

Career change from urban background to dairy farming

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1 Summary

The New Zealand dairy industry, along with many other industries, is finding it difficult to source the quality and quantity of skilled staff required to meet the current growth of the industry. In particular dairy farmers want mature skilled people to work within the farm business.

Often these mature skilled people are individuals (couples) who have decided to change career and are often successful in progressing through the industry rapidly.

In order for the dairy industry to attract more career change people in the future we need to understand what motivates and drives these people and what attributes they have.

This report is a detailed analysis of personal interviews with 17 people who have changed from an urban background to dairy farming with little or no farming experience.

The objectives of this research are;

- To identify what drives and motivates people to change careers.
- To identify what kind of people and what attributes these people have that make them so successful at changing careers.
- To establish what attracted these people to dairy farming as a career choice and how they went about making that decision.
- To establish/identify useful information that will assist people to make this career change in the future.

The main findings of this report are that in order for people to change career they go through a process which starts with a crisis that forms the catalyst for change. Most people choose dairy farming due to a positive farming experience earlier in their life, for example visits to their grandparent's farm. They believed that farming, and specifically dairy farming, could offer them, first and foremost, a lifestyle unattainable in the city. The opportunity to own their own business and be financially secure was also a factor that attracted these people to dairy farming.

Getting the first job often involved little more than answering ads in the paper. Getting the right first job with employers that were willing to teach and support the career change people was essential for a successful start.

Once in the industry the interviewees soon realised the potential the industry had to offer as they quickly moved along the career path and gained valuable equity. All interviewees when asked to reflect on their decision to change careers to dairy farming said they could never see themselves doing anything else. Dairy farming was meeting all their needs, both in a lifestyle and a business sense.

all dairy farmers. The industry needs to continue to promote dairy farming to counteract negative perceptions.

The challenges that the dairy industry face include; the fact that young people no longer spend holidays on their grandparents farm and that most young people have never had any contact with a country experience and hence have no “experience” to recall at a later age when they are looking to change careers. Also as farms get larger the lifestyle attraction may be lost and it may become increasing harder to attract people into dairy farming.

2 Introduction

Dairy farming is big business, with the average farm having an annual income of close to half a million with assets on average close to two million dollars (Economic Survey of New Zealand 2001-2002). The dairy industry boasts New Zealand's largest company, so with all this big business and growth that the dairy industry has enjoyed over the last 10 years or more, comes increasing labour requirements.

Many reports have hinted at a labour shortage for future years. Gaul (Gaul, 2000) predicted the dairy industry would need between 1,578 and 2,450 new staff positions by the year 2005 depending on increased labour productivity. While this seems to have been an over estimation, a labour shortage and more importantly a skill shortage is apparent.

Dairy InSight initiated a piece of research called "Future Focus". This research involved farmers identifying what they need from the industry in the future. One of the key needs dairy farmers identified was promoting the New Zealand dairy industry part of which was for the benefit of attracting more staff to work within the industry at all levels.

Dairy farmers said they didn't want all school leavers. While school leavers had their place they needed people spread across the different parts of the sector. Dairy farmers wanted to see more mature people coming into the industry to work on dairy farms that could offer a range of skills.

While working as Education Manager and formally as a consulting officer for Livestock Improvement Advisory I saw and tutored many young people new to the industry. It became apparent that people who choose to leave another career and take up dairy farming were unique in their ability to adapt and succeed in the industry very quickly.

This report focuses on interviews of career change people who have left an urban background with little or no dairy farming experience and decided to become dairy farmers. In order to successfully promote the dairy industry to the urban sector understanding the drivers of people who make this change is essential.

3 Objectives

This research had the following objectives;

- To identify what drives and motivates people to change careers from an urban background with little or no farming experiences into a career of dairy farming.
- To identify what kind of people and what attributes these people have that make them so successful at changing careers.
- To establish what attracted people to dairy farming as a career choice and how they went about making that decision.
- To establish/identify useful information that will assist people to make that career change in the future.

Many people currently established in dairy farming have come from alternative careers. Very little is known about what kind of people make this transition successfully and why.

What will be the future experience that draws people to choose dairy farming as a career change choice? How will the current negative perceptions about dairy farming, including employment issues, environment and animal welfare issues affect people's perceptions in choosing dairy farming in the future?

As farms get larger will the lifestyle aspect of dairy farming be eroded and hence lose its current appeal to career change people? These and other questions face the dairy industry as it continues to grow and change along side the growing and changing urban communities.

4 The Research Process

Nine groups of people were interviewed in person to gather the data shown in this report.

The names were sourced from Agriculture ITO training advisors, from previous media coverage and from people met through work duties. An attempt was made to get a geographical spread and people were interviewed from the areas listed below. Northland and parts of the South Island were not covered. After nine interviews enough information was gathered to form distinct patterns within the research.

- Te Kuiti
- Morrinsville
- Te Aroha
- Patea
- Tapawera
- Takaka
- Rotorua
- Whakatane
- Kaponga

The interview style used open questions where the interviewed people were asked to “tell their story”. This style was used after discussions with Terry Parminter social science researcher for AgResearch Limited. A publication was also used to help develop the interview style “The ethnographic interview” by J P Spradley. (*Appendix 1 - Interview questions used and guidelines for the interviews*).

Each interview lasted between 40–90 minutes. All interviews were taped with permission of the people being interviewed. In this report the individual people will not be identified. When a couple were being interviewed it was important to get both their stories and allow both perspectives to be told.

All people approached to be involved were very positive about telling their story on how they came to be dairy farmers. The interviewees had been in the industry from one to ten years, with an average of 3.5 years. All had little or no dairy farming experience prior to entering the industry and all had made a career change from an urban job/career to dairy farming. Of the nine interviews eight were interviewed as couples (16 people) and one person was interviewed by themselves. In total 17 people were interviewed.

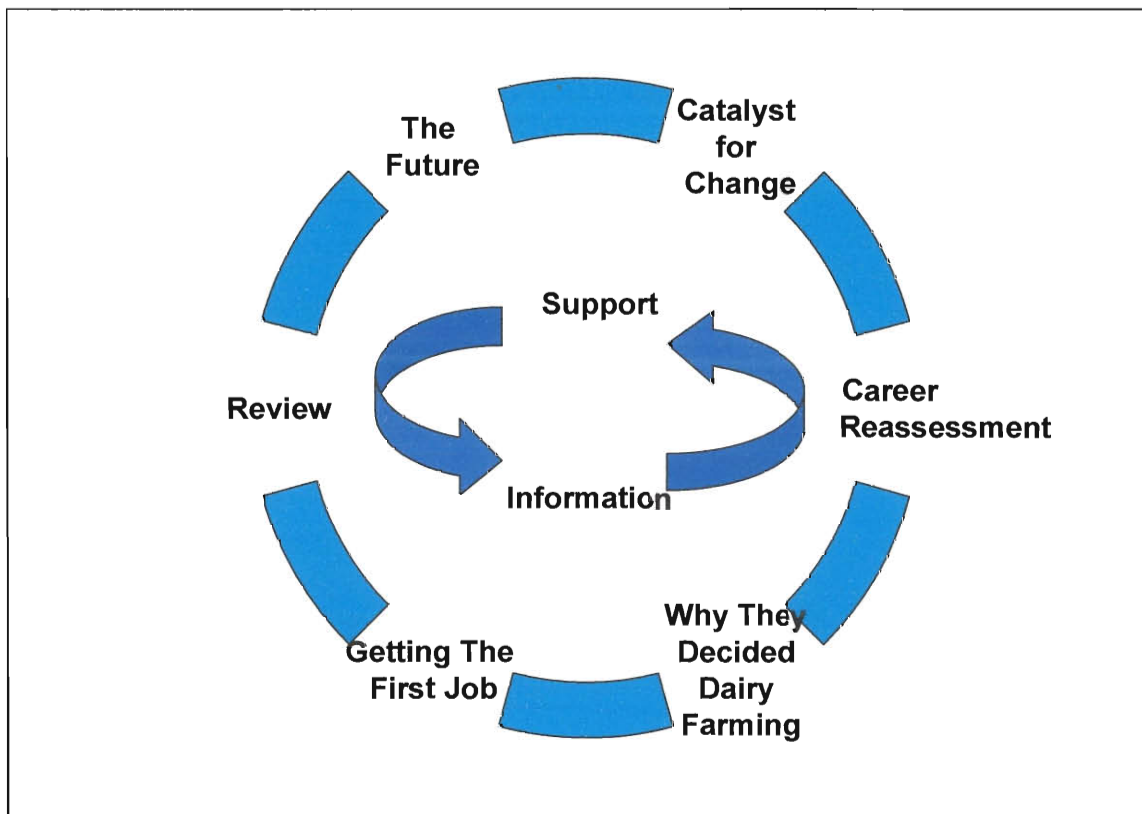
5 Analysis

It became apparent that the individuals in each interview event had a similar story regardless of how long they had been in the industry. There were common themes from each group interviewed and they are shown below in the diagram. Each group went through a similar process to get to where they are today. This process is in the form of a circle as people may revisit the process to varying degrees throughout their career.

The themes are;

- **Catalyst for change** - What caused them to want a change in career?
- **Career Reassessment** - What do they now want to do?
- **Why they decided dairy farming** - Why dairy farming was the best choice
- **Getting the First Job** - How they went about getting that first job
- **Review** - What do they think about their change now?
- **The Future** - Where do they want to be in the future?
- **Support** - Support was a key success factor throughout the whole process
- **Information** - Information played a key role throughout the process

Diagram 1. Career Change Process and Themes



Each story had a similar pattern regardless of how long the person had been in the industry. The themes started with a catalyst, a reason to look at where they were and where they wanted to be. The idea to go dairy farming then came from a seed or an impression that had been planted some time before. The couple/person then made the decision to go dairy farming based on information and numerous reasons.

They then went about finding their first job and again all interviewees found their jobs in a similar way. Once they were in the industry they quickly decided on whether they wanted to stay and hence 'where to from here'. The couple/person then justified why they are dairy farmers, and why it works for them, followed by what they want the future to look like.

These themes were visible in all interviews. Often the way the story was told was also similar with the future being talked about first and the catalyst for making the change often being discussed towards the end of the interview.

