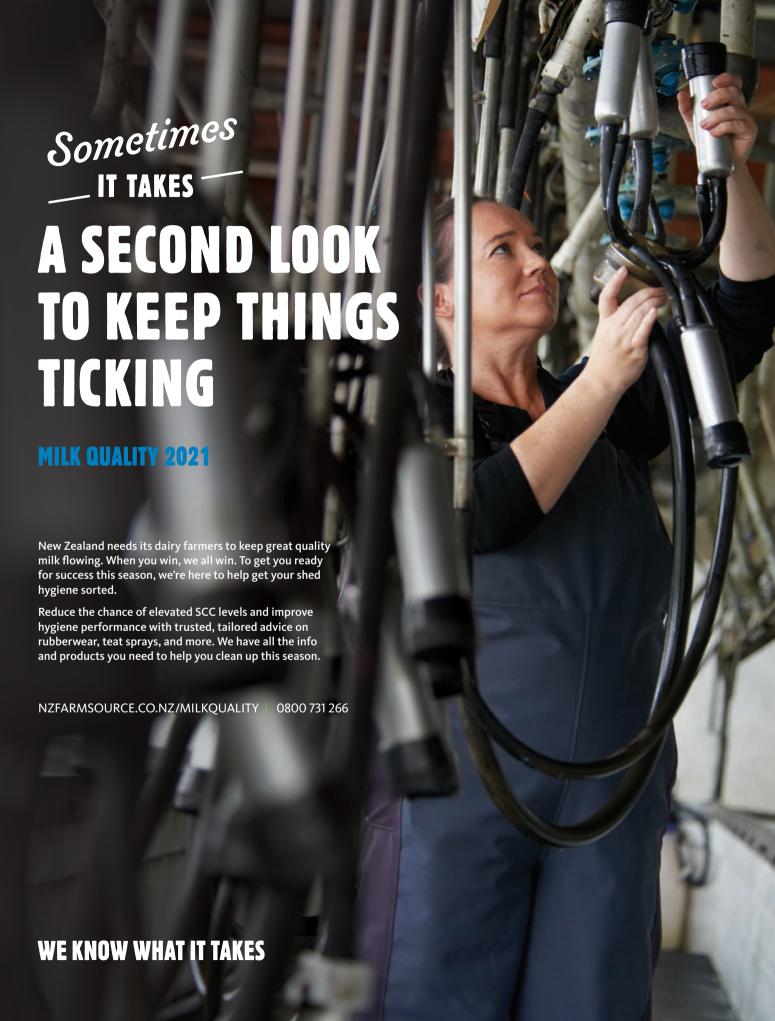
## GOT ON-FARM WASTE? SORTED.

Whether you are looking to recycle your agrichemical containers at one of our stores or manage your rural plastics on-farm, we have solutions for you.

Plus, managing on-farm plastics and agrichemicals through an approved product stewardship scheme contributes to the Environment achievement of The Co-operative Difference.

AgRecovery cages are currently being delivered to Farm Source stores. Visit nzfarmsource.co.nz/recycle to view the status of your local store.





# BONUS (FS) 25

## BONUS (FS) 15





**EARN BONUS F\$** for every \$500 you spend on selected FIL, Ecolab and Deosan hygiene and teat care products this season. Offer is valid from 1 June to 31 October 2021.\*

\*For full details and Terms and Conditions visit NZFARMSOURCE.CO.NZ/TCS. Fonterra exclusive offer.







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NZFARMSOURCE.CO.NZ/FARMTASK | 0800 731 266

\*Promotional period 1 June – 30 November 2021. Winners must redeem the prize between 1 February – 20 March 2022 (for North Island regional winners) and 1 April – 30 April 2022 (for South Island reigonal winners). Details and full Terms & Conditions available online. Also subject to FARMTASK Terms & Conditions.

