NZ Grassland Association

Fuelled by science, tempered by experience

In partnership with

TE ARAWA ARATAUA Te Arawa Primary Sector, Inc.







'The land, the water, the people'

Welcome

Tēnā koutou

On behalf of the Local Organising Committee I would like to extend a very warm welcome to all attendees of the 84th edition of the NZ Grasslands Conference, in Rotorua. This year's conference is co-hosted by Te Arawa Arataua (TAPS) and the NZ Grassland Association (NZGA) with the NZ Society of Animal Production (NZSAP) and the Agronomy Society of NZ (ASNZ). Our conference theme, 'The Land, The Water, The People' encompasses many of the driving influences behind this region and subsequently how we have looked to shape this conference.

Rich in culture and history, the region also demonstrates strong agricultural diversity. The unique environment, including recent (and current) volcanic activity and water bodies that are significant taonga for the community, creates challenges that have strongly shaped the development of agricultural enterprises. Whenua Māori also plays a significant role in the region's agricultural landscape - showing the way with innovative land use, being exemplars in farm business performance and demonstrating leadership in agriculture's response to reducing its environmental impact. You will hear more about these challenges throughout the conference - and see some of the realised opportunities first-hand on the scheduled farm visits on Tuesday and Wednesday.

Thank you for travelling to Rotorua to join us. A big thank you to the properties who will host us – for making their time, their staff and their resources available, in sharing their experiences and for informing and adding colour to the local story. I'd also like to thank and acknowledge the effort and significant time invested by my fellow members of the LOC. Lastly to our all our invited speakers your insight, context and time committed is hugely appreciated.

Ngā mihi Mark Brown Chair, Rotorua organising committee

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DELEGATE INFORMATION

MOBILE PHONES

As a courtesy to speakers and other delegates please ensure that mobile phones are switched to silent during conference sessions, including the workshop session. In addition we ask that attendees not photograph presentations due to copyright.

NAME BADGES

Name badges should be worn at all times during the conference as they are required for entry to all conference sessions and social functions.

VALUABLES

Please keep your valuables safe at all times. The organisers of the conference cannot be held responsible for any loss or

damage of personal items while attending.

SPECIAL DIETS

Delegates with special dietary requirements should confirm their requirements with the registration desk.

DISCLAIMER

All information provided is correct at the time of printing. The conference organisers reserve the right to make changes to the programme as necessary.

LIABILITY

In the event of circumstances beyond the control of the conference organisers no responsibility will be accepted for any losses incurred.

HEALTH AND SAFETY

All attendees

Your safety and well-being during this conference is important to us. As a visitor you have a legal duty to care for the Health & Safety of yourself and others.

- Follow venue procedures whilst on the premises.
- Emergency Fire Evacuation Procedures are clearly displayed around the venue. If the Fire Alarm sounds, leave the building by the nearest exit and proceed to the designated Assembly Point. Do not re-enter the building until you are told it is safe to do so.
- Earthquake Procedures During an earthquake

1. If you are inside a building, move no more than a few steps, drop, cover and hold. Stay indoors till the shaking stops and you are sure it is safe to exit.

2. If you are outdoors when the shaking starts, quickly move away from buildings, trees, streetlights, and power lines, then drop, cover and hold.

On Farm

The person in control of the workplace (usually the farmer or landowner) must take all practicable steps to make sure people working in and visiting the workplace are safe from workplace hazards.

Visitors should take care of themselves by not:

- interfering with plant or equipment, including electrical installations or fences
- entering unauthorised areas or farm buildings
- disturbing or unnecessarily approaching farm animals or work activities
- ignoring instructions or warnings
- leaving gates open or damaging fences.

