

# The price we pay

The strategy of competing on the world market on price forces farmers to cut costs, take short cuts and create an inferior end product.

It also compromises our environment, the land, our farms, the viability of some regions and the well being of our people.



“Growth in agriculture has been responsible for much of the loss of biodiversity and habitats and of regulating ecosystem services.”

# Are we Farming Sustainably?

- Water quality issues
- Damaging our soils
- Dependence of pesticides and herbicides
- Loss of biodiversity, monocultural industry based on one predominant pasture species
- Poor understanding of ruminant nutrition and the impact on productivity and health
- Diminishing Reproductive Performance
- Increasing sales of antibiotics
- Epidemics of lame cows
- Productivity growth not reflecting investment
- High staff turnover
- **Farms are no longer about cows!!**



*Caring*  
**DAIRYING**

# Farm Industry Survey 2008

- Based on concerns that what 'we are doing' (the industry) is not working and a need to better understand the issues
- 92 large dairy herds throughout NZ.
- Selection of regions, herd size, and ownership/management structure.
- A single HR specialist conducted the entire survey.
- Separate questionnaire and data base of information for managers and staff.
- Confidential separate interviews with managers and 2 staff members from each farm.



# Objectives of the Survey

1. To determine issues within large herd dairying which may compromise performance and productivity.
2. To develop an understanding of the standard of staff management practiced within the large herd dairy industry and the impact on animals, people, environment, farm productivity, and profitability.
3. To determine the reasons why people leave the industry.
4. To identify ways to attract new talent (skilled and educated people).
5. To explore ways to improve the public perception of large herd dairying.



# Key Issues Identified

## Herd and Farm

- Increasing cow numbers.
- Farm not set up for cow needs.
- High potential for damage (cows, people and environment).



ANIMALS

## Business

- Poor understanding of business.
- Businesses about land acquisition rather than productive outcomes.
- High risk of non compliance in resource management, welfare, and health and safety.

## People

- Lack of basic farm skills.
- Lack of leadership.
- Poor management skills.
- Capability, especially 'stockmanship'.
- No structured people development.
- **Culture and values not consistent with industry needs.**
- **Lost connection with 'What Good Looks Like'.**



PEOPLE



Caring  
DAIRYING

# Employment Practices

## Getting the 'right' people

- Only 55% of staff had been thoroughly interviewed and reference checked.
- Nearly 25 % of staff had made no conscious choice to work on dairy farms.
- Employing what's available; little matching of skills to roles.
- Poor understanding of the capability requirements to effectively run a farm.



PEOPLE



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# Pilot Study

- A two year study to address the issues identified in the survey
- Funded by Caring Dairying; DairyNZ and SFF
- Involved large herds in Southland and in Canterbury
- Intensive input from Subject Matter Experts in the fields of
  - People,
  - Husbandry,
  - Infrastructure and environment
  - Business and Finance
- To work with staff on farm at all levels
  - To see what they see through their eyes and
  - to create a frame of reference – ‘what good looks like’



# Farm Business Health Check Tool

Developed for the Pilot to Assess Current Status and to Evaluate the Farm Business in a Standard and Consistent Manner

- The objective is improved business outcomes.
- The purpose is to accurately diagnose the situation on farm and is the first of multiple steps to achieve the objective.
- Remove subjectivity and higher degree of consistency.
- Credibility; a successful outcome requires farmers to engage in the process and feel it adds value.
- Outcome focused, needs to take the time required.
- Process has to include interviews and validation through:
  - Documentation and observation;
  - Other systems/databases;
  - Other people.
- Consider skills of people conducting BHCs:
  - Current;
  - Required;
  - Developing capability.