The taped interviews were scribed so that each comment was written down. Once a pattern was identified these comments were then matched into the theme areas with the above chart to form a matrix as described in (Qualitative Data Analysis by M B Miles and A M Huberman). (*Appendix 2, Raw Data*)

6 Findings

The themes are described in this section, along with a sample of the comments from the raw data to validate the discussion around each theme.

6.1 *Catalyst for change*

Each person went through a major event (crisis) in order to decide to make the move away from their urban lifestyle/job to dairying farming. There were a range of catalysts from health reasons, having their first child, to having bad debtors. All nine groups of people wanted one thing, they wanted to change their lifestyle from a busy, noisy urban lifestyle to something that allowed them to spend more time with family and friends.

Interviewee's Comments

- "We separated for a bit, being away at work was affecting our marriage."
- "On shift work I would drive home at 3.00am in the morning, I never saw the kids."
- "The change came about due to the chemicals affecting my health and for the children."
- "When I worked in town I was working 5 days a week and on call two days a week. When we got pregnant with our first child we decided we needed to change things."
- "Living in Auckland we didn't see each other very often, as we both worked long hours."

6.2 *Career Reassessment*

These people decided that changing career was the best way to overcome their 'crisis'. In all cases their current career was seen as a major factor attributing to their undesirable position. Their career impacted on their lifestyle and financial aspirations.

Once people decided they need to change their career in order to fulfil their ideals for a happy and successful life, they then started to think what is it that I/we would like to do. Many of them recalled spending time on a farm as a child and enjoying the outdoors, they enjoyed animals and ability to work towards and within their own business. This memory of farm or country life led many of them to farming as the ideal choice.

Interviewee's Comments

- "Getting into farming was through grandparents having a farm, where holidays were spent on the farm."
- "I am a person who grew up on my grandfather's farm every weekend; it is just so different, in that you have so much more imagination and responsibility."
- "My uncle had a farm, as kids we used to go there and help in the cow shed, on tractors and motorbikes just mucking in."
- "I have always been interested in farms and animals even as a kid."

6.3 Why They Decided Dairy Farming

Making the decision to go dairy farming for many of the nine groups of people was a leap into the unknown. Once they decided it was something they wanted to try they just applied for a job and did it. All groups decided to just try it and to give themselves one to three years to see if they liked it. Often there was very little preparation involved with making the decision. Only two of the groups sat down and gathered as much information as possible, usually in the form of advice from friends and dairy consultants and rough financial calculations.

Interviewee's Comments

- "I talked to a friend and he was a dairy farmer and I thought I would like to do that."
- "We did a brief survival financial calculation for the first year."
- "I never really found out any information I just bowled in and did it."

The people interviewed all have had successful careers/jobs in the past. They are the sort of people who could do almost anything simply because they decided they wanted too. So why did they choose dairy farming, when most of them had no idea what dairy farming really involved?

They all chose dairy farming for the same reason, to have a better lifestyle for them and their families. The fact that dairy farming is also a business and a career often came secondary once they had been in dairy farming for a while and had started to realise the potential equity growth that could be achieved. It was a business where they could learn from scratch and then go on to own the business in the future if they decided to take it that far. A bonus that many people pointed out was that you got paid on a monthly basis every month and the company had to buy what you produced. And as many had run their own small business this was a luxury.

Interviewee's Comments

- "It's an excellent lifestyle for us and the kids."
- "You can have breakfast with the kids and then see them off to school".
- "It's a closer knit community."
- "Initially it was a lifestyle choice, the business side was there, but for us, it was lifestyle."
- "We want to have a family and I want my kids to know their dad."
- "Getting paid each month is appealing and the time we had for our family was another factor."
- "Dairy farming means a lifestyle that suits us and our bringing up of our kids. It's a lifestyle that enables us to better ourselves for the future."

6.4 Getting the first job

Getting the first job for many was a matter for most of applying in the paper and taking the first job that came along. There were some key factors that went with the first job. In all cases it was a large step down in income, but this was

deemed an acceptable risk as you had a package that included a house, while many also had a house in town they were able to rent out. In nearly all cases the first job had a good boss that was willing to put time in teaching and supporting these new entrants in to the industry and this was a key factor to their success.

Many got an idea of what was a good job and what was a bad job by ringing a few jobs and looking in the local paper. The first job often meant working for someone who was younger, and starting from the bottom of the career path, as a farm labourer. This was not an issue for people, many of whom were previously in management positions as they knew they had a lot to learn, and were willing to get stuck in to fast track that learning.

Interviewee's Comments

- "I applied for a couple of jobs and the conditions weren't really that good, then I found this job."
- "I think what has helped is that the boss is a good boss and the other people I work with are really good people."
- "I applied for two jobs and got offered both."

Once people decided to go dairy farming and found their first job, they quickly realise how much the industry has to offer. All nine groups were keen to learn as much as they could as fast as they could. To do this they worked long hours, weren't afraid to ask questions and where possible spent time with people like the local vets to get extra practical experience. Many are involved in their local Dexcel discussion groups, as it offers an opportunity to see other farms and other ways of doing things, as well as having a role as an opportunity for social interaction.

All have taken some form of formal training in the form of an Agriculture ITO course or other formal courses offered, again to learn as much as possible as quickly as possible.

Taking opportunities as they come along is important all have moved quickly through the industry moving to the next step as they accumulated more knowledge and looked for further challenges.

Motivation and drive are very important as there is plenty of hard work and long hours required to get ahead but the rewards are there for anyone who wants to make it happen. You are in charge of your own outcomes, and you don't get that working in town for someone else.

Interviewee's Comments

- "We have tried to fast track ourselves along so we can catch up in the industry. Sharemilker of the Year also helped us to do that."
- "I did a Production Management course to help us get the skills initially."
- "We knew we had to go backwards to go forwards, we halved our income but we had a house in town we could rent out."
- "I am doing an AgITO course. I knew I had to get the knowledge as quickly as possible."

- “We progressed quicker than most and that is because of the fact we are very motivated. And the boss we have saw our potential and has really helped us to see the opportunities.”

6.5 Review

After spending a few years as dairy farmers, why does the career change work, what keeps people wanting to stay and enjoy dairy farming? All nine groups said they couldn't see themselves doing anything else.

First and foremost they all enjoy the lifestyle that dairy farming offers. They have an opportunity to work with their partners and families. All groups made it clear that it is hard work both mentally and physically but that the rewards are more than worth it.

The rewards include assisting cows with animal health problems, calving cows, rearing calves, and watching these animals come into the herd. Seeing improvements around the farm, for example where say a fence has been built by the person themselves. People often have acquired a range of new skills, and this is rewarding. Controlling and influencing their own outcomes and success. And finally the financial growth that can be accumulated is also rewarding.

People are able to achieve a career, where they can progress at their own pace. The career has the flexibility to allow each person/couple to do their own thing. For example: to raise a family and be involved in the business, and for another, one partner to work on farm and one to work off farm etc.

Interviewee's Comments

- “We have an odd situation where I stay at home and run the farm and he goes to work each day, but it works for us.”
- “What motivates me is the amount of equity we are able to gain so fast, we can see the rewards and we can see how we are going to get to sharemilking next year.”
- “I am surprised at how much I have learnt in just one season.”
- “We are active people and everyday is different, that's why we love it.”
- “It's challenging but rewarding. You set your own goals and it's up to you to make them happen.”
- “You feel alive out here.”
- “You get paid to do something you really enjoy, the busiest three months go fast and you complain, but then its over and you miss it.”
- “I wanted to make progress and when you have your mind set on something you can just do it.”

6.6 The Future

All groups were quick to establish that they didn't want to do anything other than dairy farming. The ultimate goal of eight of the nine groups was farm ownership, and for most that was going to be possible over the next five years.

Even with a negative report on the industry in terms of availability of sharemilking positions, and low payout prices with high land prices, these people were determined there was still a way to make it happen.

Many had the goal of farm ownership before the family entered high school education to allow stability of staying at one school. While their ultimate goal was to own the whole business, they would not sacrifice family, and lifestyle to make that happen. Lifestyle was still the highest priority.

Interviewee's Comments

- "We plan to have a farm by the time the kids go to high school, so that we are settled in one area."
- "The future we want is to own our own farm, and carry on sharemilking, we hope to buy a farm in the next year or two."
- "The aim is to have a comfortable lifestyle without having to struggle for money and have a sized farm that allows that lifestyle."
- "I am not going to sacrifice my family to get to where I want to be."
- "We hope to and intend to go 50/50 next year which will be the next step for us toward farm ownership."

6.7 Support

Support from partners, family, friends and employers were a key part of the success of these people who chose to change career.

In some cases family and friends were not supportive of the transition as they saw it as a step backwards for both their career, and financially. When family and friends were not supportive these people got that support from mentors and other successful farmers. The support was often critical from the point of making the decision to change careers, right through the major steps taken along the way.

Having a partner that was supportive was vital and occurred in all cases, regardless of whether the partner was working on the farm or not. Both partners had to really want to make the change work.

Interviewee's Comments

- "Supportive family are a great thing, as a sounding board. Get people around you that can help guide and support you. I rang my dad and asked his advice I don't do that very often."
- "The main support would be from my husband, and the employer."
- "My friends have helped me in that they give me support, they are all sheep and beef farmers but they have been good."
- "You need a network of support."
- "A few people were negative, mainly farmers who had left the industry or pure townies."
- "My friends thought I was throwing my nursing career away, they didn't see that it was a whole new career."

6.8 Information

Most people sourced very little information explaining dairy farming before they entered the industry. One main reason is very little information has been available in the past. Most people entered the industry and then started to seek out information that would help them advance or learn the required skills quicker. Some people sought basic information about dairy farming from consultants. This enabled them to make a predication about first year income.

Once in the industry information became very critical, reading, courses, seminars, consultants and discussion groups are all sources of information people used to build up their knowledge of the industry. Once in the industry people found it quite easy to get other people to share information so that they could benefit from a wide range of other peoples experiences.

Interviewee's Comments

- "I am doing an AgITO course and I know I need to get the knowledge as quickly as possible."
- "I looked at it from what the industry can do for me. I researched the situations vacant and get an idea of the income and trends of the industry."
- "I didn't use any information; I didn't really know where to look. Information about the day to day running of a farm would have been helpful."
- "Dairy farmers are so open to share their information which makes the job of getting started so much easier maybe compared to sheep and beef."

6.9 What Attributes do These People Have?

The 17 people that were involved in the interviews had attributes that in many cases were similar. These attributes gave an idea as to what kind of people can make this type of career change success.