First Aider Contact details - LOC: Lee Matheson - 029 395 5312

Mark Brown - 027 220 4110

BIOSECURITY We ask that all attendees wear clean boots or shoes on farmer field tours

	Programme: New Zealand Grassland Association Conference		
	Hosting the New Zealand Society of Animal Production and Agronomy NZ		
	Day One: Tuesday 14th		
8:00am	Registration Rotorua Energy Ever	nts Centre	
	Spo	onsor: AgResearch	Chair: Warren King
8:45 9:00 9:15 9:20 9:40 10:00 10:20 10:30	Delegates assemble at venue Whakatau Welcome from NZGA The Future of Pastoral Science Kainga - Tangata, Whenua, Taonga Regional overview FACILITATED DISCUSSION Morning Tea		Te Arawa Arataua Laurie Copland, President NZGA Sue Bidrose, AgResearch Paul Tapsell Doug Leeder, Chair BoPRC
10:50	Sp	onsor: Beef+Lamb NZ	Chair: Chris Koroheke
10:55	Te Arawa - land use challenges and c	opportunities	Tanira Kingi
11:15	Perspective from Tairawhiti		Hilton Collier
11:35	Perspective from Taranaki		Aisha Ross
11:55	Panel Discussion		
12:35	Introduction to Onuku		Angela Wharekura
12:40	Board buses for Field trip		
13:00	ONUKU FIELD TRIP Sp	oonsor: Ballance Agri-nutrients	Chair: Fraser Harrison

17:00 Return to Rotorua

Delegates are free to make their own dinner arrangements (Eat Street is a good place to start...)

	Day Two: Wednesday 15th				
8:00am	Registration Rotorua Energy Events Centre				
	Keynote addresses	Sponsor: MPI	Chair: Laurie Copland (President)		
8:30	NZGA Levy Oration				

9:00

How science informs government policy

John Roche, MPI



Session 1: NZGA, NZSAP and Agronomy Sessions (WEDNESDAY 15TH)

Please note the following sessions are concurrent - check correct rooms

Rooms	Sessions	
BayTrust Forum	Session A	Grassland themes
Skellerup Room	Session B	Animal production themes
WSP Room	Session C	Agronomy themes

9:30	SESSION 1A: Farming Futures I	Sponsor: Barenbrug	Chair: Chris	Smith
9:35	Implications of changing birth and slaughter dates of s	sheep and beef cattle on gree	-	nissions David Stevens
9:45	Are observed rates of productivity compared to mode plants?	el predictions indicating nega		pacts in perennial Alec Mackay
9:55	Farm-level cost-effectiveness analysis of the In-paddo	ck feeding of methane inhibi	•	-based dairy <i>Ben Marmont</i>
10:05	Hill country futures - resilient farmers and resilient for	rages for the future		Suzi Keeling
10:15	Obstacles and opportunities for automation in sheep	and beef farming		David Stevens

10:25 FACILITATED DISCUSSION

10:40 Morning Tea

9:30	SESSION 1B: Genetics	Sponsor: NZSAP	Chair: Lorn	a McNaughton
9:35	Developing breeding values for shedding using comm	ercial data from New Zeala	nd sheep	Tricia Johnson
9:45	Recessive and dominant genes that cause synonymou	us differences in wool fibre o	curvature and i	medullation David Scobie
9:55	Wool shedding and fleece eights: A comparative anal sheep	ysis of lamb, hogget, and tw	o-tooth Wiltsh	
10:05	Breeding heat tolerant dairy cattle			Esther Donkersloot
10:15	Effects of the "slick" gene on heat tolerance in grazing	g dairy cattle		Gemma Worth
10:25	Anogenital distance as a predictor of fertility in ewes			Tianna Boyce

10:30 FACILITATED DISCUSSION

Morning Tea

10:40 Morning Tea

10:40

	SESSION 1C: Agronomy	Sponsor: Corteva	Chair: Nicole Morris
9:35	Reducing the risk of sediment loss with catch crops in	winter-grazed hill country	Brendon Malcolm
9:45			
9:55	Nitrogen management in crop rotations		Edith Khaembah
10:05			
10:15	The effect of different liming strategies after maize cro deep raw peat	opping on soil properties to 6	00 mm depth over time on a Paddy Shannon
10:30	FACILITATED DISCUSSION		

Session 2: NZGA, NZSAP and Agronomy Sessions (WEDNESDAY 15TH)

