



broad SIDE

ISSUE 6

JANUARY 2011



Chair's comment

SIDE 2011 – Challenge your future!

Planning for this year's South Island Dairy Event at Lincoln University is well underway says Simon Mackle, Chair of SIDE 2011. The committee is working hard to bring you an interesting and stimulating event.

It's been a challenging season so far for many South Island farmers. The earthquake in Canterbury and very wet, cold conditions, particularly in Southland/Otago, made for a tough start. It can be easy just to take things on a day by day basis, and sometimes this can be a good strategy when times are tough. However, from time to time, it is very important to take stock and look ahead to the future.

Our theme for this year's SIDE is "**Challenge your future!**" Much of the dairy industry's success comes from being able to look to the future and be innovative and change with the times. Now is no exception, we have major challenges coming our way in the form of climate and sustainability. Whilst a surging world population creates plenty of opportunities we must ensure that we produce our milk efficiently and with as little impact on the environment as possible.

"**Challenge your future!**" can also have a personal message. Where are you now? Where to from here? How do I get there? For those starting out we have a workshop about 'Planning your career to get ahead'. Our **Business SIDE** will have some sessions on Governance which should be attractive to those a little further along their career path.

BusinessSIDE Workshops include:

STRATEGY

- Does buying the neighbours fit your plan? Is changing your farming system in line with where you want to be in 10, 20, 30 years?
- Does your business have a clear and concise strategy for tackling the future? Do you understand how powerful a plan can be?
- You will be given an overview of business strategy to help you to determine your business' purpose and start developing your own strategy and creating your own goals. A strategy will enable the business plan to be executed through resource deployment, task allocation and performance management.

GOVERNANCE

- What will having a high performing board and good governance give my business?
- What lessons can the farming sector learn from the corporate world around good governance. This workshop will cover good board room and director ethics and the attributes required of directors plus board, management and shareholder relationships.

- The secret to good governance is good leadership and you will be challenged to put some good practises in place around your own business and really focus on governance to achieve some sound business outcomes.

RISK, COMPLIANCE, MONITORING

- Your farming company - what happens when it all goes wrong? What are your obligations as a director and do others understand these?
- What are the risks to your business? Are they negative risks or are there opportunities within?
- We will endeavour to tease out some of these answers and ensure you are more aware of what "lies beneath".

Other workshops include:

- 'Being Slick' - how do some farmers seem to get more done, get finished earlier than everyone else and still manage to get great results. This interactive workshop will use the audience to develop a list of time and labour saving tips.
- Wet Weather Management - good management in a wet spring can keep your seasons production targets alive.
- Nil Inductions - how to farm profitably without induction.
- Once a day milking - OAD Pioneers, Dave and Doug Turner, will update their progress down the once a day route.
- Dairy Shelter on the Canterbury Plains

SIDE is also a great event to meet other farmers, sharemilkers and managers. There is always a friendly atmosphere at SIDE. The Tuesday night dinner is the social highlight with a great venue, the AMI Stadium, and band planned.

So please mark down on your calendar SIDE **27 – 29 June 2011**, at Lincoln University "We, the committee, look forward to seeing you there".

CALENDAR OF EVENTS

Wed 2 March	Time OUTSIDE Canterbury
Thurs 3 March	Time OUTSIDE – North Otago – West Coast – Southland
Thurs 17 March	Time OUTSIDE – South Otago
Wed 6 April	TopSIDE – Moutere Hills Community Centre Nelson
Thurs 7 April	WestSIDE – West Coast Shantytown, Greymouth
27 – 29 June	SIDE venue – Lincoln University

Check the SIDE website for further information on any of these events. www.SIDE.org.nz



The South Island Dairy Event (SIDE) was established in 1998 to provide a forum for those involved in the South Island dairy industry to evaluate and apply knowledge, skills and technology to their business.

The key drivers of SIDE are dairy farmers. The focus and delivery of all SIDE events is guided by farmer needs and on-going evaluation. The stakeholders in SIDE are: South Island dairy farmers; Lincoln University; DairyNZ Ltd; Industry (Processors, Service Industries; Agri-business).



2011 Speakers

SIDE 2011 will feature dynamic keynote speakers including:

Speakers left to right:
Ray Avery,
Melissa Clark-Reynolds,
Dr Rick Pridmore



New Zealander of the Year, **Ray Avery**. This award recognises Kiwis who make a major contribution to the nation and inspire through their achievements.

A garage in an Auckland suburb is an unlikely laboratory for a 57-year-old millionaire with a passion to change the world - but Ray Avery is anything but typical. He is a charismatic Kiwi with a no-nonsense attitude and a No. 8 wire approach to life - who has taken a horrific childhood, combined it with a passion and prodigious aptitude for science and turned it into a motivation to change the world.