- These people all worked hard to be successful in their previous jobs/careers.
- Many were in management or worked in their own business.
- All had a love for the outdoors being their own boss and working with livestock.
- These people are all very motivated and actively seek the next challenge.
- They all wanted to learn as much as quickly as possible, and read, did courses, sought out mentors and entered farming competitions to achieve this.
- They all had the attitude of "just do it", anything was possible if you wanted it.
- They also all commented that it's not just a job "it's a whole way of life".
- They all had set goals and had a plan as to how they would achieve those goals. They were focused with motivation.

- The previous jobs held included Butcher, Baker, Mother, Plumber, Panel Beater, Painter, Nurse, Army, Navy, Engineer, Legal, Animal Breeding, Salmon Farming, and Fashion Retail.
- Attributes included;
 - ◆ Hard working
 - ◆ Motivated
 - ◆ Focused
 - ◆ Family orientated
 - ◆ Likes working for themselves but prepared to start at the bottom and work up
 - ◆ Likes working in the outdoors and with animals
 - ◆ Money is not the primary driver
 - ◆ Lifestyle was a primary driver
 - ◆ Happy to take calculated risks
 - ◆ Happy to make short term sacrifices to achieve a long term goal (e.g. holidays, drop in income)
 - ◆ Intelligent, and very practical
 - ◆ Passionate
 - ◆ Enjoy working with their partners
 - ◆ Being in control of their future
 - ◆ Enjoy being active

6.10 Additional points of interest

The people interviewed that have made a career change are now as dairy farmers have a lot to offer the industry.

- They have had a range of jobs and a range of bosses so have broader experiences.
- Their previous trade often brings skills to their current job that is very valuable, for some its record keeping that they learnt in the Army, for others its panel beating, welding etc.
- They have a maturity and a focus as they are older than school leavers who enter the industry, these people are keen to “knuckle down” and focus on succeeding at dairy farming.
- With this comes a passion. It’s a very distinctive choice they have made and they have drive to make it work.
- Because they have not had a background in dairy farming they have no mind set. They come into the industry with an open mind.
- Two of the people interviewed grew up on dairy farmers and vowed they would never marry a dairy farmer. Their perceptions were there was always something that had to be done and they didn’t get to go away on holidays.

- The people interviewed made this initial change and many of them did not consider it a risk to move their family into a whole new career they knew little about. They felt they had their previous careers to fall back on and in many cases property in town they could return to.
- The risk factor only started to take affect when they were making financial commitment with variable order sharemilking or 50/50 sharemilking, but in these cases they felt it was a calculated risk.

7 Discussion

The interviewed people choose to change from an urban background to dairy farming often having little or no dairy farming experience prior to this change. The main reason that these people choose to make the transition in all cases was to obtain a better lifestyle and future for themselves and their families.

Objective: To identify what drives and motivates people to change careers from an urban background with little or no farming experiences into a career of dairy farming.

Core New Zealand values drive these people; hard work, lifestyle and opportunity to create their own future, all balanced by worthwhile rewards. Rewards which are often not centred on financial gain, but are centred on family lifestyle and having a satisfying life.

Dairy farming offers to these people what no urban career could, an opportunity to progress unhindered by colleagues or company structure. An opportunity to enjoy a family lifestyle not available to many urban based people. And an opportunity to be more financially secure.

Objective: To identify what kind of people and what attributes these people have that make them so successful at changing careers.

These people would be successful at anything they chose to do, they are motivated, focused and driven to obtain their success. They were open to adapt to new experiences and learning in order to make their goal a reality.

These people like to be active, enjoy the outdoors and working with their partner to form a team. They enjoy working with animals and they enjoy the environment that living and working in the country has to offer.

Objective: To establish what attracted people to dairy farming as a career choice and how they went about making that decision.

The decision to choose dairy farming was nearly always based on a positive farming/country experience earlier in their lives that developed a positive perception of the lifestyle and potential rewards.

The decision process always started with a crisis like catalyst that triggered a need to change the current situation. They then started to think about what they would like to do and the idea of farming and dairy farming came about from previous experiences or perceptions of a life in the country and on a farm. From there people often just picked up the paper applied for a job and then found themselves moving quickly through the dairy farming career path.

Objective: To establish/identify useful information that will assist people to make that career change in the future.

Most of the interviewed people used no relevant material to assist in their decision. This was due to the fact very little material is available. Kuriger 2001 noted in her report that being proactive and getting material out to people was a key step forward as 66% of her survey students had never seen any material about dairying.

Most people didn't know what they were getting themselves into or realise the potential the industry had to offer. Many identified information would have been helpful in regards to topics like what a day in the life of dairy farming involves, the potential career pathways, and how other people had made the transition.

Dairy InSight initiated an industry good project aimed at promotion of the dairy farming to the general public called "Lets Talk Dairying". This promotion of dairy farming needed an angle to present to the public, the career change people were used as this angle. Both the television advertisements and media coverage refer to people who have made that transition from a city lifestyle to dairy farming. The people that I interviewed were used to help develop the concepts of the television advertisements and feature as the case studies that are part of this report.

The "Let's Talk Dairying" website has a range of information and links that enable people to get an idea of what farming involves from case studies of people who are in different positions and how they got there to what a typical day in the different part of the season might look like.

8 Recommendations

It is clear from the findings of this report that the dairy industry has a role in attracting and supporting career change individuals. Currently much of this work falls under the umbrella of Dairy InSight's industry good activities.

The recommendations that I make from this report are based on my own opinions. Over the short lifetime of this project a number of initiatives have been started, both nationally and regionally. My recommendation is that these current projects need to be completed, co-ordinated and extended.

Below is a summary of the key initiatives that have been started over the last six months.

These recommendations are only touching the surface of what work could be done to assist a smooth career change process for new entrants.

Attract people to dairy farming

A promotional programme to attract people to dairy farming while also counteracting negative perceptions (*Let's Talk Dairying – Dairy InSight*).

The mechanisms used in "Let's Talk Dairying" include television, media advertising, media articles, billboard, website and 0800 number. This programme is in its first year and needs to develop further in order to change perceptions.

Information into schools is starting to occur but a package for schools about dairy farming is still lacking. Dexcel, AgITO and the HR Capacity Group are starting to work in this area.

"Window to Dairying" is an initiative that is being trialled in four regions of New Zealand this year. Window to Dairying is a project being funded by Dairy InSight where young people from schools and career advisors visit a field day demonstrating the different opportunities in dairy farming.

More work needs to be done to give young New Zealand children an appreciation for life on a farm. As mentioned in this report farming was an option that these people chose due to having a positive experience earlier in life. Many localised initiatives have occurred in this area; however a co-ordinated and nationwide approach would be a positive move to prevent the loss of rural New Zealand experiences amongst the general population.

Support people through the career change

The interviewees highlighted that getting the right first job is critical. An agency approach to matching employees and employers would help eliminate some of the risk involved in getting that first job. An accredited employer programme would also mean that employees would have some method of identifying good employers. Work into this area is being considered at the moment by a number of organisations in the industry.

Dairy farm introductory Information

Currently there is a lack of information about dairy farming available to people who are considering a career change. The “Let’s Talk Dairying” website is an initial attempt at addressing this issue in the short term; however a more comprehensive package would be useful.

The AgITO have put together an introductory course to dairy farming that people are able to complete prior to entering the industry. A number of courses are available to people once they have entered the industry and want to gain valuable knowledge as they learn the practical skills.

9 Challenges to the Industry

These people entered the dairy industry because they had a positive perception of what the dairy industry has to offer, has that changed?

The people interviewed entered dairy farming because they believed it had something to offer. Many people in the general public now see images like dairying with environmental issues, animal welfare cases and labour employment issues with long hours and poor pay. The media has portrayed the dairy industry as an industry of last choice and poor practices. With a negative image being built over the last few years will the dairy industry still be able to attract people in the future? In order to attract people into a career in dairying counteracting the negative perception will be essential.

What will be the future “seed” experience for people to enter the industry in the future?

Currently the general public perceive the dairy industry negatively in regards to career choice and what dairy farming has to offer New Zealand, while in the past it was seen more as the backbone of the country. Young people no longer spend time on their grandparents or uncle's farm. Many young people now have no interaction with farming or the country environment in order to develop their positive experience. So when these people choose to change careers dairy farming will not be perceived as an option unless somehow that impression is implanted at an earlier date.

Dairy farming for these people is for lifestyle as well as a business. Large farms are becoming more common, and often large farms have more focus on the business and a much smaller focus on lifestyle. Do we risk losing the sustainability of the farming lifestyle?

Most people farm first and foremost for the lifestyle. Large farms remove the lifestyle and family farm aspect and replace it with a pure business aspect. This balance may be unsustainable for the future. Polarisation may occur with large corporate farms verses the family farm? Some people who have worked on the 1000 cow plus farms and run the farm as a “big business” have come back to realising why they started to farm which was to spend time with family working together in the family business. As farms get increasingly larger, with a 47% increase in herd sizes over the last 10 years alone (LIC Dairy Statistics 2001-2003) the ability to choose dairy farming for a lifestyle may be threatened.