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**BONUS F\$1 PER BAG** 



**BONUS F\$1 PER BAG** 



BONUS F\$ 50° PER BAG



BONUS F\$ 50° PER BAG

#### **FINAL MONTH**

From 1 August to 31 October, earn **EONUS F\$** per tonne or per bag on calf meal purchased from selected brands.\*

\*For full details and Terms and Conditions visit NZFARMSOURCE.CO.NZ/TCS. Fonterra exclusive offer.





## Taranaki farm embraces te ao Māori

A profitable dairy farm doesn't have to come at the cost of the environment, say South Taranaki dairy farmers Jane and Damian Roper.



In July, the Ropers, who milk 420 cows on their 158 hectare (ha) dairy farm in Alton, welcomed more than 100 people to their

farm for the formal opening of the latest step in their journey into sustainable and environmentally conscious farming.

The Roper family and members of the community have built Ōhuarai pā i te kohu, a pā (a traditional Māori defensive terrace) for the propagation and growing of native trees such as tawa, pukatea, swamp maire, hinau, manuka and rata.

"We have been learning te reo Māori since last year," says Jane. "Not only have we begun to learn the language

but also the culture, the history and the strong Māori values relating to the protection of land and the environment. We wanted to bring Māori culture and its set of values into our farming operation."

Their farm vision is to show it's possible to run a tidy, profitable and efficient dairy farm with minimal impact to the environment, using both Māori and modern science practices – something they are both passionate about. Damian says building the pā is the start of their journey into this.

"With help, advice and guidance from our iwi Ngāti Ruanui, our Marae Wharepuni and our local community the Tūwatawata (stockade) Pā was built. It houses two whare, a propagation house for the germinating of seeds named Rongomarae-roa (house of generosity and

hospitality) and a second shadehouse named Tāne-māhuta for the on-growing of the trees before planting out."

The pā, which stretches 70m along a hilltop and encompasses almost half a hectar of land, has been built with nearly 4,000 round fence posts in different lengths, their tips shaped to sharp points.

The high walls act as a very effective windbreak, sheltering the large plastic-clad propagation house and once the irrigation system is set up, the family will use the new buildings to seriously ramp up production of native trees and plants.

Winners of the Fonterra Responsible Dairying Award in 2019, the Ropers have planted about 18,000 indigenous trees around the property since they bought it in 2006, and plan to supply others with trees once they have them in production.



- The Pā was blessed by local iwi at the formal opening.
- The walls of the Pā act as a windhreak

"This isn't a commercial enterprise, but a way we can help other farmers become enthusiastic about the benefits of indigenous plantings. We are wanting to bring the biodiversity and birdlife back to our doorsteps, back to our farms.

If we are going to be predator-free by 2050, we are going to need a lot of habitat and feed trees for the increase in native birds."

Built over the summer, it was a team effort by about 20 people in the community, from builders and tradespeople to iwi members who gave cultural advice.

Representatives from Ngati Ruanui iwi blessed the pā at the official opening, and Area Manager Darryl Heibner and the local Farm Source team were on hand to provide a BBQ lunch for the crowd.



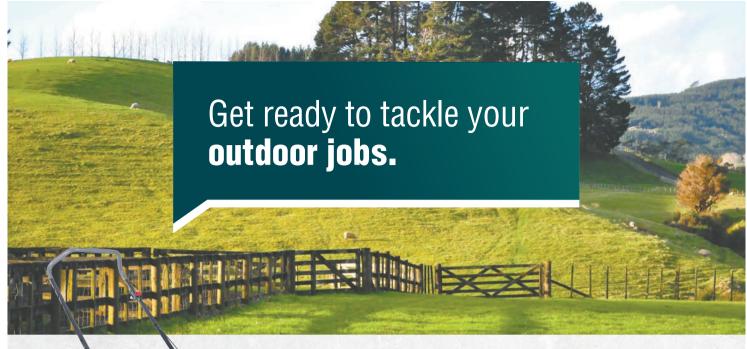






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Keep a look out for your notification email containing important information to ensure that you're fully prepared.

