



broad SIDE

ISSUE 1

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SIDE Chairman Wants to "Give Something Back"



If you want a job done ask a busy man, so the saying goes. Perhaps that's why Southland farmer Robin Greer is the 2008 South Island Dairy Event (SIDE) organising committee chairman.

Because as well as running a 300ha organic farm milking 600 cows near Mataura he owns a hydroponic enterprise growing 150,000 lettuces a year and by August will have a small dairy factory on the family farm turning its milk into cheese and yoghurt. Add to this raising four children and giving a day each week to the church and you have a very busy man.

But in spite of this he took on the chairmanship of the organising committee as the successful dairy farmers' conference - Global SIDE - which will be based at Stadium Southland in Invercargill from June 23 - 25, heads into its 10th anniversary

"I felt it was my time to put something back into the dairy industry which has always supported me and helped me get ahead," said the former South Auckland butcher.

Greer describes the industry as "helpful and open" where anyone can join up and get ahead. So when asked to chair the event he says he was happy to do it in spite of entering the busiest year of his life.

"We've got a good committee which is making things happen and I think we have put together a well balanced programme,

"The strength of SIDE is that no one can be on the committee for more than three years so you

have new people with new ideas all the time. It keeps SIDE alive."

"We are in an industry that is seen to be at the peak of financial returns. But how do we best capitalise on these returns and achieve our goals? How long will these returns last, what other influences might affect our returns in the future?"

"Global SIDE will address these questions with keynote speakers with international experience, such as Michael Murphy, who will give us a perspective of what is happening in the dairy industry worldwide.

"We will have our traditional workshops on all the important topics of staff, cows and pasture, with some of the latest research, along with the inspirational speakers to get us fired up for the coming season."

The Southland Demonstration Farm has started its first season and attendees will have the opportunity to take a field trip to the property. "It will keep South Island farmers focused and help get information out to them," Greer says. "It will be a great opportunity for farmers to see how various systems are being put into practice and what can be achieved."

The ever popular Business SIDE, started in 2005, will run for those who are looking to take their business to another level.

Greer also points to the Great Wintering Debate between FarmRight founder and farm owner Tony Cleland and Winton farmer Abe de Wolde with DairyNZ scientist John Roche as chairman.

"Wintering cows in Southland is extremely expensive in economical, environmental and social terms and it's hard work. Cleland will take the traditional wintering argument while de Wolde will champion wintering under cover."

Robyn Greer

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)

Calendar of Events



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

www.SIDE.org.nz

TIME OUTSIDE

March	TAKAKA Calendar of events West Coast Mid Canterbury TopSIDE 22 May SIDE 23-25 June Stadium Southland South Otago
Roadshow May	with photo of Robin Greer West Coast
SIDE 23 - 25 June	Stadium Southland



SIDE – Stadium Southland

WORKSHOPS

At SIDE you can attend 11 of 28 workshops spread over five sessions with workshops being 30-minute presentations followed by 20-minute open discussions where participants have the opportunity to question the presenters.

BUSINESS SIDE

Business SIDE is pitched at owners, sharemilkers and equity partners ready to look at investing off farm and develop a business portfolio outside the farm gate. Admission to the business seminar is \$100 in addition to the general registration fee.

REGISTRATION

Earlybird registration is \$250 if received by 30 May 2008. After this full registration is \$275. For multiple registrations from the same farm or organisation the first registration is at the full rate with second and subsequent registrations at \$225 per person if received before 30 May 2008 or \$250 per person after that date.

Full registration includes entrance to all SIDE sessions (except Business SIDE), morning/afternoon teas, lunches on Monday, Tuesday and Wednesday, the Monday social and a copy of the event proceedings.

SIDE DINNER

The theme of the annual dinner is Decadence. It will be at the Ascot Park Hotel on Tuesday night starting at 6:30pm. Tickets are \$75 each.