# Pilot Study Results

- There is a marked resistance to change at all levels especially at manager/owner level
- Even when good practice is demonstrated it is very hard to sustainable change practices until a direct impact can be proven. This is hard to achieve as it challenges long held beliefs
- A degree of trust is required if advice is to be followed – this can take some time to establish as many farm owners and managers are protective of their practices.
- Staff will take on good practice once they can see and understand there is a benefit and that it takes no more effort. However this change is often not supported by owners who don't see the value of this change.
- The big barriers are at the level of culture, values and leadership at farm and industry level



PEOPLE



# The Need to Change

The change required is:

- A change in the status of people and animals.
- A change in the way we work with our ecology
- A change in values and a 'culture of caring' within dairy farming.
- A preparedness to change by farm owners and industry.

Sustainability has become a buzz word; what does it mean?





*Dirty*  
**DAIRYING**

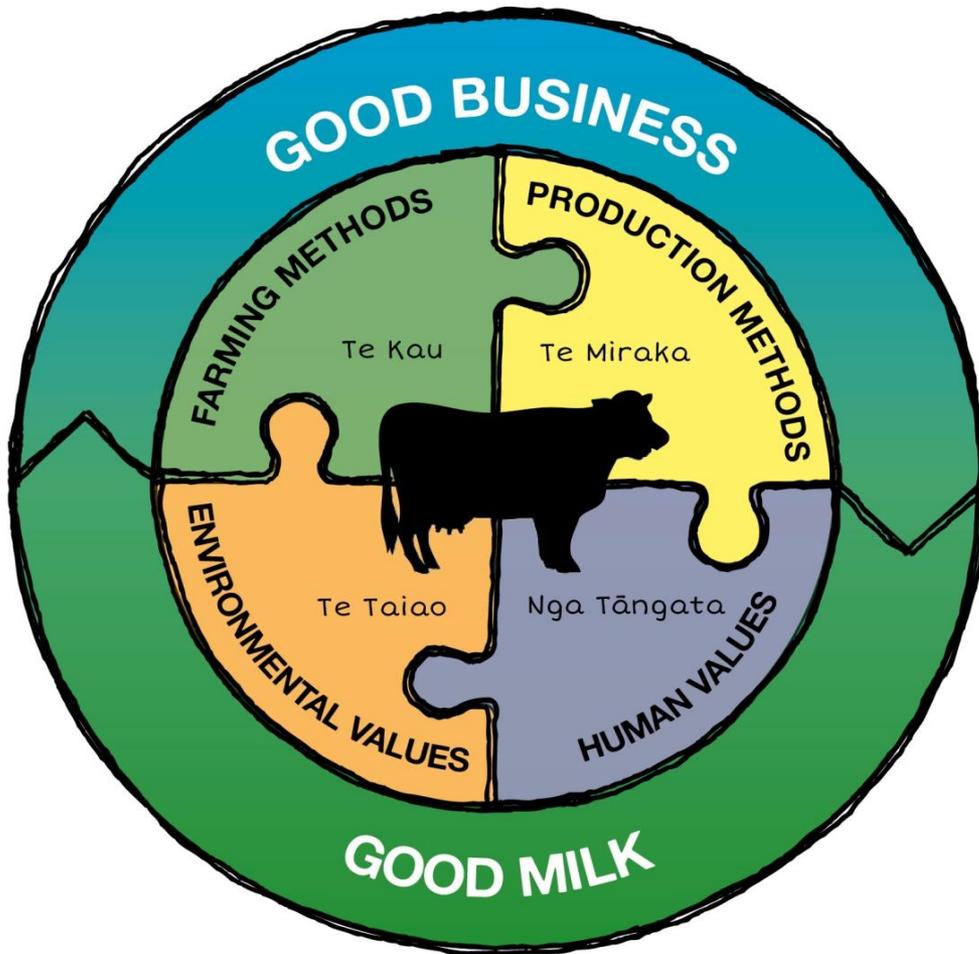


*Dirty*  
**DAIRYING**



*Caring*  
**DAIRYING**

# The Caring Dairying Process



- It is a farming method that puts the cow at the centre of the process.
- If you care for the cow, the milk, the land and people then you will have a great product.
- Caring Dairying is about 'whārite' or balance. We want to infuse more cultural and social values into dairy practices.
- The 'tikanga' and many of the individual practices have been trialed and tested here in New Zealand and around the world.
- This is not a theory, it is a proven, working farming model that produces extraordinary milk.