The Co-operative Difference achievements can be verified during your assessment at no cost. You will need to have indicated you have met the achievements online at least 10 days before and provide supporting evidence during the visit.

Talk to the Service Centre on **0800 65 65 68** to help ensure you're prepared.

Together we Make the Difference







To find out more about Farm Dairy
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# **TW-1**

Weigh Scale

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**WE KNOW WHAT IT TAKES** 





# Progress your career by entering the New Zealand Dairy Industry Awards

2021 National Dairy Manager of the Year, Christopher Vila believes that simply by entering you are already a winner.

Christopher, who also won the 2021 Waikato Dairy Manager of the Year title, says entering the awards has helped him work towards his goal of 50/50 sharemilking.

"The awards enabled me to test and prove my capabilities and knowledge in dairy farming.

"The journey has opened doors for me to meet people in the industry who are knowledgeable and capable of guiding me in career progression through their mentorship." he savs.

In 2022, the New Zealand Dairy Industry Awards are returning to Christchurch, with the National Awards Gala Dinner on Saturday 14 May at Te Pae, the new state-of-the-art convention centre.

As a first-time entrant, winning was far from Christopher's mind when he entered the competition.

"I was hoping to widen my network and learn new things so I can better myself in my dairying profession.

"I entered the awards to put myself out there and discover what else is there for me in terms of career progression in the dairy industry.

"I was greatly rewarded with an overwhelming satisfaction in terms of personal and professional achievement.

"I feel very much accomplished knowing that I pushed myself through what I initially thought was an insurmountable challenge."



 Christopher Villa, named 2021 New Zealand Dairy Manager of the Year in Hamilton, May 2021.

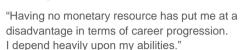




Dairy<sub>NZ</sub> =

A. DeLaval

Christopher says the biggest challenge he has faced and continues to overcome is the fact he is an immigrant and had to start from scratch.



As a regional and national winner, Christopher received a combined prize package of just over \$30,000 and he has been able to use a couple of the prizes for future career progression.

"The Honda TRX420FM1 and farm chemicals from Ecolab were stand-outs for me as I have used them as part of my buy-in to the sharemilking company we set up this season."

"The iPhone 12 and Apple MacBook Air merit award prizes from DeLaval were also timely as it was just about time to upgrade my work phone," he says.

Christopher says despite it being a busy time on farm at the moment, all potential entrants should be familiarising themselves with their farm procedures and systems, sorting out farm operation records and keeping themselves informed regarding the upcoming New Zealand Dairy Industry Award events.

"These events are a must-attend – they're a brilliant opportunity to ask questions or make clarifications of past winners and entrants."

Christopher says he would recommend the awards programme to anyone, without hesitation.

"You get to meet different people from different walks of life, from different parts of New Zealand, from different farming systems. You get to hear stories and ideas that show dairy farming can have different faces too.

"One can never assume to know it all," he says.

"You learn, you grow, gain new friends with the same passion you have for dairy farming, you can have new mentors that are willing to guide and support you in your progression and, most importantly, you are giving yourself a chance to gain more opportunities to progress in your dairy career.

"The best advice that I could give to anyone who is entering the awards is to play to your strengths, be organised, keep calm and keep going - and don't forget to enjoy yourself!"



The New Zealand Dairy Industry Awards are supported by national sponsors DeLaval, Ecolab, Federated Farmers, Fonterra, Honda, LIC, Meridian Energy and Ravensdown, along with industry partner DairyNZ.

Entries are open now for the 2022 New Zealand Dairy Industry Awards with the EarlyBird entry window open now until the 22nd October 2021.

www.dairyindustryawards.co.nz



Christopher Villa with wife Jonah and daughter Guillian.

# JOIN THE FARM 4 LIFE HUB





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# PUT A smile on some bodys face

Tokoroa farmer David Wilson is working hard on the farm, while his Farm Source Reward Dollars are working hard to put a smile on other people's faces.

