

Inside Dairy

August 2019

Your levy in action

**TILLER
TALK**

**THE PROOF
IS IN THE
PASTURE**

TURNING
AROUND A
FEED CRISIS

TACKLING
SEASONAL
'what ifs'

WORKING
FOR YOU ON
CLIMATE CHANGE

DairyNZ 





over the fence...

This month's issue of *Inside Dairy* puts pasture in the spotlight, helping you to refine your feed management and tackle common challenges.

It's timely to discuss pasture as, for many farms, there isn't too much to go around right now. In fact, you've probably heard some discussion in the media about wintering practices and how cows on crop may be at risk from excess mud when the wet sets in. Mud is expected at wet times of year and it's part of farming outdoors – but there is such a thing as too much mud. A wide range of strategies help reduce the impact of a wet spell on soil and cows, such as using portable troughs, back fencing and staying out of critical source areas.

Animal care is top priority for our sector, so we encourage every farmer to take advantage of the advice available on this matter – go to dairynz.co.nz/wintering

We're focusing on pasture in this issue because using pasture (before supplement inputs) is one of the best ways to improve your profitability. If or when milk prices increase, we encourage you to focus on banking cheques (paying down debt) rather than increasing spending.

In this month's lead story, we hear how DairyNZ's Tiller Talk project has helped the Bunniks from Waikato, the Highams from Northland, and Southland sharemilker Blake Korteweg, to fine-tune their pasture management and deal with seasonal and regional challenges. You'll enjoy finding out what's worked for them.

We also look at how our Spring Rotation Planner can be used to turn around a pasture crisis, and we explore some of the exciting pasture research your levy is helping to fund.

It's that time again when we call for your nominations for associate director roles at DairyNZ. Each year, our Board of Directors has two associate director roles for farmers with an interest in leadership and governance. For details, see the article on page 22.

Finally, you can register now for the Pasture Summit field days in September (North Island) and October (South Island). Learn more on page 15.

Please get in touch if you have any questions or feedback – tim.mackle@ceo.dairynz.co.nz

Tim Mackle
Chief executive
DairyNZ



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On the cover: Tiller Talk has helped Colin Bunnik and his daughter Rachel to refine their pasture management skills.

TAKE 5... TIPS FOR FARMERS

1. Spring into action

Check out these handy DairyNZ publications as we head into spring: our *Spring Survival Guide* (now updated and reprinted) and *Feeding Cows in Spring* (it is full of useful Q&As). Find both online in the 'seasonal' and 'feed' sections of dairynz.co.nz/publications

2. CO catch ups

Hi!

DairyNZ events take a back seat in the next couple of months while the focus is on calving. This creates an opportunity for some additional one-on-one time with our consulting officers (COs). Give your local CO a call to arrange a catch up – details at dairynz.co.nz/teams and page 25 of this issue.

3. Sharing positive dairying stories



Keen to tell others about the good things you do on-farm and in the community? We have three free booklets to help you do this. For more info (and to download *Social Media 101* and *Picture This*) visit dairynz.co.nz/socialmedia – or you can order these and *Sharing Your Stories* by emailing us at info@dairynz.co.nz

4. Join DairyNZ's farmer panel



Make your voice count and ensure the support, resources and research DairyNZ provides matches what farmers want and need. Our online 'farmer panel' brings farmers and DairyNZ's people together to ask and answer questions and share knowledge. Interested? Sign up now at dairynz.co.nz/farmerpanel

5. Career opportunities with GoDairy



Check out GoDairy.co.nz and share it with anyone you know who's looking to start a dairy career or move within the sector. This website by DairyNZ showcases the diversity of careers and opportunities in dairy farming, agri-science and agri-business. The refreshed dairy farming section has salary averages, training options, and tips for getting that first job.

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We appreciate your feedback

Email insidedairy@dairynz.co.nz or call us on 0800 4 DairyNZ (0800 4 324 7969). Alternatively, post to: Inside Dairy, Private Bag 3221, Hamilton 3240. For information on DairyNZ visit dairynz.co.nz.



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A man with grey hair and a beard is shown in profile, looking towards the right. He is wearing a dark shirt. In the foreground, there are green plants, possibly ryegrass, which are slightly out of focus. The background is a bright, clear blue sky with some lens flare effects. The overall mood is positive and focused on agriculture.

TAKING PASTURE IN HAND

Joining a Tiller Talk group two years ago has helped Colin Bunnik and his family to hone their knowledge of ryegrass and pasture management.



DairyNZ's Tiller Talk project was launched two years ago to help dairy farmers improve their pasture and feed management. Three farmers tell us how being part of a Tiller Talk group has enabled them to refine their pasture management and tackle seasonal challenges.



Colin and son/farm manager Liam use longer rounds when it's dry to avoid intensive pasture grazing.



Waikato family fine-tunes feed management

Denser pastures and better yields – these have been the two major outcomes of Tiller Talk for the Bunnik family.

Colin and Anita, with children Liam and Rachel, were already pretty sharp on pasture management when they joined a Tiller Talk group in spring 2017. But they wanted to take things up a notch on their 225-hectare farm in Tauwhare, Waikato.

“I think we were reasonably onto it with pasture management, but what we’ve learned from Tiller Talk has enabled us to fine-tune and refine it,” says Colin.

“We always do weekly farm walks during the growing season and we’re careful with getting good residuals. But now, we pay more attention to getting ryegrass growing optimally and to survive and persist better. In my opinion, our pastures are denser, and yields have improved over the season.”

Jen Corkran, a pasture systems agronomist from Barenbrug Agriseeds, facilitated the Tiller Talk group the Bunniks participated in.

FARM FACTS

OWNERS: Colin & Anita Bunnik

LOCATION: Tauwhare, Waikato

HERD SIZE: 750 Kiwi-cross

FARM SIZE: 225ha (effective)

SYSTEM: 4-5

STOCKING RATE: 3.3 cows/ha

PRODUCTION: 350,000kg MS

Over the past two years, she's helped the family to hone their knowledge of ryegrass and pasture management. "It all comes back to getting the most out of home-grown feed," says Jen. "Any fine-tuning, no matter what system you are, is going to help you make more money because pasture grown from the land you're already farming on is going to be the cheapest form of feed for your animals." The Bunniks have learned more about the physiology of a ryegrass tiller and the optimum time to graze to achieve the biggest yield, says Colin.

"Jen introduced us to 'daughter tillers', which we knew about, but not to the extent we do now. She simplified it for us and helped us to understand the importance of growing daughter tillers."

Anita says that they're more aware of getting pasture to the three-leaf stage, utilising it better and making it last.

Liam, who manages the farm, says Tiller Talk has helped them learn about the benefits of controlling weeds at critical times. The Bunniks now spray buttercup in late spring and keep on top of Californian thistle by mowing it twice in November, over a couple of rounds.

"This seems to work well," says Liam. "Obviously, the less weeds, the more pasture. I believe most farms in the Waikato have 10 to 20 percent weed content, so if you can knock that in half, the benefits are significant."

New strategy for summer grazing

Liam says, during the dry summer months, Tiller Talk helped them focus on protecting the ryegrass, so that when the rain arrived, it recovered easily.

"Our strategy last summer was to feed as much supplement as we could – maize and grass silage – to take the pressure off the grass so it wasn't grazed too hard. We also extended the round length. We fed maize and palm kernel on the feed pad so the cows weren't damaging the paddocks and kept a residual of about 1500 kilograms of dry matter per hectare (kg DM/ha) so that, when it rained, it recovered quickly," says Liam.