10 References

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Appendix 1 - Raw data

1	2	3	4
Three years	Three years	One Year	Three years
Engineering	Panel beater, bread run, airport work	Navy, Host service, Odd jobs	Animal Breeding group, Farm consultant, Rural Banker
I had been working at Rock Tec for nine and a half years, I had spent a lot of time working away from home	I was working as a panel beater, and brought a bread run , I sold that and worked for a friend out at Hamilton airport, it was a short term thing but I stayed for three years	Grew up in Gisborne in town	When I came back from overseas I wanted a professional job to go with my degree
To keep the family together and the challenge of it	On the shift work I would drive home at 3.00am in the morning, I never saw the kids. So we thought we would go for the job up the road, we could always say no if we get it and decide we don't want it.	I didn't have good grades at school and I didn't know what to do	I got a job at a breeding company and was there for nine years and had three roles
At the engineering job there where three guys all at the same level and in order to get the promotion it was difficult to see what future there was	My uncle had a farm, as kids we used to go there and, always helped in the cow shed, on tractor's and motorbike. Mucking in	I have had heaps of Jobs The Navy, Meat works, Waitressing	I was getting into a rut as I had been in the job, I had always lived rurally and most recently on a 10 acre block
Do you wait five years to become a foreman or do you move on	As a teenager, I used to do haymaking and do a bit of relief milking	I got sick of jumping from job to job and I just didn't know what I wanted to do so I went to Gisborne, to my grandparents	What drove me, was that my background my parents, I like working with stock, its lifestyle thing not having to work in a office any more, I like living on a farm
We separated for a bit, working away from home affected our marriage	Its always been there, but I always liked working with cars too	The grand parents sent me to a careers person as I think they were quite angry that I hadn't settled down and found something that I really wanted to do	I grew up on a dairy farm on my parents farm, I wanted to be a vet so I went to Massey but failed the first year so I went on and did a B Ag Sc
I am originally from a very small dairy farm and the grandparents where farmers	I always had in the back of my mind that I would like to go farming one day	I wasn't happy about it and I went to it anyway. It was really good to go	I managed a dairy farm in Taranaki before I went overseas
We did some relief milking way back when working in the previous job	The first job made us release that we were onto a good thing and the owner encouraged us to move on to learn more	My first memory of farming, was when I was 12 was I walked into a sheep shed and thought the smell was terrible I had to leave and I would never had though that I would be farming	As I was evaluating all the options farming came up as something that I wanted to do

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We knew a little of what we were getting into	We have progressed quicker than most that is because of the fact I am very motivated. And the boss we have now sees the potential and has really helped us along helped us to see the opportunities	Moved to Taumarunui just before high school, where we lived in a house in the middle of a farm	I was really lucky with the first job as they were supportive
We didn't have a lot of support most were negative and they knew I had a good job	Family support is a great thing, as a sounding board. Get people around you that can help guide and support you. I rang my Dad and asked for his advice I don't do that very often	We went through all the things that I liked to do and he suggested Farming, I had never considered it before been though heaps of my friends are farmers	The main support would be from my husband and the Trust the employer has been very supportive
The family your partner needs to be really supportive	A few people were negative mainly farmers who had left farming or pure townies	I talked to my grandparents, so I come home and my parents helped out quite a bit	The trust has two farms and the other sharemilker is really supportive also
We used a farm advisor, accountant family members in dairy farming and parents, we looked at the work side of things we looked at what other people had as drivers	We took a huge drop in wages that first year. It wasn't so bad because we had a house and rented that out	My friends have helped me in that they give support they are all sheep and beef farmers but they have been good	My brother and parents have been very supportive
We picked mentors which was a big help, we talked to progressive farmers	We gave ourselves 3 years to see if it was what we wanted to do	I am doing an Ag ITO course and I know I need to get the knowledge as quickly as possible	You need a network of support
The circle of friends change and may be quieten down	You have to be prepared to take a chance, don't get into that comfort zone for too long	I had never been in a cowshed before I come to this job and it was a bit of a shock	After a year on that property I wanted to take the next step and ended up on this property as a variable order sharemilker
We halved our income to do it, we had a house in Matamata and we rented that out	We have tried to fast track ourselves along so we can catch up in the industry. Sharemilker of the year has helped us to do that	The early mornings were hard at first but then you get into it and it's great	When I was looking to get back into dairy farming, I was a bit worried as to weather being a dairy farm was going to be a constraint

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We knew we had to go backward to go forward	The competition really helped us to put on paper what our goals are and how they will be achieved	The early morning milking where a hurdle for a while when you had to do it for two weeks in a row, at the beginning it was hard, and you do get quite tied when its calving time. I'm not as strong as the guys so I just have to work a bit harder to get the job done	The dairy industry is still male dominated and there are some people who wouldn't employ a woman You do things smarter rather than physically
We worked for someone who had the approach of the old school of farming and so that is why when we decided to do it we had to do courses and get the latest information	I did a Production Manger course to help us get the skills initially	I think you have to be a open minded person, you don't have to be strong physically but you do mentally	We need a flexible contract that will allow us to change from year to year
We started courses before we even started farming	As a young person it is a lot more difficult as they want to burn the candle at both ends	The key for me is courses to get the knowledge up to scratch as soon as possible	I am really pleased I have made the change and its made me happier in myself the transition wasn't hard at all, maybe I should have done it sooner
When we made the decision to go farming we decided we wanted to really give it a go and that we weren't gong to just wander along	The first year was bloody hard, we were sort of the slave, and with hours of driving the tractor	I'm second in charge and assistant manager	Dairying is going through a lot of changes, you can't just walk into a job you need to start at the bottom and you won't get the same pay as in town at the start
The key is we are goal driven where we set targets	The biggest expectation was that we would enjoy what we are doing and be able to see the results. I would rather be in a job that didn't pay well but enjoy rather than be paid heaps and hate it.	I'm not into night clubs, so I don't feel like I am missing anything	They need to be able to work on their own, and they need to ask questions and seek advice and be dedicated
We looked at the future the bid picture rather than the short term	The advice we would give other people, is go in with your eyes open, you have bad days too, don't be afraid to take a chance. You have to be able to be told what to do.	I never every really found out any information, I just bowled in and did it	You need to be really interested in the cows and the growing grass and all the things that go with it
Do the learning and get the current information on practices, have a goal set in your mind	Remember you are starting at the bottom the only way is up and you get out of it what you put into it	Information about the day to day running of a farm would have been helpful	The farm owners are keen for us to stay a lot longer that we are prepared to stay

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Enter the job for the right reasons	In farming you get up early but that's just part of it	Training has played a huge role, with the Ag ITO courses	You are your own boss and you have so much more say in what you are doing
We really looked into it when we made that decision, and we knew what to expect	One thing that bums us out is that you don't have your own home, each house you might have for three years or so	I am now doing the Modern apprenticeship for dairying	I can get out there and do what I want to do. Set my own goals and then make it happen
Here you are able to set your goals and go and achieve them	Some of our friends ask us how do we cope, living out here.	It's very important that you work with people that you enjoy being around, a good boss that you can talk to and people you work with that are friendly and open	I can go out on the farm, or to town for the day you are free to choose
It's a brilliant way of bringing up kids you can't beat it compared to town	take the opportunities when they arrive, and give it a time frame to see if it's what you want to do, Goals must be there and achievable	I love working outside, working with the team environment is really good, and working with the animals is great	It's hard work but because I enjoy the outdoors, and I enjoy working outdoors all day, I have greater freedom than compared to my town job
It teaches your kids skills. They are not sitting in front of the TV all the time	The lifestyle is good for the kids, the kids see their dad in the morning and at night. I get to see my husband during the day, it's great	I was originally looking for a sheep and beef farm, but I realised there was a lot more variety in a dairy farm job	If you really want to do something just go for it and follow your dreams don't let anything hold you back
It's an excellent lifestyle for the kids and for us	Coming into the industry at a later stage, with a family, it's great because you are ready to knuckle down	I don't like having neighbours and walking around the farm is great	You can really make the money but there is a lot to learn anybody can milk cows but there is a lot to learn
You can be home to see them off to school, and you get time to spend on your relationship	The kids get to go out on the farm with Paul, and get involved	My impression of dairying is hard work but fun, very hard work but really enjoyable and you get a lot of rewards if you set yourself on the right track and it doesn't matter what your grades are at school	Because I love the lifestyle and working with stock and seeing the results it's very rewarding and you set goals, then go and achieve them

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You start off at wages and it is years of hard work but it ends up better than that	How many kids get the opportunities, to ride horses, they get good education with small class sizes	I applied for a couple of jobs and the conditions weren't really that good and then I found this job	The town job is not that secure, in that you can be out of a job next week, or whatever
Be very choosy on employers go for progressive employers, you will learn more and they will support you more	It's a closer knit community	This job dairying, I was quite scared as it was 700 cows for the first job. I think the environment is a great place to be	Dairy farmers are so open to share their information which makes the job of getting started so much easier maybe compared to sheep and beef
Some of the jobs we chose we didn't choose for the money	Country kids have a better outlook on life	I think that what has helped me is that the boss is a good boss and the other people are really good people.	I applied for two jobs and got offered both, so maybe it's not a issue being a woman dairy farmer in your own right
Research your employers and see what they are like, ring around	Our kids don't sit in front of the TV or play station, they play outside and it's safe, stranger safe	Dairy farming is not for everyone is a hard job, but give it a go once you enjoy it you will never go back	Greg and me signed the contract together even though my husband works off the farm
Don't just take the position that gives you the most money you need to look at the package and the house etc	All the neighbours are all close knit and look out for each other	The people really make it, it's very social we all go out for tea at each other's houses around the district	There are long hours in the spring but there are other things I can choose to do during the day
The courses have given us the advantages to get the best jobs	If I was in town, I would have to be working (partner)	I am surprised at how much I have learnt in one season after two seasons I am in line for herd managers job	Because I was brought up on a farm that was helpful as was my degree
The skills learnt from engineers are helpful when getting a job	By choice I would never live in town again I feel safer here than if I lived in town	I think starting dairy farming when I was 20 is great I don't think I could have handled it when I was straight from school	I got to discussion group and that's really from the social scene as I think they discuss things at a lower level than where I am at
In three years we have made more than we ever could at Rock Tec	What motivates me is the amount of equity we are able to gain so fast, we can see the rewards and we can see how we are going to get to sharemilking next year	I think at 20 you are a lot more focused to make things work	It's a good lifestyle but it's hard work

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Its hard work but you get the rewards for it	We saw a job in the paper for our area, we were living out in the country. The farm was just down the road.	in 2-4 years time I would like to be a Manager, I'm not sure where	We have an odd situation where I stay at home and run the farm and he goes of to work each day
We get to milk together, some said we wouldn't handle it, but we are always talking its great	It was a job as a farm assistant/ farm worker we spend a year there, applied for the job here as a assistance manager, after six months I was offered be a manager, and six months later got offered variable order sharemilker	I would like to go through to sharemilking and then on to farm ownership	It was something that she wanted to do and I was happy to support her
We have the same goals as each other	The first job was a younger person telling me what to do, I though I might find it hard being told what to do but it was easy because you were learning so much. Be prepared to do the hard yards	I can't really see myself as doing anything else now, unless it was other farming systems like sheep and beef	The future would be to own our own dairy farm, we would also like to start a family, and with me running the farm and having a family I may have to put the career on hold.
on weekend we just milk cows and do the essentials	Our owner can see we need to take that next step and they keep encouraging us		
The job offers a lot of variety you need to be able to see the big picture as to where you are heading	This time of year is good, over calving is hectic but now we get to do loads of things together, go places		
Most of our friends are farmers now, we talk milking and we meet after milking we are having socially just as much fun	Our family and our friends and their kids love to come here to the farm		
Farming is what you make it, we go out most evening during summer, we are very involved in the school, we get off the farm quite a lot	It doesn't worry us being tied to the job, this is our life we choose to do this		