# Good Dairy Farming Practice

- Caring Dairying has developed these to provide the frame of reference against which farm operations can be measured
- These define 'what good looks like' in a sustainable farming business
- Defined as a series of benchmarks within each of the foundation sectors of:
  - People;
  - Husbandry
  - Environment and infrastructure
  - Business and finance
- These benchmarks represent accepted industry good practice within each of these sectors; this is dynamic and they are under constant review.
- Achievement of Caring Dairying status and the eligibility to use the mark requires dedicated effort from the farmer with support of qualified rural professionals.



# The Caring Dairying Audit

## A Farm Business Health Check Tool

The process by which a farm business is certified as eligible to use the mark



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# The Caring Dairying Mark

- An internationally recognised mark
- It provides the provenance of the product
- It tells the consumer a story about the origins of the milk
- and provides assurance as to its ability to satisfy their buying demands
- guarantees that the farm of origin has been audited and certified that it adopts defined “Good Dairy Farming Practices”
  - The farm has been audited by a defined and robust audit process conducted by registered rural professionals
  - The audit has certified the farm as a “Caring Dairying Farm”
  - Only milk from Caring Dairying farms is used in product which shows this hallmark on the label.
- the product has been processed through a facility complying with the requirements of Caring Dairying product.



# The face of a new brand

The primary design is hand etched representing the artisan nature of our products. Ata Milk is the product of people you can trust, people who care deeply about others and the world we live in. It is a mark of great strength and respect



## The Ata brand



- Produced in New Zealand (clean and green)
- It will claim its regional origin (as with Bordeaux or Champagne)
- It will be produced using the 'Caring Dairying' process Whārite (holistic, sustainable and ethical).
- It will be certified as meeting very high standards to support its market position.
- It has to be delivered to specification along the entire 'production chain' (soil to shop).
- It will carry the unique Caring Dairying marque (just like the heart tick).
- It must meet established cultural values and protocols 'tikanga'.