"After the first period of dry, I looked at the pastures and even though they were short, we had two to two-and-a-half leaves, so that told me it was safe enough to graze."

"It all comes back to getting the most out of home-grown feed."



Tiller Talk sessions have made second-in-command Rachel Bunnik (left) and her mother Anita more aware of the value of growing pasture to the three-leaf stage.

Another thing the Bunniks have learnt from Tiller Talk is to move to a longer round and reduce the grazing intensity when it's dry.

"In previous years, we'd stick to a 30-day round in summer, whereas during the last couple of dry periods, we've gone to a 60-day round," says Colin.

Backing off in winter

The Bunniks have also adjusted their winter grazing strategy as a result of what they've learned at Tiller Talk.

"We don't graze the grass as hard as we used to over winter. We target our residuals at around 1400kg DM/ha during the winter," says Liam.

"To minimise pugging, we use the feed pad and the yards to feed the cows in the morning, so they go back to the paddock full, which helps them to get settled. If you did it the other way around, they'd spend all day camping in the front of the paddock. If it's wet, we juggle our three mobs between the yard and the feed pad."

Overall, the Bunniks say hearing from the experts at Tiller Talk has been beneficial.

"For us pasture management is important, and we've refined that. I hope Tiller Talk continues. There's always something to learn from the specialists who have technical expertise," says Colin.



The Bunniks carefully balance grass and supplement feeding to ensure their cows don't overgraze their pasture.

Bunniks' top tips



- Maintain consistent, even residuals to encourage daughter tillers and their survival.
- Graze at the three-leaf stage for maximum yields.
- Control weeds to optimise pasture.

"I hope Tiller Talk continues."



Learning through Tiller Talk has paid off for Anita and Colin: their farm now has denser pasture with improved yields.



On new turf: dry stock to dairy

Northland farmers Janet and Noel Higham leapt at the opportunity to join their local Tiller Talk group when the call went out for participants. The Highams, who farm at Helensville, northwest of Auckland, were hungry to learn as much as they could about Kikuyu pasture management.

Janet and Noel are relative newcomers to dairying. Seven years ago, they bought a dairy farm down the road from their dry stock property. Janet says it's been a steep learning curve getting to grips with a different approach to pasture management.

Janet and contract milker Shane Mitchell found Tiller Talk helped them to learn about the options available for improving their farm's pasture, which is predominantly Kikuyu undersown with Italian annuals, clover and some plantain.

"One of the things we learned from our facilitator agronomist, Kyle Gardyne of PGG Wrightson Seeds, was that in Northland, ryegrass gives up when temperatures get over 26 degrees Celsius. He suggested other options and, as a result, most of us in the group have made changes. We're planting more cocksfoot, which is more tolerant of dry conditions, and its dry matter yield is similar to perennial ryegrass. Others in the area are growing tall fescue," says Janet.

Janet and Shane also found the advice on pest control very helpful including discussions about the significance of cricket populations.

Other topics discussed included drainage solutions for marine flats and managing poor-performing paddocks.

"Being part of Tiller Talk has helped us to clarify the decisions we make about our pasture and we're now on the right track with our pasture management," says Janet.

Janet's top tips



- Consider different species suited to your regional climate.
- Understand the physiology of what you plant to improve pasture management.
- Prioritise residuals for good pasture utilisation.

FARM FACTS

OWNERS: Janet & Noel Higham

CONTRACT MILKER: Shane Mitchell

LOCATION: Helensville, Auckland

HERD SIZE: 240 Friesian, 60 Kiwi-cross

FARM SIZE: 150ha (effective)

SYSTEM: 2-3

STOCKING RATE: 2 cows/ha

PRODUCTION: 80,739kg MS

Pasture set for Southland wet

For Southland sharemilker Blake Korteweg, taking part in Tiller Talk was a way to make the farm as profitable as possible through getting more value from his pasture.

Blake says Tiller Talk has helped him to make better decisions about what grasses are suited to different areas of the farm so he can grow as much good quality feed as possible and reduce the need for bought-in supplements.

"We grow a variety of ryegrasses – perennial, short rotation, Italian and annual – and we're also trialling cocksfoot. We now monitor better by doing a weekly farm walk with a plate meter. That's given us more information to help us decide when and how much urea to apply and which paddocks are poor performers so we can target them for re-grassing.

"I've also learnt more about the lifecycle of ryegrasses, which is not something I'd really covered before. So, learning about the technical aspects has been useful."

Aeration promotes growth

Aerating existing pasture in spring and autumn has been worth its weight in diesel, says Blake.

"We've gone ahead in leaps and bounds, particularly on soil that's been pugged and has come off crop. This has promoted growth, absorption of rain, urea and fertiliser, and we've seen a big return of worms too," says Blake.

"What I've learned most from Tiller Talk is to manage pasture from an early stage and to graze at the right time to prevent damage, particularly during spring and autumn, when it can be quite wet in Southland."

Blake says that while it's difficult to quantify gains from a dollar perspective, his pastures have definitely improved.

"The cows now get the same amount of feed each day and the quality's better, which is reflected in a more consistent milk graph. Overall, the cows are in better condition."



Tiller Talk has helped Southland farmer Blake Korteweg to achieve his goal of creating a strong business that can survive the ebbs and flows of dairy farming.

Blake's top tips



- Establish young grass properly – and look after it.
- Measure and monitor your pasture regularly.
- Maintain quality grass all year round.
- Avoid pasture damage to prevent loss of production.

FARM FACTS

OWNERS: Stephen & Rhonda Korteweg, James & Nikki Hall

SHARE MILKER: Blake Korteweg

LOCATION: Hedgehope, Southland

HERD SIZE: 500 Friesian

FARM SIZE: 175ha (effective)