Like for many Fonterra farmers, Farm Source is the port of call for David's on-farm needs, with each season bringing with it a new job and a new shopping list.

He gets the goods, while his Farm Source account earns Reward Dollars, or as he calls them. a "nice bonus".

Most recently, those Reward Dollars have been used to treat his daughter's partner to some laps around Hampton Downs Motorsport Park in a V8 Muscle car and supercar.

"I wanted to think outside the box," he says, so was stoked to see the Hampton Downs experiences as an option. Best of all, the Farm Source Rewards Team took care of arranging the experience, so David didn't have to worry about redeeming the Reward Dollars. He got to put his feet up, while for his daughter's partner was in for a speedy thrill-ride.

Using his Reward Dollars to treat others is nothing new for David, or his wife, who he says will jump into the account before Christmas and birthdays to get stocking stuffers and gifts for their grandchildren.

"What's the point in putting it back into the business? It's a bonus for us."

David doesn't need to give thought to which products earn the most Reward Dollars in store, saying his everyday shop is enough to build a sizeable balance.

"Everyday things add up the rewards and every season there's new things to buy, like calf meal for calving right now."



# Contacts

# Fonterra Farm Source Head Office

## Customer Service Team

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Waihi

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Corryn Soothill Hāwera/Manaia, 027 511 4871

