

# enrich

OCTOBER 2023



## Supporting YOUR BOTTOM LINE

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**FARM INSIGHTS REPORT  
HELPS FARMERS MAKE  
DECISIONS ON FARM  
EFFICIENCY**

**MILK QUALITY  
VISITS PAY OFF IN  
LOWERING SCC**

**OPTIMISE YOUR  
PASTURE WITH  
CLOVER**



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# TAKE YOUR PICK

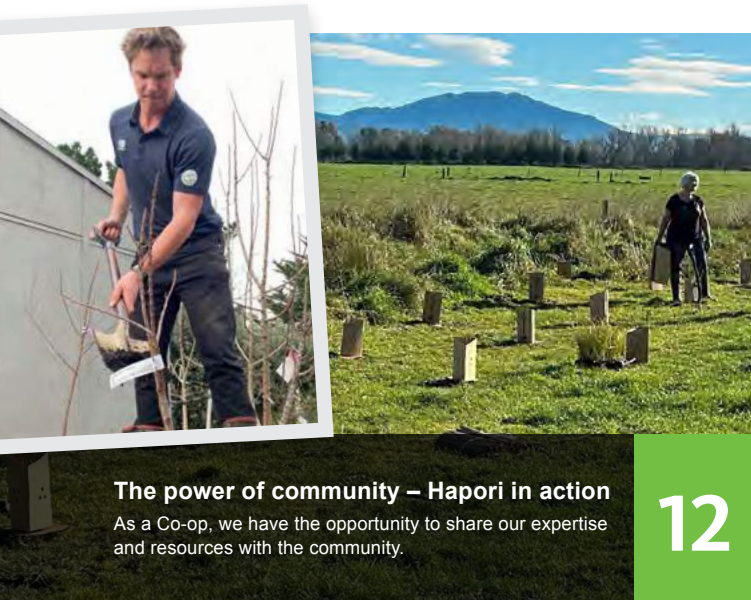
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**The power of community – Hapori in action**

As a Co-op, we have the opportunity to share our expertise and resources with the community.

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Have your say in the  
**FONTERRA ELECTIONS**  
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# GET TO KNOW Lisa Payne

Milk Supply Director

**As a born and bred dairy farmer's daughter from the Bay of Plenty, Head of Milk Supply Lisa Payne knows the pressures facing farmers first-hand.**

Lisa joined the Co-op in 2005 working in information systems before moving into milk supply and Supply Fonterra. When Farm Source was launched in 2014, Lisa took up the role of Bay of Plenty Regional Head, a position that allowed her to work directly with farmers on farm and facilitate support.

Her experience with the Co-op and knowledge of the challenges that dairy farmers face made Lisa the perfect choice to lead Farm Source's new Milk Supply team. The unit has been established as part of Farm Source's team structure changes to focus its services where they are needed most – at the farm level.

"We know that farmers are facing big challenges – whether that's intergenerational considerations or investments required to meet sustainability objectives, financial pressures or just the day-in day-out pressures that mother nature specialises in. It's important for us to help farmers through these challenges as their business viability is the foundation of our co-operative. We need to

balance this with ensuring we're meeting the market in terms of increased competition and pressures around availability of milk supply," Lisa says.

"The biggest thing in the world right now is climate change and that puts a lot of pressure on the primary industry. Our farmers already have relatively low carbon footprint but for some it can be a struggle with trying to keep farms viable and up-to-scratch from the ever increasing requirements. Maintaining efficiency is a balance but there is a good future for a thriving dairy industry, and it's fundamental to New Zealand's economy."

The Milk Supply team facilitate support through the regional teams and directly, providing resources and tools for farmers, and showcasing the value of being part of the Co-op.

"With the Co-op, farmers have access to a full-support package: Farm Source retail and Farm Source technical services that leverage lower cost inputs and economies of scale, through to having the Fonterra sales and marketing team promote their milk overseas.

"Fundamentally one of the key things that our Co-op owners get is their share of all value created from their milk. Everything the Co-operative earns, over



**"With the Co-op, farmers have access to a full-support package: Farm Source retail and Farm Source technical services that leverage lower cost inputs and economies of scale, through to having the Fonterra sales and marketing team promote their milk overseas," says Lisa Payne.**

and above milk price, flows directly back to the New Zealand farmer owners or is reinvested into their co-op business. That is what enables rural New Zealand to thrive, without their investment in a New Zealand Co-operative there is a risk a lot of value would go off-shore," Lisa says.

"That's the beauty of the Co-op – the farmers, the team in Farm Source and all the teams that work in the business are all Fonterra. We all get out of bed for the same reason, which is to create value from our farmers milk."

Contact your Co-operative Services Area Manager to find out more about Farm Source's milk supply strategy and the support available to you.



**"That's the beauty of the Co-op – the farmers, the team in Farm Source and all the teams that work in the business are all Fonterra. We all get out of bed for the same reason, which is to create value from our farmers milk," says Lisa Payne.**

# Manaia farmer sees the Co-op heading in the right direction

Manaia farmer Ben Johnston comes from a proud farming family, and over the past 12 years has spent his time developing and growing an equity partnership within a family-owned farming business.

Over that time, Ben has seen both sides of the fence – having supplied both Fonterra and Open Country. Initially the partnership he's part of were Fonterra suppliers, but in 2017 they decided to switch to Open Country as Fonterra was taking a path they disagreed with.

But after five years with Open Country, the group decided to return to Fonterra.

"We liked the new direction the board was taking, and the new farmer-focused technology being introduced. Fonterra was also supplying a better milk price at year's end," said Ben.

"Yes, Fonterra is asking the hard questions about compliance. But it ensures our farmers don't fall behind the times. Being with a milk company that wasn't worried about on-farm compliance was nice. But it was also scary to think maybe my business is falling behind."

It's not just talk, according to Ben, who is also a Rural Real Estate agent in Taranaki.

"In the last five years, the efficiency and sustainability of farming is becoming more of a focus point, rather than just us producing as much milk as we possibly can. I don't think Open Country is focusing on the farmer's sustainability of the future as much as Fonterra is. The support the Co-op is now putting behind farmers is superior."

He speaks highly of Fonterra's Farm Insights Report. "It shows the breakdown of various inputs, and there has been a lot of effort put in to make sure it's all in layman's terms and is easy to scan and absorb so that farmers know the basic information quickly."

"I think it will help farmers realise the financial status of a property sooner when looking to buy and sell their property."

Ben's competitive streak is also satisfied by these changes because it gives Fonterra farmers a leading edge. He says he's proud the Co-op can deliver a better milk price and better tools to farmers to produce better quality milk that keeps Kiwi farmers ahead of their competitors.

Despite current uncertainty on the political front, and changes that sometimes affect farmers in ways that don't make much sense, he says he is still optimistic about the future of dairying, with many dynamic young modern farmers coming up.

"I feel like the state of the dairy industry is in a good position. We've seen some awesome stuff from farmers, a generally positive attitude to improve the cash flows and become sustainable simultaneously."

Along with the digital tools that Fonterra has put in place, which he says massively streamline the compliance side of the business, he's been generally impressed with the services he's been provided.

"As we've returned to the Co-op, we've found them very easy to deal with. The level of support has stepped up immensely since we left, but I feel the Co-op has more hard work to yet to put our farmers first."

The recent introduction of the capital structure has given him greater confidence for the future and was another motivation for his return.



**"Where would dairy be without Fonterra in New Zealand? That's the simple question we asked ourselves when returning to the Co-op last year."**



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[Fonterra.com/  
todayandtomorrow](https://Fonterra.com/todayandtomorrow)



# *Supporting* *your* **BOTTOM LINE**

## **MEETING VOLATILITY WITH ACTION**

Our Co-op is no stranger to the volatility of the global milk market. And while we have teams of specialists employing tactics to smooth the curve to minimise downturns and maximise the upsides, we also now need immediate action in supporting all of our farmers to get through this together.

From further deals and discounts through to the introduction of a price cap on your farm supplies until to the end of the year, we're working hard to support your bottom line.

Visit [nzfarmsource.co.nz/pricemap](https://nzfarmsource.co.nz/pricemap) for more details.



# PRICE CAP ON ALL PRODUCTS UNTIL THE END OF THE YEAR\*

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Our standard retail price on all products will remain the same until 31 December 2023\*. Some prices may go down with deals and short term discounts but the standard retail price won't go up, so you can have more certainty on your spending.

