



# broad SIDE

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## SIDE 2010 – An opportunity too good to miss!



Opportunity is everywhere, according to SIDE Organising Committee Chair Mark Shore, and with the theme "Opportunity SIDE", the South Island Dairy Event on 21-23 June 2010 at Stadium Southland in Invercargill is a must-attend for those serious about moving forward in dairying.

"2008/09 certainly presented numerous challenges for the dairy industry, causing extreme volatility throughout the commodity markets and rapidly changing costs of production. We now need to move on from that and look at making the most of the opportunities that are emerging, SIDE is a great chance to re-evaluate options and explore different approaches and ideas."

Mark farms with his wife Andrea and young family in Clydevale, South Otago. They milk 900 cows on their home farm, sharemilk another 450 on a neighbouring property and also have two run-offs totalling 240 ha. He says the best thing about his involvement with SIDE over the last couple of years has been the people he has met.

"SIDE has given us the opportunity to meet some amazing people and create friendships that you just can't put a value on. The people we've met and the things we've learned from attending SIDE have really helped us look at every situation positively, reassured us we are on the right track and given us the confidence to continue to build our business."

Mark says that SIDE 2010 will stimulate, motivate and challenge your thinking as a dairy farmer.

"The farmer-led Organising Committee has put together a top quality programme that will appeal to all levels of the dairy industry. SIDE is an excellent opportunity to learn new skills and hear the latest information whilst also providing a wonderful forum to network with like-minded successful and positive people. You will return home with a refreshed enthusiasm to run your businesses more efficiently, productively and profitably and be well prepared for the 'opportunities' that arise both now and in the future. SIDE is an investment you simply can't afford to miss!"

SIDE 2010 features a world class line-up of Keynote & Business SIDE presenters including Andrew Ferrier, CEO of Fonterra; John Penno, CEO of Synlait; Nigel Evans, Welsh dairy farmer and businessman; Bill Gallagher, CEO

of Gallagher Group Ltd; Peter Yealands, CEO of Yealands Winery; Martin Hawes of Wealth Creation Ltd and Hayley Moynihan, Senior Analyst of Rabobank. On the social side, Mark also encourages attendance at the dinner and dance on the Tuesday evening at Ascot Park Hotel and promises it will be a fun night out.

"It is with much pleasure that I invite you to attend and participate in the 2010 Opportunity SIDE in Invercargill. I look forward to meeting you all in June."

## OpportunitySIDE 2010

SIDE 2010 offers a top quality line-up of practical workshop choices. In addition to the important topics of pasture management, reproduction, animal health, calving, supplements and fertilizers; workshops will include:-

- **Human Capital Risk** – effects on farm, farmer and family
- **Structuring Your Business** – is it too late to prepare when opportunity arrives?
- **The Art of Delegation** – working on the business rather than in it.
- **Building Your Team** – how to build an effective team and employ the right people.
- **Conflict Resolution**
- **Body Condition Score 5** – an old wives tale or the foundation for profit?
- **Wintering Systems** – wintering sheds, feed pads vs grazing. Costs, benefits and physical considerations.
- **Effluent Management** – Best Code of Practice.

### CALENDAR OF EVENTS

Wed 3 March **Time outside** – Canterbury – North Otago – West Coast – Southland

Wed 14 April **TopSIDE** – Nelson

Thurs 15 April **WestSIDE** – West Coast

21-23 June **SIDE** venue – Invercargill

Check the SIDE website for further information on any of these events. [www.SIDE.org.nz](http://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).



## 2010 Speakers

SIDE 2010 will feature several dynamic keynote speakers including;

Welsh dairy farmer and property investor **Nigel Evans** and his wife Sue diversified into property investment in 2000. Subsequently Nigel set up Evanridge Properties, an investment management company specialising in non-farm investments for farmers and other investors. EvanRidge Properties and its subsidiaries now manage more than \$100 million of property across Europe.

**Bill Gallagher**, CEO and Chairman of the Gallagher Group, is regularly invited to speak around the world. Bill motivates and empowers people with his own story of building the business his father founded into an international success story – a real life example of using number eight wire.

Bill has created a work environment that encourages personal empowerment and independent thinking. A true entrepreneur, he has a sense of urgency and “controlled risk taking” which is supported and managed by the positive team he works with.

**Peter Yealands**, well known for his Yealands Estate winery, has a wide and varied career in farming. From developing seven of his own Marlborough vineyards and developing a number of others under contract for other companies, Peter was issued with New Zealand’s first marine farming licenses when he began farming Greenlipped mussels in 1971, establishing aquaculture in the Marlborough region which is now worth \$160 million in exports. In the mid 80’s Peter established a 2,000 hectare deer farm in the Marlborough Sounds winning a rural environmental award in 2003.

Peter is best known for his hands on, personal involvement with all his projects. His dogged hard work and ability to dig in has led to his success as has his passion for the environment and innovation.