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We make sure we balance the farm and the life, we make sure we have all the farm work done first	Paul has the drive he always want to succeed in what ever he does, weather it be the bread run or the farming.		
He is parent help for school trips, taking the kids to the Zoo, you can't do that in a town job	If I cant give 100% I wont do it		
There is no point of working 365 days a year and sacrifice your family	We are active people, and everyday is different, that why we love it		
Its challenging but rewarding you set your own goals and it's up to you to make them happen	Its not just milking, its not a boring mundane job		
At the start we had a goal that we a wanted to be 50/50 with in next five years	You can set goals each year and see them happen		
We want to own our own farm we know we have a wee way to go to get their, 50/50 is out next big goal	Job satisfaction is a big part of it, Money has never been a driving force		
We don't want to go to 1000 jobs we want to stay a bit smaller	When the kids are young, they are very flexible to move. Once at collage stage we will be settled		
Goals motive us being 50/50 will be great you have got a boss, but you have the freedom you aren't always taking orders	I don't feel like going on to a farm has spoilt our career moves		
	You are never too old to be a farmer or achieve what you want "give it a go"		
	Some of our friends are just happy managing, and that's it, not every one wants to or has to go sharemilking		

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	You can really get places quickly if you want to. You can set goal and achieve them, I.e. in town you can't say I want to be the manger in five years, too many other factors influence things.		
	master of your own destiny, you don't have to push yourself if you don't want to		
	I am not going to sacrifice my family to get to were I want to be		
	We hope to go intend to go 50/50 next year		
	The plan is in five years we will hopefully be 50/50 with 600 cows +		
	I can't see any reason why we cant own our own farm		

5	6	7	8	9
Ten years	Five years	Three years	Nine Months	Three Years
Plumber, Fashion retail	Butcher, Court system Earning 60,00 between them	Painter and Paperhanger, Nurse	Plane engineer	Army, Casino, aquaculture, Waitressing, administration
Did a farm cadet scheme went he left school, 19 when he finished that friends getting more money for less work so moved into plumbing as a career	When they got pregnant with their first child, Craig decided the wanted to go farming and Andrea's first reaction was NO	We were living in Auckland and we used to come to Taranaki for holidays as her family was here	I was a plane engineer from when I left school until I have went farming about 15 years	Straight from school to army for 5 years. Then to Christchurch casino as a security person
Plumber for eight years ran his own business	When I worked in town I was working 5 days a week but on call two days a week and you could guarantee that I got called out most weekends.	In Auckland we didn't see each other very often, as we both worked long hours	The change come about due to the chemicals and the children	I have done everything from waitressing, nannying you name it.
Jody was brought up on a dairy farm, went to boarding school and after that wanted to be a fashion designer	Andrea was originally from a dairy farm	Once we moved to Taranaki the next door neighbours had a dairy farm and we got to know them and we started to do a bit of relief milking	The one big thing missing in the past job was lifestyle and time with the family	Shift work wasn't good for me and my health.
Due to lack of work, took up a job in retail and then meet Greg while working in town	Initially we though of it as risky, as we were giving up two good jobs and renting out house out. It was a calculated risk	Auckland was just a busy place and it took 1 hour or more to get to work	We had a small lifestyle block and Karen grew up on a sheep and beef farms	I had to move from the dive job as my ears were playing up and I had to decide what I wanted to do now
Attracted back to dairy farming due to desire to get out of the city build up of traffic rush hour, bad debtors.	We did a brief financial survival calculation for the first year	In the city people won't say hi to you. Here everyone says hi and they are so friendly	The catalysis for us I suppose was that a old friend died and my previous boss whom I didn't want to work for any more	I was missing a lot of time with my son, and I was thinking about a land job and dairying seamed like the one that could go the furthest.
Getting into farming was just through grandparents having a farm, often holidays were spent on a farm	Lots of people thought we were nuts including my family and most of them were still farming	at least 1/4 of the money spent went on rent and then other bills and petrol, we were standing still not going forward at all	I talked to a friend and he was a dairy farmer and I thought I would like to do that	Always joked about how we would like a house in the country. I applied for a job on a salmon farm and got that in Picton
I never wanted to marry a dairy farmer having grown up on a farm	We owned a house in town	We would never go back, even though it was my home	I had been thinking about the move for a while and looked on the internet to get the information	(Kylie) I came from Auckland any my mother was a third owner in my grandfathers farm
Decided to give up the town job to join Greg on the farm, had never worked on a farm before	We started with a wages job, and spend two years there, after one year we decided we liked it	I have always been interested in farms and the animals even as a kid	We knew when something was going to come up we would just up and go	I love animals full stop. I apparently used to hate the smell of cow manure when I was younger.

5	6	7	8	9
Talked to farmers and got an idea of how to get to where we wanted to be which was farm ownership	The first year I was on maternity leave which meant we had a fall back position if we decided we didn't like it	So we thought how about moving to Taranaki if we can get jobs	You need the support from your partner to make it a success, you have to both want it	I am a person who grew up on my grandfathers farm every weekend, its just so different in that you have so much more imitation and reasonability
The banks where key influences, and support people like, Jody's father, and Dexcel consulting officers.	In my second year I did a herd managers course, which lead on to a production management course and financial courses etc	So Toni Anne got a job as a nurse, when we moved down we stayed with friends.	The friends and family were all supported and many come to visit for the weekend	We both got our job offers at the same time, I got an offer to manage a hotel and he got this offer so we had to decide what we wanted to do
Support is really important, to help establish yourself in the industry	I knew nothing about farming, I knew zip	However for me if someone had of said I would have been farming in a few years I would have laughed, my nurse friends thought I was throwing my nursing career away. They didn't see that it was a whole new career	The parents have been supportive and that's always good, it was our decision.	It used to be a bit of a joke from our friends that we where milking cows, but now it not a joke they re keen to try it to in some cases
50/50 sharemilker for 4 years	After two years on wages we went variable order	The bosses where great they would take the time to teach you	I trained many people in the trade and you know at the beginning if their attitude is going to get them through	I start the production management course tomorrow and that's going to be good.
Up skilled as quick as I could	We were two years variable order and then moved to this job here as 50/50 and we are starting our second season here	One key success is the bosses, they have all been good	I had never worked on a farm, in my life the first week was great I think its all been easily because I have enjoyed it so much	I looked at it from what the industry can do for me. I researched the situations vacant and get an idea of the income and trends of the industry
We spent one year on wages as farm worker	Courses and knowledge is the biggest factor to our success, we needed to know as much as possible, the first boss had to show me how to put cups on.	Our first boss was willing to give a go and teach us	The move was a big drop in wages from 50 down to 30 in salary, to get ahead you have to. We live comfortably	I had no experience what so ever in dairying
Promoted himself enough in year two to get to farm manager job with Jody	Positive motivation was also a big key to out success	After one year with 550 cows we moved up to 1100 cows	We are still saving with that drop in income	When you have different bosses and different jobs you have so many broader experiences

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Went from there to managing another farm for two years	We applied for the next step always before we thought we would, taking opportunities and seeing what happened	The first year was the hardest because we worked together and lived together 24/7 we had to separate the farm and home life	We heard a lot about the poor bosses and the long hours, we haven't got that	A lot of people don't realise how hard the job is. They have no idea about what is really involved and the diversity of the job
We spent one year as Variable order and then into sharemilking	The next risk was Variable order as we had to borrow and we had to really committed	After three years in the industry Jason was made herd manager of 1255 cows.	You can't get into dairying unless you have goals to get things achieved	A difficulty that people may have coming from town is the title status
The variable order year was quite essential on 25% as we had to learn essential budget skills, good step before 50/50.	In the first two years I was the boy and I was used to being the boss, so that was hard for a bit	When we started we thought we will give it three years and then see if we like it after one year we said where do we want to be and we decided in three years we wanted to be variable order sharemilker	The attitude is very important to getting ahead and learning all you can	It can be daunting having to start at the bottom again, financially its not too bad but you have to look at the whole package
Farm owners tended to look for that variable order experience before they took you on as 50/50 maybe not so essential now	You have to make things happen for yourself	I have done a course to get the basics	You want last if you don't have a big passion to do it. You have to be keen you have to just do it	Training is good and its easy to see the improvement, with the training
The first jump to sharemilking was the scariest	Farmers tend to be the worst knockers, back of positive perception, why are you doing that, how can you do that, tall poppies syndrome	You have to be willing to learn from your mistakes	If you want to do it just do it find somewhere go anywhere and do it	I started training from day dot, and doing skills day and discussion groups, it great to see other farms and the way they do things
negotiated in contract to get calves, so we could build up equity	You have to be able to work as a team to make it a success	Starting with a big job we just had to learn there was no mucking around, doing it is the key	For us the risk wasn't big, we just wanted to do it.	The skills the industry sets you up with means you can branch out in many different jobs, hay contracting etc
rang up banks and sold ourselves to the bank gave them CV, first mortgage is the scary one, but we knew we had to take that chance	I always wanted to own my own business, be our own bosses and people don't make money on wages, and dropping down to one wage wasn't attractive	Its very easy to learn especially when you have a good person teaching you	The skills required have been easy to pick up. Starting at the beginning again has never been an issue	We see the family for breakfast and lunch its great