\*Excludes Ballance and Agrifeeds products, any services billed through your Farm Source account including but not limited to fuel, insurance, power and telecommunications; and any quotes provided by Farm Source. T&Cs apply.



# Rethinking our approach: Animal wellbeing key to lowering emissions

Andrew Kempson, General Manager Sustainability

**We've in the midst of a low milk price period and farmers around the country are looking at ways to cut the cloth and protect on-farm income.**

For many, reducing on farm emissions is down the list of priorities. Farmers may argue you can't be "in the green if your books are in the red". But let's reframe the argument. We all have the potential on farm to be reducing emissions right now. It all comes down to being very efficient, productive farmers, which is also what you want to be doing in a profit squeeze.

## What underpins profitability on farm?

Milk, animals and the environment. These are the three essential elements that, combined, support on farm profitability, sustainability and productivity. Lowering emissions are essentially a by-product of just being efficient and productive.

A big part of this is animal wellbeing. Fundamentally, a healthy animal is a productive animal.

## Nutrition

The amount of methane produced is broadly dependent on the weight of dry matter consumed. This means cows consuming poor quality feed will produce more methane to get the same amount of energy (and milk). Improving the quality of pasture or supplementary feed, or balancing nutrition to improve feed conversion, will reduce the amount of methane produced per kgMS produced.

## Breeding

A replacement animal is consuming feed and creating emissions, but not necessarily making any milk at this point. This is why it's key to ensure the animals you are breeding will live long, healthy and productive lives and you're maximising your genetic opportunity each year. Ensuring you're breeding the best replacement animals from your best cows means you also minimise the number of non-productive animals on your farm.

## Milk Quality

Identify opportunities to minimise mastitis and somatic cell counts. If you're looking after somatic cell count and your mastitis, you've got an opportunity to have a healthier, more productive cow while using the same amount of feed. Your local Farm Source team can also support here, with our milk quality experts geared to support with any issues but also help optimise your milking. Reach out to your local team to find out more.

## ZincCheck

For those impacted by facial eczema Fonterra's ZincCheck service is a great tool to monitor your herds protection level at minimal cost and reduce the chance of the long-term animal health and milk production impacts. ZincCheck is available through the summer months.

## Animal Wellbeing Plans

Creating (or updating) your Animal Wellbeing Plan with your vet is a good chance to discuss your wider animal efficiency and plan your approach for the coming seasons.

## Targeted support

Every farm is unique and has different requirements to optimise efficiency, and farmers are best placed to know what their farm needs. We are here to add value and support farmers behind the farm gate – from product knowledge and recommendations through our local store teams, to farm-grown feed planning with our Technical Sales Reps and benchmarked insights from your Farm Insights Report. But we can't tell from a distance what your farm is struggling with, and there is no one size fits all approach. If you need support in any area of your farming business, reach out to your local Farm Source team.

**Ultimately, we're not wanting to add a new cost or complexity to farming businesses. Lowering emissions are essentially a by-product of just being efficient and ensuring your cows are healthy and productive.**



# Farm Insights Report helps farmers make decisions on farm efficiency

How productive are your cows, compared to your neighbour's? Could you save on fertiliser costs, without compromising feed? These are just two questions that farmers can now answer, using this year's recently released Farm Insights Report.

Now in its third year, the Farm Insights Report is a personalised view of what's happening on your farm. It uses information provided by farmers in their Farm Dairy Records, alongside milk quality and production data, and industry data, to provide potential areas for fine-tuning farm efficiency.

"It's a tool to help each farmer understand how their own farm is performing," says Talia Grala, one of Farm Source's On Farm Excellence Programme Leads. Talia's team are responsible for delivering the environmental sections of the report.

"What's unique about the report is that it doesn't just tell you what you already know. It turns data that farmers have provided into helpful insights that can support them in making key decisions."

As conversations around farm efficiency are top of mind, Talia highlights that the right insight can help farmers identify areas to increase productivity and save costs.

"Through the Farm Insights Report, we can help farmers see if they're operating in the most efficient way. For example, a farmer may have a higher nitrogen use, but lower amounts of grass grown, compared with their neighbours. That tells us that there's a potential opportunity to either reduce the amount of fertiliser used, or to increase pasture production.

And ultimately that's a way to either save money or make more money for the farm, as well as reducing waste."

But Talia is quick to caution that data quality is key to the accuracy of the report.

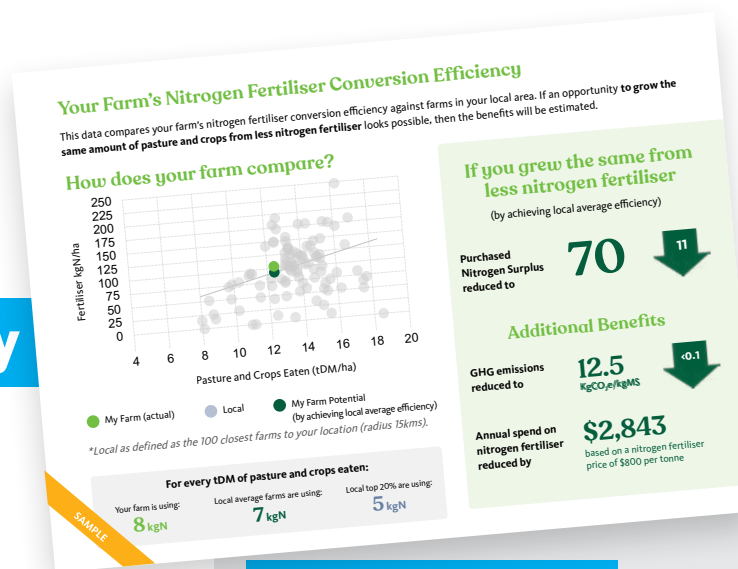
"The more accurate the data is, the better the benchmarking and the better the insights are for identifying key efficiency opportunities".

Using the Dairy Diary can help with tracking activities on-farm throughout the year and this information can be used to pre-populate the records. Industry integration is also helping, with MyBallance users now able to approve sharing of fertiliser purchase information with the Farm Dairy Records.

For Farmer Support Advisor, Vicki Wallace, the most valuable part of getting Farm Insights Reports is seeing farmers compare findings and learn from each other.

"Last year, we got a few neighbouring farmers together, and they chatted about their results. Some farmers had quite different results, but farm under similar conditions. They were able to talk about what they do differently, and then go away and make some changes to see if they could get a better result."

"It's all about taking the information on board, and then figuring out what might work best on your farm. Some things may work well for one farm, but not for another. It's easy to get stuck in the day-to-day, but sometimes it's good to see things from another angle."



## What's in the report this year?

For the first time this year, the Farm Insights Report includes an overview page on farm efficiency and a page on milk production per cow. It provides a summary of farm performance in three key areas: milk, animals, and environment.

Farmers can expect to see metrics for:

- Purchased Nitrogen Surplus
- Nitrogen Risk Scorecard
- Nitrogen Fertiliser Optimisation
- Greenhouse Gas Emissions per kgMS
- Milk Production and Efficiency
- Somatic Cell Count
- Animal Welfare, including heat stress, lameness, and mastitis.

Farmers are encouraged to speak to their local field teams or rural professionals about their Farm Insights Reports. Fonterra has a range of support, tools, services, and solutions to help farmers get the most from their report findings.

## Accessing your Farm Insights

### Report

Just scan the QR code below, or visit the Farm Source website and navigate to 'My Farm' and then 'Farm Insights'.





# YOUR IMPROVED WEBSITE



SIMPLIFIED  
DASHBOARD



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NAVIGATION



REFRESHED  
LOOK

***FROM LATE OCTOBER 2023 YOUR FARM SOURCE WEBSITE WILL GET A FRESH LOOK WITH EASIER NAVIGATION. THIS IS THE START OF DIGITAL IMPROVEMENTS TO HELP MAKE IT EASIER TO MANAGE YOUR FARM AT YOUR FINGERTIPS.***

To find out more follow our digital journey at [nzfarmsource.co.nz/digitalfuture](https://nzfarmsource.co.nz/digitalfuture)



# Milk Quality visits pay off in lowering SCC

**Farm Source's milk quality managers tend to fly under the radar but their work is leading to major improvements on farm.**

The team of nine work with farmers nationwide to support milk quality improvement, sustainable dairy practices, animal wellbeing, and food safety.

Canterbury-based milk quality manager (MQM) Brent Spencer says the success of the programme is identifying opportunities for improvement and sharing knowledge from what works on other farms.