	TECHNICAL SALES KEI KESENTATIVE.			
Mark Douglas Shaun Ruddell Kerrin Luond Fleur Scelly Jamie Lang Bryant Martin	TECHNICAL SALES MANAGER, 027 704 8429 Dargaville, Ruawai, 027 285 7088 Wellsford, Helensville, 027 270 3981 Waipapa, Kaitaia, Kaikohe, 027 233 1683 Whangārei, 027 285 7094 Whangārei Sth, Maungaturoto, Ruawai, 027 272 2562	TARANAKI	Chris Lloyd Kathryn Milne Shaun Morresey Dean Kane	Stratford, 027 675 0953 Waverley/Häwera South, 027 540 4754 Õpunake, 027 233 1348 Kaponga, 027 204 4395
Bryn Sanson Vaughan Holdt Jaimin Benton Julie Baguley Rachael Henderson Ryan Jackson Hayley Benfell Sarah Henderson	SENIOR TECHNICAL SALES REPRESENTATIVE, 027 405 2654 Pukekohe, Waiuku, 027 240 6377 Ngatea, 027 225 5523 Kopu, Paeroa, 027 807 7265 Taupiri, 027 478 1421 Te Aroha, 027 225 5524 Morrinsville, 027 704 5323 Morrinsville, 027 245 7000	CENTRAL DISTRICTS	Tony Maas Holly Clark Danielle Harvey Jessica Morrison Steve Holdaway Linda Hally Val Hollister Danielle Zentveld Paul Mercer	TECHNICAL SALES MANAGER, 027 801 9639 Dannevirke, 027 292 8096 Feilding, 027 807 0409 Wairarapa, 027 208 2055 Longburn, 027 617 1797 Shannon, Levin, 027 236 4897 Pahiatua, 027 221 7623 Hawkes Bay, 027 318 6981 Marton, 027 356 4117
Kirsty Skinner Jarno Sammet Soraya Rowling Weston Kranenberg Debbie Thomson Nathan Mark Nick Anderson Neil Dunderdale Celese Prior	TECHNICAL SALES MANAGER, 027 839 4873 Ötorohanga, 027 494 5433 Putāruru, 027 704 9664 Tokoroa, 027 284 4704 Te Awamutu, 027 492 2957 Te Awamutu, 027 233 1675 Hamilton, 027 607 5898 Cambridge/Matamata, 027 681 1250 Matamata, 027 458 7527	CANTERBURY/TASMAN /MARLBOROUGH	Luke Spence Bronwyn Gilchrist Alice Cartwright Phil Rains Mark Waldron Kiel Wakeham Max Munro Diane Heinz Neil Cooper Vacant Jen Kay	TECHNICAL SALES MANAGER, 027 294 1334 Ashburton, 027 453 4358 Ashburton, 027 555 8976 Leeston, Rakaia, 027 687 9464 Rakaia, Methven, 027 511 4886 Rangiora, 027 363 6308 Waimate, Temuka, 027 482 8076 Öamaru, 027 220 3790 Murchison, 027 889 3889 Temuka, Waimate, 027 676 6524 Culverden, 027 807 5306
Brett Alexander Derek Gibson Donna Scott Adam Borriello Daniel Stoupe Rebecca Kelsall  Cliff Duggan Neville Giddy Andrew Tulloch Martin Weir David Sattler	TECHNICAL SALES MANAGER, 021 546 595 Edgecumbe, 027 483 4395 Taupō, 027 226 8348 Te Puke, 027 248 9279 Rotorua, 027 839 2051 Reporoa, Galatea 027 807 5330  TECHNICAL SALES MANAGER, 027 839 1598 New Plymouth, Waitara, 027 477 2641 Inglewood, 027 224 5137 Öpunake/Pungarehu, 027 673 2306 Eltham/Kaponga, 027 209 9375	OTAGO/SOUTHLAND	Jamie Callahan Julia Wyatt Shannon Topp Mark Muirhead Lindsay Youngman Elyse Fletcher Lauren MacPherson Julia Wyatt Shane Thwaites Rory Purvis Cristian Zavala Ruiz	TECHNICAL SALES MANAGER, 027 405 8184 TECHNICAL AG SPECIALIST, 027 449 9393 Gore, 027 809 8368 Wyndham, 027 220 3771 Otautau, 027 839 9432 Invercargill, 027 678 0661 Invercargill/Otautau, 027 301 2680 Winton, 027 449 9393 Winton, 027 220 3806 Balclutha, 027 511 4880 Balclutha/Gore, 027 435 3596