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We were green in a business sense. We had to learn as we went book work etc, accountant helped to do reports	We looked at Motels Dairies etc and The farming was the most appealing as the lifestyle looked great and everything you produce you get paid for cuts out a great risk right at the start	You have to have an outlet from farming to get away from it from time to time, like golf	Doing a production Management course right at the beginning which has been great. The more I can do the quicker the better I want to learn more through the course	The idea of having a house in the package is a huge bonus for us
Networking learning from everyone you can	Getting paid each month is appealing, the time we had for family was another factor	You just have to have a attitude of get in and do it	The courses are great to see that there are different ways to do things it a great way to learn in that group situation. You never stop learning	I have always preferred cows over sheep
We knew 1-2 years before we went 50/50 that, that was what we had to do, so we building up to that the whole time, experience, get known, credibility	I can still look after the kids and be involved in the farm on a daily basis	Coming from a city background the kids don't see their parents, its better for the family and lifestyle with farming	Getting a foot in the door when you are 34 is a big step.	The industry seemed more stable, in that milk is produced each month compared to sheep and beef
Going to seminars and farm discussion group whenever we could	I didn't want to go into farming having come from a farm, I enjoyed being in town, when you have your own family you change the way think of things	The first day we moved in the fire was going and the cake was on the bench	It is never too late, but we wanted to do this sooner rather than later	Growing up in the country has so much more to offer to kids
Then did a small business accountant course	Growing up I hated the fact that when you were farming you didn't go away on holidays as you always had something that had to be done.	We want to have a family and we want my kids to know who their dad is	The system the training and the course means you can move through the industry quickly and you can do anything you want and stop at any level you like.	Making the change really depends on the individual, they have to really want it and they have to know what they are letting themselves in for
As much knowledge as you can get as quickly as you can get it, Many seminars etc are free	It was something that I always wanted to do, we talked about it two years earlier, but having a child helped to force us to make a decision. I always though I couldn't do it as I didn't grow up on a farm	Your family can be a part of your life , they can be with you on the farm and you can still both be involved	I read as much as possible to keep up with what is happening in the industry	Dairy farming means to me lifestyle, challenging, variety and stability
Consulting officers a big plus, chose to convener a group as soon as possible and it was a way to meet more people and put yourself out there	In town if we had started to struggle then Andrea would have had to work at night or have the kids in care to allow extra income.	You have a common tread with your partner as you work them	I have worked inside for years and I love the outdoors	I didn't get the first job due to the way things worked out but I got a good idea of pay rates and what to expect in a job

5	6	7	8	9
You have to know what you are getting your self into	Initially it was the lifestyle choice, The business side was there but for we wanted lifestyle	So we decided to go farming, and answered three ads got interviews for two, and we got one of the jobs	We don't like the Urban lifestyle and having neighbours close	I looked in the paper for this job, had a good interview over the phone got here and I have been here two seasons
Some farmers may not give a townie a chance getting credibility is the key, you may have to work for a lot less to get started	You don't have to shave and the cows don't care what you look like its great	We have just started the second year variable order and we love being our own boss, and and we are doing it for ourselves	The things that I like is that I live here, I used to travel 30 minutes to work and back again	Operations manager here and I love it
when I left school , very few people had degrees, now a lot more people in agriculture and farming have degrees	The options as to where you can go now are great it's a real business	The service and loyalty are so much stronger in a country living situation, you can just be yourself	I now see more of the kids than I ever did when I was working at a so called 8-5 job	I was very nervous for that first week, I was nervous I wouldn't like it, after the first week I though I can handle this. Calving was great I loved it
OSH is making it harder for people to be involved on the farm, conditions that say no kids on the farm. It makes it harder for people to visit	I have heard that the Dairy Industry is one big opportunity and I agree, but only if you really want it .	The variety and things that you need to learn are so great from sick cows to calf rearing it not just milking cows	I like the people and the animals and the lifestyle, friendly community people	We are lucky that we have good employers that help us out and help us learn
Being outdoors the freedom, the space you had to get around in. Peace, dealing with animals always been a animal person.	Our first boss was a fussy guy that made you work very hard, But I looked around and saw that not everyone did it that way	Community involvement is so good, we had a pot luck tea and 90 people turned up and we knew most of them, it was great	Dairy Farming means a lifestyle that suits us in our bringing up of the kids. It's a lifestyle and it enables us to better ourselves for the future	Personal satisfaction biggest driver
The kids can see Greg a lot more on the farm compared to town. In town he would be gone in the morning and home after bed. Ultimately you have to be your own boss to get the whole lifestyle.	Under our structure we are able to have our holidays	We were concreting the race and some people turned up I didn't know who they were but they were there to help	The thing is you need to look around at the first job and make sure its the right job with the right boss	Community is very important and supportive
Flexibly of hours are good even as a worker you have flexibility of hours	Farming is a lifestyle choice and spending time with the family, once we learnt more about farming we realised we had a career choice.	You have a common tread with so many people, but at the same time you have your own space to be alone	The variety of the work is great	I love living here, I can't stand living in the city
I wouldn't want to be sitting in an office all day	We expected to work hard when we started and not get much time off, etc and it lived up to it. But we also seen the rewards could be there, and we knew we had a future and a plan.	If you have a bad day at work in Wellington, who is going to give a damn and bring you a cake here the neighbours do	Being on the place and the lifestyle is great	I am so much healthy now than what I have been for years,

5	6	7	8	9
Big focus for them on staff getting time off, they don't see the hours as negative	We spent 10 years in town and we know what we are not missing	In the city if people get ahead, they look at you sideways where as here we celebrate that you have done well	I wanted to make progress and when you have your mind set on something you can just do it	You feel alive out here
You realise even through its work its pleasure as well	With advice to other people it depends what you want it for. It can be hard but just go for it. If you want to do it then you can get to where ever you want to go.	Because we both had careers that we have lengthy training periods for our boss knew we the ability to work through a problem and learn	This will do me I can't see myself doing anything else it will always be farming and we couldn't go back to town	Financial I can support my wife and child here that I couldn't else where
There is routine but you get outside, the country side is a great place for the kids, the kids love being outside	Offers the best all-around balance of lifestyle choices that include financial and time with your kids. There are very few industries that can offer that, and you can learn on farm.	Its not just a job it's a lifestyle, you can get ahead so much more quickly in this industry	It's not about money its about lifestyle, I can earn more in town. The family can be involved; the kids can come with you from time to time.	Just being here, is great some people think being an hour to town is too far, but lots of people drive an hour to work
The freedom and fun of being outside, the variety of the job.	I am able to bring up the kids but I can be involved in the business and still help earn.	We would describe dairy farming as hard work and very rewarding not financial only, seeing cows calve and helping them to do that is great	Warming up to our first calving, they say it can be a lot of pressure but the people and deadlines I have had to work to in the past I think where a lot harder to deal with	A lot of people get a false illusion that nothing much is happening, as you just see the cows grazing
The future we want is to own our own farm, and carry on sharemilking, we hope to buy a farm in the next year or two.	Its not a job it's a life	you feel like you have made a real achievement	We have good time off here, with a good roster that helps you need that	I can look at farmers and farms now and I have much more of a critical eye and know what to look for
The aim is to have a comfortable lifestyle with out having to struggle for money and have a sized farm that allows that lifestyle	In the first two years we had 10 days off not such a great idea but now we can have longer time off.	Community sprit is a real bonus	Their re no real concerns about the future of the industry, you always get that no matter what industry you work in. Just keep going and when a door shuts another ones open	We were talking with the boss today about how different the focus of people is but when they make a career change this is a lifestyle, not a job
If sharemilking does disappear then people will just have to look at other ways to get to where they want to be owning a house, equity share etc.	We would never live in town again ever	dairying it is not a job it's a way of life, it's the whole package	The next step is management and sharemilking, and so at the moment we are trying to save more to get their	Some people that grow up on a farm have a mind set as to how things have to be done, the expectations are different.

5	6	7	8	9
	We want to be farm owners, so we can have our own house	You get paid to do something you really enjoy, the busiest three months go so fast and you complain but then its over and you miss it		I get a great sense of satisfaction and reward from the job
	We plan to have a farm by the time the kids go to high school, so that we are settled in one area.	I don't want to be 50 and work for someone else		I get a great deal of fuzzy feeling from the job
	If share milking isn't an opportunity in the future something else will be			The fact you can look at a cow and tell how she is feeling has been treated, what she is thinking
				If you work out the hourly rate it is low but you can't put a price on the satisfaction, and freedom that the job allows
				I can't really image doing anything else, expect maybe a vet
				The great thing is that all jobs that we have had in the past bring in the new skills that fit into and compliment this job, for example recording systems
				Positives out way the negative, its great to see the sun rise
				I not sure if I will go on to the 50/50 etc. Kylie is going to following her idea of doing a teachers course
				I would love to have my own heard of cows, but at this point of time I don't think I need the extra pressure
				I can always get my own herd later on the opportunities will always be there.

Appendix 2 – Interview brief

Get a story from them using very few questions just let them tell it?

Introduce what it is about and why you are doing it .

Q1 How did they come to be on this property?

To go deeper ask a question along the lines of when you were asked this question you talked about production were there other things that influenced you?

Q2 How did you go about making those decisions and who helped you

Q3 What are the problems that you have overcome?

Use the How, When and Why question to drive people a little deeper

Respect both partners if they disagree say you are looking for both bits of information possible questions include;

What about from your point of view (to include other person)

Are there any other things about brining a family here that are important from your point of view?

Q4 What sort of future are you looking for

Q5 What would need to happen in the next 5-10 years for that to occur?

Q6 What are your expectations when you moved and have they been meet?

Appendix 3 – Case Studies

Below is a sample of the website information now available as a result of this research. Below are a number of cases studies where people tell their story as to how they came to be dairy farmers and what about dairy farming appeals to them.

Narissa Eagle

Narissa Eagle, 20, hadn't really planned to go into farming, although she had some interest in it. She had plenty of friends who were farming but didn't see herself as 'being like that'.

With a bit of help from her grandparents - who sent her off to a career's advisor after she had moved around several jobs trying to find something that she enjoyed, including three months of basic training in the Navy - she took a job as an assistant manager on a 730 cow dairy farm.



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"I was a bit scared of this job because it was so big - a 730 cow farm - but after a while I found it was a really good environment to work in," Narissa says. "I was actually really lucky with my start in dairying as I had good bosses and good workmates creating an enjoyable work environment from the beginning. That really helped a lot."

Narissa is now committed to dairying and is planning to move into farm management. She is also keen to pursue sharemilking and eventually own her own farm.

"I'd like to get a lot more knowledge before I move on, so it's good being here as I am learning heaps."

She says she had few expectations with dairying. "It was a bit of a shock at first - the early morning starts. But I love working outside as I enjoy being out doing stuff. I looked into beef or sheep farming but found there's a lot more variety in dairy farming than other types of farming. It's more interesting."

"My advice to anyone looking at getting into dairying is to give it a go. It's not for everyone, but if you like what you're doing you'll end up loving it."