Please note the following sessions are concurrent - check correct rooms

11:05	SESSION 2A: Farming Futures II	Sponsor: Ellett Trust	Chair: Jane Chrystal
11:10	Predicting facial eczema risks under a changing climat	e	Tricia Johnson
11:20	An assessment of the agronomic effectiveness of N-(n the production of clover-based pastures, pastures, gra		nide (nBTPT) – treated urea on Doug Edmeades
11:30	Condition of natural capital and range of ecosystem se Brazilian Ferralsol	ervices from integrated crop	livestock-forest systems on a Gustavo Valani
11:40	Genetic modification – benefits and risks for New Zeal	and grassland production sy	ystems John Caradus
11:50	Future sustainable dairy systems		Jacobus Kok
12:00	Differences between regeneratively and conventional	ly farmed pastures	Katherine Tozer
12:10	Drought impacts African black beetle feeding on perei	nnial ryegrass	Katrin Hewitt
12:15	FACILITATED DISCUSSION		
12:35	Board Buses for Field Trip- Paterson's Dairy farn	n	
11:05	SESSION 2B: Young members	Sponsor: AbacusBio	Chair: Nick Sneddon
11:10	Effect of breed and stage of lactation on the solid fat o	content of milk from cows m	ilked once a day or twice a day I. Sanjayaranj
11:20	A new fertility trait for seasonal calving dairy systems		J Jayawardana
11:30	Udder and teat morphology traits associated with mill Zealand flock	k production and somatic ce	Il score in dairy sheep in a New Ana Carolina Marshall
11:40	Prevalence and incidence rate of clinical lameness in N	New Zealand dairy goat	Natasha Jaques
11:50	Residual methane emissions trait in grazing lactating of	dairy cows	K Starsmore
12:00	The effect of prepartum synthetic zeolite: a suppleme ing dairy cows	ntation on the eating, lying	and activity behaviours of graz- J Dalton
12:15	FACILITATED DISCUSSION		
12:35	Board Buses for Field Trip—Paterson's Dairy far	m	
11:05	SESSION 2C: Agronomy	Sponsor: Ravensdown	Chair: Mariana Andreucci
11:10	Avipel use with Broadcast cropping		Murray Lane
11:20 11:30	Vigorous, weed competitive wheat as an integrated w	reed management tool	Pieter-Willem Hendriks
11:40	vigorous, weed competitive wheat as an integrated w	eeu management toor	
11:50	Uniformity of ground spreading of New Zealand fertili	ser blends	Allister Holmes
12:15	FACILITATED DISCUSSION		
12:35	Field Trip Options - Paterson's Dairy farm / A	Agronomy Field trip - Fi	breFresh
17:00	Arrive back at Venue		
18:00	NZGA AGM - Rydges Hotel		
	Pre - dinner drinks		
19:00	Conference Dinner and Awards (NZGT and N	ZSAP)	Sponsor: DairyNZ

Session 3: NZGA, NZSAP and Agronomy Sessions (THURSDAY 16TH)