KEYNOTE SPEAKERS

Dave Henderson is a prominent South Island property developer better known as the man who fought a four-year battle against the IRD and won. He then bought the IRD building and named it Henderson House. He collaborated with Rodney Hide to write "Be Very Afraid: One Man's Stand Against the IRD". Since then the movie "We're Here To Help" has been released, based on these events.

Tony Cleland's background is mainly in the dairy industry where he has grown a substantial business by recognising and taking opportunities. He has built up three equity partnerships, the last being FarmRight in 2000, a farm investment management and consultancy business specialising in dairying. From three farms under management the business has grown to 50 with 140 investors, 260 staff and \$500 million of assets.

Abe de Wolde arrived in New Zealand from Holland in 1991 and started farming in Southland. He has expanded the milking operation to the present production of about 1 million kg/MS from three farms at Winton.

Pita Alexander owns one of the largest specialised farm accountancy firms in New Zealand. He has received both the Bledisloe Medal and Commonwealth Medal for Services to Agriculture. He believes advisers should have their own financial and business affairs in good order before they advise others. He wants his clients to be soundly and sustainably profitable and helps them achieve their potential.

Getrude Matshe is an African storyteller, poet, artist, self published author, entrepreneur and the founding director of three companies in New Zealand. Her speaking engagements draw large crowds. She will chronicle her journey from Zimbabwe to New Zealand.

Michael Murphy (and Business SIDE) is from Ireland, he is involved with dairy farming in Ireland, USA and New Zealand, as well as arable farming in Argentina. He is a director of several companies, mostly outside agriculture, and is an investor in shares, property and venture capital in many countries.

Ross Wensley (and Business SIDE) is governing director of the Wensley Development Group, is an expert in the Queenstown property market. His company has developed seven waterfront apartment complexes in Queenstown since 1995.

Hayley Monahan (Business SIDE) is senior analyst with Rabobank Food and Agribusiness Research responsible for the dairy and animal protein sectors for New Zealand. She has more than 10 years experience across the finance and agricultural sectors and broad experience in the dairy, animal protein, beverages and food manufacturing sectors.

Ray Parker and Michael O'Connor (Business SIDE). Parker has a long association with the dairy industry and runs an investment company with business partner O'Connor in Dunedin. They will discuss a wide variety of investment types.

Shane Carroll (Business SIDE) is the managing partner of Westview Farming Partnership in Manawatu. With his wife he has been involved with the partnership since 1987. It is a 1200ha sheep, beef cattle, deer, dairy and forestry operation. It won the Ballance Farm Environment supreme award in 2006.



Its Nutrient - Not Effluent so use it Wisely



Born and bred on the Riverton farm broken in by his great grandfather nearly 100 years ago, Vaughan Templeton has seen land use change from flax to sheep and beef and finally to dairying in 2002.

The lower order sharemilker milks 800 crossbreds on 411ha and at SIDE he will present a workshop entitled "low application effluent management" with Environment Southland's Russell Winter.

The workshop will explain the requirements for dairy shed effluent disposal in Southland and the benefits of applying effluent by the most effective method. This will give best practice management to obtain good financial returns, animal health and environmental outcomes.

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500 farmers, staff and rural professionals.

It will have speakers with international experience to give a perspective on what is happening in the dairy industry worldwide. There will also be a choice of 28 workshops, the Business SIDE for farmers who want to invest off-farm and a field trip to the new Southland Demonstration Farm.

Templeton says farmers will only fully realise the value of dairy shed effluent when they call it by its proper name - nutrient.

"Farmers have to learn to spread it properly and at the right time if they are to get every bit of value from this important nutrient that is created right on their own property.

"The only up side in the recent price increase for fertiliser is that there is even more incentive to make best use of the nutrients we get for free."

During the workshop Templeton will explain the difference between application rate and

depth because travelling irrigators don't provide even cover. "An irrigator may spread 10mm per run but it's the rate per hour that's important because some soils can't handle it."