"We are able to go in and work with farmers at any early stage and put actions in place so the situation does not spiral. If an animal is not in the best condition it can be, it is not going to produce as well as it could. Thankfully our Co-op farmers tend to be very focused on animal wellbeing and seeking ways to improve animal health and efficiency," he says.

Brent's area contains 1,200 farmers in the South Island, who are supported by regular telephone catch-ups, on-farm

visits and assistance from South Island's various Farm Source stores.

Co-op farmers have access to free milk quality improvement visits by locally based milk quality managers. Visits cover milking efficiency strategies and mastitis. The mastitis visit looks at all aspects that could be affecting somatic cell count (SCC), compares the farm's operation with best practice and reviews the information in the Farm Insights Report.

Milking Efficiency Visits require a visit to observe milking after which farmers receive a detailed report highlighting opportunities to reduce time spent milking.

"The milk quality improvement visits are a great opportunity for the milk quality managers and farmers to chat about their operations. We're not trying to sell anything. The Farm Insights Report allows us to highlight best practice and provide a comparative benchmark, particularly around opportunities to reduce somatic cell counts and improve milking efficiency," Brent says.

The industry standard is to have a SCC under 150 (x1000 cells/ml).

In the South Island, most regions are sitting well within this target.

"Improving teat condition and ensuring a good teat spray mix and correct size of teat liner can have a huge positive flow on effect. When it comes to mastitis, it all starts with the condition of the animal's teats. If the teat is in good condition, then you're giving that animal the best opportunity to stave off infection," Brent says.

"The lower the SCC, the higher the cow's production. Plus, there are benefits for the farm – reduced labour because you're not managing clinical cases, lower replacement needs as cull numbers are reduced, lower treatment costs and fewer antibiotics."

Brent recalls one farmer shaved off 45 minutes from his milking time by changing the process around the backing gate and flow. The small change also ended up saving him money with lower power, water and labour requirements, and improved animal welfare with lameness greatly reduced.



**"The lower the SCC, the higher the cow's production. Plus, there are benefits for the farm – reduced labour because you're not managing clinical cases, lower replacement needs as cull numbers are reduced, lower treatment costs and fewer antibiotics," says Brent.**

To book your milk quality service visit, head your local Farm Source store or visit [nzfarmsource.co.nz/milkquality](https://nzfarmsource.co.nz/milkquality).



# 2023 Fonterra Elections

Have your say – the annual Fonterra Elections are now underway

## What are you voting for?

- Fonterra Board of Directors – two Directors
- Co-operative Council – seven Wards
- Directors' Remuneration Committee – two members

## How to have your say in this year's elections

- Voting packs with information on all candidates will be mailed on 16 October (together with the Annual Meeting materials).
- This information will also be available on the Farm Source website from 17 October, use the QR code below.
- Voting opens on 17 October and closes at 10:30am on 7 November.

From 17 – 25 October there will be eight Director candidate meetings and one online meeting, where you can meet all the Director candidates and ask questions. See the meeting schedule to the right.

The online meeting will also be recorded and made available on the Farm Source website after 25 October.

## Proposed Director Candidate Meetings

Location	Date	Time	Venue
Online	Wednesday 18 October	7.00pm – 9.00pm	Online Meeting
Kerikeri	Wednesday 18 October	11:00am – 1:00pm	Turner Centre, 43 Cobham Road, Kerikeri
Hamilton	Tuesday 17 October	7:00pm – 9:00pm	Mystery Creek, 125 Mystery Creek Road, Hamilton
Rotorua	Tuesday 17 October	11:00am – 1:00pm	Arawa Park, 272 Fenton Street, Rotorua
Stratford	Friday 20 October	11:00am – 1:00pm	Stratford Golf Club, Pembroke Road East, Stratford
Palmerston North	Friday 20 October	7.00pm – 9.00pm	Palmerston North Convention Centre, 345 Main Street, Palmerston North
Nelson	Tuesday 24 October	11:00am – 1:00pm	Seifried Winery, 168 Redwood Road, Appleby, Nelson
Ashburton	Tuesday 24 October	7.00pm – 9.00pm	Hotel Ashburton, 11/35 Racecourse Rd, Allenton, Ashburton
Invercargill	Wednesday 25 October	11:30am - 1:30pm	Ascot Park Hotel, Cnr Tay Street & Racecourse Road, Invercargill

All dates and times referred to on this page are those that are currently proposed. Fonterra will provide as much notice as possible if any of these dates need to change.

Scan the QR codes below for more information



2023 Elections



Director Candidate Meetings

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\*For full details and Terms and Conditions, visit [NZFARMSOURCE.CO.NZ/TCS](https://www.nzfarmsource.co.nz/tcs).  
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# The power of community

Hapori in action



**Farm Source's Farm Relationship Advisor (FRA) Cameron Neale is a man who can galvanise a community into action. From facilitating donations and organising meals for school students, to wetland restoration planting days and promoting initiatives like Surfing for Farmers, Cameron and his team are often at the forefront of the activity.**

Community groups throughout Canterbury have benefited from the Co-op's experience, knowledge and support, not to mention hours of voluntary labour.

Over the past year the Co-op's Darfield transport and powder teams have helped prepare hundreds of food boxes for families in need across rural Canterbury and care packages for elderly who live alone.

For the past two years the team has sponsored the Illuminate Light Festival's Inclusive Night.

"We send tickets out to a range of different organisations including Ronald McDonald House and IHC. We have teams volunteering on the night helping out and interacting with everyone, and have a tanker onsite on site that people can hop into and have a photo taken. It's a great night and our support has been really well received. The real highlight is seeing smiles on the faces of kids that you know are doing it pretty tough," says Cameron.

Earlier in the year Farm Source Canterbury donated \$3,000 worth of supplies to the Cholmondeley Children's Centre in Lyttleton to help establish a garden. The centre offers short-term, planned, and emergency respite care

for children aged 3 to 12 and support to their whanau. In August, Cameron and members of the Farm Source team spent a day at the centre helping the children establish a garden and orchard.

"Initially the kids were a bit shy about getting their hands dirty but it didn't take long until they were all in, digging up worms and planting. It was awesome to see. We've set up their gardens to give them some really good, consistent produce as well as setting up an orchard that, once it matures, should see the centre sorted in terms of fresh fruit being available for them."

While one Co-op team was working on the gardens, another team from the Darfield manufacturing site and distribution centre overhauled the Cholmondeley's rundown accommodation that houses international volunteers who work with the centre's children.

"Our team completely refurbished the house, repainting ceilings and walls, tidying up the gardens outside, and making the place look presentable and welcoming for the new batch of volunteers who are coming over to work with the kids," says Cameron.

"It was a classic case of many hands make light work. The whole experience showcased how Farm Source and the Co-op can benefit the community beyond pure financial resources."



## Hapori

**Hapori means community, kinship and coming together for a common cause to create meaningful impact in our communities. Our Hapori Programme operates across 11 regions in New Zealand.**

### Funding fits into three key pillars:

- Putting good quality nutrition in the hands of those who need it most
- Protecting and regenerating the environment
- Keeping our Communities strong

**Our Regional Hapori committees meet every month to review applications, if you would like to submit an application please follow the QR code to download the form or head to [fonterra.com/nz/en/in-the-community](https://fonterra.com/nz/en/in-the-community)**



**Fonterra  
Doing  
Good  
Together**

# Optimise your pasture with clover

**If you're looking to increase your milk solids, upsize your animals, and secure some free fertiliser, then it's time to turn your attention to clover.**

Why clover? Clover does an important job for New Zealand's agricultural and pastoral systems producing free nitrogen to help grow and maximise the quality of pasture.

Farm Source Southland Regional Manager Jamie Callahan says we don't tend to pay much attention to clover, focusing instead on ryegrass cultivar.

"Clover is not well understood and for the most part farmers are not establishing or protecting clover within their pastures to get the most of out of it. For too long we've just been relying on synthetic nitrogen to maximize quantity and quality of our ryegrass, but with clover, if it's managed and established well, you can do that job for free," he says.

The challenge for farmers is how best to establish clover in pastures. In an ideal world, clover would be sown separately but this is not always practical or financially viable in commercial farming systems.

Best practice is a composition of around 30% clover within an established pasture mix. On most farms, however, ryegrass and clover seed are grown in rows at the same depth and the ryegrass tends to overtake the clover.

"Sowing depths, paddock preparation and general awareness of managing clover within the pasture sward are largely understated at any industry level.