Please note the following sessions are concurrent - check correct rooms

9:00	Presidential Addresses: NZGA, NZSAP and Agror	nomy	
9:20	SESSION 3A: Farm Systems Sp	onsor: Hill Laboratories Chair: Da	wn Dalley
9:25	The impact of a forage plant breeder – the story of Herrick	sydney Easton	John Caradus
9:35	Stacking N leaching mitigations in a Canterbury dairy farm		rofitability. aisekwa Chikazhe
9:45	Exploring farm level response to multiple drivers of change	e T	aisekwa Chikazhe
9:55	Conducting field experiments in agronomy: review and ne	w directions	Graeme Doole
10:05	Pasture growth curve impacts the economic merit of exter	nded lactation	Lydia Farrell
10:15	Plantain dominated in mown mixed swards but produced	less than the original ryegrass-domina	nt sward Anna Taylor
10:20	Deep injection of lime into Waikato peat soils to reduce ad	idity	Jeff Morton
10:25	FACILITATED DISCUSSION		
10:40	Morning tea		
9:20	SESSION 3B: Nutrition Sp	onsor: Dominion Salt Chair: Tricia	Johnson
9:25	Simulating spot-sampling numbers to estimate methane to methane yield	o carbon dioxide ratio in lambs and its	relationship with Maria Della-Rosa
9:35	Relationships between dietary factors and urinary nitroge	n excretion of grazing dairy cattle	David Pacheco
9:45	The evaluation of methane emissions from grazing dairy call lactation	attle fed graded levels of concentrates	during peak <i>Maria Della-Rosa</i>
9:55	Effect of weaning system on lamb growth, mammary gland managed in an outdoor pasture-based commercial farmin		on in dairy sheep Sue McCoard
10:05	Rumen protected glutamine supplemented during gestation	on improves twin lamb performance fr	om birth <i>Leesa Flanagan</i>
10:15	Efficacy of food grade substances to protect dietary glutar	nine from ruminal degradation	L Carlyon
10:20	5-year old diversified species pasture delivers greater lam	o liveweight gain	Tom Maxwell
10:25	FACILITATED DISCUSSION		
10:40	Morning tea		
9:20	SESSION 3C: Farming and People Sp	onsor: PGG Wrightson Chair: Mik	e Dodd
9:25	Pukekauri farm – snapshots from a sustainability journey		Rick Burke
9:35	Māori cultural values and soil fertility management – an e	xploratory study	Xiaomeng Lucock
9:45	Co-benefits and trade-offs of water quality mitigation mea dairy systems	sures on greenhouse gas emissions fr	om New Zealand Chris Smith
9:55	The case for expanding the range of subject specialists in f	arm planning	Alec Mackay
10:05	Factors influencing pastoral farmers' land-use change deci Selwyn District, Canterbury		gulations in the shleigh van Uffelen
10:15	Understanding the introduction of new technologies – a ca	ase study of virtual fencing	Lisa Box
10:20	Understanding pathways of digital technology to improve	farm sustainability and resilience	David Stevens
10:25	FACILITATED DISCUSSION		
10:40	Morning tea		

Session 4: NZGA, NZSAP and Agronomy Sessions (THURSDAY 16TH)

Please note the following sessions are concurrent - check correct rooms

11:10	SESSION 4A: PASTURES AND FORAGES Spor	nsor: Agricom	Chair: Alistair Blac	ck
11:15	Pasture production: a compilation of historical datase	ts from farms in Bay o	fPlenty	Martin Hawke
11:25	Grazing management practices on Waikato and (tent	Canterbury dairy farr	ns diverging in bul	k milk urea con- Chris Glassey
11:35	Herbage accumulation and botanical composition of c cows according to the leaf regrowth stage	liverse pastures compl		efoliated by dairy Bia Anchão Oliveira
11:45	Understanding yield and development of Red Clover			Laura Keenan
11:55	Comparison of the pasture production from improved bury	l and unimproved past	ures at two hill coun	try sites in Canter- Derrick Moot
12:05	Plantain content and persistence in plantain-perennia	ıl ryegrass pastures ma	y be limited by tread	ding damage Samuel Wilson
12:15	Legume yield and persistence in South Island High Co	untry I & II: monocultu	res and mixtures	Sonya Olykan
12:25	What are the best pasture improvement options for c	lifferent South Island h	ill and high country	environments? Jeff Morton
12:35	FACILITATED DISCUSSION			
11:10	SESSION 4B: Farm Systems and welfare		Chair: Rene Corne	er-Thomas
11:15	The influence of the number of lambs on the suckling	behaviour of triplet-re		re ne Corner-Thomas
11:25	Ewe culling in New Zealand		Rei	ne Corner-Thomas
11:35	An evaluation of the AgTech 360 Livestock Tracker for	the automated record	ding of on-farm grazi	ng events <i>Wayne Hofmann</i>
11:45	Reimagining farm design to incorporate automatic mi	lking technology in pas	storal dairy systems	Paul Edwards
11:55	Mitigating the impacts of weather on lamb survival in	Southern New Zealan	d	David Stevens
12:05	Incorporating plantain and ryegrass into white-clover tainable farm system	mixed sward for an ec	onomically and envi	ronmentally sus- <i>Gayani Herath</i>
12:15	Mānuka honey as rongoā for animals in agriculture			Sue McCoard
12:25	FACILITATED DISCUSSION			
11.10	SESSION 4C: Agronomy Sponso	or: PGG Wrightson Se	eeds Chair: Maria	ana Andreucci
11:15	Irrigation management strategies to improve product crops	ion and water use effic	ciency of fodder beet	t (Beta vulgaris L.) Edith Khaembah
11:35	Winter forage crop soil protection techniques			Murray Lane
11:55	Variation in kale and fodder beet yield and quality over	er winter affects nutrie	nt supply to non-lac	tating dairy cows Nicole Wheadon
12:15	Fodder beet: know what you are feeding for a nutritic	onally balanced diet		Roshean Woods