### Comments about ResilientSIDE 2009

*“Real grass roots answers to questions and good understanding of ‘new ways’.”*

*“Fresh insight to thinking about reacting to situations.”*

*“Made it applicable to our own business – gave hope and encouragement.”*

*“Best thing I have attended today. Not only because it was the thing I was most interested in – but because it was the best presented.”*

*“Challenged current thinking. Answered questions thoroughly and comprehensively.”*

*“Good to know what science is happening out there and how it can be applied on farm in NZ.”*

*“Well run session, great in motivating people to use the brilliant in calf resource that we have available to us.”*

*“True workshop format – interactive discussion with good useful info.”*

*“Spoke to the audience and answered questions in the slide that farmers might wonder about.”*

### WORKSHOPS BACK BY POPULAR DEMAND IN 2010

*“The clarity, Lynaire demonstrated the way you need to get off the 5% interest rate to increase your wealth.”*

– LYNIAIRE RYAN,

“Mark and Measure/Wealth Creation” in 2010

*“Story of development of a product I really enjoy to eat. Real food that hasn’t been messed around with unnecessary processing. Great interaction – presenter knew the whole story and great hearing Robin and Lois’s story.”*

– ROBIN GREER, “Going Organic” in 2010

## South Island Dairying Development Centre – SIDDC

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 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 learned this year. 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 are available on the SIDDC website [www.siddc.org.nz](http://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 reveals 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, 25th February 2010**
- Southland Demonstration Farm  
**Thursday, 18th February 2010**

**Ron Pellow, Executive Director**  
South Island Dairying Development Centre

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

## Time outSIDE - Wednesday 3 March 2010



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

Dunsandel Rugby Club Rooms  
Tramway Road, Dunsandel  
**CONTACT:** Emma O'Connell 027 430 2762  
**EMAIL:** emzsky@hotmail.com

### North Otago

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

### West Coast

246 Ahahura Valley Rd -  
Supply no 305, Hokitika  
(2.5km down Arahura valley Rd,  
South side of Arahura River)

**OWNERS:** Mark & Debbie Van Beek  
**CONTACT:** Hayden Kendrick 03 732 4533  
**EMAIL:** kendrick.h@xtra.co.nz

### Southland

Mathew and Vanessa Richards  
218 Ota Creek Road  
Edendale Dairy No 32245  
**CONTACT:** Eleanor Kyte 03 236 9948  
**EMAIL:** rekyte@clear.net.nz

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

- Ins and outs of the cow shed
- Know your Ws
- Milk, mastitis and udder things
- Motorcycle maintenance
- DairyNZ Pathways

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



Presentations from the 2009 SIDE main event, as rated by farmer evaluation, are being planned for 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

Wednesday 14 April 2010  
12:30 - 5:30pm

Happy Hour, then Dinner

**VENUE:** Moutere Hills Community Centre  
Moutere, Nelson

#### WestSIDE

Thursday 15 April 2010  
12:30 - 5:30pm

Happy Hour, then Dinner

**VENUE:** Shantytown,  
West Coast

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



# Lincoln University's dairying connections many-faceted



Lincoln University and the South Island Dairy Event have been together since the start. The University was one of the initiators of the event back in 1999 and quickly became a corporate partner.

Over the years Lincoln University's involvement with SIDE has been many-faceted from management by the Professional Development Group, hosting the event on campus, providing specialist speakers, and having staff members on SIDE's committee, to editing and producing the annual book of Proceedings.

As New Zealand's specialist land-based university Lincoln University has an intimate association with dairying, which has become as one of the power-houses of the country's agricultural economy.

The University's state-of-the-art commercial dairy farm, opened in 2001, is in the top one percent of all dairy farms in New Zealand for productivity and is a well-known venue for extension activities such as Farm Focus Days organised by the South Island Dairying Development Centre (SIDDC).

The Centre, with its offices on the Lincoln University campus, is a partnership between Lincoln University, DairyNZ, Plant and Food Research, Ravensdown, LIC and SIDE and its mission is to enhance the competitive advantage of dairying in the South Island.

SIDDC incorporates the Lincoln University Dairy Farm and numerous research and extension projects. Among research projects which have attracted international attention is the nitrification inhibitor work of Professor Keith Cameron and Professor Hong Di which led to the development of the eco-n technology. Their work on mitigating the environmental impacts of dairy farming is on-going and now has the further advantage of access to a dedicated research dairy farm at Lincoln University. This 56-hectare unit, operational since August, is the first dedicated dairy research farm in the South Island and stands as a "companion farm" to the commercial demonstration farm.

Among research projects under way there is the work of Lincoln University's Professor of Dairy Production, Dr Grant Edwards, on cow forage crops and nutrition. The Professorship in Dairy Production at Lincoln University is jointly funded by the University and DairyNZ and Professor Edwards was appointed in March this year.

Professor Edwards' appointment and the establishment of a dedicated dairy research farm are "twin pivots in Lincoln University's drive to build critical mass in dairy research and teaching, combining the strength of the University and colleagues for the benefit of farmers," says Lincoln University's Vice-Chancellor, Professor Roger Field.



## 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**  
Richard Kyte

**Research Coordinator**  
Angela Ward

**NELSON/MARLBOROUGH**  
Simon Mackle, Ross Riley

**CANTERBURY**  
Greg Roadley, Adele Wells

**WEST COAST**  
Alan Berry, Hayden Kendrick

**OTAGO**  
Mark Phillips, Mark Shore

**SOUTHLAND**  
Robin Greer, David Holdaway

**LINCOLN UNIVERSITY**  
Grant Edwards, Jim Moir

**DAIRYNZ**  
Ron Pellow, Diane Young

**INDUSTRY**  
Tony Wright (Fonterra Co-op Group Ltd)

**SIDDC EXECUTIVE DIRECTOR**  
Ron Pellow

**SIDE Representative on SIDDC Board**  
Appointment pending

**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**  
Abe de Wolde

**SOUTHLAND EVENT COMMITTEE 2009/10**  
Mark Shore (Chair)  
Lois Greer, Robin Greer  
Bruce Greig, Caroline Hadley  
David Holdaway, Anna Kempthorne  
Richard Kyte, Georgina Mackie  
Gene Marsh, Adam McCall  
Angela Rye, Andrea Shore  
Anna Kempthorne

**SIDE Secretariat**  
Jan Latham

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