Strategic grazing and management of clover as well as ryegrass within the sward will help ensure your clover has a chance to get established, which can take around 12 months. There are huge gains to be made if done correctly," Jamie says.

The positive impact of increased clover in pasture includes palatability, live weight gain, and increased milk solids. Trials on research farms found a cow with 25% clover in pasture mix will produce 23%

more milk than a cow with no clover in the pasture mix.<sup>1</sup>

**Visit your Farm Source store or contact your local TSR to find out more about how clover can improve your pasture.**

<sup>1</sup> Harris, S., Clark, D., Auld, M.J., Waugh, C.D., & Laboyrie, P. (1997). *Optimum White Clover for Dairy Pastures. Proceedings of the New Zealand Grassland Association.*



**"With clover grown more efficiently, farmers will reduce the need for imported feeds that impact our processing capability, improve the quality of their pastures and ultimately their bottom line," Jamie says.**

The Numbers	Benchmark 100% ryegrass sward	Assumed Industry Average	Best Practice
Clover composition in Pasture with Ryegrass	0% Clover	15% Clover	30% Clover
Approx. Units of N fixed from Clover per year	0 Units N	100 Units N	200 Units N
Additional Feed Grown at a response rate of 10kg DM/ha/pa per unit of N	0kg DM	1000 kg DM/ha/pa	2000 kg DM/ha/pa
Approx. Value of this Feed/year*	\$0	\$492.30	\$984.62
Cost of clover Seed	\$0	\$67.96	\$75.44
Cost of Establishment	\$0	\$682.04	\$689.52
Return (year 1)	\$0	-\$189.74	\$295.10
<b>Return (over 10 years)</b>	<b>\$0</b>	<b>\$4240.96/ha</b>	<b>\$9,156.68/ha</b>

**Assumptions:**

- Units of N based off Dairy NZ estimations (rounded for simplicity).
- Assumed industry average being approx. half best practice.

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# So long paper

## Trimble gives farmers control with digital agronomy records

Farm Source is now four years into a progressive trial of agricultural software, Trimble. The trial is aimed at creating improved agronomy outcomes for our farmers through better data sharing, collaboration and planning.

So far, 30 TSRs and 340 farms have taken part in the trial using Trimble Ag Software, a comprehensive agronomy program that helps farmers digitise the way they plan, monitor, and harvest crops.

Canterbury-based Technical Ag Specialist Russell Hamilton says Trimble has been a game changer for how TSRs and farmers collaborate.

"We had been using a paper-based system and were eager to move to a digital landscape to report back to farmers on their agronomy. We trialed half a dozen software packages and landed on Trimble as we could scale and customise for how we wanted to use it with our customers, and one that could integrate with other packages," he says.

"Trimble uses a map of the farm to collect information and build a history of the paddocks and crops. We now have around 14,000 paddocks logged in the system. Both the TSR and the farmer have the exact same information at their fingertips via the Trimble app and can share the information."

TSRs and farmers involved in the trial have reported their administration time has sped up dramatically.

"Our TSRs now say they wouldn't want to do their job without it. They can walk the paddock with the farmer and log all

the crop information at the same time and come up with recommendations using real-time data. There are proof points every step of the way. When a TSR or farmer commit to grow a certain crop, we can see the data from the visit, record when the crop was planted and our chemical recommendations, and help the farmer report back to us," Russell says.

"The farmers involved have found the whole trial very exciting because they suddenly have information at their disposal with instant recommendations and results. They say it has made their compliance reporting very easy. They're able to open the app and pull up the inventory and chemical sheet, show the list of actions that have happened on a particular paddock, the results of a particular fertiliser, and the cost per hectare of growing a particular crop."

Farm Source's TSRs provide the software to the farmers at no cost and there are no subscription fees.

"It's just part of our service. It's allowed them to see the benefit of having the technology without having to outlay the money on something they're not familiar with. Some have seen the financial and sustainable insights they've got on their crops from Trimble, and taken it further by buying the Trimble displays that run within farm vehicles and equipment and connect to the software," Russell says.

"Our goal is to bring everything on a digital platform. We're bringing tools to farmers to help them navigate this new world of sustainability and record keeping. We've found Trimble to be a great tool to help farmers."

**Visit your Farm Source store or contact your local TSR to find out more.**



**"The farmers involved have found the whole trial very exciting because they suddenly have information at their disposal with instant recommendations and results. They say it has made their compliance reporting very easy," says Russell.**



# Don't cut corners with hay and silage

With returns this year predicted to be lower than past seasons, farmers may be looking at ways to improve efficiency and productivity – including making supplements on farm.

Ensuring optimal soil fertility is critical and to do this farmers need to ensure lost nutrients are replaced.

Removal of hay or silage takes large amounts of nutrients from your soil with nutrients needing replacement for ongoing pasture quality and productivity.

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

**Table 1 Average nutrient removal rates (kg/t DM)**

Nutrient	Hay	Silage
Nitrogen (N)		20
Potassium (K)	15	20
Phosphorus (P)		4
Sulphur (S)		3
Magnesium (Mg)		2

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 nitrogen, 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 potassium can easily limit clover growth, which in turn can affect longer term pasture production and quality and nitrogen 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.

If Olsen P levels are optimal (20-30 for ash and sedimentary soils or 35-45 for pumice and peat soils) maintenance phosphorus can be applied at any time. If Olsen P is below optimal, apply phosphorus when the paddock is shut up.

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

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

Ensure sufficient sulphur is applied annually, and magnesium may also be needed if soil test levels are below optimal (8-10). Molybdenum can be checked via herbage testing and applied as required.

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 nitrogen together with maintenance fertiliser after each cut, aids recovery and improves the yield of the next cut.

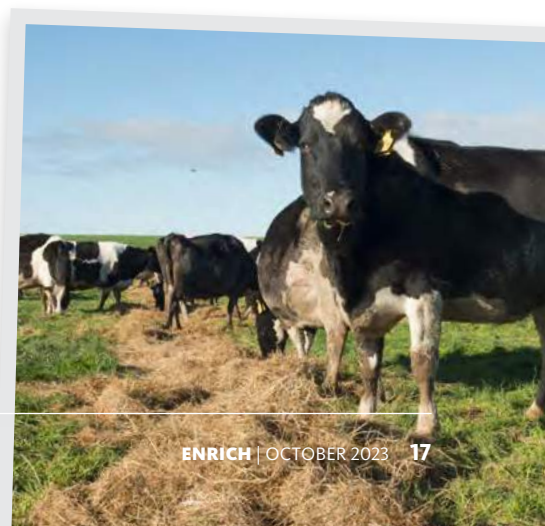
To give you some idea of what's involved, a silage crop yielding 3 tonnes (t) of dry matter per hectare (ha) will remove around:

- 12 kilogrammes (kg)/ha of phosphorus (or 4 kg/t)
- 60 kg/ha of potassium (or 20kg K/t silage/balage)
- 9 kg/ha of sulphur (3 kg S/t dry matter for silage and hay) and
- 6 kg/ha of magnesium (Mg 2 kg/t dry matter silage and hay)

Suitable products include Pasturemag<sup>®</sup> Hay & Silage, which has been developed to replace nutrients removed in hay and silage and supplies N, P, K (as well as S, Mg, and calcium).

Pasturemag<sup>®</sup> 10K is a general fertiliser which supplies N, K, P, S and Mg and calcium and is typically applied at 500-600 kg/ha.

**For more information contact your local Farm Source TSR.**



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# Powerful maize partners protect dry matter yields

Imagine two almost identical paddocks of maize. One yields 10-20% more dry matter per ha than the other, but there is only a single point of difference between them. What might that difference be?

“The right pre-emergence herbicide programme!” says Nufarm Territory Manager Celese Smit.

Industry trials<sup>1</sup> have shown waiting to control weeds for as little as four weeks after maize emergence can reduce crop yields by at least 10-20%.

So if you're wanting to harvest the most feed possible from every maize seed sown this spring, it's time to make sure you've got all the pieces in place for strong, healthy crop establishment.

A range of options is available depending on what weeds are most likely to challenge your crop, so it's always a good idea to talk to your Technical Sales Rep (TSR) about this.



**“Roustabout® 840 herbicide (MOA Group 15) applied to the bare soil within seven days of the last cultivation is the cornerstone of a robust pre-emergence programme,” says Celese.**

This high strength acetochlor formulation, which includes a safener, provides up to 10 weeks pre-emergence control of a wide spectrum of annual broadleaf and grass weeds.