SYSTEM: 2-3

STOCKING RATE: 2.8 cows/ha

PRODUCTION: 227,000kg MS

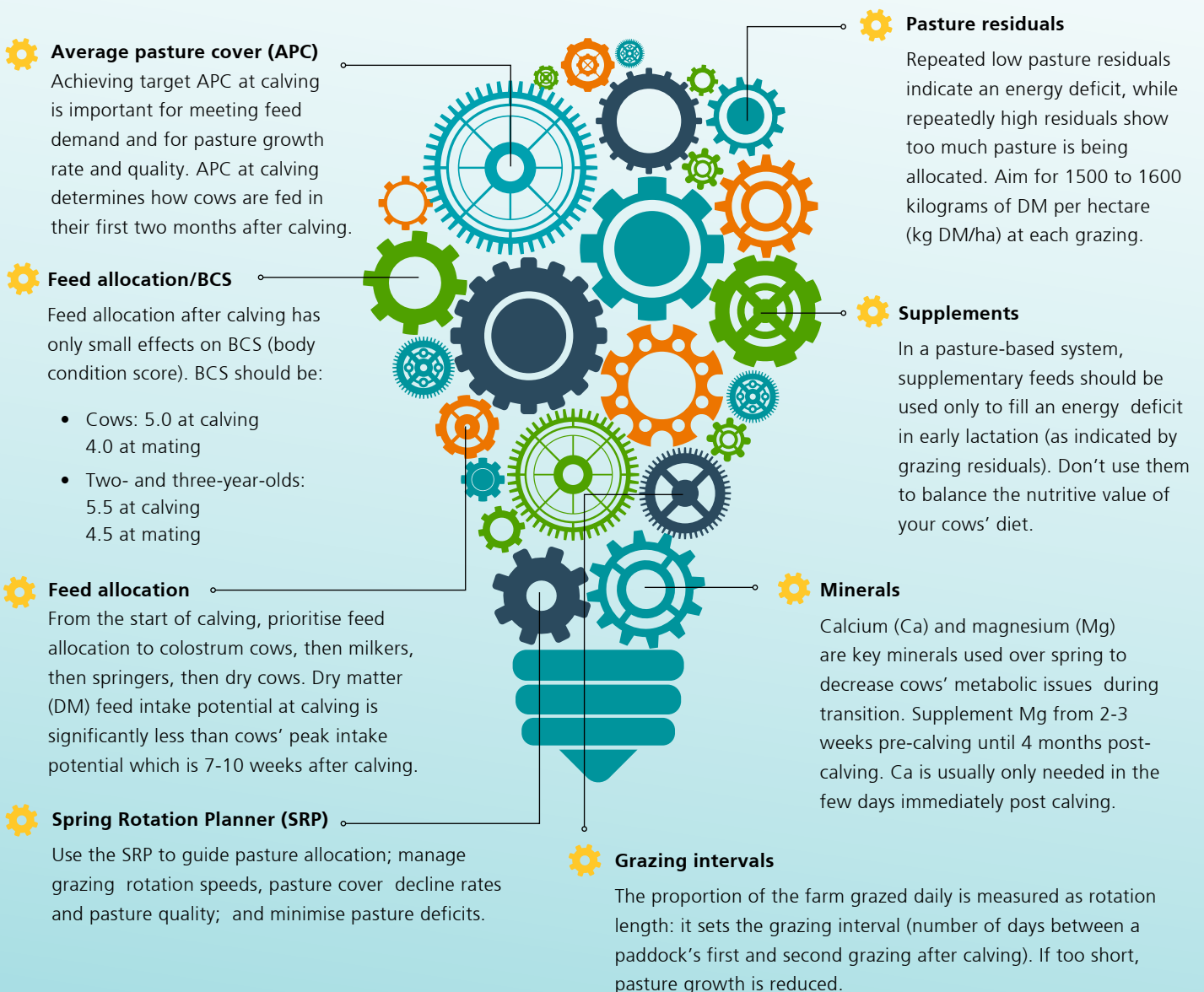
What is Tiller Talk?



DairyNZ's two-year Tiller Talk pilot project, which finished in May this year, involved 17 farmer groups around the country. In each group, one lead farmer and five to eight others worked with an agronomist (from Agricom, Barenbrug Agriseeds, Cropmark or PGG Wrightson Seeds) to increase their profit through better pasture management. Farmer-to-farmer learning is at the core of this project. You can read about the lead farmers' progress and look out for future pasture groups at dairynz.co.nz/tillertalk

SPRING FEED MANAGEMENT: KEEPING THE COGS TURNING

Had a lightbulb moment yet on spring feed management? Get the big picture on how its aspects (or 'cogs') work together.



For more info on seasonal pasture and feed management see dairynz.co.nz/pasture

Other useful links:

- dairynz.co.nz/soil-fertility
- dairynz.co.nz/SRP

- dairynz.co.nz/BCS
- dairynz.co.nz/supplements
- dairynz.co.nz/magnesium

Using the SRP to turn around a pasture crisis



DairyNZ's Spring Rotation Planner is a great long-term, early proactive tool for managing pasture cover. But did you know you can also use it to solve short-term issues? These two farmers explain how.

New farm: no grass

Moving onto their current farm in late July 2017, the Bierres found its previous fast rotation in winter had left virtually no grass on the paddocks. Here's Cameron's take on the situation and how they handled it.

1 What was the crisis you faced?

When we took over the sharemilker role here we had an average pasture cover of 1450 kilograms of dry matter per hectare (kg DM/ha) on the plate meter. One of our biggest problems was not having enough feed and actually getting through that spring period and getting the cows back in calf.

2 How did the SRP help you navigate your way out of that crisis?

The whole focus was on getting the farm up to 1800kg DM/ha average pasture cover as quickly as possible, but we still had to feed the cows in the meantime with a set budget for supplement. We started on a 120-day round, using the SRP to allocate area for the first month, holding at 60 days until we caught up to 1800 average pasture cover (which took until balance date).

We were very careful with the daily allocation, prioritising it to different herds by using global positioning systems (GPS) on our phones. We had everything written out on the board what our area allocation was per day and checked the area used every four days.



Second-in-command Chirath Wijethunga (left) and herd manager Prabjhot Singh shift stock.



Using the SRP for long-term planning and in a crisis: Cameron Bierre, with wife Margaret and kids Fergus (two) and Faye (five months).

The cows were on a heavily supplemented diet during that period. It was also important to write down what supplement we needed and could afford to throw at the situation (and to do that sooner rather than later).

3 What are the key things you've learned?

Have a set plan and stick to it. This will help remove some of the day-to-day stress. Take care of your people – they're the most important part of your farm system. Although the SRP's a long-term planning tool, I've heard a lot from other farmers who've run out of grass or don't have enough grass say, 'well we can't follow the Spring Rotation Planner now'. But that's the crucial time; that's right when you should be using it.

CAMERON AND MARGARET BIERRE

Position: 50:50 sharemilkers

Location: Arohena, South Waikato

Property size: 400ha (260ha effective)

Herd size: 1200 cows (two properties)

Planned start of calving: July 15, 2019

Expected balance date: September 25, 2019

Maria and Colin Eggleton also use the SRP for long-term pasture planning and to correct things along the way.



Missed monitoring

In 2016, Colin and Maria Eggleton had their SRP targets in place, but then things got really busy. Time-consuming pasture cover checks dropped off the 'to do' list. Then things got away on them. Colin talks below about the challenges they faced and how they got back on track.

1 What was the crisis you faced?

During calving 2016, we had above-average rainfall, lower pasture growth rates and we also seemed to be busier than normal. That led to me missing the two pasture cover walks in July. I also missed updating my feed budget and monitoring and maintaining the SRP targets. When I did a pasture cover check around the first of August and updated the SRP, I found our average pasture cover (APC) was 200kg DM/ha below target at 1770kg DM/ha, and the daily area allocation was over by 25 percent. Cover was 100kg DM/ha below the balance date target with 50 days to go until balance date.

2 How did the SRP help you navigate your way out of that crisis?

We used the SRP targets to make a plan to correct the deficit by the end of August, monitoring pasture covers weekly.

We updated our feed budget with the SRP target, which gave us an idea of how much extra feed we needed for August.

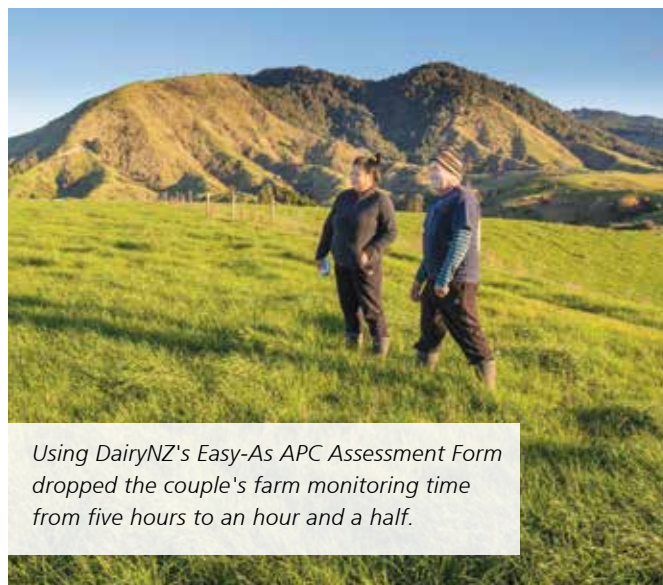
Ten tonnes of DM grass silage earmarked for September was fed out immediately, we bought extra palm kernel and we held our rotation length. Adopting 16-hour milking freed up extra time every second day to feed out, apply nitrogen and monitor progress. By the start of September, we were back on target.