	Shaun Ruddell Kerrin Luond Fleur Scelly Jamie Lang Bryant Martin  Bryn Sanson Vaughan Holdt Jaimin Benton Julie Baguley Rachael Henderson Ryan Jackson Hayley Benfell Sarah Henderson  Kirsty Skinner Jarno Sammet Soraya Rowling Weston Kranenberg Debbie Thomson Nathan Mark Nick Anderson Neil Dunderdale Celese Prior  Brett Alexander Derek Gibson Donna Scott Adam Borriello Daniel Stoupe Rebecca Kelsall  Cliff Duggan Neville Giddy Andrew Tulloch Martin Weir	Shaun Ruddell Kerrin Luond Fleur Scelly Jamie Lang Bryant Martin  Bryn Sanson Vaughan Holdt Jaimin Benton Julie Baguley Rachael Henderson Ryan Jackson Hayley Benfell Sarah Henderson Nathan Mark Nick Anderson Nathan Mark Nick Anderson Neil Dunderdale Celese Prior  Brett Alexander Donna Scott Adam Borriello Dangaville, Ruawai, 027 277 295 7088 Wellsford, Helensville, 027 270 3981 Waipapa, Kaitala, Kaikohe, 027 233 1683 Whangārel, 027 285 7094 Whangārel, 027 240 6377 Ngatea, 027 255 5523 Kopu, Paeroa, 027 807 7265 Taupiri, 027 478 1421 Te Aroha, 027 225 5524 Morrinsville, 027 704 5323 Morrinsville, 027 704 5323 Morrinsville, 027 704 5323 Morrinsville, 027 245 7000  **TECHNICAL SALES MANAGER, 027 839 4873 **Otorohanga, 027 494 5433 Putāruru, 027 704 9664 Tokoroa, 027 284 4704 Te Awamutu, 027 492 2957 Te Awamutu, 027 492 2957 Te Awamutu, 027 233 1675 Hamilton, 027 607 5898 Cambridge/Matamata, 027 681 1250 Matamata, 027 458 7527  **TECHNICAL SALES MANAGER, 021 546 595 Edgecumbe, 027 483 4395 Taupō, 027 226 8348 Te Puke, 027 248 9279 Rotorua, 027 283 92051 Rebecca Kelsall Reporoa, Galatea 027 807 5330  **TECHNICAL SALES MANAGER, 027 839 1598 New Plymouth, Waitara, 027 477 2641 Inglewood, 027 224 5137 Öpunake/Pungarehu, 027 673 2306	Bryant Martin  Bryant Martin  Bryant Martin  Bryant Martin  Bryn Sanson Vaughan Holdt Jaimin Benton Julie Baguley Rachael Henderson Ryan Jackson Hayley Benfell Sarah Henderson  Kirsty Skinner Jamo Sammet Soraya Rowling Weston Kranenberg Debbie Thomson Nathan Mark Nick Anderson Neil Dunderdale Celese Prior  Brett Alexander Derek Gibson Donna Scott Adam Borriello Daniel Stoupe Rebecca Kelsall  Celfiff Duggan Neville Giddy Andrew Tulloch Martin Weir  Managarei, 027 285 7094 Whangārei, 027 280 7094 Whangārei, 027 280 7094  SENIOR TECHNICAL SALES REPRESENTATIVE, 027 406 6377 Ngatea, 027 225 5523 Kopu, Paeroa, 027 285 729 Kopu, Paeroa, 027 285 729  Te Archa, 027 225 5524 Morrinsville, 027 704 5323 Morrinsville, 027 704 5323 Morrinsville, 027 704 9684 Tokoroa, 027 284 4704 Te Awamutu, 027 494 5433 Putāruru, 027 704 9684 Tokoroa, 027 284 4704 Te Awamutu, 027 495 797 Te Awamutu, 027 233 1675 Hamilton, 027 697 5898 Cambridge/Matamata, 027 681 1250 Matamata, 027 483 4395 Taupó, 027 226 8348 Te Puke, 027 248 3279 Rotorua, 027 839 2051 Reporoa, Galatea 027 807 5330  ONUMENTAL SALES MANAGER, 021 546 595 Edgecumbe, 027 483 4395 Taupó, 027 226 8348 Te Puke, 027 248 9279 Rotorua, 027 839 2051 Reporoa, Galatea 027 807 5330  ONUMENTAL SALES MANAGER, 027 839 1598 New Plymouth, Waitara, 027 477 2641 Inglewood, 027 224 5137 Öpunake/Pungarehu, 027 673 2306	Bryant Martin  Bryant Martin  Bryant Martin  Bryn Sanson  Aughan Holdt Jamin Benton Julie Baguley Rachael Henderson Ryan Jackson Hayley Benfell Sarah Henderson  Kirsty Skinner Jarno Sammet Soraya Rowling Weston Kranenberg Debbie Thomson Nathan Mark Nick Anderson Nei Dunderdale Celese Prior  Brett Alexander Derek Gibson Donna Scott Adam Borriello Daniel Stoupe Rebecca Kelsall  Ciff Dugan Neville Giddy Andrew Tulloch Martin Weir  Pans Sanon Ryan Jackson Ryan Jackson Hayley Benfell Sarah Henderson  TECHNICAL SALES MANAGER, 027 839 4873 Ötorohanga, 027 494 5433 Morrinsville, 027 704 9664 Tokoroa, 027 284 4704 Tokoroa, 027 285 524  Tony Maas Holly Clark Danielle Harvey Jessica Morrison Steve Holdaway Linda Hally Danielle Harvey Jessica Morrison Steve Holdaway Linda Hally Danielle Tarvey Linda Hally Danielle Tarvey Jessica Morrison Steve Holdaw









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