



broad SIDE

ISSUE 4

JANUARY 2009

SIDE Main Event 22-24 June 2009



“ResilientSIDE” is the theme for SIDE 2009 to be held at Lincoln University, Canterbury

The organising committee has been busy putting together a programme that we hope will appeal to all levels of the dairy industry.

Challenges such as price volatility, rapidly changing costs of production and changing environmental pressure continue to face the dairy industry. This year “ResilientSIDE” will look at our response to these challenges and explore how we can absorb negative impacts to our business and bounce back to remain profitable and productive.

Being resilient is about riding out the bumps, taking the knocks and keeping positive, motivated and able to make the most of opportunities that come along.

BusinessSIDE will again offer the opportunity for exploring other challenges to those in the industry who are seeking another level of business engagement.

Registration forms for SIDE 2009 will be sent to all South Island dairy farmers in April. Registration will also be available on-line in April 2009.

SIDE 2009 will feature several dynamic keynote speakers, including Tom Sturgess. Originally from the United States, Tom moved to New Zealand in 1996 and heads Lone Star Farms Ltd, operating in sheep and beef. He is involved in many other business enterprises and was featured in the news more recently for a significant contribution he made towards the reward for the recovery of precious military medals stolen from Waiouru Military Museum.

ResilientSIDE

SIDE 2009 will focus on four main themes:

- Cows and Grass
- Technical/Science
- People & Human Resources
- Financial

These themes will be reflected in a choice of practical workshops. In addition to the important topics of calving, pasture management, lameness and fertilisers, workshops will focus on:

- Water utilisation – availability, the issues, the challenges, how to improve efficiency, what are the best farming practices;
- Effluent management best practice;
- Progressing in the industry, focusing on defining long-term goals, a case study on a 50/50 sharemilking career pathway and examples of equity partnerships and sharemilking;
- Shorter Milking Secrets – how to reduce milking time, presenting the latest research on MaxT milking and improving efficiencies in the cowshed.

I invite you to attend and look forward to welcoming you there.

Greg Roadley

Chair, SIDE 2009 Organising Committee

CALENDAR OF EVENTS

5 March	Time OUTSIDE from 9.45am to 2.00pm Canterbury – North Otago – South Otago – West Coast Southland – Nelson/Marlborough
28 April	TopSIDE – Upper Moutere, Nelson
29 April	WestSIDE Shantytown, West Coast (see over page for more information)
22 – 24 June	SIDE venue: Lincoln University, Canterbury

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)



You get out of SIDE what you put in

Greg Kirkwood

Greg farms a couple of thousand cows near Ranfurly and together with his wife Kelly, was last year's regional winner of the Otago Dairy Industry Awards Sharemilker of the Year.

"The value I get from attending SIDE is huge. The three day event gives you an extended period away from the distractions of on-farm activities, and a chance to really focus on the SIDE programme and getting the most out of it.

"As well as that, the social time within the programme is an opportunity to spend quality time getting to know the other delegates and presenters.

"I really like the variety of workshops and presentations and the fact that you have

a wide choice of what to attend – you can tailor the programme to suit your own needs and interests. The smaller groups in the workshops mean the discussion is very interactive – you're not intimidated by large numbers.

"The speakers and presenters have been of very high calibre and in my experience are very approachable and willing to discuss and debate ideas.

"You get out of SIDE what you put into it. I'd really encourage farmers attending SIDE to take a risk, get out of their comfort zones and make the most of the opportunity to go and talk to the presenters and other delegates. Challenge them – you'll get a lot out of it!"



WHAT SOUTH ISLAND FARMERS SAID THEY ENJOYED MOST ABOUT SIDE 2008:

"Only my first SIDE but really enjoyed it all. Fascinating mix of workshops and speakers"

"Meeting people, networking and listening to different opinions and the speakers"

"Speakers and workshops which are informative and inspiring"

"Useful information acquired and other farmer's approach to farming"

"Entertaining, intellectual challenge. You have a lot of top people involved and I would enrol for BusinessSIDE next time"

"Keynote speakers, debate, the Global theme and meeting motivational people"

"Meeting up with other farmers and gaining additional knowledge"

"Warm, open, positive, realistic atmosphere"

"Learning and sharing of knowledge"

SIDDC Partners Networking to Advance South Island Dairying

SIDE is the farmer partner of SIDDC* – the South Island Dairying Development Centre. Through complimentary objectives and activities SIDE and SIDDC work together to advance South Island Dairying. SIDE committee members and representatives provide farmer input into SIDDC's governance, research and communication groups.

Two of SIDDC's key extension platforms are the Lincoln University Dairy Farm and the recently established Southland Demonstration Farm. SIDDC will host field days at both farms in February. Topics are being finalised and will include a seasonal update and lessons learnt 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.

Weekly farm walk notes and production data is available on the SIDDC website www.siddc.org.nz to compliment the Demonstration Farm Focus days. This data not only provides opportunities to benchmark performance against real farm data, it also relates the weekly decision making process undertaken each week. 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.



See you at the Lincoln and Southland Demonstration Farm Field days –

- Lincoln University Dairy Farm, **Thursday 19 February 2009** or
- Southland Demonstration Farm, **Thursday 26 February 2009.**

Ron Pellow, Executive Director
South Island Dairying Development Centre.

*SIDDC is a partnership formed between Lincoln University, DairyNZ, Crop & Food Research, LIC, Ravensdown, and the South Island Dairy Event (SIDE) network of farmers to enhance the competitive advantage of dairying in the South Island.

