













THE BUSINESS - 2010-2011

- » 2500 ha effective.
- » 19000 ewes to the ram, lambing @ 145% average.
- » 5300 hoggets.
- » 250 MA cows.
- » 200 R1 cattle.
- » Wintering 11 su/ha.

GFI	\$1400/ha	\$130/su
FWE	\$ 600/ha	\$ 55/su
EFS	\$ 800/ha	\$ 75/su

Targeting 17-19 kg lambs to Silver Fern Farms, processing/marketing cooperative.

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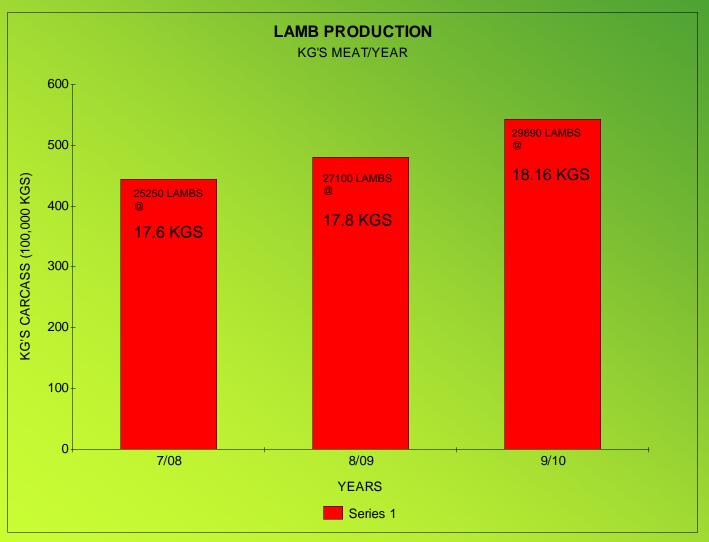


















# How have Farmers Responded to a Changing Agricultural Environment??

- Farm Discussion groups and Monitor Farms.
  - Easy care ewe flock.
  - Targeted fertiliser application.
  - Water quality/Nutrient run off.
    - Winter feed.
    - Re-grassing.
      - Drainage.



#### **KEYS TO SUCCESS**

- Simple Farming Systems.
  - Work/Play Balance.
    - Goal setting.
  - Succession Planning.
  - Professional Support.
  - Management and Staff.
    - Efficient ewes.
      - Contractors.