12:50 BAY TRUST FORUM - Invitation to Oamaru

13:00 Conference closing

AgYields Workshop - Prof D Moot

13:10-14:00 AgYields is an open access database of pasture and crop yields and growth rates. This workshop outlines what AgYields currently contains, and how you can enter and retrieve data from it.

Onuku Maori Lands Trust (OMLT)

BACKGROUND

- Located 30 minutes Southeast of Rotorua on SH 38/Rerewhakaaitu Roads.
- Six separate farm units running from the Western edge of Kaingaroa Forest to the shores of Lake Rotomahana and lower slopes of Maunga Tarawera in the North.
- Altitude 438m a.s.l. rising to over 500m a.s.l.
- Contour predominantly flat to rolling. Small area of "easy hill".
- Soils predominantly Rerewhakaaitu Mud and an associated mud/ash intergrade on the 3 Eastern end farms (all soils derived from Tarawera Eruption in 1886). Mud has moderate drainage challenges in times of "on-going" wet weather. Intergrade is very free draining.
- Rainfall ranges from 1500 to 1750 mm / annum.
- Strong soil fertility status across all farms. Strong fertiliser history for 40 years plus.
- Winter cold / Summer moist climate.
- Boundary Road Dairy = winner of Ahuwhenua Trophy in 2018.
- Drystock Farm finalist in 2022 Ahuwhenua Trophy competition.

FARM UNITS

Dairy

- Four farms total 596 hectares effective. Milking around 1,600 cows (2.7 cows / ha)
- 65% of cows wintered "off farm".
- System three dairy operations. Import up to 15% of feed as Meal/PKE blends or silage.
- Milk Production 650,000 kg MS at over 400 kg MS per cow and 1,100 kgMS / ha.
- Trust owns all four herds and engages Managers/Contract Milkers.
- Replacement young stock grazed on Trusts' drystock farm. (return as in-calf R2yr heifers)
- Annual Pasture Growth range 11.5 to 13.5 t DM/ha. Limited areas of winter crops grown. Chicory grown on all four farms for summer use.

Drystock

• Farmed area of 873 hectares in two blocks. (Also has 135 hectares of production forestry in second rotation and 742 hectares fenced out riparian areas)

1/ Main Farm= 603 hectares

Mainly Rotomahana mud soil. Good soil moisture retention in Summer but Winter-wet. Summer safe environment

- Grows up to 11 t DM/ha/annum.
- Finishes up to 16,000 lambs/annum.
- Grazes 600 dairy heifers plus weaners.
- Beef production (steers / heifers) of 500 to 550 head.
- "Sells" surplus feed to Trust's Dairy Farms

2/ Stowells Block = 270 hectares Pockets of mud soil but ma

ash/scoria base

out mainly light	– Carries 500 to 550 bulls and steers. Finishes them at 2 to 2 1/2 years of age

- Grows 8 t DM/ha/annum and tends very summer dry in most years.
- Replacement bulls mainly purchased in Summer / Autumn

Productivity	kg Product / ha / annum = 320 to 340 kg Produced		
	Bulls at	300-310 kg c/c	
	Steers at	310-320 kg c/c	
	Heifers at	240-245 kg c/c	
	Lambs at	17.75 to 18.5 kg carcasses	

N.B: Main focus is margin trading for lambs and prime beef.