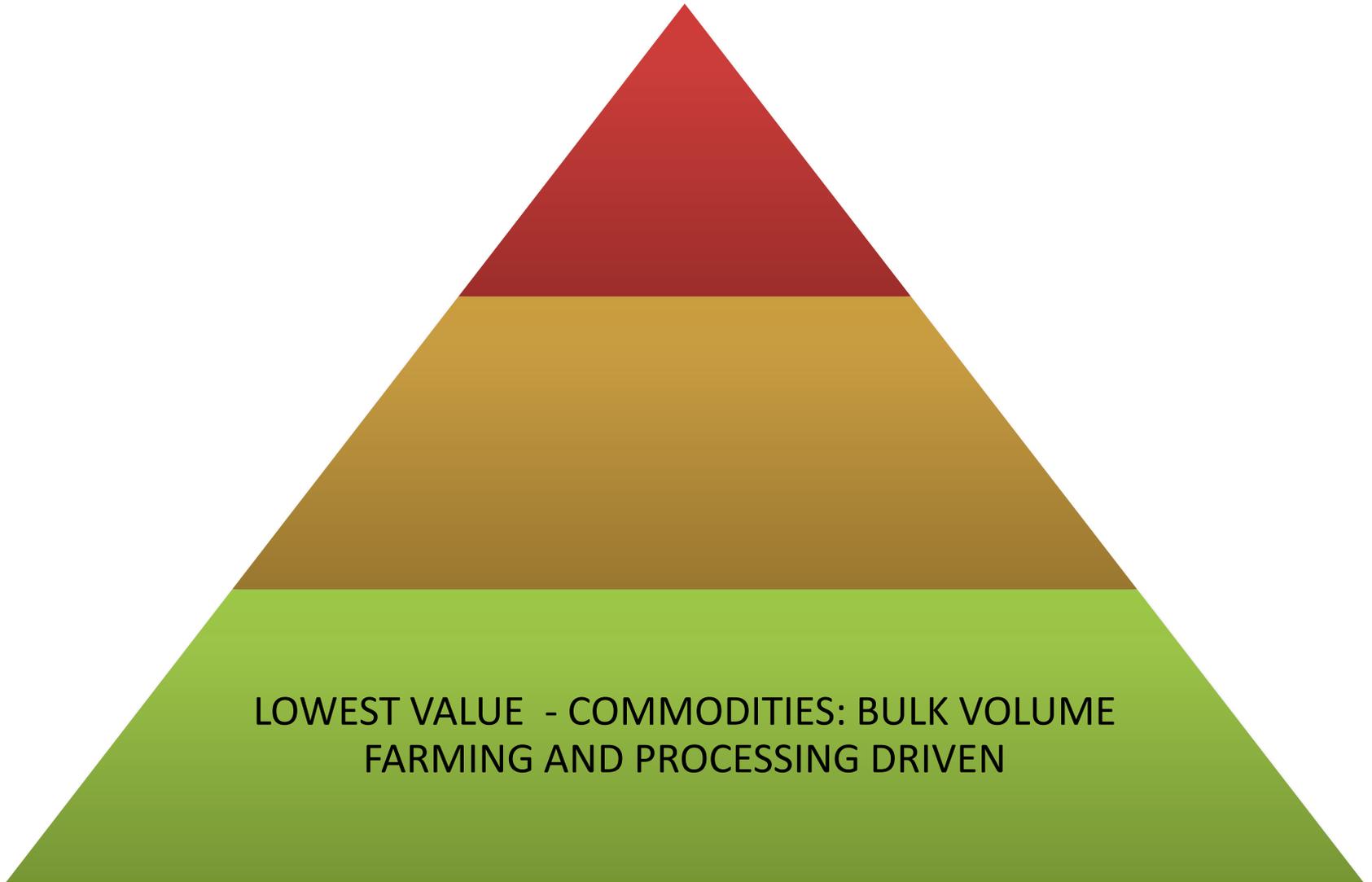
# Asian markets are asking for a very different milk

New consumers are emerging. They are willing to pay a premium to purchase milk with the following qualities:

- It has to be wholesome and healthy
- It has to taste sweeter.
- It has to be pure (without contaminants).
- It has to come from a pristine environment.
- It has to come from within an ethical culture.
- It has to have integrity, all these things must be guaranteed
- It has to be sustainably produced.