Time outSIDE - Thursday 5 March 2009



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 six regional locations as below:

Canterbury: Acerna Pastures, 86 Burke Rd, Geraldine, Supply No. 36723

North Otago: Papakaio Hall, S.H. 83, Papakaio

South Otago: Owners: Mark & Andrea Shore, 325 Wharetoa Rd, Clydevale, Supply No. 38286

West Coast: Owner: Hayden Kendrick, 2735 S.H.7 between Ngahere and Ahaura, Supply No. 454

Southland: Owner: Lloyd & Cathy McCullum, 98 McCullum Rd, Lochiel, Winton, Supply No. 31802

Nelson/Marlborough: Owner: T & N Bryant (Sharemilkers: AJ & Sarah Monk) SH 6, Canvastown, Supply No. 39045

Five practical and interactive work-shops will be offered during the day:

1. Tractor Maintenance: Pointers on keeping your tractor as breakdown free as possible with basic maintenance and correct operating skills.
2. Getting the most from your grass: Getting the best quality grass into your cows.
3. Using your money to get ahead: Budgeting skills and goals to put your finances on the right track.
4. Effluent management: Daily set up and maintenance of effluent systems.

5. General herd health: Keeping the herd healthy and spotting problems early.

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.

Sponsored by

DairyNZ

Profitability. Sustainability. Competitiveness.

TopSIDE and WestSIDE

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

Four of the top presentations from the 2008, main event, as rated by farmer evaluation, are taking to the road and hitting Nelson and the West Coast in April.

The intent is that farmers in these areas, who may not have attended the main SIDE event before, get a chance to experience some of the best of SIDE - this year including the opportunity for networking and social time at dinner.

TopSIDE - 28 April 2009 from 12:30 - 5:30pm, followed by Happy Hour, then Dinner.

Venue: Moutere Hills Community Centre, Upper Moutere, Nelson.

WestSIDE - 29 April 2009 from 12:30 - 5:30pm, followed by Happy Hour, then Dinner.

Venue: Shantytown, West Coast

TopSIDE and WestSIDE will offer the following programme:

- Profitable low input systems, separating myth from magic - John Roche
- More staff, more profit - Richard Kyte
- Collection, analysis and use of information on farm - Corrigan Sowman
- Milking machines mastitis, sorting fact from fiction - John Howie

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

Complete and return the attached registration form.



South Island Research for South Island farmers



One of the key objectives of South Island Dairy Event is to influence the direction of research for the benefit of South Island dairy farmers. South Island dairying presents issues of concern which are different to those experienced by dairy farmers elsewhere, and applied research into some of these areas is where SIDE can help.

Research that has been funded by SIDE is generally two categories. It can be as a "scholarship", for a student, or as seed funding for a much larger scale project, that leverages major funding from other sources.

Successful applicants are required to provide regular updates of their research project, to the SIDE committee, and, if appropriate, present their findings at a SIDE event, as an extension tool to advance the knowledge of South Island dairy farmers, and keep them up to date with relevant research.

The SIDE Research and Innovation committee look over all funding applications received and make a recommendation to the SIDE committee about the application based on several main criteria.

These include; relevance to South Island dairying, and overall benefiting the greater good of dairy farming, application of possible research outcomes, and the "freshness" of the project.

Below are some of the projects SIDE has contributed funding to:

Dairy Support Land Project – SIDDC project
- \$30,000 (disbursed over 3 years)
Project team leader – Richard Christie (SIDDC)

The South Island Dairy Lameness Project – \$4,500 – Project team leader – Jim Gibbs (Lincoln University)

Dairy Runoff Management and Profitability – \$4,000
- Project team leader –
Brendan Richards (student, Lincoln University)

Dairy Farm Reproductive Management in the Absence of Induced Parturition – \$4,000
Project team leader – Anna Paton (student, Lincoln University)

Pasture Analysis to Investigate Spring Milk Production Dip at LUDF – \$5,000
Project team leader – Richard Dewhurst (Lincoln University)

Total Productivity Factors – \$4,000
Project team leader – Adam McCall (student, Lincoln University)

Effluent Irrigator Audit Project – \$3,000
Project team leader – Debbie Care (DairyNZ)

Southland Demonstration Farm – Future Proofing Southland Dairy Farm Systems
\$3,000 – Project team leader – Alex Hunter (Southland Demonstration Farm)

Winter Feeding Systems for Southland's Burgeoning Dairy Industry – \$4,000
Project team leader – Dawn Dalley (DairyNZ)

Shorter Milking Times – \$9964 – Project team leader – Jenny Jago (DairyNZ)

SIDE funding is not limited to students or scientists; we are keen to hear of anyone who may have an idea for a project, but not quite sure where to start for funding. Please contact one of the SIDE committee members for further information.



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

Research Coordinator
Angela Ward

NELSON/MARLBOROUGH
Simon Mackle, Ross Riley

CANTERBURY
Greg Roadley, Desiree Reid

WEST COAST
Alan Berry, Hayden Kendrick

OTAGO
Greg Kirkwood, Mark Shore

SOUTHLAND
Robin Greer, Gene Marsh

LINCOLN UNIVERSITY
Grant Edwards, Jim Moir

DairyNZ
Ron Pellow, Diane Young

INDUSTRY
Phil Griffiths (Fonterra)

SIDDC EXECUTIVE DIRECTOR
Ron Pellow

SIDE Representative on SIDDC Board
Andrew Robb

SIDE Representatives on SIDDC Research Committee
Abe de Wolde, Claire McKay
Angela Ward

SIDDC Communications Group
Claire McKay

Lincoln University Dairy Farm Business Advisory Group
Greg Roadley

Southland Demonstration Dairy Farm Business Advisory Group
Allan Maxwell

CANTERBURY EVENT COMMITTEE 2008/09
Greg Roadley (Chair)
Shaun Back, Alan Berry
Bruce Greig, Simon Mackle
Emma O'Connell, Mike Prattley
Desiree Reid, Ross Riley
Sharon Schmack, Virginia Serra

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



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