3 What are the key things you've learned?

Make time for monitoring by finding a quicker, easier way to measure pasture cover. When those walks take too long, it's easy to skip them when you're busy. We used the DairyNZ *Easy-As APC Assessment Form*, which dropped our monitoring time from

five hours (using a plate meter) to one and a half (using the form).

We'd also recommend monitoring APC, and daily area grazed, against the targets on the SRP weekly. Look for any trends developing and have a plan to react to them early.



Using DairyNZ's *Easy-As APC Assessment Form* dropped the couple's farm monitoring time from five hours to an hour and a half.

COLIN AND MARIA EGGLETON

Position: Farm owners

Location: Opotiki, Bay of Plenty

Property size: 186ha (120ha effective)

Herd size: 280 cows

Planned start of calving: July 10, 2019

Expected balance date: September 20, 2019

Get more information on the Spring Rotation Planner at dairyNZ.co.nz/SRP and find the *Easy-As APC Assessment Form* free online at dairyNZ.co.nz/pasture-management

Investing your levy to lift pasture performance



DairyNZ principal scientist David Chapman gives a snapshot of the levy-powered projects underway to help boost your pasture performance.

To stay profitable and competitive, our sector needs to continue making gains in pasture productivity. That's why DairyNZ is currently either leading, or investing in, research and development projects aimed at helping New Zealand dairy farmers improve their pasture performance. We're not just focusing on dry matter (DM) yield, quality and persistence, but also on how to reduce dairying's environmental effects, especially nitrate leaching.

Reaching pasture potential

It can often be difficult to take action without having a good feel for the target you should be aiming at. In the case of pasture eaten, DairyNZ's DairyBase gives us a reasonably good picture of the range being achieved on farms. Results from this research have been used to develop a simple online app, called the *Pasture Potential Tool* (download it at dairynz.co.nz/pasture-gap). This is a good place to start to realise the untapped potential from your greatest financial asset: land.

Driving genetic gain

The Forage Value Index (FVI) allows us to put dollar values on forage plant traits, estimate the gain being achieved in those traits, and put support behind projects to accelerate gain in the most important traits. This is the 'long-game' strategy behind the FVI. Read our article on page 20 to find out how we're currently testing the FVI to see how well it performs under realistic farm management conditions.

In the meantime, the FVI can help you sift through the long list of commercial ryegrass cultivars and endophytes to find combinations that should work best in your region. See dairynz.co.nz/cultivar-selector for further details.

New plant breeding technologies

DairyNZ is contributing funds to three new options for creating and selecting better plants faster.

1. Genomic selection is already being applied in animal breeding and should help accelerate genetic gain in



DairyNZ's levy-funded projects focus on reducing dairying's environmental effects, while improving pasture dry matter yield, quality and persistence.

forages by reducing the time required to develop new cultivars by several years.

2. DairyNZ is also helping to fund the development of new hybrid perennial ryegrasses. These will allow breeders to do what maize breeders have done for more than 60 years – exploit hybrid vigour which hasn't been possible in perennial ryegrass until now. New Zealand plant breeding companies are testing perennial ryegrass hybrids in the field now, and cultivars should be available within five years.
3. Gene-edited and genetically modified (GM) ryegrass technologies are subject to strict regulation in New Zealand, to the extent that we're unlikely to see commercial products within the next 10 to 15 years. The best-known example is the 'high metabolisable energy' (HME) ryegrass developed by AgResearch. This is a GM product currently being trialled in the USA, because field testing is not permitted in New Zealand.



At Scott Farm, near Hamilton, DairyNZ's research team is currently testing the Forage Value Index to see how well it performs under realistic farm management conditions.



Forages to reduce nitrate leaching

In general, there's not enough variation within perennial ryegrass to select for cultivars that will markedly reduce nitrate leaching, or greenhouse gas emissions. The HME example on the previous page (item 3) bucks that trend because GM creates variation not found in the natural ryegrass world.

Instead, research is investigating other plant species that can help meet nutrient loss limits. The DairyNZ-led Forages for Reduced Nitrate Leaching Programme has identified four plant options that help reduced nitrate leaching. These can be implemented by farmers now, and we're looking at the best ways to fit these options into farm systems. Find out more at dairynz.co.nz/frnl

Overcoming the ryegrass persistence challenge

It's estimated that, since 2007, between 30,000 and 40,000 hectares of dairy land in the upper North Island have been moved from perennial pasture to annual pasture and crop rotations because of perennial ryegrass persistence failure. Failure of newly established pastures erodes the gains possible from better management and genetics. There's clear evidence that a big part of this problem is down to the climate getting drier and hotter in the upper North Island over the past 15 years.

In the meantime, research and development is exploring:

- ryegrass breeding: a longer-term solution where breeding tools like genomic selection could help

- soil management, particularly the maintenance of soil structure and organic matter
- grazing management to support better plant survival or replenish plant populations via re-seeding
- alternative perennial pasture options.

In a study underway at DairyNZ's Scott Farm, Newstead, we're comparing the effects of different managements on pasture persistence and production. One is a 'long spring rotation', designed to allow plants to build root and tiller populations before going into summer. Another is full grazing deferral from mid-spring to late summer, designed to return hundreds of kilograms of seed and fill pasture gaps with new ryegrass plants.

Looking to the future

Rates of genetic gain in pasture production will increase over the next five to 10 years – they must if we're to maintain a profitable grazing-based industry.

The FVI will allow us to track rates of gain and move resources into new developments with the highest payoff for farmers. The scope is now expanding to include plant traits that help meet environmental limits farmers must operate within. There are good forage options available now, and these will expand over the next decade.

For details about DairyNZ's research projects visit dairynz.co.nz/research

Pasture tips tackle ‘what ifs’



DairyNZ farm systems specialist Chris Glassey gives some advice on how to deal with common challenges faced by farmers at this time of year.

Q. What if conditions are wet for weeks?

A. If you don't have a feed pad, do as much as you can to avoid damaging the pasture. Here are some tactics you can use:

- Graze the first break of several paddocks to limit the number of times cows move through each gateway.
- Put supplements in the paddock before the cows arrive. This reduces stock movement and pasture damage when it's wet.
- Allocate bigger areas (a faster rotation) – this is okay as long as you can slow it down when it's not raining.
- Of course, if you have a stand-off pad, use that.

Q. What if winter growth exceeds expectations, leaving me with high pasture cover?

A. One of the nuances of this scenario is that high winter growth and high pasture covers at calving could result in a slower-than-average spring growth rate. This is because nitrogen has been used up growing grass in the winter, and pastures could be slower to re-grow because they're more open as the base has been shaded. That's why you should use DairyNZ's Spring Rotation Planner (dairynz.co.nz/SRP) to allocate pasture appropriately until you're sure you have the growth rates and the cover to move faster. If necessary, apply some nitrogen to fill any projected deficits.