Narissa says dairying can be hard work, but it can also be fun. "It can be really enjoyable and rewarding work. It's not all about grades and how good you are at school, it's how prepared you are to get down and do the work, and how hard you do it. I think you have to be open-minded. You don't have to be strong or tough physically, but mentally I think."

During her first year, training has played an important role for Narissa.

"When I started this job I knew nothing, so we contacted AgITO and one of their staff took me to look at other farms and meet other students. She introduced me to the courses I could do and since then has played a major role in helping me progress. I've got an apprentice scholarship at AgITO and I've really enjoyed the courses. I started on a basic course, which was a really helpful thing to do."

Narissa is now completing an AgITO Level 4 course, assisting in her daily work of feed budgeting, milking, stock work and pasture management.

"I'm surprised at how much I've learnt in one season. If I carry on the path I'm going and the progress I'm making, I could be in line for a manager's job next season."

She says being a little older and not entering the dairy industry straight from school has been an advantage.

"If I'd entered this job at 16 or 17 I would have hated not being able to go to night clubs every weekend. The dairying environment and lifestyle is quite cool and really helps with the job. I love just being able to lounge outside and you can just go for a walk."

She says the people she works with and the team environment also help to make her job enjoyable.

"The key thing I enjoy is the work environment. If I was doing exactly the same work by myself I would be absolutely bored. I think it's really good having people you enjoy being around and my bosses are really friendly with you and talk to you. That really helps a lot. That's why I think I've been lucky with the dairy industry.

"I can't really imagine myself doing anything else now. Dairy farming is for me, I really enjoy it. It rewards you too."

BIOGRAPHY

Name:	Narissa Eagle
Age:	20
Previous work experience:	Wool handler, retail shop assistant, waitress, barmaid, hotel cleaner, meat worker, basic training in Navy, kiwifruit picker

Farm owners:	Nelson and Hilary Lynch
Farm location:	Rangitoto, near Te Kuiti
Farm size:	397ha
No. of cows:	730 cows
Farm position:	Assistant Herd Manager
Salary package:	\$29,500
Time in dairy industry:	One year
Size of farm team:	Four permanents and one casual

James Somerville & Kylie Strong

James Somerville is considering becoming a professional dairy farm manager.

In just his third season in the dairy industry, James' progress has been rapid since he left his job as a security officer at the Christchurch Casino to work in a Salmon farming operation in the Pelorus Sounds.

"I loved the lifestyle of farming, but was having problems with the diving associated with Salmon farming, so decided I needed a landbased farming job. I looked to the dairy industry as I felt it offered me more opportunities than in aquaculture or sheep and beef farming - it seemed to offer better financial stability and a better lifestyle."



To enter the industry, James simply responded to an advertisement in the newspaper.

"I felt I was lucky. I got turned down for the first job I applied for and the second one is where I am now. My employers were keen to take me on with no experience, as they wanted someone to come in and learn the ropes."

James says he started as a Farm Assistant earning \$28,000 and is now the Operations Manager overseeing four other staff and earning substantially more plus other benefits. "I am confident that if we were living in town we would be paying a lot of rent for a house of the type and style we have got."

"I didn't plan on being this far ahead in such a short time - it's been a pretty full-on two years."

His progress has been supported with studying and on-the-job experience. He is currently studying towards an AgITO Production Management Certificate.

"I think I pick things up rather fast and the farm owners Phil and Jocelyn have been really supportive."

He says taking on the extra farm responsibilities, as well as managing staff has come naturally due to his previous employment with the casino and other jobs where he has had to deal with a diverse range of people and circumstances. "My previous jobs have taught me how to cope with diversity and I also have a bit of life experience which has all helped in this current position."

The couple plan to stay in their position for at least another season and then consider their options. "I have considered going sharemilking, but at this stage I think I will focus more on farm management as I am quite happy to be managing someone else's farm."

James says dairy farming has proved to be a satisfying and rewarding career choice for him and Kylie.

"There're not many days I don't come home without a great sense of satisfaction. I enjoy the day-to-day dealing with the stock and the variety of tasks that go with it. No two days are the same and it offers pretty good opportunities for families."

The couple are also expecting their first child soon.

"You do long hours and long days, but there is still a fair bit of family time. I still come home for breakfast and lunch and the fact that I am only a minute from home if anything happens is a real bonus. In the city I would have to organise time off and it would be just that much more difficult."

They say their Christchurch friends initially poked fun at their move into dairying - joking about "pulling tits" - but have been supportive and recognise the progress James and Kylie are making. In fact, a couple of friends are now considering entering the industry.

"I call it the trickle affect and just the lifestyle attraction," James says.

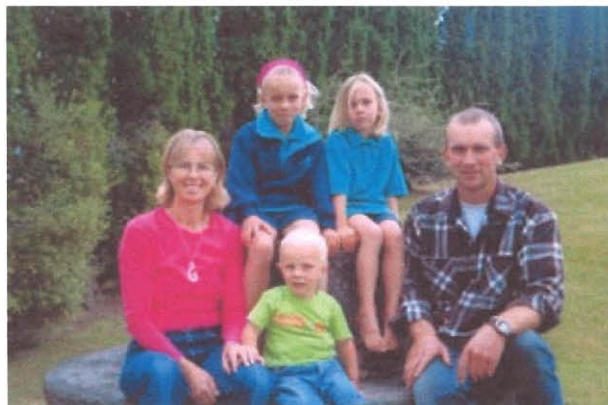
BIOGRAPHY

Name:	James Somerville and Kylie Strong
Ages:	30, 27
Previous work experience:	Salmon farm, Army, Security Guard, Waitress, Nanny etc
Farm owners:	Phil and Jocelyn Riley
Farm location:	Matariki, an hour from Nelson
No. of cows:	850
Farm position:	Operations Manager
Time in dairy industry:	Three years
Size of farm team:	Four full-time

Paul and Lisa Sullivan

Paul and Lisa Sullivan find it difficult to believe how quickly their dairy farming business could grow in the next five years - but their budgets and supporters tell them it's achievable.

The Sullivan's are in their fifth year dairying. They are Variable Order Sharemilkers on a 300-cow farm near Rotorua, meaning they pay for the farm dairy's cleaning products and a farm worker, and in return receive a percentage of the total milk cheque in to the farm. They are planning on going 50:50 sharemilking with their own herd of about 250 cows in June 2004.



Paul is a panelbeater by trade, has run his own bread run business, and until they went dairying he was most recently working at Hamilton Airport.

"I realised I was never going to go anywhere at the airport and saw a job advertisement for a farm down the road from where we lived. Our biggest concern was a drop in wage, but we had our own house that we rented out when we moved onto the farm, which compensated."

Paul studied for a Production Management Certificate in his first year as he wanted to learn more about what it took to be a good farmer. The couple has since progressed in leaps and bounds.

They moved into an Assistant Manager position before moving into Variable Order Sharemilking. The move went so well they entered the 2003 Central Plateau Sharemilker of the Year competition.

"We were really encouraged to enter the competition and were pleased to make the final in our area and win Dairy InSight's first time entrant award.

"It proved to be a really good way for us to assess where we were in our farming business. We had to sit down and do budgets and predict where we might be in five years time. It seemed unrealistic to think that in five years time we could go so far, but our boss has reassured us it is possible."

The Sullivans have sold their home in Hamilton and invested the proceeds in cows. Some of their cows are in the herd they are milking, while others are being leased to other farmers as the couple prepares to move to a 50:50 sharemilking position.

"I didn't really know at the time we chose to go farming that we could get so far so quick. Your equity can increase quite considerably in a short period of time while you are dairy farming. If you set goals and if you work hard toward them, they are very achievable."

The Sullivans also recognise the cyclical nature of the industry, requiring farmers to enjoy the good times and weather the not so good times.

"It's good when the payout is good, and a bit tougher when it's not so good - particularly when you're on a variable order contract."

"It's like surfing - if you can ride the wave you will do all right."

They also say they have benefited from good advice and support, from their farm owner, farm advisor and other supporters.

"We have come to work for a guy who is very knowledgeable and very financially driven, which is good for us. We have a farm advisor here and he is really helpful and we have developed a good relationship with our bank manager. In fact, you can just ring anybody if you are not sure about something."

With three children, the couple say moving into the dairy industry has also helped their family life.

"I don't do it often, but if I'm out on the farm one day and have completed my jobs I might go home and talk with Lisa and the kids. Our kids like coming out on the farm and it's a great lifestyle for them."

"I would rather them be out here on the farm than in town any day."

BIOGRAPHY

Name:	Paul and Lisa Sullivan
Ages:	37 and 36
Children:	Keely, 7, Tegan, 5, and Liam, 2
Previous work experience:	Panelbeater, self employed in a bread run
Farm owners:	Andrew and Leigh Karl
Farm location:	Horohoro Bluffs, near Rotorua
No. of cows:	300
Farm position:	Variable order sharemilkers
Time in dairy industry:	Five years
Size of farm team:	One full-time

Greg and Jody Malcolm

Greg and Jody Malcolm made the transition from city to country a decade ago. Greg had been running his own business as a plumber for eight years, while Jody had been planning to go into fashion design when she met Greg through Young Farmers.

Both were from farming backgrounds though. "Having experienced the lifestyle we knew what we were missing."



Greg's grandparents had a farm and he did a farm cadetship for three years between the ages of 15 to 18 before becoming a plumbing apprentice and then setting up his own business. Jody was brought up on a dairy farm and swore she would never marry a dairy farmer.

"What attracted us back to dairy farming was the opportunities we saw to grow our equity and enjoy a better family life. Auckland's traffic congestion and ongoing issues with bad debtors also made farming look more favourable - with farming you know you get paid once a month. But it was a pretty serious commitment," says Greg.

Despite having some basic knowledge of what to expect and a clear understanding of where they wanted to go, the Malcolm's made sure they did their homework and spent six years developing their skills before purchasing their herd and taking a 50:50 sharemilking position. They've now been 50:50 sharemilking four years and have built their herd to 700 cows.

"We knew that sharemilking provided the key step to farm ownership. You need credibility, experience and to be known just to be offered a 50:50 job for a start - so we worked hard to gain as much knowledge as quickly as possible."

"I initially did one year as a farm worker to up-skill myself and to build up a reputation in the industry," Greg says.

"We then took up a farm management job and made enough to buy our own cows. The bank was a little skeptical, but we sold ourselves on a few cows and \$10,000. We've found it's important to have a good relationship with your bank."