# CARING DAIRYING CLIENTS RECOGNISE THE VALUE OF OUR PRODUCE



LOWEST VALUE - COMMODITIES: BULK VOLUME  
FARMING AND PROCESSING DRIVEN

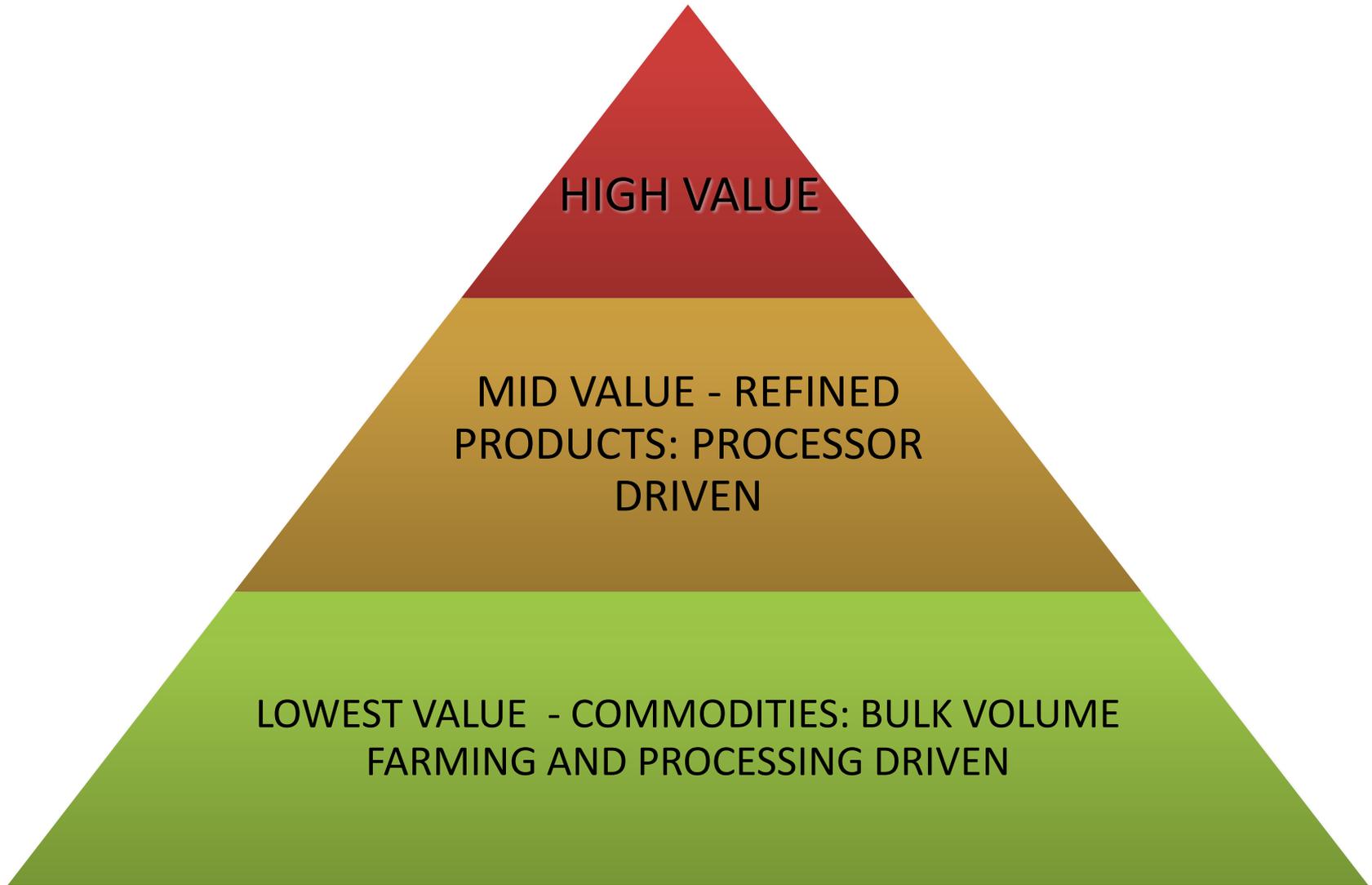
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DRIVEN

LOWEST VALUE - COMMODITIES: BULK VOLUME  
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CARING DAIRYING CLIENTS RECOGNISE  
THE VALUE OF OUR PRODUCE



HIGH VALUE

MID VALUE - REFINED  
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LOWEST VALUE - COMMODITIES: BULK VOLUME  
FARMING AND PROCESSING DRIVEN