“It can be used across a wide range of different soils and conditions, and it doesn't need to be incorporated, although incorporation may be helpful where dry conditions are expected to continue as ideal conditions require the soil to be moist or you spray before a little rain.”

If you expect a lot of broadleaf weeds – especially willow weed or fathen – Celese recommends tank mixing Nu-Trazine™ 900DF (MOA Group 5) with Roustabout® 840 for pre-emergence application.

Nu-Trazine™ 900DF is a high strength, granular formulation of atrazine, so there's less to handle and it's easy to use.

Unlike ready-mixed formulations, with this tank mix you also have the option to vary the rate of either herbicide according to your conditions, so it's more flexible.

Another tank-mixing option for maize silage crops is Primera® herbicide (MOA Group 27).

“This can be a useful addition, again depending on your weed spectrum. Its strengths include controlling black nightshade, fathen, mallow, redroot, willow weed and wireweed and activity on summer grasses. This can be a great fit when you know you won't make it back in for a post emergent spray.”

Yield protection is obviously important for growing profitable crops, but there are



other benefits from a good pre-emergence herbicide programme in maize.

“If you don't control weeds at this stage, you end up relying entirely on post-emergence herbicide to stop weeds competing with your maize seedlings; and that can be risky,” says Celese says.

“Why? Weeds are larger, and typically more difficult to manage. They've already had a chance to steal valuable moisture, nutrients and sunlight from newly sprouted maize plants. Post-emergence herbicides may control only grass weeds but not broadleaf weeds, or vice versa.”

If, for any reason, your post-emergence spray programme is delayed, by bad weather for example, that can set you back even further.

**For more advice on maximising maize yields with the right pre-emergence herbicide programme this spring, talk to your local TSR or visit your Farm Source store today.**

<sup>1</sup>Foundation for Arable Research, Maize Arable Update, No.17. [www.far.org.nz/resources/maize](http://www.far.org.nz/resources/maize).

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# New innovation for broadleaf weeds in plantain



As use of the forage herb plantain continues to rise on farms all over New Zealand – sown as a pure sward, with clover, or in combination with ryegrass-based seed mixes – so too has risen the challenge of weed control.

No-one wants broadleaf weeds infesting newly-sown pasture mixes, even when the pasture contains something that not so long ago was itself considered a broadleaf weed.

Best practice recommendations for plantain emphasise the importance of eliminating broadleaf weeds if they become apparent in early establishment.

Up until recently, however, the number of herbicides registered in New Zealand for post-emergence broadleaf weed control in pure plantain, plantain and clover, and pastures containing plantain, has been limited.

Now a new choice is available. Dictate® 480 herbicide from Nufarm, which contains 480 grams/litre of bentazone as the active ingredient, has recently been approved for this use.

Nufarm Technical Specialist Paul Addison says this is a positive development for the increasing number of farmers keen to take advantage of plantain's potential environmental benefits and nutritional value in their systems.

Research in Canterbury and Waikato as part of the Forages for Reduced Nitrate

Leaching programme found that the urine-N concentration of cows grazing plantain was 56% lower than those grazing perennial ryegrass/white clover pastures, and 33% lower for cows grazing 50/50 pasture-plantain<sup>1</sup>.

Paul says Nufarm trials<sup>2</sup> done to support the application for the new claim have shown Dictate® 480 is softer on plantain than another herbicide registered for the same use, while still providing acceptable weed control.

“We compared plantain plant numbers and dry matter yield in two trials in new pasture sown with plantain. There were a number of different treatments including an untreated control; Dictate® 480 at 3 litres (L) per hectare (ha), and a combination herbicide (bentazone and flumetsulam) at 3L/ha.”

Both plantain plant numbers and dry matter (DM) yield were highest for the Dictate® 480 treatment when the new pasture was assessed just prior to the first full grazing, four to five weeks after spraying.

The Dictate® 480 treatment had significantly more plants and higher

DM yield than the bentazone and flumetsulam combination herbicide.

“Some plantain leaf burning will be evident after applying Dictate™ 480, but plant vigour is hardly affected and no plant mortalities occurred,” Paul says.

A 14-day stock grazing withholding period applies after using Dictate® 480 on plantain, plantain and clover and pasture mixes containing plantain.

Timing is important, says Paul.

“For best results, apply when weeds are small, and plantain is at the two to four leaf stage. Add Contact™ Xcel surfactant to ensure good leaf coverage.”

**For more information on getting the best out of forage plantain this season, talk to your local TSR or visit your Farm Source store today.**

<sup>1</sup> (n.d.). Plantain. Dairy NZ. <https://www.dairynz.co.nz/feed/crops/plantain/>  
<sup>2</sup> Nufarm trials NUNZ2053 and NUNZ2064  
Dictate™ is a trademark of Nufarm Limited.



**Both plantain plant numbers and dry matter (DM) yield were highest for the Dictate® 480 treatment when the new pasture was assessed just prior to the first full grazing, four to five weeks after spraying.**

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# Small actions can lead to radical changes in on farm GHG reductions

Fonterra farmers Charleen and Chris Withy are on their way to becoming carbon neutral as part of an innovative project with Thriving Southland and the Greater Dipton Catchment Group.

The Withys operate a 156-hectare dairy farm, milking 440 Friesian-cross cows in a 36-aside herringbone, with in-shed feeding. The farm is largely based on Lumsden soils, which are notoriously poor draining and need to be carefully managed, particularly in Spring.

Since 2020, Charleen and Chris have been members of the Greater Dipton Catchment Group, a community group that is fostering environmental change and education among farmers in Southland.

Between November 2022 and May this year, the couple took part in the 'Greater Dipton Catchment Group greenhouse gas reduction and sequestration journey'. The project involved five farms in Dipton, Southland, and looked at ways farmers can implement small changes to reduce greenhouse gas emissions on farm and balance economic and environmental sustainability.

Forestry and farming consultants visited the participating farms (two dairy, and three sheep and beef), and assessed a range of opportunities for reducing emissions; and modeling and decision support technology including OverseerFM and FARMAX to model current farm emissions and categorise these into methane, nitrogen dioxide and carbon dioxide greenhouse gas emissions. All farmers were given reports with different mitigation scenarios that looked at the impact of specific changes to the farm on emissions, and the cost involved so farmers could do a cost-benefit analysis.

"We've always enjoyed being part of the Catchment Group and this was a very interesting, and important, project to be involved with. We were given four different scenarios for our farm. The first scenario was setting up a herd home, which we had actually put in. Most of our herd is wintered off and we started them in the home this winter, with around 70 mixed age cows kept on fodderbeet," Charleen says.

"The second scenario looked at reducing our comparative stocking rate. The third lowered our replacement rate, and the fourth scenario looked at converting 20% of the farm to an oat crop to produce oat milk.

"The scenario that reduced our total greenhouse gases but didn't affect our bottom line was the third option: lowering our replacement rate through improvements to our somatic cell count, and herd reproduction that resulted in less culling needed. We normally work towards a 25% replacement of heifer calves but this year we achieved a 20% replacement. It was a good year for somatic cell counts and subsequently we were able to reduce our cull."

Charleen says the project highlighted how small efficiencies can make a huge difference to productivity and efficiency on farm and reduce greenhouse gas emissions in the process.

"We're an established farm and have really good processes around somatic cell counts, genetics and fertiliser use, which make us quite efficient anyway, but it was very interesting to see how small changes in these areas could really improve a farm's productivity and lower emissions. It doesn't take a lot of work to make a big difference."



# IS THIS THE FIELD FOR YOU

**We're a diverse bunch here at Farm Source, with a range of experience, expertise, and backgrounds.**

If you're looking for a new career with the opportunity to grow, take a look at Fonterra Farm Source and become part of the team.

**For Farm Source Cambridge store manager **Corey Neilson**, the ability to keep learning and developing has seen him clock up an impressive 25 years within Farm Source.**



Corey started as a sales specialist and over the past two and a half decades has worked in various roles within six stores across the Waikato and Bay of Plenty.

"I've gone right through from a sales specialist to 2IC to assistant manager to manager, then to retail sales manager and now back into stores – so it has been a full evolution, but I think that is what has helped keep it really fresh," says Corey, who reveals that meeting new people and building connections is a big motivator for him in his career.

"At the moment, I am really enjoying meeting new farmers. The Cambridge area is completely new to me so again, it just keeps it fresh and is a new challenge."