Q. What if pasture growth is below target?

A. Don't speed up the rotation; stay on the allocated area per day as long as you can, and keep an eye on your residuals. If they're getting too low, use supplements to feed the cows and apply nitrogen fertiliser to boost growth.

Q. What if the area allocated by the Spring Rotation Planner doesn't give me enough pasture?

A. Your cows are the best judge of how well you've assessed the pasture yield. They'll indicate to you, through the grazing residual, if it's consistently wrong. If you think your residuals



Regular pasture assessment (for example, by using a plate meter as shown here) is important for pasture utilisation.

are too low and cows are underfed, before making a decision, measure the residual first (with a plate meter) to make sure. If it is low (1400 kilograms of dry matter/hectare or less), you can increase the area of pasture offered in the next break, provided average pasture cover and rotation length are high enough; or you can feed available supplement to fill the deficit and stay with the same area of pasture.

To learn more about pasture management from calving to balance date, go to dairynz.co.nz/spring



Summit: farmer-led, grass-fed

Register now for this year's Pasture Summit spring field days. Hear the latest from farmers and researchers sharing ideas and developments on achieving profitable food production from grass.

Pasture Summit is a bi-annual event between New Zealand and Ireland. It brings together farmers and local and international researchers to tap into the latest practical and scientific tools, resources and information about turning pasture into profit. Last year's NZ Summit is being followed up this year with two field days, hosted by farmers with technical input from dairy sector specialists (including DairyNZ).

DairyNZ's support for the Summit and its follow-up field days recognises the unique competitive edge New Zealand has in the food sector, thanks to our excellence and innovation in pasture-based farming. This year's follow-up field days feature twin one-day farmer-led events (one in the North Island in September, the other in the South Island in October).

Farmers attending will take a journey inside the farm gate of one of two farmer speakers from last year's Summit (Pete Morgan and Greg Roadley). It's an opportunity to find out what makes these two dairy businesses consistently profitable with activities including:

- an overview of each farm and its business financials
- an examination of where each farm sits on costs and profit relative to other farms in the region
- a farm walk to view and discuss pasture, the herd and how to adapt and thrive through the next decade.

Pasture Summit committee member Robert Ferris says this year's feature farms will show what the sector needs to focus on for the future.

"Providing nutritious food profitably through pasture has, and will, provide New Zealand communities with prosperity for generations to come. These two farms are among leaders in the field – so come and get your boots dirty and see how they tick."

The Summit's philosophy also aligns perfectly with DairyNZ's focus on farmer-led events and learning.

Pasture Summit secretary Alistair Rayne says Pasture Summit events are held for farmers, by farmers who believe dairy farming can and should be profitable and rewarding.

"These farmers also believe that our pasture-fed products are best for the consumer and environment," says Alistair.

Other activities and topics at each event will include presentations on the pathways for equity growth (e.g. a new farm purchase joint venture, a farm equity sharing partnership, and a herd-owning sharemilking start-up). These examples are designed to demonstrate what's achievable when combining strong free cashflow and capable managers.

"These two farms are among leaders in the field – so come and get your boots dirty and see how they tick."

PASTURE SUMMIT Spring Field Days

NORTH ISLAND
TE AWAMUTU

SOUTH ISLAND
ASHBURTON

19 SEPTEMBER
2019

2 OCTOBER
2019

The same range of topics will be covered at both field days, with each tailored to the host farm and encompassing relevant regional considerations.

Details and registrations at
PASTURESUMMIT.CO.NZ

All enquiries to info@pasturesummit.co.nz

Hugh Candy (left) and herd manager Chris Day aim for a low grazing residual, even when the grass is abundant.

Grass grows grass, right?

We asked Waikato dairy farmers Hugh Candy and Kerry Lucas-Candy to help tackle the myth that leaving some grass behind after grazing helps to promote pasture growth.

Hugh and his wife Kerry sharemilk 380 Jerseys on 102 hectares at Ngarua, east of Morrinsville. They're not big on pasture renovation, so their ryegrass/clover pastures are more than 50 years old. Hugh says they have experimented with new grasses and, while these grasses have been fantastic for the first two years, they become progressively poor thereafter. But they undersow in autumn with a tetraploid hybrid, which lasts for a couple of years.

"We've gone away from re-grassing in favour of utilising 100 percent of the milking platform all year round. Our pasture harvest is 14 tonnes of dry matter per hectare (t DM/ha) and we feed another 2t DM/ha of imported feed (palm kernel extract and maize silage) on the shoulders," says Hugh.

"After a very dry summer last season, bordering on drought conditions, we've had exceptional growth in April and May – more like spring growth. In March, we had 1500 kilograms of dry matter per hectare (kg DM/ha) over the whole farm, so very short. We were getting quite concerned, because in mid-March you're only six weeks away from the beginning of winter. But by mid-May we had 2200kg DM/ha pasture cover, so it's been an incredible turnaround.

"So the question is: what to do with all this grass over winter? Our aim is to carry on with a 100-day round, or close to it."

Graze it low, help it grow

Hugh and Kerry are of the view that, during winter, they need to clean the pastures out to about 1200kg DM/ha.

"If we leave any more grass behind, that grass has the potential to rot. That's what happens when you leave too much behind: it rots and is lost before the next grazing," says Hugh.

"If we leave any more grass behind, that grass has the potential to rot."

"In paddocks over 3000kg DM/ha, there's already some loss through dieback because it's growing faster than we're grazing. But the dry cows eat a lot of that dead stuff, so we're better off using them to graze to a residual that's going to leave the paddock in an actively growing state."

Use it or lose it – DairyNZ

DairyNZ farm systems specialist Chris Glassey says Hugh and Kerry's approach is spot-on.

"'Grass grows grass' does not mean leaving high grazing residuals to promote pasture growth. In fact, leaving too much grass behind after grazing can be wasteful and reduce subsequent growth rates," he says.

Check out Chris's article on this topic in *Inside Dairy* June – dairynz.co.nz/insidedairy

Myth Leftover grass gets eaten next time.



BUSTED Leftover grass dies – so use it or lose it.



Levy rate, start date confirmed

DairyNZ chairman Jim van der Poel gives an update on the Biosecurity Response Levy, which will come into effect next month.



In February, we consulted with you about the Biosecurity Response Levy which will fund the dairy share of the *Mycoplasma bovis* (*M. bovis*) response.

You told us you wanted the levy to be managed by DairyNZ, and you supported the cap (maximum rate) being set at 3.9 cents per kilogram of milksolids per year.

We've listened to your feedback – more than 1700 farmers responded – and have considered many options when setting the rate for the coming year. We can now confirm the following:

- ➔ The Biosecurity Response Levy will be effective from September 1, 2019.
- ➔ The rate will be 2.9 cents per kilogram of milksolids for the first year (until May 2020).

The rate will be set each year and be communicated with you in writing at least 30 days prior to the effective date.

The levy will be administered by your milk supply company. On your milk docket, it will show as 'Biosecurity Response Levy'.

If you have any questions please contact us at info@dairynz.co.nz or call **0800 4 DAIRYNZ (0800 4 324 7969)**. There is more information at dairynz.co.nz/mbovis

Thank you for your feedback during this process. I am pleased that you had confidence in DairyNZ managing the levy on your behalf, as this gives you a voice, and us a seat, at the decision-making table for biosecurity responses.