# CARING DAIRYING: REALISING HIGH VALUE



HIGH VALUE =

MEASURED QUALITY +  
CERTIFIED METHODS +  
PROVENANCE / FARM STORY



銀座INZONE

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INZONE

# AKE巴氏鲜奶的适宜人群

## 2周岁以上的宝宝

宝宝从2岁开始就可以喝AKE鲜奶，而非奶粉。

营养保证：每天300ml，不超过500ml，过多可能会影响其他食品摄入。

饮用建议：早饭或者午饭后喝，晚上睡觉前不建议多喝哦。

**AKE**巴氏鲜奶含有一种特殊的成分——牛奶磷脂，牛奶磷脂对大脑具有很好的保护以及提高智力的作用，尤其是对婴幼儿来说，奶脂肪中的磷脂更是促进脑部及智力发育至关重要的元素。



## 7周岁以上的儿童

补充蛋白营养，促进身体发育，让孩子健康成长。

营养保证：每天最好可以保证250ml，不超过800ml。

饮用建议：早餐250ml，晚上250ml（睡前20分钟）。

**AKE**巴氏鲜奶含有丰富的钙含量及维生素。**AKE**巴氏鲜奶采取的是低温加工，使得优质钙不变性，钙含量达到每升约1300mg，钙元素更容易被人体吸收，有助于孩子骨骼发育，多种维生素让孩子的营养更加丰富，其中鲜奶中的牛奶磷脂可以舒缓压力，调剂不良情绪。





丰富的蛋白质和含硫氨基酸能增强人体的免疫能力，调节内分泌，改善体内微循环，从而改善皮肤干燥、肤色暗黄和斑点等皮肤问题，改变从现在开始，从每天一杯AKE MILK开始。

### 成年人（特别是女性）

养颜护肤，补充体力，改善睡眠，增强记忆力。

营养保证：每天500ml，不超过1000ml，女性长期饮用可美容护肤。

饮用建议：早餐250ml，晚上250ml（睡前20分钟）。

### AKE巴氏鲜奶

所含的蛋白质成分中含有近20%的乳清蛋白，可帮助身体排铅排毒，促进新陈代谢。



## AKE巴氏鲜奶的适宜人群



### 孕妇、产妇

为母体补充营养，增强婴儿骨骼发育。

营养保证：孕早期：250ml，孕中期及产妇：500ml。

饮用建议：早餐250ml，晚上250ml（睡前20分钟）。

鲜奶是孕育补钙佳品，营养专家建议育龄妇女每天补充钙元素800~1200mg左右。AKE巴氏鲜奶含有优质蛋白及丰富的含钙量，孕妇每天饮用500ml的鲜奶，可以吸收650mg的钙，可以达到每日所需量的55%~80%左右。



## 老年人

改善骨质疏松，提高睡眠质量，增强机体免疫功能，抗衰老延年益寿。

营养保证：每天保证200ml，不超过500ml，不可空腹饮用。

饮用建议：早餐后2小时饮用，晚上200ml（睡前20分钟）。

**AKE** 巴氏鲜奶属非均质奶，可以降低心脏病的发病率。

AKE巴氏鲜奶中含有丰富的钙及维生素，可以改善骨质疏松，提高睡眠质量。AKE巴氏鲜奶中所含有的牛奶磷脂有助于提高大脑功能，并改善老人记忆力。牛奶中所含有的CLA不饱和脂肪酸具有提高人体免疫的功效。