Corey praises the diversity of the roles within Farm Source as well as the clear learning and career development opportunities that are available to staff. He says that the range of training available, including the NZQA-accredited Kura Hokohoko retail training and development programme, means "you can fill your boots when it comes to learning".

"You can come in and learn and if there is an area you are passionate about within the farming sector you can certainly take ownership of that and get the training you require to be a specialist in that category. There are huge opportunities within this business."



**Farm Source Balclutha's **Caitlin Shanks** has harnessed the professional development opportunities presented to her and made her "way up the ladder to senior sales specialist"**

"I started at Farm Source when I was 18 and was very nervous but the team here are supportive and I've grown so much in the role. There are many different courses and eLearning modules that support our development. We have

endless opportunities to challenge ourselves and develop further.”

Over the past five years, Caitlin has worked in sales and the bulk store and now oversees a lot of the store orders and inventory work alongside the store manager, Anita Kingma.

Working with customers remains the highlight of her role.

“I love the customers. We’re on a first-name basis and we have a lot of great conversations.”



**Farm Source Invercargill sales specialist Jonty Roughan is relatively new to the dairy industry and says the move has been refreshing.**

“I started at Farm Source a few months ago and it is the first job that I’ve had that actually feels like a career, rather than just a job. The thought of having a path forward is really encouraging,” he says.

Jonty doesn’t come from a dairy background but hasn’t found this a barrier to his new role at all.

“I grew up in a farming family so there are certainly overlaps in my knowledge but it’s been interesting to learn more about the dairy sector from farmers themselves,” he says.

“My main role involves organising freight, inwards and outwards goods and generally keeping the place nice and tidy but I get to meet customers

who come in from all over the country. I really enjoy having an open area to freely chat with farmers in the store, and over a coffee. It’s great to have the opportunity for relationship building. I’m enjoying getting to know the regulars and learning about their farming operations, even heading out on farm with them for deliveries or to offer technical advice,” he says.

Jonty says the onboarding process has been a positive experience.

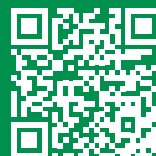
“It’s a really good team. Everyone is easily approachable and happy to pass on their knowledge. Some are experts in different areas. I have experience in farming retail and animal nutrition and am able to share that knowledge,” he says.

“Growing up in Marlborough, Farm Source was mentioned a lot. It is so well respected in the sector. This is what attracted me to the role initially. I’ve found the opportunities for progression and training are vast. I definitely feel valued here.”



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# Herd improvement in a low payout

The balancing act during a low payout means budgets are tightening and necessities are being weighed up. During a time where you can't control the milk price, it's good to know what you can do by tailoring a breeding programme that ensures you're still meeting your herd improvement goals while remaining within your budget.

## Consider your options

When considering your breeding plan, take your time to be selective. By working with your LIC Agri Manager who understands your business' breeding goals, you can create a more targeted breeding plan, such as using Premier Sires bull teams over your higher genetic worth animals or working through different options nominating bulls. You can also use herd test data

to help identify high-performing cows and the ones you want to get replacements from. Once you've selected the cows for your replacements, you still have plenty of semen options for the rest of your herd that can help to diversify your income.

You could also consider cost-effective options such as beef semen that can be more economical than natural mate bulls, especially in times where feed is tight. Beef animals also offer an alternative revenue stream, especially if they are available at the beginning of calving to capture that 'early calf market.' Alternatively, SGL (Short Gestation Length) liquid semen offers you the opportunity to increase days in milk by decreasing the gestational length of your cows. Offered in both Dairy and Beef you can put it over any low-performing cows.

## Preparing your team

Prepare your farm team ahead of mating by coming together to ensure a plan is in place for detecting cycling cows. Accurately identifying cows on heat by observation and heat detection aids will ensure straws are not wasted and can reduce the loss of revenue from lower milk production and missed heats. There are a wide range of tools available to cater to all different systems but take your time to observe cow behaviour.

**In summary, stick to the basics, and consult with your trusted advisors to build a breeding programme for your herd that will make your budget go further and help protect the future profitability of your herd.**

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*This content has been provided by Emma Gardiner LIC, Dairy Genetics Extension Specialist.*



# Wintering *well* starts with planning



By Justin Kitto,  
DairyNZ solutions and  
development manager

Reflecting on the past five years, farmers should be proud of the work they have done to improve wintering practices.

We have come a long way and are getting recognition from councils and government about positive changes that support the welfare of animals and the environment.

Talking to farmers across New Zealand for DairyNZ's Winter Grazing Survey confirmed there is steady progress in wintering practices. Some big wins include:

- 95% of respondents with water in or beside their crop paddocks had a riparian buffer with an average width of 9m
- 84% of respondents had a written wintering plan
- 70% of respondents change grazing direction, often to avoid high risk situations.

Having such high proportions of respondents carrying out these actions shows many farmers are focused on doing the best over winter.

To keep up this momentum, now is a good time to be considering your set up for next winter.

## Choosing suitable paddocks

Successful wintering starts with choosing suitable paddocks in spring, well ahead of winter. Many farmers avoid paddocks with waterways in or adjacent to crop, with almost all farmers having stock excluded and buffers wider than the minimum standard.

Considering the whole picture when choosing paddocks is also important. Our results showed 65% of paddocks were selected based on pasture renewal, while only 20% were based on risk criteria.

Having a broader picture is important as it is more likely low-risk areas will be selected, than being focused on pasture renewal alone. Factors to consider include paddock slope, critical source areas, and waterways and flood risk.

## Paddock history

A great place to start when selecting paddocks is reflecting on this past season and looking at paddock history. Consider:

- Did your chosen paddocks hold up well?
- Would you choose the same paddocks again?
- Would you do something different based on what you have seen?

These questions can help shape your paddock selection and winter planning, helping identify low-risk paddocks.

## Shelter availability

During cold, wet and windy conditions, cows can experience discomfort. Where possible, plant crop in paddocks with good shelter.

Alternatively, allow a feed buffer in your budget to account for feeding extra on cold, wet or windy days, and note this in your wintering plan.

## Communicating with contractors

Contractors are an essential part of successful wintering set up, but working with them and effectively communicating helps avoid issues arising.

If you use a contractor for spraying and establishing crop, contractors find it helpful to be told which parts of paddocks to avoid.

Programmes like Tracmap can be used to identify exclusion zones, or put-up temporary fencing around areas where crop should not be established. Another alternative is to provide a hand drawn map.

Getting everyone on the same page, along with making a few key decisions around paddock selection, will help set you up to winter well in 2024.

For more information and tips visit [dairynz.co.nz/wintering](https://dairynz.co.nz/wintering)





Dairy for life

# Caring for rural communities

In partnership with Rural Support Trust

Rural Support Trust has been a part of rural communities offering support and connecting people to the advice they need in all kinds of situations. Fonterra is working alongside the Trust to improve access to wellbeing and resilience services for rural families who are doing it tough.

  
**Rural Support**

[rural-support.org.nz](http://rural-support.org.nz)

Rural Support phone 0800 787 254

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## We're all in this together:

## Spotlight on wellbeing

**Run in Northland with 384 dairy, sheep and beef farmers over six years, the Extension 350 programme (E350) had farmers learning from farmers.**

Fonterra was heavily involved in the programme, funded by Dairy NZ, Beef + Lamb New Zealand, Northland Regional Council, Northland Inc, and the Ministry of Primary Industries.

The programme intentionally focused on improved farmer wellbeing as one of its three main goals, alongside increased profitability and environmental sustainability.

E350 Project Lead Luke Beehre says this was quite a progressive approach at the time.

“There have been some significant societal changes in the past six years. We started the project in 2017 and wellbeing conversations were less part of the marketplace than they are now. We were very intentional about having a triple bottom line – the three planks: the need to have a profitable business, the need to be environmentally sustainable and the need to actually have a robust wellbeing,” he says.

The programme introduced a wellbeing score to allow farmers to easily share how they were feeling.

“The exercise was never to document whether you're a seven or a five or a four. It was to create an environment to have a conversation around it. There was the expectation that you would share how you were. I think that was really helpful for a lot of participants, knowing that you're not the only one in the room who's going to talk about how you are today, and 'sometimes I'll be better, sometimes you'll be better, and that's okay'. The concept really resonated and it created a framework that farmers have continued to use.”

Lincoln University lecturer Dr Jorie Knook interviewed the participating farmers during the study and says the focus on wellbeing was a highlight.

