

## Pasture Summit – Will Green, Fairlie Dairy Farmer

### Farm Ownership – what are the building blocks to farm ownership

#### Background

Family **TENANT** farm on a big estate.

Farm Ownership has always been my ultimate dream since being a small boy.

Educated at Harper Adams. Developed my ability to learn, process facts and figures and most importantly meet lots of likeminded people.

Very active member of young farmers which allowed me lots of experience developing my people management skills for a young age

#### Work Background

Have always kept great relationships with my employers and my staff years after we have worked together. Have never had to advertise for staff as these previous relationships keep supplying me with amazingly people.

#### Networking

I have worked hard on building and good reputation for myself and now trying to create a profile within the industry around the world

Attending lots of discussion groups and meetings and always being vocal

Entering the dairy awards and the exposure success has given me has allowed the use of social media to promote myself to dairy farmers across the globe.

Has already opened doors for my but most importantly has made staff recruitment even easier as people want to come and work for good employers

#### Why NZ?

Fantastic grass growing climate – NZs unfair advantage

Strong cooperative – something I very much believe in

Huge numbers of examples of people climbing the ladder through hard work to farm ownership (sharemilking and shearing)

#### Why pasture?

Simple, profitable, enjoyable.

All the people buying farms are pasture focussed

Requires skill and discipline

You can graze land that cannot be cropped

Little depreciating assets required

## Cost Management

Focus on cost management as it is a factor I can control unlike milk price and weather

Sharemilking has given me a real opportunity to develop my cost management skills and allowed me to assess which costs are necessary and which are luxury.

The cost associated with supplement feeding are very expensive for a sharemilker so maximising grass grazed is key.

## The Future

I hope to use the leverage of joint equity partnerships to help my rapid growth targets.

With limited capital to put into a partnership I have to be able to provide my full skill set that will add value to the partnership.

- People and Relationship skills
- Grass Management skills
- Cost management and budgeting skills
- Staff recruitment and access to opportunities from building my profile

# WHY

## Non Negotiables

- Support you co-operatives
- Always treat people with respect and honesty
- 1500kg/dm/ha residuals
- No Grain for milk production



## Background

- Family are tenant farmers on a large Estate
- Agricultural degree at Harper Adams University
- Very active member of my local community (young farmers, rugby club, local agricultural show)
- Always strived to work for the best
- **Farm Ownership has been my ultimate dream for as long as I can remember**



## Vision:

To use pastoral focussed farming and wealth creation principals as a pathway to build equity to allow farm purchase in a desired location.

## I value:

A strong community  
Team culture in the work place  
A work lifestyle balance

## Why NZ

- Fantastic grass growing climate – New Zealand unfair advantage
- Strong cooperative
- Fantastic infrastructure and clear progression ladder
- Huge numbers of role models achieving farm ownership



## Why Pasture

- Simple, profitable, enjoyable.
- The people/businesses currently buying
- farms are pasture focussed
- Requires skill and discipline
- You can graze land that cannot be cropped
- Little depreciating assets required

# HOW

## Networking and Profile

- Work hard to build a good reputation, now trying to develop a strong profile/brand with in the dairy industry around the world
- Share, compare and dare
- Get out of my comfort zone
- Canterbury Dairy Manager of the Year, 2<sup>nd</sup> in NZ
- I am already reaping the reward from creating a profile/brand



## People, culture and Systems

- Create simple, fool proof systems that can empower people. Allowing to accountability with creating a blame culture.
- Mange sleep patterns
- Everybody is an individual
- Create wins



## Vision:

To use pastoral focussed farming and wealth creation principals as a pathway to build equity to allow farm purchase in a desired location.

## I value:

A strong community  
Team culture in the work place  
A work lifestyle balance

## Cost Management

- I CAN control my costs, I CANNOT control the milk price and weather
- Sharemilking has allowed me to Develop my cost management skills -I have soon identified between the necessary and the luxury
- Costs associated with supplement are very expensive for a sharemilker so GRAZED GRASS IS KEY!!!!!!!



## The Future

Joint ventures can offer leverage to help achieve my rapid growth targets. With limited capital I can use my full skill set to add value to partnership:



- People, Relationship skills
- Grass management skills
- Cost management and budgeting skills
- Staff recruitment and access to opportunities from building my profile/brand