

# View from inside the farm gate:

Reducing the environmental footprint  
whilst building a profitable dairy  
business

**Glenn and Sarah Jones;  
Canterbury, New Zealand.**

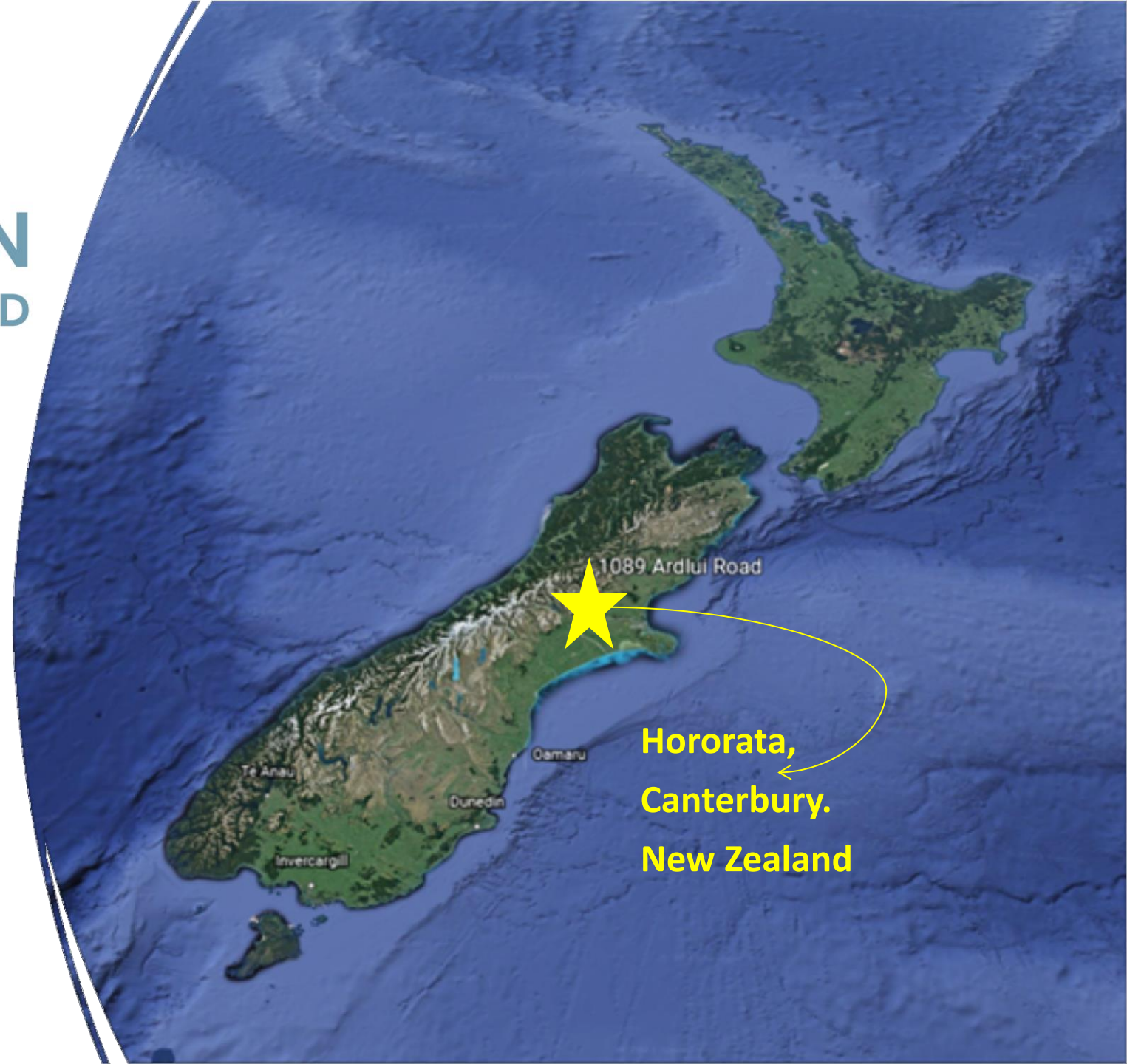






**WATERTON**  
AGRICULTURAL LTD

- 50:50 HOSM
- Hororata, Canterbury
- 175ha Effective
- Fully irrigated
- 650 cows
- 285,000 kg MS



**Hororata,  
Canterbury.  
New Zealand**

- How did we get here?