“We had farmers tell us that wellbeing had not ever factored into their way of working. They would never have asked their employees how they were doing, even when they could see they were having an off-day or not doing very well for a few weeks. After the programme, they had the confidence to enter the conversation and say, 'Hey, how are you doing? Is there something that we can do for you? Can we support you in any way?'. The programme normalised conversations around wellbeing,” Jorie says.

At the end of the programme, participants reported a 60% improvement in their social networks, 55% in business

networks and 59% increase in discussions about wellbeing in social circles.<sup>1</sup>

Maintaining the normalised approach to wellbeing and support is a work in progress, say Jorie and Luke. Massey and Lincoln Universities have introduced wellbeing concepts into their courses to ensure young people are equipped with tools to manage their wellbeing before they go into the sector.

“Some parts of the farming community are reasonably well-resourced and supported, and other parts of the community is a complete desert. There's definitely an opportunity to apply resources more effectively and in a targeted manner,” Luke says.

**Farm Source has a range of wellbeing resources on our website or visit your local Farm Source store to find out more.**



<sup>1</sup> Extension 350 Programme 2016-2022 Final Report. 26 October 2022. <https://www.northlandnz.com/northland-inc/what-we-do/regional-infrastructure-and-investment/regional-projects/extension-350/>

# GENERATOR SOLUTIONS EXCLUSIVE OFFERS\*



We have partnered with Terra Power Systems to offer a range of reliable Caterpillar generators allowing you to enjoy uninterrupted milking during unforeseen power outages.

Available with Smart Finance from 1 August 2023 - 31 January 2024.



- ⚡ The GC range of standby generators are available exclusively through Farm Source
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- ⚡ Generator options suitable for most farm requirements\*
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- ⚡ Free 12-month parts service kit upon warranty registration

To find out more, contact your local Terra Dairy Specialist or visit [nzfarmsource.co.nz/generators](https://nzfarmsource.co.nz/generators)



\*T&Cs: These offers are exclusive to Fonterra Suppliers when products/services are invoiced against their Farm Source account. Farm Source is not responsible for any damage or liability caused by or resulting from the electrical generator system provider listed. Available to eligible customers from 1 August 2023 - 31 January 2024.

# Power your farm no matter the conditions

2023 has reinforced that the effects of an adverse weather event can cause power outages and major disruption no matter where you are.

The recent extreme weather events in the Hawke's Bay, East Cape and the greater Auckland regions have shown that major power cuts can take considerable time to repair – time that can't be afforded on farm.

Matamata-based dairy farmer Bryan Holmes says, "Full compliance for our farming operation with no power was what we were after and that's what we now have with a Cat generator."

"We had worked out the cost of a full loss milk event while on every second day pick up and it wasn't much different than buying a generator. Not to mention we lost power one morning with a car crash up the road, which meant we could only milk once that day with significant milk loss. Plus, there was a big shift of herds around the farm to access water from bores that had not lost power."

"With new milk cooling regulations in place, we knew we had to be on top of our game to get our milk picked up in top-quality condition. As an ex-mechanic who had previously worked on Cat equipment, it was a natural choice knowing the quality of the Cat product. Now we can run the entire farm as normal under loss of mains power."

For decades, Kiwis have trusted Cat to generate their power when all else fails.

"As extreme weather events become more frequent, we're seeing an increased demand for cost-effective, standby generator sets," says Richard Crampton, Retail Segment Manager at Terra Power Systems.

"A Cat generator large enough to power the milking machine and ancillary farm equipment is more affordable than you might think. We offer a range of reliable Cat generators to ensure farm operations can continue during unforeseen power outages."

"The range is a great way for New Zealand dairy farmers to meet their site specifications at the most competitive price," adds Richard.

Terra Power Systems offers Cat GC diesel generator sets that are value-engineered, meaning they have been designed and fine-tuned to offer only the key features and functionality required. They are powered by field-proven Cat C3.3 through C4.4 engines made to start first time, every time.

"Our experienced Terra application specialists will ensure your generator is correctly sized to handle all your power generation needs. Whether you're interested in standby or prime power, it's critical a generator can meet your specific requirements. That means, when the unforeseen occurs, your dairy operation has the backup you need to keep working and keep safe.

"Thanks to our generator we all get home on time, cows milked, fed and watered, milk cooled, and effluent pumps pumping," says Bryan.



Cat generators are backed by a nationwide network of Terra branches from Whangarei to Invercargill, which offer long-term parts support for all generator components. Plus, Terra field service technicians are located throughout the country, ready to back up your backup.

For more information about Cat generator solutions, contact Terra Power Systems. Terra Power systems are now available through Farm Source and can be paid for through Smart Finance.



**"A Cat generator large enough to power the milking machine and ancillary farm equipment is more affordable than you might think. We offer a range of reliable Cat generators to ensure farm operations can continue during unforeseen power outages,"** says Richard Crampton, Retail Segment Manager at Terra Power Systems.



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Aluminium Cattle Weigh Platform 2.2m x 605mm

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# Are you an *aspiring* rural leader?

If you're looking to take your governance knowledge to the next level and have your eye on making a difference in the rural community, Fonterra has an opportunity to help you get there, through the Fonterra Governance Development Programme (GDP).

Applications for the 2024 programme will open in October, so now is a good time to start considering whether or not to apply.

The Campbell Shearer Scholarship is open to all Fonterra farmers, while the Ian Elliott Memorial Scholarship is provided by Trinity Lands and is open to participants of Māori descent who have demonstrated leadership potential in the Māori community. If you wish to apply for either of these scholarships, please request an application form when you contact Jo Griffiths using the details below.

## What is the GDP?

It's a one-year programme designed to develop governance acumen in individuals who are current or aspiring leaders and governors – specific to the New Zealand co-operative context.

The programme aims to provide a solid grounding in governance best practice, leadership, board processes, directors' duties, finance, risk, strategy, and critical thinking.

Participants will hear from experienced governors, participate in board simulations and interact with members of Fonterra's Board, Management and Co-operative Council.

## Who is it open to?

All Fonterra shareholders and herd-owning sharemilkers supplying Fonterra can apply. A limited number of places may also be made available for members of LIC, Foodstuffs and Silver Fern Farms.

## What level of commitment is required?

This programme requires commitment – it's an intense programme completed over one year (January – November) and you are required to attend and complete all components of the programme. It includes three 3-day residential courses in Auckland, distance learning (including book reviews, case studies, movie reviews and telephone conferences), assessments and one-on-one coaching.



## Key dates

**Application period:**  
6 October – 3 November 2023

**Programme begins:**  
Late January 2024

**Programme concludes:**  
Late November 2024

## Find out more

To find out more about the Fonterra Governance Development Programme visit [nzfarmsource.co.nz/GDP](https://nzfarmsource.co.nz/GDP) or contact Jo Griffiths by email [jo.simpson@fonterra.com](mailto:jo.simpson@fonterra.com) or phone 021 861 726.



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Commercial grade CX120R engine  
Max AC Output: 2200VA/ 2200W  
Rated AC Output: 1800VA/1800W  
8.1 hours continuous operating –  
with eco throttle at ¼ output  
21kg dry weight

## ENTER NOW

# [www.dairyindustryawards.co.nz](http://www.dairyindustryawards.co.nz)

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\*Entrants must complete regional judging process. Regional winners announced March 2024. Final entries close 5 December 2023. Image thanks to QueenstownNZ.co.nz

# Enter New Zealand Dairy Industry Awards and WIN a trip to Queenstown!

Entries for the 2024 New Zealand Dairy Industry Awards are now open with all entrants eligible to win a trip to Queenstown for the National Final Gala dinner in May 2024!

All national finalists will win flights to and accommodation in Queenstown for Finals Week, with the Dairy Trainees also experiencing a trip of a lifetime via a Study Tour around the region.

The Awards encompass New Zealand Share Farmer of the Year, New Zealand Dairy Manager of the Year, New Zealand Dairy Trainee of the Year and Fonterra Responsible Dairying of the Year categories and entries are accepted online at [dairyindustryawards.co.nz](http://dairyindustryawards.co.nz).

Online entries don't close until midnight December 5th, however those that enter before midnight on October 27th 2023\* will go into the Early Bird Entry Prize Draw and be in with a chance to win fabulous prizes from Honda.

NZDIA General Manager Robin Congdon says the Awards are not only a prestigious programme with hundreds of thousands of dollars in prizes, they are a learning platform where people can secure their future, learn, connect and grow, both personally and professionally.

"The Awards promote best practice within the dairy industry and give entrants the chance to challenge themselves, connect with others, earn a regional or national title and to share in substantial regional and national prize pools."