Biosecurity precautions during calving



- ➔ Calving is not only the busiest time of year, but also one of the highest risk periods when it comes to biosecurity and protecting your farm and animals from diseases such as *M. bovis*.
- ➔ Calves can contract *M. bovis* through direct contact with infected cattle, or by consuming milk from infected cows. If you're buying or selling calves or milk, there are some simple steps you can take to reduce the risk of spreading *M. bovis* and other diseases. Check them out at dairynz.co.nz/mbovis

We're on board with the ZCB, but don't kill the cash cow

DairyNZ chief executive Dr Tim Mackle is calling on the Government to revise its 2050 methane reduction target in the Zero Carbon Bill to one that doesn't put New Zealand's world-leading dairy sector at risk.

Dairy farmers in New Zealand are world-leading producers of low-emissions milk. We have a reputation for sustainability, and we want to keep it that way. While we're committed to playing our part in the transition to a low-emissions economy alongside the rest of New Zealand, it must be done fairly, and consider the science as well as the economic impacts.

There's more in the Zero Carbon Bill that we agree with than we disagree with, but we have serious reservations about the Government's proposed 2050 methane reduction target of 24 to 47 percent. We believe it goes well beyond what science requires and will put a huge strain on our economy. There was also a lack of robust analysis of the implications for dairy farmers. This is a fundamental issue, given the significant role of the dairy sector in New Zealand's economy.

DairyNZ estimates that, with an up to 50 percent cut in methane, dairy farmers' total profit could fall by between 33 to 42 percent across the 2030 to 2050 period. This is a substantial loss of income and is more than 10 times higher than the cost of \$2500 per farm estimated in the Government's analysis. The impact for rural communities and the wider economy could be huge.

A fairer target, backed by science

DairyNZ is calling for the 2050 target to be reduced to up to 24 percent, depending on circumstances, and regularly reviewed while the science remains unsettled. We're also seeking that farmers to get recognition for their planting as a way of off-setting emissions. Farmers are putting a lot of effort into planting on their farms, which have water quality, biodiversity, biosecurity and greenhouse gas benefits. Policies must see farmers getting recognition for this, as every bit helps.

This figure reflects a fair-share reduction in methane required to stay below the 1.5-degree Celsius threshold. It's also broadly in line with analysis carried out by the Intergovernmental Panel on Climate Change, New Zealand Agricultural Greenhouse Gas Research Centre, the Parliamentary Commissioner for the



Environment, and other climate scientists.

We believe our position is an ambitious but fair approach that's informed by science. This position is supported by Fonterra and its Shareholders' Council, Miraka, Synlait and Tatua. Every ruminant must also carry an equal share of emissions reductions – beef cattle, sheep, deer and dairy cattle must all be required to make the same reductions.

Here to support you

DairyNZ will be there to support our farmers through the transition to a low-emissions future and we have been engaging with Government on your behalf.

Last month, the Government's Interim Climate Change Committee recommended that agriculture be brought into the Emissions Trading Scheme (ETS) for a five-year period, until a farm-level pricing mechanism is constructed. We have

“We have serious reservations about the Government’s proposed 2050 methane reduction target of 24 to 47 percent.”



opposed this recommendation. We’re firm in our view that bringing agriculture into the ETS at the processor level is a blunt instrument. It amounts to little more than a broad-based tax on farmers before we have the knowledge, support and tools to drive the practice change that will reduce emissions.

Instead, we have joined with 10 other farming groups, such as Federated Farmers, Dairy Companies Association of New Zealand, Federation of Māori Authorities and Beef + Lamb New Zealand, to launch an alternative to manage agricultural emissions: *He Waka Eke Noa – our future in our hands*. This commitment is an unprecedented sector-wide proposal to work constructively and collaboratively with Government, Māori and iwi to make real and meaningful changes at the farm-level to reduce emissions.

What’s really positive about this proposal is it doesn’t just identify a problem – it provides a clear pathway for the primary sector to work with the Government, rather than just impose regulations. It is a real and tangible five-year work programme to build an enduring farm-level emissions reduction framework and help farmers and the wider rural sector to provide real options to reduce their footprint.

Stronger working together

The dairy sector already has a commitment in our *Dairy Tomorrow* strategy for all farms to have Farm Sustainability Plans in place by 2025, and we’re continuing to invest heavily in science, research and innovation to support our farmers to make the best decisions for their circumstances. Working together will achieve more change, than not.

Dairying in New Zealand has changed and innovated over the last 30 years, and it will continue to do so. We can do this if the settings and support are right. We’re on the same journey as the rest of New Zealand and DairyNZ is there to support our farmers to maintain our world-leading sustainability and competitiveness status.

You can read DairyNZ’s submission on the Zero Carbon Bill by going to dairynz.co.nz/zero-carbon-bill





FVI trial: year one results



How well does DairyNZ’s Forage Value Index (FVI) perform under realistic farm management conditions? Senior scientist Cáthal Wims looks at the early results from our validation trials.

In June 2018, DairyNZ kicked off a 40-hectare, three-year grazing experiment to compare the performance of high- and low-ranked FVI cultivars at Scott Farm, near Hamilton.

Our research team is now measuring several pasture and animal performance indicators, including pasture yield and milk production.

How did performance compare in year one?

The monthly growth rates of the high- and low-FVI pastures in year one are shown in the graph below. The difference in annual pasture yield between the high- and low-FVI pastures was about one-third of what the FVI predicted. There was no difference in the milk production of cows grazing either the high- or low-FVI pastures.

What does this mean for the FVI?

We’re not recommending changes to the FVI at this stage because we only have preliminary data from the first year of a three-year experiment.

At the start of the experiment, half the area was newly sown pasture, which may behave differently during the establishment phase. Additionally, the prolonged dry conditions in the Waikato during summer and autumn 2019 may have reduced any potential differences in pasture growth between the high- and low-FVI pastures. Pasture growth rates during February and March 2019 were far below the long-term average for Scott Farm.

Time will tell

Interestingly, we saw the predicted trends in pasture growth: the pasture growth rate of the earlier-flowering low-FVI pastures peaked earlier in the season and dropped below that of the high-FVI pastures in early-summer. However, the difference between the growth curves was less than expected. It’s possible the expected differences in pasture growth will emerge during years two and three of the experiment.

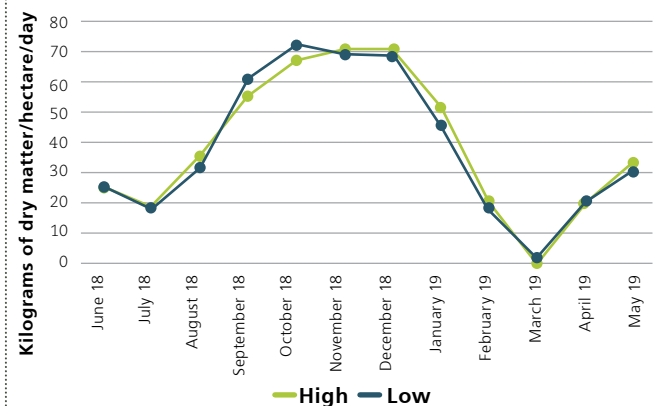
Nevertheless, a key reason for undertaking this experiment is to test whether FVI performance values (for traits such as seasonal dry matter yield), derived from small-plot evaluation trials, are similar when cultivars are managed under realistic dairy farm management conditions. We may see some ‘leakage’ of yield potential as we scale up from carefully managed plot trials to paddocks managed under typical dairy farm management conditions.

We’ll keep you posted during the next two years.



Comparing grazing conditions in March and May – showing the pastures being evaluated under ‘real world’ drought conditions.