- **2017/2018**

- 50:50 Sharemilking – **Waterton Agricultural Limited**

- 650 cows, 175ha Hororata, Canterbury

- **2021/2022**

- Shareholders and Director in **Highveld Pastures Ltd.**

- 1150 cows, 220ha + (106ha lease) Methven, Canterbury.

- Where are we going.....

# Goals keep them going

## A

Goal setting keeps the fire for a Canterbury farming couple's ambitions. *Tim Fulton*

**CANTERBURY** sharemilking couple are setting ambitious goals and tracking them on their mobile phone. The 50:50 sharemilking arrangement between the couple and their partner's business has been a success story for both parties.

The couple have set themselves a goal of producing 1400kg of milk solids per cow per year. This is a challenging goal, but one that they believe is achievable.

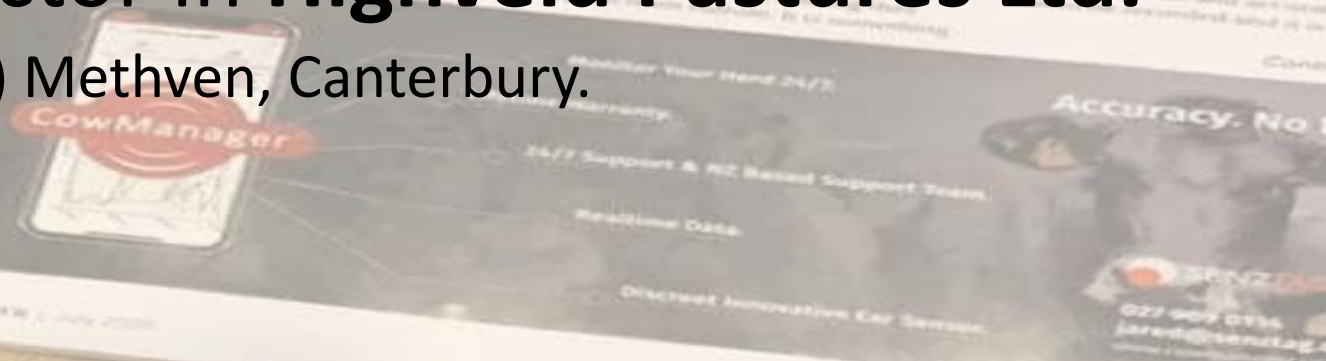
They have also set themselves a goal of increasing their herd size to 1150 cows. This is a long-term goal, but one that they believe is achievable.

The couple have also set themselves a goal of increasing their turnover to \$10 million. This is a long-term goal, but one that they believe is achievable.

They have also set themselves a goal of increasing their net worth to \$10 million. This is a long-term goal, but one that they believe is achievable.

**FARM**

• Sharemilking	100%
• Sharemilking	100%
• Sharemilking	100%
• Sharemilking	100%
• Sharemilking	100%
• Sharemilking	100%
• Sharemilking	100%
• Sharemilking	100%
• Sharemilking	100%
• Sharemilking	100%



**CowManager**

Monitor Your Herd 24/7  
Warranty  
24/7 Support & NZ Based Support Team  
Realtime Data  
Disruptive Innovative Ear Sensors