Ray is involved with the Fred Hollows Foundation and in 2003 he established Medicine Mondiale, an independent development agency and charity. It creates low cost sustainable solutions that combat global poverty and health issues of the most vulnerable and neglected societies. He is a great believer in long term self sustainability in working with developing countries.

Melissa Clark-Reynolds is widely recognised as an inspirational role model and entrepreneur.

Melissa has a Masters Degree in Health & Environmental Studies from Rutgers University in New Jersey. Melissa was recently chosen, as one of only two New Zealanders, to train with Al Gore to present his updated Climate Project slideshow (as seen in the film '...An Inconvenient Truth...') and is helping to spread his global warming messages to the masses.

Melissa believes we can create things that we can barely even imagine are possible, and her success in the accident insurance industry is an example of this. She has the ability to create, motivate and build an organisation from "potential" to successful.

Melissa is passionate about entrepreneurship and represented NZ at the APEC Forum on encouraging Women Entrepreneurs. As well as being a judge for EY Entrepreneur of the Year (2000 and 2004) she is also featured in Her Business magazine's Hall of Fame and was named as one of the 150 most powerful women in NZ Business (Unlimited Magazine 2002).

Prominent scientist and ex-NIWA Chief Executive, **Dr Rick Pridmore**, is now DairyNZ's Strategy and Investment Leader (Sustainability).

This role will have massive significance to the future of dairy farming in New Zealand and it's a huge coup to secure Rick's leadership skills and environmental expertise for dairy farmers.

For more than 30 years Dr Pridmore has worked in the New Zealand environmental science sector, developing an excellent reputation for his ability to be effective at both an operational and policy level. His 14 years at NIWA including four and half years as CEO, placed him among the leaders in environmental matters, and recognised as a man of great knowledge and influence.

In 2007, Dr Pridmore established his own business providing services in performance management, change management, communications, and strategic planning. He also has considerable experience as a Company Director and will maintain these links whilst working for DairyNZ.

South Island Dairying Development Centre – SIDDC

SIDE was a founding member and is the farmer partner of SIDDC - the South Island Dairying Development Centre. SIDDC is a partnership between Lincoln University, DairyNZ, Ravensdown, Plant & Food Research, LIC, AgResearch and the SIDE network of farmers to enhance the competitive advantage of dairying in the South Island.

SIDE and SIDDC work together with complementary objectives and activities. SIDE Committee members and representatives provide farmer input into SIDDC's Board of Directors, research and communication / operation groups.

Two of SIDDC's key extension platforms are the Lincoln University Dairy Farm [LUDF] and the Southland Demonstration Farm [SDF]. LUDF is run by SIDDC on behalf of Lincoln University, to develop

and demonstrate world best practice in dairy farming systems. SDF operates as a 'sister farm' to LUDF and is run locally by the Southland Demonstration Farm Trust with input from SIDDC and other industry partners.

Weekly farm walk notes and production data for both LUDF and SDF are available on the SIDDC website www.siddc.org.nz. This data provides opportunities to benchmark your performance against real farm data and relates the weekly decision making process undertaken on each farm.

The SIDDC website also hosts the monitor farm information for the West Coast and Southland monitor farms - giving local data from dairy farms under a variety of management and local weather conditions.



Dates for the 2011 Focus Days at LUDF and SDF are as follows:

- Lincoln University Dairy Farm
Thursday, 24th February, 5th May, 7th July, 13th October.
- Southland Demonstration Farm
Thursday, 10th February, 12th May, 20th October.

Ron Pellow, Executive Director
South Island Dairying Development Centre

Please note these dates in your diary and come along to learn from these farms. SIDDC will host field days at both farms in February. Topics are being finalised and will include a seasonal update and lessons learned this spring. A number of key on-farm opportunities continue to be addressed as each farm adjusts to climatic effects - and consequences of changing economic times.

Time outSIDE – Wed 2, Thur 3 & Thurs 17 March 2011



Time outSIDE is organised by SIDE's dairy farmer network and is targeted at young dairy farmers and people new to dairying. It will be held in five regional locations as below:

Canterbury – 2 March 2011

Dunsandel Rugby Club Rooms
Tramway Road, Dunsandel
CONTACT: Adele Wells 0275 517 194
EMAIL: gawells@xtra.co.nz

North Otago – 3 March 2011

Papakaio Hall, S.H. 83, Papakaio
CONTACT: Mark Phillips 0272 853 332
EMAIL: mw.dh.phill@xtra.co.nz