Pasture growth rates for high- and low-ranked FVI pastures



Key points

- The first year of a three-year FVI systems experiment has been completed.
- Differences in pasture growth between the high- and low-FVI pastures were less than expected in year one of the experiment.
- It’s too soon to draw any concrete conclusions from this experiment.

Prime conditions for mating

You've calved your cows in great condition – now's the time to make sure they stay on track for mating, says DairyNZ animal developer Samantha Tennent.



Cows that lose more than a full body condition score (BCS) in early lactation take longer to get back in calf and are more likely to be empty.

Cows at BCS target of 4.0 (4.5 for two- and three-year-olds) at planned start of mating (PSM) have a four to five percent higher 6-week in-calf rate than cows at BCS 3.0. Put simply, cows below target BCS at mating have lower pregnancy rates.

What happens after calving

After calving, a cow's energy demands for lactation, maintenance and activity are greater than her energy intake. To fill this energy deficit, she mobilises body tissue (fat and muscle) and uses this to generate energy. When a cow is in this state, she's said to be in negative energy balance (NEB) and will lose body condition.

All cows enter a state of NEB for six to eight weeks after they've calved, but it's important they've stopped losing condition and are in positive energy balance before PSM. There's little that can be done in the first four to five weeks after calving to prevent BCS loss, and the biggest driver of BCS loss after calving is BCS and feed management pre-calving.

Keeping control

The key is to maintain adequate intakes of good-quality feed through early lactation. Cows grazing high-quality pasture during the period from calving to balance date and achieving residuals of 1500 to 1600 kilograms of dry matter per hectare, or 3.5 to 4.0 centimetres compressed height, should meet BCS targets.

It's important to identify cows or heifers below target BCS before PSM, and implement management strategies to help them meet targets. It's difficult to lift BCS in an early-lactating cow, but milking once daily for several weeks, while meeting energy

demands, will help to improve energy balance and can lift BCS.

Even if you keep milking twice daily, separate younger, thinner cows from the herd and feed them high-quality pasture and supplements, if necessary. This eliminates competition from more dominant cows and improves the skinnier cows' energy status and BCS.

Using supplements

If cow BCS and pasture residuals are on target, adding supplements to the diet won't improve reproduction. However, if you need supplements, use good-quality supplements that are free from spoilage.

There's no reproductive benefit of feeding high-starch supplements, such as grains, compared with high-fibre feeds (e.g. palm kernel expeller or pasture silage; see our article in last month's *Inside Dairy*). Therefore, your decisions on supplement type should be based on the cost/benefit of the predicted milksolids response.

Learn more at dairynz.co.nz/reproduction

Top tip



Use DairyNZ's Spring Rotation Planner during this period to guide pasture allocation and ensure correct rotation length. This maintains high pasture quality and helps to prevent future pasture deficits.



Ramping up The Vision is Clear



Check out our new *The Vision is Clear* Facebook and Instagram pages to see inspiring stories about dairy farmers, community groups and individuals doing amazing things to care for New Zealand's waterways.

We'll be posting stories and photos from all over the country, focusing on achievements and actions, as well as sharing tips to help.

Join the conversation today, and 'like' and share our pages to inspire more Kiwis to look after rivers, lakes and beaches.

Go to facebook.com/thevisionisclearnz and instagram.com/thevisionisclearnz

And if you have a great story to share on these pages, please let us know by sending an email to info@dairynz.co.nz

Associate directors sought for DairyNZ



Are you a farmer with an interest in leadership? Keen to get involved in dairy sector governance? Then apply now for one of two associate director roles on DairyNZ's Board of Directors.

The positions are open to current levy-paying dairy farmers, who have a proven commitment to or interest in governance and aspire to be a leader in the dairy sector. Associate directors are appointed for successive terms (six board meetings each) and are non-voting roles.

Applications close August 21, 2019. For more information, visit dairynz.co.nz/associate-directors

Saying thanks

August 6 is Farmworker Appreciation Day – it's an American thing, hence the choice of date at this time of the New Zealand dairy farming year.

While time out for a special morning tea to celebrate, or an early finish to the work day, probably won't happen on too many dairy farms here on August 6, Farmworker Appreciation Day is a handy reminder to simply say thanks to your hard workers. Look them in the eye and say 'thanks, mate'.

It's also a reminder that there's a wealth of information for dairy farm employers and employees available in the 'People' pages of our website. Check it out at dairynz.co.nz/people



Uni job becomes dream job

Fate may have led DairyNZ’s new Taranaki regional leader, Mark Laurence, into dairying but it was passion that made it a career.

Mark, who starts at DairyNZ on August 1, was introduced to dairying while studying an arts degree at Massey University in 1999. His now-wife Sarah was working for AgServices, which managed the Massey University farms – she suggested Mark should work there while studying.

“It was an accident really. I was like, ‘Yeah’ I’ll give it a crack while I am doing an arts degree’ – three years later I was still there,” says Mark.

“I never had any intention of doing anything in agriculture – it paid some bills while I was at uni and it was a convenient job after university. But then it snowballed, and it’s where I got my grounding.

“I love the dairy industry. Working for Massey introduced me to so many different aspects, from getting up at 4am and milking cows, to the research, and the broader industry interactions, so that’s why I thought, ‘This is pretty brilliant’.

“And of course, you get to deal with good people. I would quite happily spend all day talking to farmers.”

Mark has gone on to enjoy a wide and varied career, most recently as an area manager for Fonterra. Previously, he’s been a consulting officer in Northland (for DairyNZ’s predecessor, Dexcel), and managed a large dairy operation in Manawatu.

One of his more interesting roles saw him running a training and development farm in Sri Lanka for Fonterra, an experience that put New Zealand’s dairy sector into perspective for him.



Mark’s diverse career has included running Fonterra’s demonstration and training farm in Pannala, Sri Lanka. He’s seen here donating a cow from Fonterra to a local farmer.



Mark in Sri Lanka with two of his former staff members, Iroshana and Harshan.

“New Zealand is in an enviable position. What we’ve got compared to other countries is massive – we have advantages that have been developed through hard work and ingenuity,” says Mark.

“Sri Lanka was an amazing country to live and work in. I was there doing an on-farm job but Fonterra was there to sell New Zealand milk, so being at that end of the supply chain was very interesting and rewarding.”

Mark is looking forward to the move to Taranaki from Palmerston North. It’s a return home, of sorts, as his parents live in Waitara, where he’ll stay initially.

“Taranaki is dairying heartland, so I’m pretty excited. Going back to be closer to family is also attractive.

“I’m looking forward to getting out to meet farmers in the region and helping them respond to various challenges and opportunities.”

If you’d like to get in touch with Mark, send him an email – mark.laurence@dairyNZ.co.nz

August events

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13 NORTH WAIKATO Kiwitahi discussion group from 11am to 1pm (venue to be confirmed).		15	16	17	18
19	20	21	22 TARANAKI Cardiff discussion group: mid-spring catch-up dinner from 6.30pm to 9pm, Midhirst Tavern.		24	25
26	27 SOUTH WAIKATO Wharepapa South Group: mid-calving catch up at Wharepapa South Hall from 11am to 1pm, with lunch provided.		29	30	31	

FOR A FULL LIST OF WHAT'S HAPPENING THIS MONTH, VISIT

DAIRYNZ.CO.NZ/EVENTS

NORTHLAND

The owners of a 231-hectare (ha) dairy farm near Awanui in the Far North have shared their forecast budget for the 2019/20 season as part of DairyNZ's ongoing Budget Case Studies series.