He is a fan of relatively cheap, easy to use, pod low application rate systems"

"I want farmers to know how much nutrient there is in effluent because if they relate that to dollars saved they will be getting extra value. But they must store the nutrient until the soil is ready to handle it or a lot will be wasted.

"You have to know your soils to get the best out of your nutrient and there are huge environmental benefits also. Nutrient is money and you can save on commercial fertiliser and grow more grass."

Templeton won a Nuffield Scholarship in 2006 and studied nutrient loss in Europe and North America.

Southland and Demo Farm Looks for 40% Lift

A pasture renewal programme at the new Southland Demonstration Farm could provide a 40% improvement in productivity through increased ME.

The established dairy farm, which has been leased by a trust since the beginning of the current season on a 3x3 year lease, will be the centre for Southland-based science and dairy applications.

Set up under the Lincoln University Dairy Farm model the 295ha property milks 750 cows, budgeted to produce 1200kg MS/ha and is already attracting considerable local interest as shown by a February field day which hosted 200 farmers and rural professionals.

A South Island Dairy Event field day will be held at the farm on Wednesday June 25 where farm business consultant and trustee Alex Hunter will discuss the pasture redevelopment programme with Wrightson Seeds Agronomist Wayne Nicholls and talk about efficient milking systems with DairyNZ scientist Jenny Jago.

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Hunter says the trust wants to improve the amount of energy produced per hectare by eliminating carpet grasses - a common legacy of many Southland dairy farms that have been converted from sheep.

"There is a 10-year regrassing programme, taking in 30ha a year. And although this was already a profitable unit we want to boost things and the best way to do that is to get rid of the poa annua and couch and other carpet grasses, replacing them with ryegrass and clover."

SIDE attendees will be shown the state of pastures, from those with a high percentage of carpet grasses which haven't been improved to those where couch is prevalent,

and others where ryegrass and clover are well established.

Hunter and Nicholls will tell those attending the workshop the trust wants to improve ME by 40% and show that there is considerable potential for increased production by using this method in Southland.

"Sheep can utilise the carpet grasses but cows can't easily get them down to seven clicks as promoted by Lincoln University Dairy Farm.

"We will tell farmers that lush, dense green pastures are not necessarily the best. They want upright-growing ryegrass and clover which improves production and is more responsive to urea, and can be grazed down to seven clicks."

Once the regrassing is completed, the target is to increase production by as much as 380kg MS/ha to 1580 kg MS/ha.



Add a Staff Member and Increase Profits

It may have taken a chronic fatigue illness to make Winton sharemilker Richard Kyte realise that hiring more staff might alleviate his health problem and at the same time increase profits.

He emigrated from England 20 years ago and with wife Eleanor are in their seventh season on a 200ha farm milking 600 Friesians and crossbreds.

Kyte will make his findings and all the numbers available at this year's South Island Dairy Event in a workshop entitled "more staff, more profit".

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On a Kellogg Rural Scholarship Kyte worked on a paper looking at a different approach to staffing and realised the current ideas were holding the industry back.

While accepting extra staff on a small farm will affect the bottom line negatively, he was able to prove

that on larger South Island units adding staff could actually increase profit.

"It's ingrained into us to keep staff to a minimum to make money when in fact that's costing them money."

When he became ill he was able to put his theory into practice, increasing staff by one to three plus himself and relievers.

How it can be achieved and his financial proof will be the basis of the SIDE workshop.

He will tell attendees they can improve production and herd health while allowing more time for training and keeping staff happier.

"If staff stay longer you can train them to a higher level with on-farm discussions focused on the things that make a difference rather than the small stuff," Kyte said.

As a sharemilker he could increase profit by more than \$90,000 by adding one staff member but claims an owner/operator could make nearer \$150,000 - all by paying an extra \$50,000 in wages.

"I want people to leave the workshop knowing it's okay to lift staff numbers. They can go away, do their homework and might find it makes sense to hire someone extra. But this isn't a quick fix, results should improve gradually over two or three seasons."

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

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

Contact details

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