Accuracy. No 1

027 909 0136  
jared@senitag.com



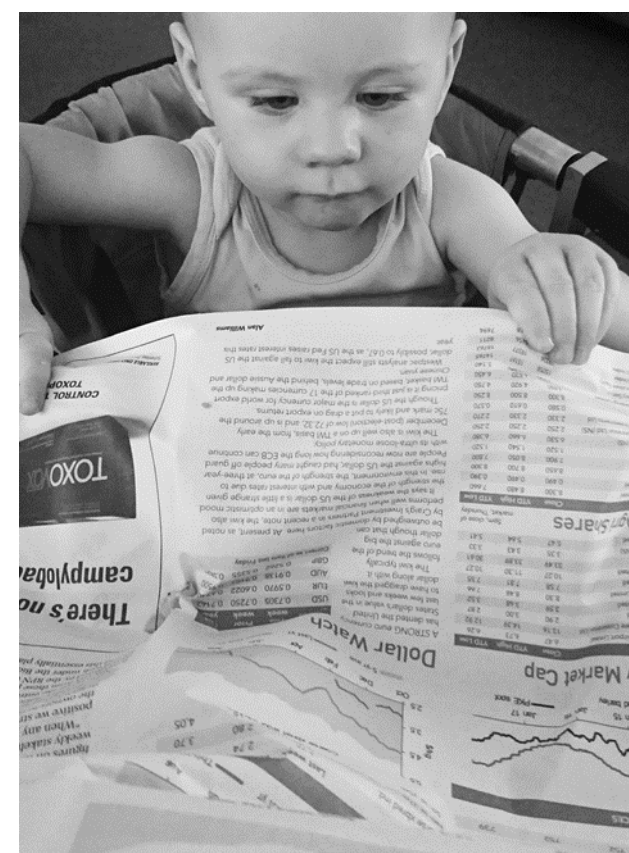


**WHY?**

- **Family business - Kids**
- **Lifestyle**
- **Equity Growth**
- **Love farming**
- **Dairying great industry to be in!**

# Our Farming System.

- **Grass is king**
  - **Good cows**
  - **Simple system**
  - **Profitable**
- Grass harvested 16t/ha
  - 3.7 cows/ha
  - Cows wintered off farm in same catchment
  - \$1795/ha Operating Profit\* (19/20)
    - This compares to \$1804/ha for the benchmark
    - *\*Based off 2019/2020 NZ-DairyBase benchmark: Sharemilker 50:50 Canterbury.*



## Financials

Profit is key

- Know our financials
- Question costs
- High Irrigation costs  
\$473/ha vs \$211/ha  
(Dairybase: 50:50 Canterbury)



## Pasture

Re-grassing 20% year

- How are we doing it?
- What are we using?



## People

Support progression

- Rising wage cost
- Supply International staff
- Value add
- Build our brand



## Cows

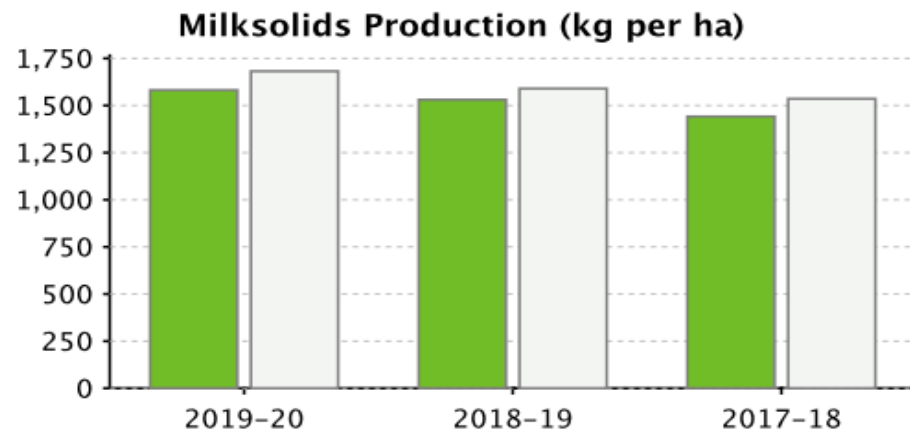
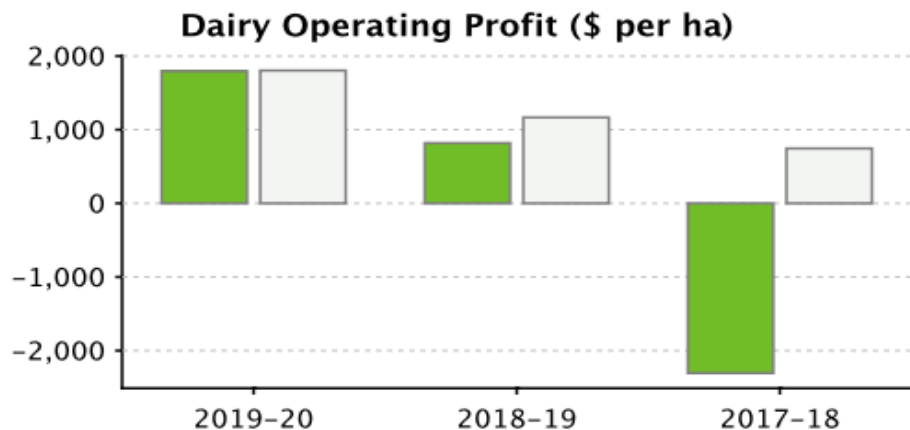
Quality not quantity