Dave and Heather Gray have been on their current farm for 12 years. They explain their plan for the new season after two extremely wet autumns and very poor spring growth affected the outcomes of a system change in 2017/18.

Read more at dairynz.co.nz/budgetcasestudies

WAIKATO

Sarah Dirks is the new DairyNZ farm business specialist for the Upper North Island. Her role is to link farmers and their supporting rural professionals with DairyNZ's farm business resources.

Sarah has plenty of experience in the region, having worked for DairyNZ in the Waikato/King Country for eight years, and most recently as DairyNZ's regional leader for Taranaki. You can get in touch with Sarah at

sarah.dirks@dairynz.co.nz

BAY OF PLENTY

Looking to step up your riparian planting? Check out DairyNZ's *Getting riparian planting right in the Bay of Plenty* for the basics of how best to plant beside waterways to maintain and improve water quality.

The riparian planting guide features helpful resources specific to the region, including the top five 'go-to' plants and a planting calendar. It also includes a table which describes where plants are best suited, the conditions they tolerate and their benefits.

For more information visit dairynz.co.nz/riparian



DairyNZ consulting officers

LOWER NORTH ISLAND

Want to see how the top operators are spending their money? Farms around the country, including a Lower North Island 50:50 sharemilking business, have shared their 2019/20 season forecast budgets.

This 50 percent sharemilking business near the Tararua Ranges milks 233 cross-bred cows on 80ha, with production for 2019/20 forecast to be 92,000 kilograms of milk solids per hectare (kg MS/ha) under a medium-input system.

Find out where they plan to spend their money this season and why at dairynz.co.nz/budgetcasesstudies

TOP OF SOUTH ISLAND/WEST COAST

Looking for some extra advice and ideas this calving season? Level up your calf care with DairyNZ's new Calf Care Toolkit. Answer 12 simple questions and get instant tailored feedback and farmer suggestions that can help you and your team.

Try it out now at dairynz.co.nz/calf-care-toolkit

CANTERBURY/NORTH OTAGO

Would you like to:

- build a business with skill and resilience?
- meet a group of like-minded people?
- learn from those who have built successful businesses?
- meet inspirational, positive and supportive people?

If so, then join one of our Canterbury/North Otago progression groups.

These groups offer three levels, ranging from catering for assistant managers through to herd-owning sharemilkers, from lessees to equity partners.

Visit the Canterbury/North Otago events page at dairynz.co.nz/events and register your interest now. Groups will run in areas where there is demand. They'll begin post-calving in October.

SOUTHLAND/SOUTH OTAGO

Did you know there are currently 19 different farmer-led catchment groups across Southland/South Otago? Each group is unique in how it is run, and each focuses on five key goals:

1. Improve water quality.
2. Identify local issues and solutions.
3. Raise awareness of and increase education on environmental issues.
4. Provide a community voice and contact point.
5. Help people get ready for changes in environmental policy and regulation requirements.

Find out more at dairynz.co.nz/southland

Upper North Island – Head: Sharon Morrell 027 492 2907

Northland

Regional Leader	Tareen Ellis	027 499 9021
Far North	Amy Weston	027 288 6460
Lower Northland	Tareen Ellis	027 499 9021
Whangarei West	Ryan Baxter	021 809 569

Waikato

Regional Leader	Wilma Foster	027 246 2147
South Auckland	Mike Bramley	027 486 4344
Hauraki Plains/Coromandel	Jaimee Morgan	021 245 8055
Te Aroha/Waihi	Euan Lock	027 293 4401
Cambridge/Hamilton	Lizzy Moore	021 242 2127
Huntly/Tatuanui	Brigitte Ravera	027 288 1244
Matamata/Kereone	Frank Portegys	027 807 9685
Pirongia	Steve Canton	027 475 0918
Otorohanga/King Country	Denise Knop	027 807 9686
Arapuni	Kirsty Dickens	027 483 2205

Bay of Plenty

Regional Leader	Andrew Reid	027 292 3682
Central Plateau	Colin Grainger-Allen	021 225 8345
Tokoroa	Angela Clarke	027 276 2675
Eastern Bay of Plenty	Ross Bishop	027 563 1785
Central Bay of Plenty	Kevin McKinley	027 288 8238

Lower North Island – Head: Rob Brazendale 021 683 139

Taranaki

Regional Leader	Mark Laurence	027 704 5562
South Taranaki	Nathan Clough	021 246 5663
Central Taranaki	Rob Brazendale	021 683 139
Coastal Taranaki	Rob Brazendale	021 683 139
North Taranaki	Rob Brazendale	021 683 139

Lower North Island

Horowhenua/Coastal and Southern Manawatu	Kate Stewart	027 702 3760
Wairarapa/Tararua	Rob Brazendale	021 683 139
Hawke's Bay	Gray Beagley	021 286 4346
Northern Manawatu/Wanganui/Woodville	Jo Back	021 222 9023
Central Manawatu/Rangitikei	Richard Greaves	027 244 8016

South Island – Head: Tony Finch 027 706 6183

Top of South Island/West Coast

Nelson/Marlborough	Mark Shadwick	021 287 7057
West Coast	Angela Leslie	021 277 2894

Canterbury/North Otago

Regional Leader	Rachael Russell	027 261 3250
North Canterbury	Amy Chamberlain	027 243 0943
Central Canterbury	Natalia Benquet	021 287 7059
Mid Canterbury	Stuart Moorhouse	027 513 7200
South Canterbury	Heather Donaldson	027 593 4124
North Otago	Alana Hall	027 290 5988

Southland/South Otago

Regional Leader	Tony Finch	027 706 6183
Southwest Otago	Lucy Hall	027 524 5890
South Otago	Guy Michaels	021 302 034
Central and Northern Southland	Nicole E Hammond	021 240 8529
Eastern Southland	Nathan Nelson	021 225 6931
Western Southland	Leo Pekar	027 211 1389

CELEBRATING THE FIRST YEAR OF

THE
VISION
IS CLEAR

The Vision is Clear launched in November 2018. It shares how Kiwis – rural and urban – value the water. It inspires them to join a nationwide movement where every New Zealander is looking at actions they can take to improve our waterways.

THE MOVEMENT SO FAR*



66,150

radio ads



23,731,564

views of online ads

PUBLIC CHANGE OF
OPINION ON THE BIGGEST
CONTRIBUTOR TO
WATERWAY ISSUES
(Oct '18 vs. Feb '19)

38% ↗ 45%
everyone

33% ↘ 28%
dairy cows



338

newspaper
ads



113,443

social
engagements



48

stories published
in *The NZ Herald*

44% ↗ 47%
favourability
towards dairy

A POSITIVE CHANGE
IN THE PERCEPTION
OF DAIRYING
(Oct '18 vs. Feb '19)

*Nov '18 - May '19

Nielsen survey data – Feb '19

CHECK OUT WHAT WE'RE UP
TO NOW AND BE PART OF
THE MOVEMENT AT
thevisionisclear.co.nz

[facebook.com/thevisionisclearnz](https://www.facebook.com/thevisionisclearnz)
[instagram.com/thevisionisclearnz](https://www.instagram.com/thevisionisclearnz)

Keen to share your environmental
journey through *The Vision is Clear*?

Get in touch with DairyNZ by emailing info@dairynz.co.nz

New Zealand
Permit No. 174646

Permit

Sender: DairyNZ, Private Bag 3221, Hamilton 3240, NZ

DairyNZ