- Utilise a mix forage system.
- grasses and clovers
- plantain and clovers (red and white)
- lucerne
- Over 220 paddocks and stock water reticulated to each. Central lane systems.
- 4 FTE Labour units.

Miraka Hipi

- Farmed Area of 106 hectares effective. Total of 112ha.
- Converted to Dairy Sheep in 2020 from Bovine Dairy (80%) and Drystock (20%). Now in season four. Has a 72 Bail internal rotary shed centrally located.
- Hybrid model with ewe barn and lambs rearing facilities. Can house up to 1,800 ewes.
- Pasture / Crop based on 78% plus imported feed (mainly maize grain and hi-protein) at 22%.
- Peak milked 1,850 ewes in 2022/23 season. (17.5 ewes/ha)
- Longer term 1,650 to 1,700 milkers targeted and lifting milk output from 57 kg MS / ewe (fat plus protein plus lactose) in 2022/23, to 65 kg MS / annum. (16 ewes / ha at 1,050 kgMS/ ha)
- Bulk of ewes / hoggets lamb in barns starting end of July. First lactation as ewe hoggets. Aim to graze pasture as early as possible in lactation through in/out with the barn system.
- All ewe lambs are reared (1,250 to 1,300) and some male lambs (500 to 600) which are transferred to the drystock farm at 18 to 20 kg LW for finishing there. Balance of male lambs given away to other rearers.

PASTURE 76 hectares \rightarrow 12 hectares to chicory for summer

LUCERNE 30 hectares →8 cuts / grass / annum

- Estimate of 12.0 t DM / ha / annum pasture grown

- Lucerne yield forecast at 14 to 16 t DM / ha / annum
- Utilise mob of beef cattle in November behind milkers for feed quality control

support and help parasite management.

• Four FTE Labour units plus drive-in milkers and lamb rearers (three months).

TOPICS for DISCUSSION

Drystock	Sustainable farm finishing systems in summer moist environment. Feed quality /internal parasites / sourcing stock to finish reliably/other.
Miraka Hipi	Reduce reliance on imported feed to 12 to 15% and hit 1,100 kg MS / ha. Optimise genetic gain. Minimise sheep wastage rates.
Dairy	Managing the environmental footprint for the future. Maintaining high per cow / hectare performance.
Overall	Pushing harder to self-contained high-performance operation overall. Integrated!
Overall	Option for pastures /forages in the face of greater seasonal weather extremes.
Overall	Trust seeks on-going growth with strong environmental /animal welfare view



Jamie and Chris Paterson (J & C Paterson Trust)

Jamie and Chris are the farm owners of 126 ha effective Dairy farm milking 270 cross bred cows, on Stewart Road Kaharoa. The farm is share-milked by Alan and Michaela Paterson.

The farm was converted from drystock after Chris and Jamie purchased the farm in 1995. They focused on soil fertility initially and were milking just over 300 cows self contained in the years leading up to the regional council benchmark years of 2004-2005. One of the main changes since this period has been wintering cows outside the Rotorua Lakes catchment on a leased support block and sending youngstock to the same block each November. A concern going forward is with the Kaituna catchment, in which the support block sits, being a sensitive catchment in itself, how long will they be able to use the current farm system.

The farm system has always focused on being efficient with System 2 being preferred as optimum for the farm. They have never been high users of nitrogen fertiliser or brought in supplements. Which, with the benefit of hindsight, has hindered the system they can do going forward under the current nutrient limits.

