



# broad SIDE

ISSUE 2

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## SIDE Event 2008

**Global SIDE 2008 at Southland Stadium Invercargill.**



For the tenth year of SIDE the committee has put together an event that will stimulate, challenge, and maybe even provoke you with what you do in your dairy farming career.

The event will cater for people new to the industry with opportunities to increase knowledge and learn new skills.

For those who want to be challenged beyond the entry level there is the opportunity to learn more about staff motivation and retention, and the latest technologies.

Also there are the good practical workshops with farmers' relating their experiences that we might be able to build into our operations.

Are you converting to dairying? then there is a practical workshop looking at the do's and don't's and helpful hints to make the journey straight forward.

For those who want to stretch their business skills they can explore other challenges that are in Business SIDE.

So come to Global SIDE and be inspired, motivated and refreshed for the ensuing season.

I look forward to seeing you there.

**Robin Greer**

Chair, SIDE 2008 Organising Committee

## Calendar of Events



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

[www.SIDE.org.nz](http://www.SIDE.org.nz)

## SIDE 2008 Programme

The SIDE 2008 programme will feature several inspirational and dynamic keynote speakers, including -

- Michael Murphy, with an interesting Global perspective, who was one of the earlier commentators to predict the increased payout.
- David Henderson who took on IRD and won, and whose story is now the topic of the feature film "We're here to help".
- Professor Caroline Saunders of Lincoln University - What are the facts about food miles?

**Wintering** - one of the major challenges of dairying in Southland is wintering and its costs (financial and environmental). Come and hear the debate of which system stacks up best.

### People -

- Will we always need staff? Robotic milking - can it work on South Island farms?
- More staff more profit. Richard Kyte will look at advantages of employing more staff.
- New immigrants; The problems they face on the farm and community and as an employer how you can help them adjust to your work environment and community

Plus much more including the important topics of pasture management, reproduction, supplements and much more.

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 (formerly Dexcel and Dairy Insight); Industry (Processors, Service industries; Agri-business)

### TIME OUTSIDE

March	TAKAKA West Coast Mid Canterbury Southland South Otago North Otago
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Roadshow	
May	West Coast

SIDE	
23 - 25 June	Stadium Southland



## The Word on SIDE



### Lloyd McCallum

*Lloyd is a Southland dairy farmer milking 1000 cows on the home property and 650 cows in an equitypartnership.*

*A former SIDE chairman and Farmer of the Year, he is currently Chairman of the LIC Shareholder Council and Fonterra Shareholder Council.*

"I've been to most South Island Dairy Events, starting with the second as chairman when it was first hosted by Southland".

"It's a great event for looking at the latest dairying research and now we have demonstration farms at both Lincoln and down here in Southland it will be even better because the demonstration of research used on farms will be put in front of farmers".

"I come away with heaps of information and ideas because it's farmers presenting with scientists and other experts and they present in an easily understood way".

"Part of the beauty of SIDE is that it has changed and developed with the years, presenting the issues of the day. It's a very good model that is evolving all the time. SIDE also works for all sectors in the

industry. We encourage our staff to attend and have paid their entry fee when the event is in Southland".

"The quality speakers also give an insight into things happening outside dairying but which still have an impact on the industry. Half the topics relate to me as an owner and the other half to staff so it gets everyone thinking".

"SIDE is great value for money both for me as an owner and for my staff but I think its dairying as a whole which has benefited".



### Phil Colombus

*Phil has been farming for five years in Canterbury, and currently manages a 500-cow farm at Dunsandel with two staff. He presented*

*a workshop at SIDE 2007 on how to save your first \$50,000.*

"I've only been to one SIDE and that was to do a presentation on getting some cash behind you but this year I also helped organise the inaugural Time OutSIDE in Ashburton. I was so impressed with what

I saw and heard at SIDE in Canterbury this year I've already booked for 2008 in Southland and hope to stay with a young farmer I met at SIDE".

"It's the new ideas about cows and grass and staff that interested me most and everyone there was so keen and onto it".

"It is so educational that some farmers pay for their whole staff to go and I think that's important because it's not just for owners, it's for the young staff and people new to the industry too, everyone's catered for. It was interesting at my seminar because there were all sorts of people there - older farmers, sharemilker and

managers. I went to all the seminars I could and the best value ones were those which related back to things I was doing on the farm such as the feed wedge and pasture monitoring. It's got all the cows and grass stuff".

"And value for money? It's only a couple of hundred dollars and it's a great place to talk to like minded people. I was inspired by the whole thing. I love dairying and everyone wanted to be there. The speakers were great, interesting and the interactive format works really well."



### John Roche

*John is an internationally renown dairy scientist and has dairy farming interests in the South Island, Ireland and the US.*

*He has presented workshops on aspects of dairy cow nutrition and participated in various debates at many SIDE events and has recently returned to New Zealand as Principal Scientist at DairyNZ (formerly Dexcel and Dairy Insight). In 2007 he was the SIDE Master of Ceremonies.*

"It's always a pleasure to be involved with SIDE - I find South Island dairy farmers very motivated and I am inspired by their enthusiasm and appetite for learning".

"The interactive format of the workshops is a great opportunity for scientists to get direct feedback from farmers and a chance to debate the hot topics. It's a two-way thing - we get a huge amount of value out of that interaction. I'm notorious for calling a spade a spade, but I think dairy farmers appreciate that and really welcome getting an update on the science stance on farming issues". "It's

my aim to provide farmers with facts and practical knowledge they can take home and apply - and if what I'm able to impart helps give confidence in decision making and improves their farm management, then I'm doing my job".