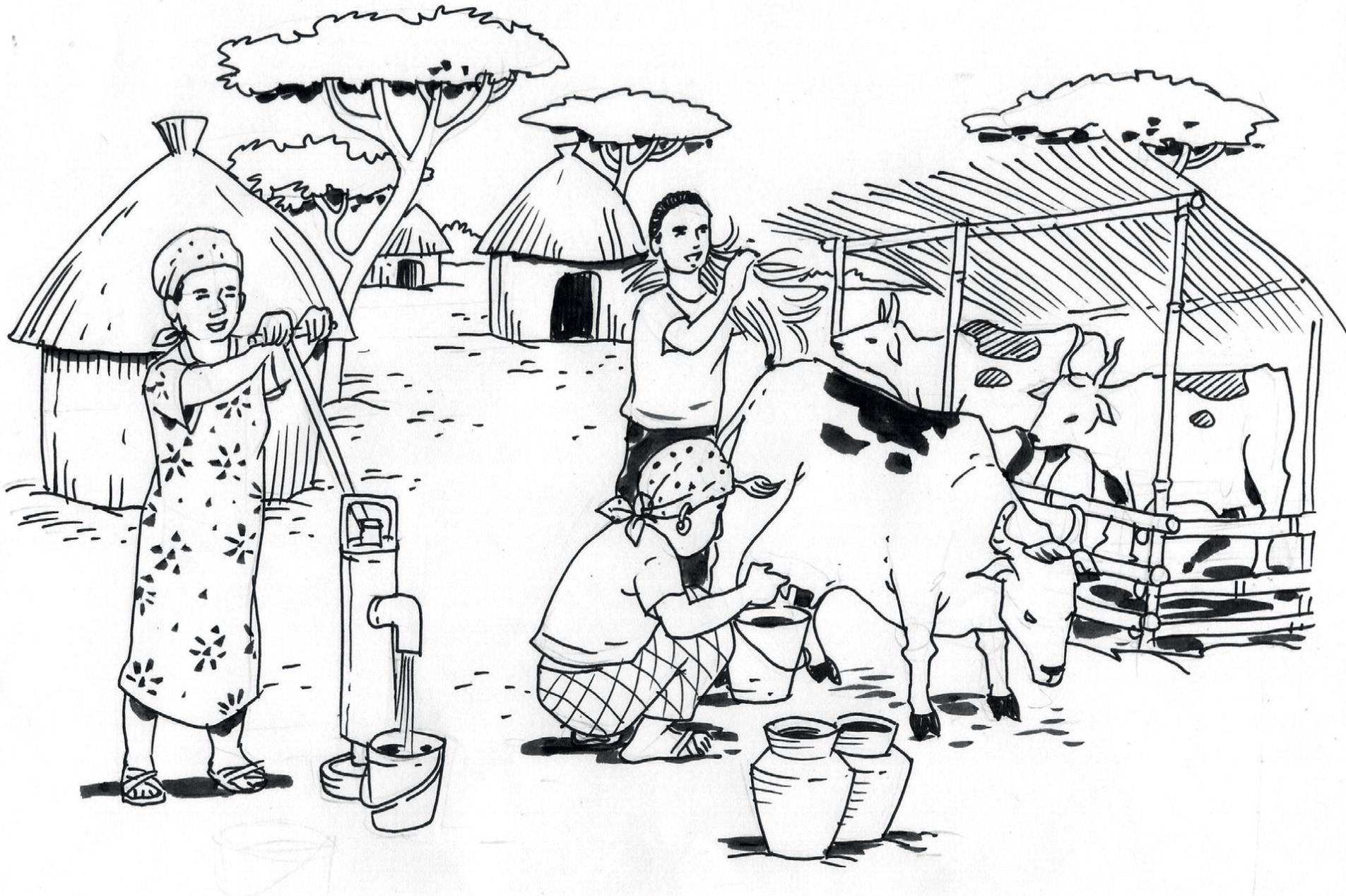


# The assets that we will build together



sustainable land use   high value products   richer communities







If we think of the new milk as 'Champagne' then we recognize that a number of crucial elements give it a unique place amongst the all other milk products:

- Its place of origin - Rotorua
- The story behind the milk (ethical, indigenous, holistic and sustainable)
- Its reputation for consistent quality (pure milk).



The story and value of the Champagne brand is assumed or understood.

Champagne is synonymous as much with quality and expense as it is with celebration.

Ata has its own story to tell and it is one rich with Maori legend, ritual and values; a blend of good practice and the 'old ways'.

***We will take you back to the future!***

ata™

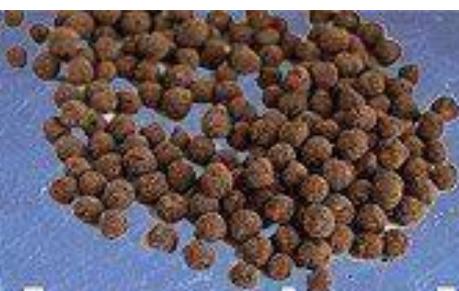


N E W Z E A L A N D

MILK

SIMPLY BETTER





“Amazingly, we’ve become a culture that considers Twinkies, Cocoa Puffs and Mountain Dew safe, but raw milk and compost-grown tomatoes unsafe.” -Joel Salatin