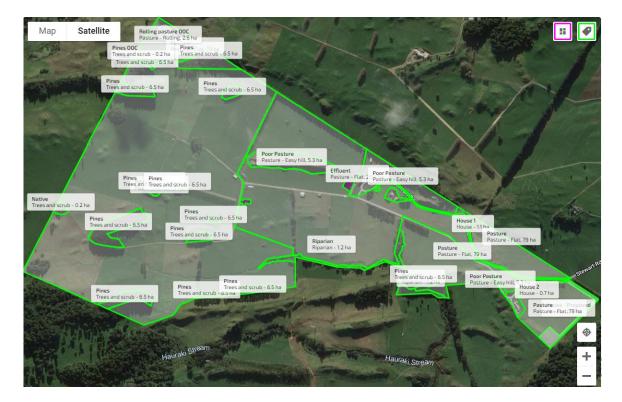
Chris and Jamie have been at the forefront of the environmental changes in the Rotorua for over 20 years. During this time they have given voice to farmers concerns and also put their hands up to carry out on farm mitigations and gather data on the impacts they and other farmers have on the catchment.

They have collaborated with different entities to assist ground truthing modelling and continue with this through the current work with AgResearch on the effects of small tree plots on soil carbon and lysimeter work to help test Overseer modelling. The detainment bunds on farm have been the focus of ongoing work to provide a proof of concept to roll out across the wider lakes catchments. Finally, they have ongoing work to provide data on Spikey as a tool to help reduce N loss from pastural farming.

The farm currently is consented by BOP Regional Council from 2022 to 2027 using Overseer to monitor the farm each season against limits set in the nutrient management plan in the consent. The next reduction in the nutrient limits happens for the 2027-2032 period, with a final reduction happening post 2032.

Chris and Jamie have said giving the farmers in the catchment some control of their destiny and options in farm systems using Overseer compared to inputs controls has been key to retaining farms in the catchment. The ability for farming to remain viable in the catchment will rely on science to find ways to lower loss of nutrients from systems while maintaining profitability.

The purpose of the field day is to show how the farmers in the catchment have been proactive in working to provide science based solutions to the issues they face. We will give a brief history of the process and show the steps already taken in the farm business to reduce impacts on Lake Rotorua. We will look at the ongoing trial work being conducted and also show what new work is being carried out on the farm and others in the catchment to further reduce farming impacts on the water quality while remaining viable businesses.



Fiber Fresh - the origin story

"The Great Hage Company" was started in 1984 at the Main Road site in Reporoa. Originally a 150 ha farm producing 10,000 bags of "HorseHage" then "ChaffHage" in a calendar year. The company originally sold products to deer, boer goats, horses, and calves locally in the Bay of Plenty region. After a couple of years, the business started growing rapidly and within 10 years we had leased another 500 ha of land and were producing around 600,000 bags per year.

With the local brand well known and export markets starting to open, The Great Hage company was rebranded to Fiber Fresh Feeds to future proof our brand internationally.

Today Fiber Fresh operates 2000 ha of land selling over 1 million bags of product and growing around 46,000 tonnes of for-



age per year. We have a team of 50 people in New Zealand growing, manufacturing, and selling our products across the entire country. Fiber Fresh now sells to over 15 countries around the globe including Australia, Japan, and the European Union.

Two of our biggest claims to fame are:

- Scientifically proving that our feed FiberProtect can cure gastric ulcers in horses. This has led to Fiber Fresh being the only animal feed in New Zealand registered by ACVM (agricultural compounds and veterinary medicines) as a cure for gastric ulcers.
- Stopping calves from having a weaning check by fully developing the rumen within 7 weeks. Making calves grass ready when weaned.

What is it that keeps us ahead of the competition? Continuous improvement!

Fiber Fresh has great products, but to continue to stay ahead of competitors we strive to always do things better. Be that improving our farming systems through innovation and collaboration with people like H&T or refining our production processes to minimise waste and create sustainability or developing quality assurance systems that have allowed us to certify as GMP (Good manufacturing processes) registered, it's all about finding the 1% wins. To do all of this we have built an amazing team of experts and expert advisors to help us achieve our company goals.

Why do we do this? Three reasons:

- To help our customers find the 1% they are looking for. In the end their experience with our products is paramount.
- Because we thrive on improving our products and delivering premium products to the world!
- We love doing it!



Notes	