"In addition to these benefits, entrants also have an opportunity to experience National Final week and Gala dinner in the incredible Queenstown environment."

The New Zealand Dairy Industry Awards are supported by national sponsors CowManager, DeLaval, Ecolab, Federated Farmers, Fonterra, Honda, LIC, Meridian, Ravensdown, and Trelleborg, along with industry partners DairyNZ, MediaWorks and Rural Training Solutions NZ.

**More information on the categories, regional committees and launch events are available at [dairyindustryawards.co.nz/regions](http://dairyindustryawards.co.nz/regions), and on regional Facebook pages.**

*\*To be eligible for the Early Bird Entry Prize Draw, entrants must enter by midnight on October 27th 2023 and complete the judging process for the competition entered.*

**"The Awards promote best practice within the dairy industry and give entrants the chance to challenge themselves, connect with others, earn a regional or national title and to share in substantial regional and national prize pools," says Robin.**



**Why enter the**

**Dairy Industry Awards?**

**Learn. Connect. Grow**

Through the awards programme, entrants learning and development is accelerated. It is a place to challenge yourself, raise the bar and climb that career ladder.

**Stand out**

Showcase your skills – stand out from the herd! Take your passion and drive, and turn it into something that sets you apart.

**Be rewarded**

Improve your career prospects and upgrade your business skills. Be rewarded for your hard work with prize money, recognition and industry exposure.

# Your Farm Source *Team*

As the farmer-facing part of the Co-op, Farm Source is here to get alongside farmers and help them continue to lead the way in efficient, sustainable dairy farming.

See below for a high-level overview of the local teams that are working to deliver the best possible tools and services to you in a personalised way. In addition to those in your local team, our Service Centre is also always there to help on 0800 65 65 68.

## Regional Manager

We now have 22 regions and Regional Managers, allowing the team to give more time to the farmers they serve. Our Regional Managers work with each of the team members listed here to ensure we meet your specific needs and can respond where we need to.

## Co-operative Services

### Area Manager

Your Co-operative Services Area Manager (CSAM) is here to provide expert technical advice, specifically around milk, shares and your co-operative. Their role is to understand farmer needs, co-ordinate strong regional engagement and represent farmers voices and experiences at a local level.

## Farmer Support Advisor

Our Farmer Support Advisor's (FSA) role is to support and guide farmers through on-farm compliance and digital adoption needs, as we navigate change. They can work with you to develop processes and initiatives to make compliance simpler on-farm, support you with any issues related to our digital tools like the Digital Dairy Diary, or put you in touch with the right people on our end if you have any compliance related concerns.

## Farm Relationship Advisor

Your Farm Relationship Advisor (FRA) is here to provide expert support around milk, shares, and changes to your farming business. Reach out to your FRA if you have any questions about your shares, milk supply or any planned changes to your business.

## Sustainable Dairying Advisor

Our Sustainable Dairying Advisors (SDAs) play a key role in supporting farmers to identify and mitigate on-farm environmental risk. In recent times this has been primarily through preparing Farm Environment Plans. Going forward, your SDA will also support you to optimise your business by identifying opportunities to improve on-farm efficiency, support farm profitability, improve environmental health and emissions efficiency.

## Technical Sales Representatives

Our Technical Sales Representatives (TSRs) have expertise across the board in animal health, nutrition and agronomy. They are solution focused problem-solvers here to support day-to-day farming needs, whether it's pasture or crop choice advice, weed management or fertiliser needs, choosing or discussing the merits of different calf meal and everything in between. Reach out to your local TSR for expert local advice.

## Store Managers

Our store managers are responsible for the efficient running and day to day functions of our retail Farm Source stores. They focus on providing solutions and top-notch customer service and products to our farming industry. They look forward to connecting with you in-store when you can grab a coffee or take advantage of our store facilities.



# Contacts

## FARM SOURCE HEAD OFFICE

Level 1, 17 Home Straight, Te Rapa, Hamilton

## CUSTOMER SERVICES TEAM

nzfss.customerservice@Fonterra.com, 0800 731 266

## Stores

### NORTHLAND

Dargaville	Edward Street, 09 439 3080
Helensville	9 Commercial Road, 09 420 8140
Kaikohe	47-53 Station Road, 09 4052 305
Kaitia	20 North Park Drive, 09 408 6023
Maungaturoto	Hurndall Street, 09 431 1050
Ruawai	10 Freyberg Road, 09 439 2244
Waipapa	State Highway 10, RD2, Kerikeri, 09 407 1375
Wellsford	37 Port Albert Road, 09 423 8837
Whangārei	18 Kioreroa Road, 09 430 0050

### WAIKATO

Kopu	9 Ngati Maru Highway, 07 867 9056
Ngatea	59 Orchard Road, 07 867 0003
Paeroa	4 Taylor Avenue, 07 862 7541
Pukekohe	239 Manukau Road, 09 237 1176
Taupiri	Cnr Greenlane & Railway Roads, 07 824 6748 9
Te Aroha	Lipsey Street, 07 884 9549
Waiuku	173 Colombo Road, 09 236 5088
Cambridge	16 Albert Street, 07 827 4622
Hamilton	115 Norton Road, 07 846 6069
Matamata	Broadway, 07 888 8149
Morrinsville	178 Thames Street, 07 889 7049
Ōtorohanga	29 Progress Drive, 07 873 8039

Putāruru	20 Kensington Street, 07 883 8077
Te Awamutu	366 Sloane Street, 07 871 4058
Tokoroa	Chambers Street, 07 886 7933

### BAY OF PLENTY

Edgecumbe	33 Bridge Street, 07 304 9871
Galatea	Horomanga Road, RD5, Murupara, 07 366 1100
Ōpōtiki	83 Church Street, 07 315 1018
Reporoa	3 Birch Road, 07 334 0004
Rotorua	40 Marguerita Street, 07 348 4132
Taupō	183-185 Spa Road, 07 378 1515
Te Puke	162 Jellicoe Street, 07 573 0130
Waihi	Rosemont Road, 07 863 7227

### TARANAKI

Hāwera	Glover Road, 06 278 0124
Ōkato	2489 South Road, 06 763 8806
Inglewood	22 Rata Street, 06 756 0000
Kaponga	45 Egmont Street, 06 764 6281
Ōpunake	62 Tasman Street, 06 761 6011
Stafford	3872B Mountain Road, 06 765 5348
Waitara	66 McLean Street, 06 754 9100
Waverley	85 Weraroa Road, 06 346 7021

### CENTRAL DISTRICTS

Dannevirke	6 Makirikiri Road, 06 374 4052
Featherston	98-102 Fitzherbert Street, 06 308 9019

Feilding	78 South Street, 06 323 9146
Levin	86 Cambridge Street, 06 367 9100
Longburn (Palmerston North)	Main Road, 06 356 4607
Pahiatua	25 Stafford Street, 06 362 9000
Shannon	52 Main Street, 06 376 0040
Marton	414 Wellington Road, 06 327 7206

### CANTERBURY/TASMAN/MARLBOROUGH

Culverden	1 St Leonards Rd, 03 315 3016
Leeston	3 Market Street, 03 324 3645
Murchison	46 Hotham Street, 03 523 1040
Rai Valley	6781 Main Road, 03 571 6325
Rangiora	333 Flaxton Road, 03 313 2555
Ashburton	18 Kermode St, 03 307 8006
Methven	159 Main Road, 03 302 9056
Rakaia	56 South Town Belt, 03 303 5000
Temuka	6 King Street South, 03 615 0124
Waimate	62-66 Queen Street, 03 689 1230

### SOUTHLAND/OTAGO

Ōamaru	2 Industrial Place, 03 433 1240
Balclutha	8-10 Charlotte Street, 03 418 2190
Gore	11 Railway Street, 03 203 9334
Invercargill	61 Bill Richardson Drive, 03 218 9067
Otautau	84 Main Street, 03 225 8951
Winton	18 Winton-Hedgehope Highway, 03 236 6046
Wyndham	9 Balaclava Street, 03 206 2010

## Regional Contacts

### NORTH/WEST NORTHLAND

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Store Manager - Waipapa, Julie Scott, julie.scott2@fonterra.com, 09 407 1375

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Store Manager - Waiuku, Mark Norton, mark.norton@fonterra.com, 09 236 5088

Store Manager - Hamilton, Colby West, colby.west@fonterra.com, 07 846 6069

## EAST WAIKATO

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