"I see SIDE as a vital part of the growth and development of South Island dairying. New Zealand has the greatest dairy industry in the world, and events such as SIDE are a key part of ensuring we have the skills, knowledge and innovation to keep us there".

## Time outSIDE



Time outSIDE is put together by the SIDE South Island Dairy farmer network and is targeted at young dairy farmers and people new to dairying. The six locations hosting Time outside are Takaka, West Coast, Mid Canterbury, North Otago, South Otago and Southland.

Time outSIDE offers practical, interactive and motivational seminars tailored especially for young farmers and industry newcomers. Attendees will be involved in five workshops during the day including budgeting and financial skills, reproduction,

pasture management, milk quality and vehicle maintenance. Participants are encouraged to ask questions and participate in workshop activities.

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. The day will provide lots of opportunities to pick up new skills and handy hints. Lunch and

workshop notes are also provided.

Time outSIDE registration forms will be available in January 2008. Dates and venues will be posted on the SIDE website when confirmed. Events run from 9:45am to 2:00pm.

## SIDE – A Key Partner in SIDDC



The South Island Dairying Development Centre (SIDDC) is an industry-funded partnership of six leading organisations in the dairy sector. Established in 2001 and centred initially around the newly converted Lincoln University Dairy Farm for the purpose of advancing South Island dairying, the SIDE farmer network is one of the six partners. The other partner organisations are Lincoln University, Crop & Food Research Ltd, DairyNZ (formerly Dexcel and Dairy InSight), Ravensdown and LIC. The Board is chaired by the Lincoln University Vice Chancellor Roger Field, and consists of the CEO's of each partner company. SIDE has appointed Leo Donkers to be its representative on the Board.

SIDDC partners work to promote sustainable development of South Island dairying through collaborative research, education and training for farmers. Research programmes occur at the Lincoln University Dairy Farm (LUDF) and around the South Island. Extension is centred around the LUDF and more recently the Southland Demonstration farm, and also occurs throughout the South Island via the partner organisations.

The 161-hectare, 680 cow, Lincoln University Dairy Farm is owned by Lincoln University and operated by SIDDC. A key aim is to foster best practice, through evidence-based guidelines and the development of

performance benchmarks, using the Lincoln University Dairy Farm as a commercial demonstration farm. SIDDC partners are involved with the development of the Southland Demonstration dairy farm. A 295 hectare property was leased by Southland Demonstration Farm Limited, controlled by the Southland Demonstration Dairy Farm Trust, on 1st June 2007, to operate as a commercial demonstration farm which provides a focal point for the dissemination of information to Southern South Island dairy farmers. The milking platform is 254ha, and the property runs 750 cows.

Around 35-40 hectares of brassicas are grown on the property for winter feed. It provides a connection which enables the needs of South Island dairy farmers to be identified and for data and information to flow through to the industry.

SIDE's involvement in the partnership forms a vital link within SIDDC to ensure the farm, the extension and the research is meeting the needs of progressive South Island dairy farmers. This is done through active representation on the Board as well as on the various groups that help SIDDC,

the LUDF and the Southland farm function. These are the LUDF Business Advisory Group, the Research Committee and the Communications Group, and the Southland Demonstration farm Business Advisory Group. A number of SIDDC research projects have received seed funding from SIDE.

Through its engagement with SIDDC, SIDE is aligning its activities to meet the three SIDE objectives:

1. Provide an ongoing forum to enable South Island dairy industry participants to evaluate and apply knowledge, skills and technology to their business
2. Influence extension and research direction for the benefit of South Island dairy farmers
3. Provide the knowledge base, capabilities and encouragement to empower participants to effect and manage change.

Further information on SIDDC, and the Lincoln University and Southland Demonstration dairy farms, is available on the SIDDC website: [www.siddc.org.nz](http://www.siddc.org.nz)



## SIDE focuses on four main areas:



### The Event

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



### Local Learning

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



### Research & Development

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



### Industry Role

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



### 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

Teresa Booker

#### Sponsorship Coordinator

Richard Kyte

#### NELSON/MARLBOROUGH

Simon Mackle

Ross Riley

#### CANTERBURY

Greg Roadley

Angela Ward

(SIDE Research Coordinator)

#### WEST COAST

Alan Berry

Hayden Kendrick

#### OTAGO

Greg Kirkwood

Mark Shore

#### SOUTHLAND

Robin Greer

Gene Marsh

#### LINCOLN UNIVERSITY

Tony Bywater

Richard Dewhurst

#### DairyNZ (formerly Dexcel and Dairy InSight)

Simon Sankey

Diane Young

#### INDUSTRY

Phil Griffiths (Fonterra)

#### SIDDC EXECUTIVE DIRECTOR

Richard Christie

#### SIDE Representative on

#### SIDDC Board

Leo Donkers

#### SIDE Representatives on

#### SIDDC Research Committee

Abe de Wolde

Claire McKay

Angela Ward

#### SOUTHLAND EVENT

#### COMMITTEE 2007/08

Robin Greer (Chair)

Chris Crossley

Bruce Greig

Craig Hodsell

Eleanor Kyte

Gene March

Barbara McKenzie

Robert McKenzie

Paddy-Ann Pemberton

Rod Pemberton

Andrea Shore

Mark Shore

#### SIDE Secretariat

Jan Latham

Sara Russell

#### Contact details

Tel: 03 325 3849

Fax: 03 325 3685

Email: [SIDE@lincoln.ac.nz](mailto:SIDE@lincoln.ac.nz)

Web: [www.side.org.nz](http://www.side.org.nz)