- Reliable data
- Bottom 20% beef
- Mating heifers

# Operating Performance Summary

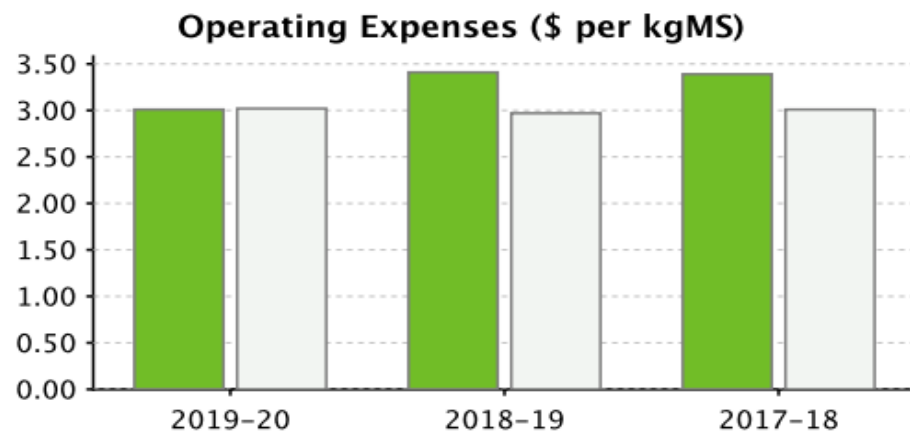
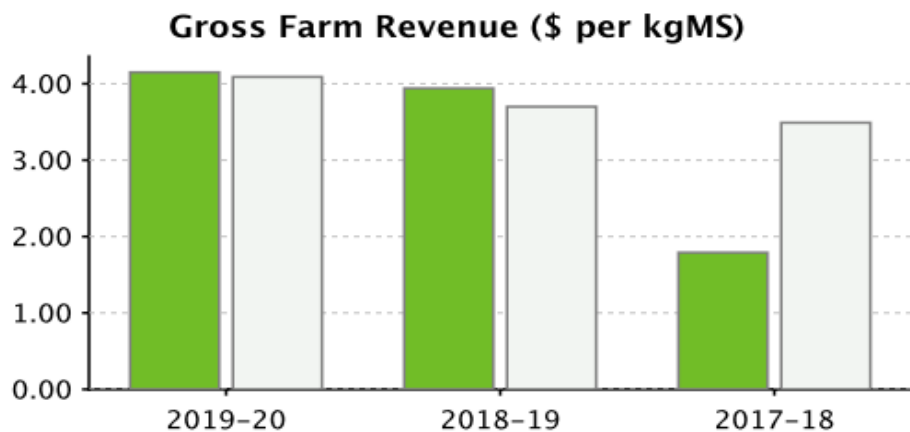


■ Waterton Agricultural Limited
 □ Benchmark



Your Operating Profit for the 2019-20 season was \$1,795 per hectare. This compares to \$1,804 for the benchmark.

Operating Profit is made up of Gross Farm Revenue \$4.15 per kgMS less Operating Expenses \$3.01, multiplied by the production per hectare of 1,582kg (Benchmark GFR:\$4.09 Opex:\$3.02 MS/Ha: 1,682kg)