The dairy industry is very open with information and people are willing to help, so the Malcolm's took every opportunity to seek ideas through talking with

experienced farmers. Greg also completed courses in farm business management and small business management.

"This has really helped us structure and grow our business. It's also enabled us to see other ways to do things on the farm to improve its overall performance. We'd therefore recommend people seek knowledge from everyone they talk to.

"We were going to discussion groups and seminars and things like that. The Dexcel consulting officer service was a real help. We convened discussion groups to learn more and knew we couldn't lose if we worked hard."

And what does the future hold?

"We plan to buy a farm within two years, and stay sharemilking.

"The freedom of outdoors. The peace and tranquility. Dealing with animals. Our kids get to see us all the time and they love it. It's a great lifestyle.

"Even as a worker the flexibility of hours is good. And even though it's work, it's pleasure as well. It's a lifestyle decision."

BIOGRAPHY

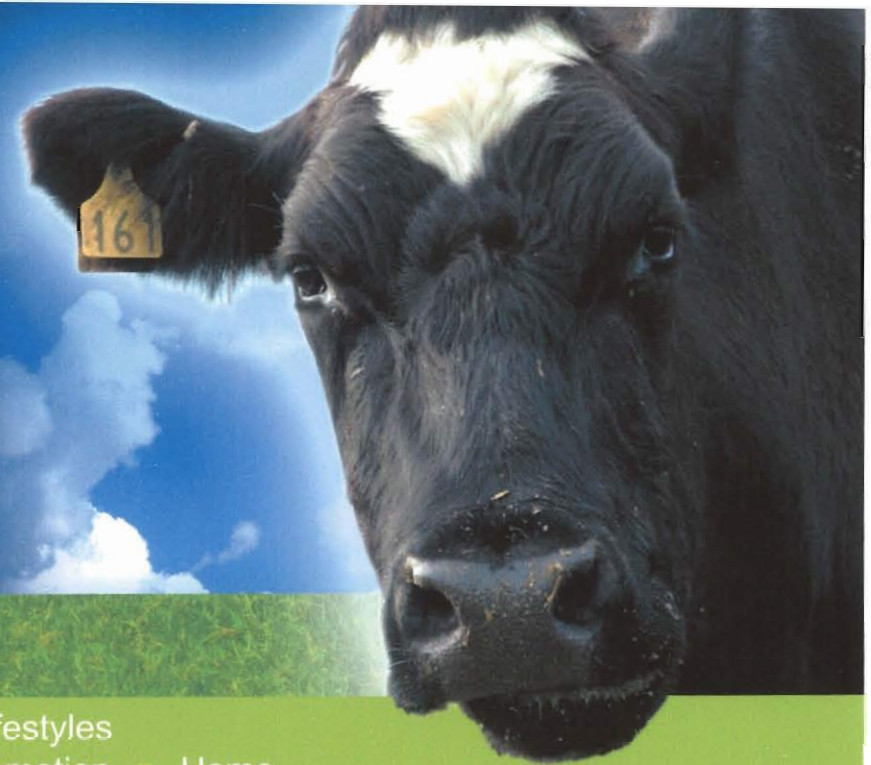
Name:	Greg and Jody Malcolm
Ages:	37 and 30
Children	Brittany, 6, and Aliesha, 4
Previous work experience:	Plumber in Auckland - Greg Shop Assistant in Tauranga - Jody
Farm location:	Waimana, Eastern Bay of Plenty
No. of cows:	700 cows
Farm position:	50:50 Sharemilkers
Time in dairy industry:	10 years - last four 50:50 sharemilking
Size of farm team:	Two full-time, plus casual worker for six months

Appendix 4 – Lets Talk Dairying

Lets Talk Dairying is a promotion programme, that Dairy InSight has initialled due to Dairy InSight's members (all dairy farm owners and sharemilkers) highlighting throughout consultation that they wanted more suitable staff attracted to their industry and a positive image of dairy farming promoted to the general public. The programme is backed by television adverting, media advertising, media stories, billboards, 0800 number and the website.

Below is a sample of the website and the information it has to offer new entrants into the industry with a special focus on information for people wanting a career change. Areas of this information have been developed from the 18 people interviewed for this Kellogg's research.

let's talk dairying



[Dairy Industry Profile](#) ■ [Sustainable Dairying](#) ■ [Dairying Lifestyles](#)
[Working in Dairying](#) ■ [News](#) ■ [Links](#) ■ [Case Studys](#) ■ [Industry Promotion](#) ■ [Home](#)

Let's Talk Dairying is an informative site to help you understand what it means to work in New Zealand's dairy industry.

Regularly updated with new information, case studies and links to other key websites, Let's Talk Dairying is here to help those of you interested in dairying lifestyles through to those looking at a dairying career.

To find out about \$39 million of investment into research, information, environment, technology and other industry good activities to develop dairy farming, click through to Dairy InSight.



let's talk dairying



Dairy Industry Profile ■ Sustainable Dairying ■ Dairying Lifestyles
Working in Dairying ■ News ■ Links ■ Case Studys ■ Industry Promotion ■ Home

Dairying Lifestyles

Most people who work on dairy farms love their jobs. The reasons are not hard to find: an outdoor lifestyle, good income, the opportunity to use and gain knowledge in a very innovative industry and - for many - the appeal of a truly family-run business.

In a recent survey of people working in the dairy industry* in New Zealand 92% said they nearly always or always enjoyed their work.

In fact the survey showed that dairy farming jobs met four of the top five career objectives for young people:

1. Pay was rated the most important career objectives of high school students, and 62% of respondents in the survey said their pay was either good or excellent (and only 3% rated it as poor).
2. Job security: 92% of respondents said their position was stable for as long as they wanted it
3. Closeness to friends and family: 60% lived within 60km of close family members. (Although dairy farming is obviously a rural career, many dairy farms are close to towns and cities).
4. Career advancement: 77% said they were able to advance their career while remaining with the same employer.
5. Working hours was the only 'top five' criterion where dairying did not meet young people's career priorities. Dairying is hard work and hours are typically longer than other jobs (88% of respondents expected to work more than 50 hours a week in spring, the busiest time on dairy farms).

So dairying can be hard work, but is a rewarding and satisfying career with a lifestyle that most in the industry love.

** The Reality of a career in the Dairy Industry: A Survey of New Zealand Dairy Farm Staff; Gillian Searle; Kellogg Rural Leadership Course 2002*

- Greg and Judy Malcolm - 50/50 Sharemilkers
- Greg and Gerry Glover - Farm Owners
- Narissa Eagle - Assistant Herd Manager



Dairy InSight

Let's Talk Dairying

Dairying is New Zealand's most important industry. It is founded on core Kiwi values of hard work and enterprise, being your own boss, and balancing work and family.

Farmers want the dairy industry to receive the recognition it deserves. They recognise that the public perception of the dairy industry could be better and that there is often unjustified criticism.

Dairy farmers are proud of the dynamic industry they belong to and are committed to its future sustainability. We want to raise the industry's profile and improve its image to attract new entrants and increase the level of understanding of our country's largest industry.

'Let's Talk Dairying' is a programme initiated by Dairy InSight and funded by dairy farmers. The programme is backed by television advertising, billboards, 0800 number and website.



www.LetsTalkDairying.co.nz

Valuing Dairy Farmers' Input

All dairy farmers supplying a dairy company are a member of Dairy InSight Inc. Through Dairy InSight many farmers have had direct input into setting the strategic priorities of their industry good investment. Information on consultation (Future Focus) and industry good activities can be found on www.DairyInSight.co.nz

Dairy InSight is committed to transparency and accountability in its activities. All funding is distributed to approved providers and details of the funding activity and outcomes will progressively become available on the Dairy InSight website.

Dairy InSight

Owned by farmers

- Accountable to dairy farmers
- Bringing industry good benefits to dairy farmers
- Encouraging direct input on investment priorities.

Contact Dairy InSight

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www.DairyInSight.co.nz

let's talk dairying



- On-going campaign raising the dairy industry's profile
- Giving dairy farming the recognition it deserves
- Improving public perceptions and encouraging new entrants

www.LetsTalkDairying.co.nz

New Era Begins

New Zealand dairy farmers, through Dairy InSight, are making direct investments in leading edge industry good activities such as research, information, and promotion.

Following consultation with dairy farmers on priority investment areas, 94 projects worth \$39 million will be funded during the 2003/2004 dairy season. The projects are funded from a levy on milksolids and will assist dairy farmers to increase productivity, become more profitable and farm sustainably.

Investment areas include:

- Environment, animal health and welfare, forage and farming systems research
- Information transfer and extension
- Information collection and co-ordination of industry standards
- Education, training and industry promotion
- Product safety and disease eradication
- Supporting dairy farmer advocacy.

Investment Highlights

Almost 25% of dairy farmers investment will be spent in information, training and promotion of the industry.

Information transfer and extension activities ensure the uptake of on-farm innovations. Dairy farmers will see investment in promotion of dairying to ensure the industry's future growth.

Another 25% of the investment has been dedicated to science, the vital building block of the industry. Investment areas include animal health and welfare, dairy systems, forage and feeding and reproductive technologies.

More than 40% will be committed to disease eradication – particularly Tb.

What's Good For The Industry?

In May 2002 dairy farmers agreed on a levy to fund industry good activities that benefit the whole industry. The investment by dairy farmers – farm owners and sharemilkers – is nothing new. Prior to establishing this new funding mechanism, the Dairy Board made the equivalent investment.

For the 1 June 2003 to 31 May 2004 dairy season all dairy farmers will pay 3.4 cents (excluding GST) per kilogram of milksolids.

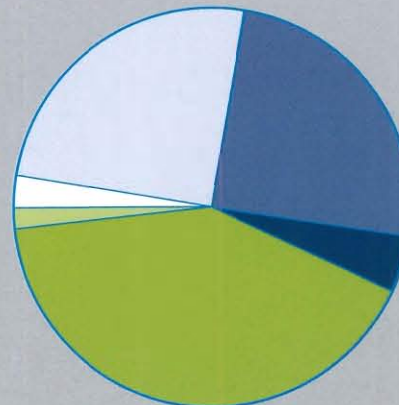


When you see this logo you know that New Zealand dairy farmers have made a financial contribution to that activity.

Dairy InSight

Dairy InSight Budget

- Quality 41.8%
- Advocacy 2.0%
- Dairy InSight 4.7%
- Information 22%
- R & D 24.3%
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