

DAIRY PUSH

SOUTH WAIKATO PROFIT IMPROVEMENT PROGRAMME

Dear Fonterra Supplier

It is very pleasing to report that the Dairy Push programme is now underway. The management team have selected Agfirst to lead and deliver the project over the next three years. We are delighted with the appointment and have every confidence in them and the project's ability to deliver real added value to South Waikato Farming businesses.

Dairy Base figures indicate that for 75% of South Waikato farmers there is an opportunity to add between \$500 - \$1,000 extra profit per hectare. On a 100 ha farm this is \$50,000 - \$100,000.

What Dairy Push offers you is the opportunity to have a facilitating consultant on your farm three times a year for three years, to have your financial & physical farm data entered into Dairy Base and receive the reports on your business (confidentiality assured). This is linked to the development of a business plan with an objective of helping to achieve your goals or creating more opportunities through increased profit.

You will also get to attend two meetings per year that will both motivate and upskill. We want our participants to have more skills and more profitable businesses at the end of the project (note: this program will look to work with any existing consultants/rural professionals in place and build with them the three year plan for the business)

For your part you will need to have the desire to improve your profit, and be prepared to be open and honest with the facilitator in what you wish to achieve and the changes you are prepared to make. If you are not prepared to make changes then you will get the same outcomes as before.

The time value you will receive from the project has a value in excess of \$3,000 pa and the financial benefit you can gain is anything from \$50,000 a year or more for a typical South Waikato dairy farm.

*I strongly encourage you to avail yourself of this limited opportunity. **Please read reverse side for details.***

*Kindest regards, **George Moss***



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WHAT IS THIS?

A combined community initiative to improve profitability of dairy farms in the South Waikato district, and ultimately improve the economy of the whole district. There are two key components to the programme:

Focus Farm – a focus farm in the South Waikato district will be used to demonstrate how profitability can be increased on farms in this area through application of good business planning and robust business analysis to achieve the goals of the farmer.

Participant Group – Local farmers are invited to join the Dairy Push participant group. This will involve a group of around **40** farmers who are keen to increase the profitability of their farms. A Dairy Push consultant will assist each farmer on an individual basis to analyse their business using Dairybase, and to set goals and targets to increase profitability on their farm.

What will it cost me?

There is no financial cost to join the Dairy Push programme –this is funded by the South Waikato district council, Dexcel and Fonterra. The only cost to a Dairy Push participant is a commitment to wholeheartedly put their time and effort into improving their farming business for three years.

**WHO is Eligible to join: Fonterra suppliers in the South Waikato district
(including 50:50 sharemilkers)**

HOW DO I JOIN THE DAIRY PUSH PROGRAMME AND INCREASE MY FARM PROFIT?? Contact:

Dairy Push ph: 0508 DAIRYPUSH (0508 324 797), email: dairypush@agfirst.co.nz

George Moss: ph 07 886 4325 email: gsmoss@xtra.co.nz

First Meeting: Friday 14th December – please RSVP to 0508 DAIRY PUSH

Time: 10:30am – 1pm, Light lunch included

Venue: Putaruru Timber Museum, SH1



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