South Otago – 17 March 2011

325 Wharetoa Rd, Clydevale,
Supply No. 38286
OWNERS: Mark & Andrea Shore
CONTACT: Mark Watt 0274 183 172
EMAIL: mark.watt@xtra.co.nz

West Coast – 3 March 2011

2735 State Highway 7
Ngahere, Grey Valley
Supply No 454
CONTACT: Hayden & Claire Kendrick
03 732 4533
EMAIL: kendrick.h@xtra.co.nz

Southland – 3 March 2011

Southland Demonstration Farm
105 Wallacetown-Riverton Highway
CONTACT: David Holdaway 0274 466 242
EMAIL: holditkev@woosh.co.nz

At the end of the day a real auction will be held and attendees will be given the opportunity to bid for a wide range of fantastic sponsored prizes using "Time outSIDE dollars". Farm owners, managers and sharemilkers are encouraged to take their staff along to their local Time outSIDE event. Lunch and workshop notes are provided, all this for only \$20 per person (inc GST).

Complete and return the attached registration form.

Five practical and interactive workshops will be offered during the day:

- Effluent management
- Keeping the herd healthy and spotting problems early
- Make your money work for you
- Fault finding in electric fencing
- Fuel for farmers



TopSIDE and WestSIDE

- Bringing a taste of SIDE to Nelson and the West Coast



TopSIDE

Wednesday 6 April 2011
12:30 – 5:30pm

Drinks and finger food

VENUE: Moutere Hills Community Centre
Moutere, Nelson

WestSIDE

Thursday 7 April 2011
12:30 – 5:30pm

Drinks and finger food

VENUE: Shantytown,
Greymouth

The cost is \$45.00 per person and includes complimentary drinks and finger food, sponsored by SIDE.



Helping to transform dairying



Lincoln University's commitment to dairying is deep. Activities such as the establishment of a state-of-the-art commercial demonstration dairy farm; support for the founding of a South Island Dairying Development Centre; backing for the South Island Dairy Event (SIDE); investment with DairyNZ in a Professorship in Dairy Production; and the recent creation of a Dairy Research Farm, are all indicators of the University's encouragement for the industry which now vies with tourism as New Zealand's top export dollar earner.

As New Zealand's specialist land-based university committed to transforming land, people and economies, Lincoln University is always delighted to see the positive changes brought about through its teaching and research.

In dairying the transformational impact is achieved in a variety of ways. For example, the South Island Dairying Development Centre (SIDDC), of which Lincoln University and SIDE are two of seven partner organisations, runs an annual schedule of Farm Focus Days in Canterbury on the Lincoln University Commercial Demonstration Dairy Farm. Each has different themes and topics, attendances are typically in the 250-300 range, and the days provide accurate and challenging information to help decision-making by South Island dairy farmers.

While this sort of information transfer is centred on the commercial demonstration dairy farm, only a couple of kilometres away is another Lincoln University farm also having a transformational impact on New Zealand's agricultural economy. It is Lincoln University's Dairy Research Farm, a 55-hectare unit which began milking in August 2009

and was set up specifically to provide a dedicated research facility and to help foster links with external organisations such as DairyNZ. Among projects lined up to be tested on the farm is a multi-million dollar study involving Professor of Dairy Production Grant Edwards, Professor of Soil Science Keith Cameron, Professor of Agronomy Bruce McKenzie, and animal scientists Dr Jim Gibbs and Dr Sabrina Greenwood. Their work, some of which has started on the research farm already, has the potential to literally change the way New Zealand's dairy export industry operates and to ensure its environmental, economic and social sustainability.

The team has set themselves the challenging goals of reducing nitrate leaching per hectare by 50 percent and increasing milk solids production by 30 percent by 2020.

Among the methods they are working on to reduce the impact of dairying on the environment are advances in animal selection and pasture, as well as nutritional information technology, which will lead to farm systems featuring fewer but more nitrogen-efficient cows. These cows will be able to produce higher milk yields from grazing on more diverse and higher quality pastures. The reduced stock numbers will decrease the impact on the environment.

"Increasing milk production to meet demand and improving the profitability of dairy farms are vital to New Zealand's economy," says Professor Edwards.

That's a message with which SIDE would certainly agree.

The People Behind SIDE

The SIDE committee is elected for a three-year term and is comprised of dairy farmers from five South Island regions, covering the interests of the whole of the South Island. Please contact your local representative to discuss any issues relating to SIDE.

SIDE Committee Chair

Greg Kirkwood

Sponsorship Coordinator

Angela Ward

Research Coordinator

Claire McKay

NELSON/MARLBOROUGH

Simon Mackle, Corrigan Sowman

CANTERBURY

Kieran Stone, Adele Wells

WEST COAST

Alan Berry, Hayden Kendrick

OTAGO

Mark Phillips, Mark Watt

SOUTHLAND

Chris Giles, David Holdaway

LINCOLN UNIVERSITY

Grant Edwards, Jim Moir

DAIRYNZ

Simon Sankey, Diane Young

INDUSTRY

Tony Wright (Fonterra Co-op Group Ltd)

SIDDC EXECUTIVE DIRECTOR

Ron Pellow

SIDE Representatives on SIDDC Research Committee

Claire McKay

SIDE Representatives on SIDDC Board

Murray King

SIDDC Communications Group

Adele Wells

Lincoln University Dairy Farm Business Advisory Group

Greg Roadley

CANTERBURY EVENT COMMITTEE 2010/11

Natalie Davidson, Grant Edwards, Simon Mackle (Chair), Brangka Munan, Richard Neill, Mark Phillips, Simon Sankey, Sharon Schmack, Corrigan Sowman, Adele Wells, Robyn Williams

SIDE Secretariat

Jan Latham, Judith Pascoe

SIDE focuses on four main areas:



The Event

- South Island focused
- Interactive workshops
- Organised by dairy farmers
- Impartial and independent
- Interactive
- Educational



Research & Development

- Funding activities or initiatives which benefit South Island dairying
- Working with the South Island Dairying Development Centre (SIDDC)
- Representing South Island dairy farmers' research needs



Local Learning

- Regional interactive events with content guided by farmers' needs
- Learning in the field with highly regarded presenters



Industry Role

- Ensuring the needs of South Island dairy farmers are heard at a national level

Contact details

Tel: 03 325 3849 / 03 325 3661
Fax: 03 325 3685
Email: SIDE@lincoln.ac.nz
Web: www.side.org.nz

Registration Form for
Time outSIDE; TopSIDE; or WestSIDE

1522 CONF 3085

Please complete a separate form for each person (photocopy this form if necessary)

First name:

Family name:

Name for nametag:

Postal address:

.....

.....

Phone:

Fax:

Email:

Please list any special needs (dietary or disability)

.....

.....

Please complete for Tertiary Education Commission statistical purposes:

Male Female

Nationality:

Iwi:

Date of birth:

Country of Citizenship:

Please tick which Event you wish to attend and send your registration form and payment to:

**SIDE Events, Conference & Event Services,
 Lincoln University, PO Box 84,
 Lincoln University 7647, Christchurch**

Time outSIDE – Wed 2, Thur 3 & Thur 17 March 2011 9:45am to 2:00pm Cost : \$20.00

2 MARCH 2011

Canterbury: Dunsandel Rugby Club Rooms, Tramway Road, Dunsandel
 CONTACT: Adele Wells 0275 517 194
 EMAIL: gawells@xtra.co.nz

3 MARCH 2011

North Otago: Papakaio Hall, S.H. 83, Papakaio
 CONTACT: Mark Phillips 03 431 3576
 EMAIL: mw.dh.phill@xtra.co.nz

West Coast: 2735 State Highway 7, Ngahere, Grey Valley, Supply No 454
 CONTACT: Hayden & Claire Kendrick 03 732 4533
 EMAIL: kendrick.h@xtra.co.nz

Southland: Southland Demonstration Farm 105 Wallacetown-Riverton Highway
 CONTACT: David Holdaway 0274 466 242,
 EMAIL holditkev@woosh.co.nz

17 MARCH 2011

South Otago: 325 Wharetoa Rd, Clydevale, Supply No. 38286
 OWNERS: Mark & Andrea Shore
 CONTACT: Mark Watt 0274 183 172
 EMAIL: mark.watt@xtra.co.nz

TopSIDE

Wednesday 6 April 2011

12:30 – 5:30pm, followed by drinks and finger food

Venue: Moutere Hills Community Centre, Nelson

Cost: \$45.00

WestSIDE

Thursday 7 April 2011

12:30 – 5:30pm, followed by drinks and finger food

Venue: Shantytown, Greymouth

Cost: \$45.00

Payment Options (please tick)

Cheque Visa Mastercard Direct Credit

Cheques to be made payable to "Lincoln Hospitality Ltd"

Bank Account for Direct Credit 12 3153 0020276 00

Please use as your reference: *your name* – CONF 3085

Credit card no:

Expiry date:

Cardholder's name:



Farmers wanted to offer farm visits for Lincoln University Farm Management students for Personal Farm Study, involves analysis of physical and financial data. This is a great way to encourage our future farmers. If you are interested and live in the Canterbury region, please contact the SIDE Secretariat.



Lincoln University
 Te Whare Wānaka o Aoraki
 CHRISTCHURCH • NEW ZEALAND