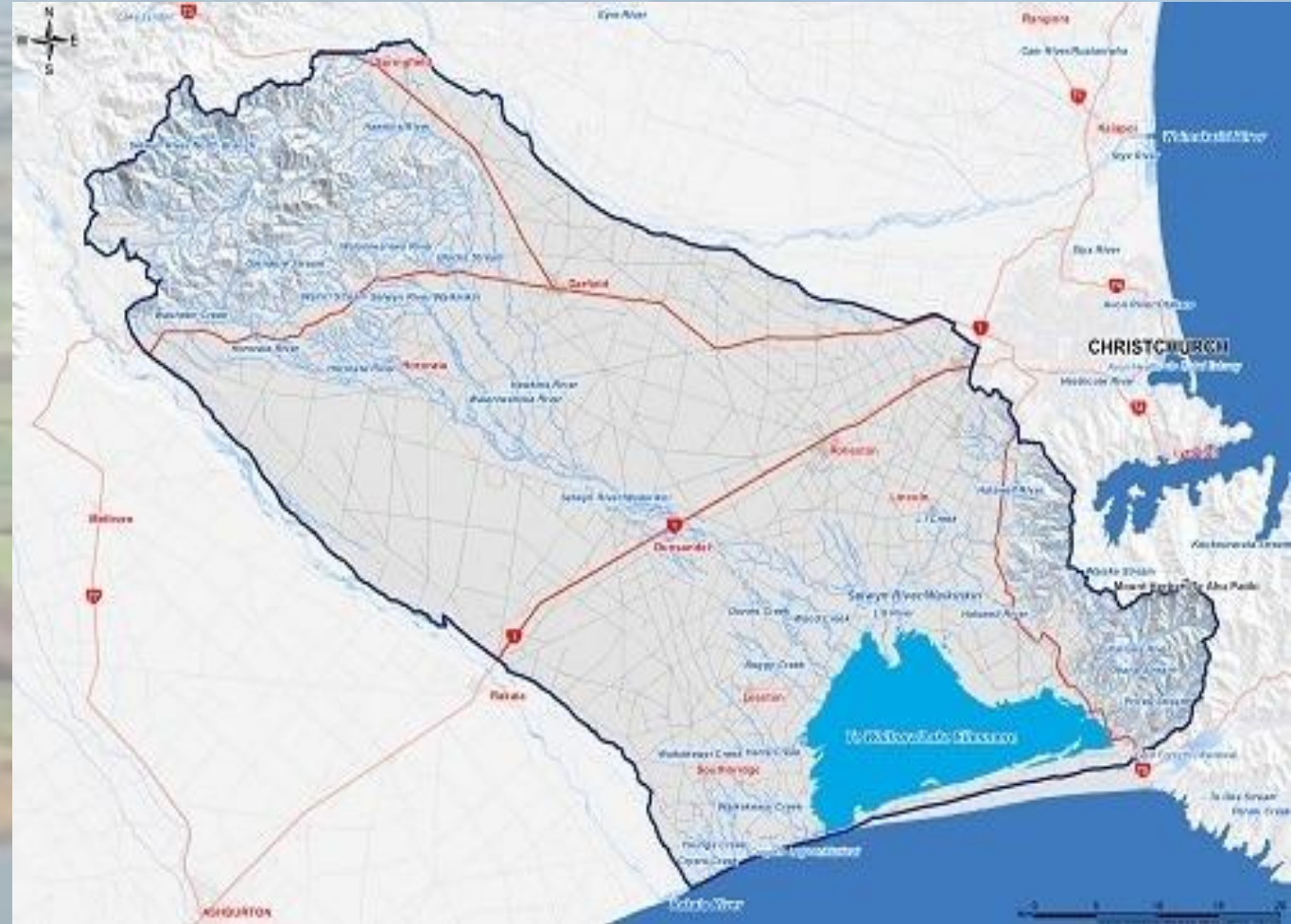
Benchmark: Sharemilker '50-50' Canterbury  
 Number of farms in benchmark: 20 (2019-20) 21 (2018-19) 21 (2017-18)



# Selwyn/Te Waihora Catchment

## Regional Level :

- Selwyn/Te Waihora: Sub-Regional Plan
- Water quality crucial - Nitrogen and Phosphorus
- Mahinga Kai – Cultural/Maori significant area for food gathering.



# Farm Level: Selwyn/Te Waihora Catchment

Requires **30% N loss** to water from baseline good management practices 2009-2013 by 2022

- Our baseline **84kg/N**
- 2021 **52kg/N**  
 = **38% Reduction**

## How?

- ✓ Less N fertilizer
- ✓ Timing of fertiliser
- ✓ Placement of fertiliser
- ✓ More efficient use of water

# Purchased N surplus (Kg/N/ha)

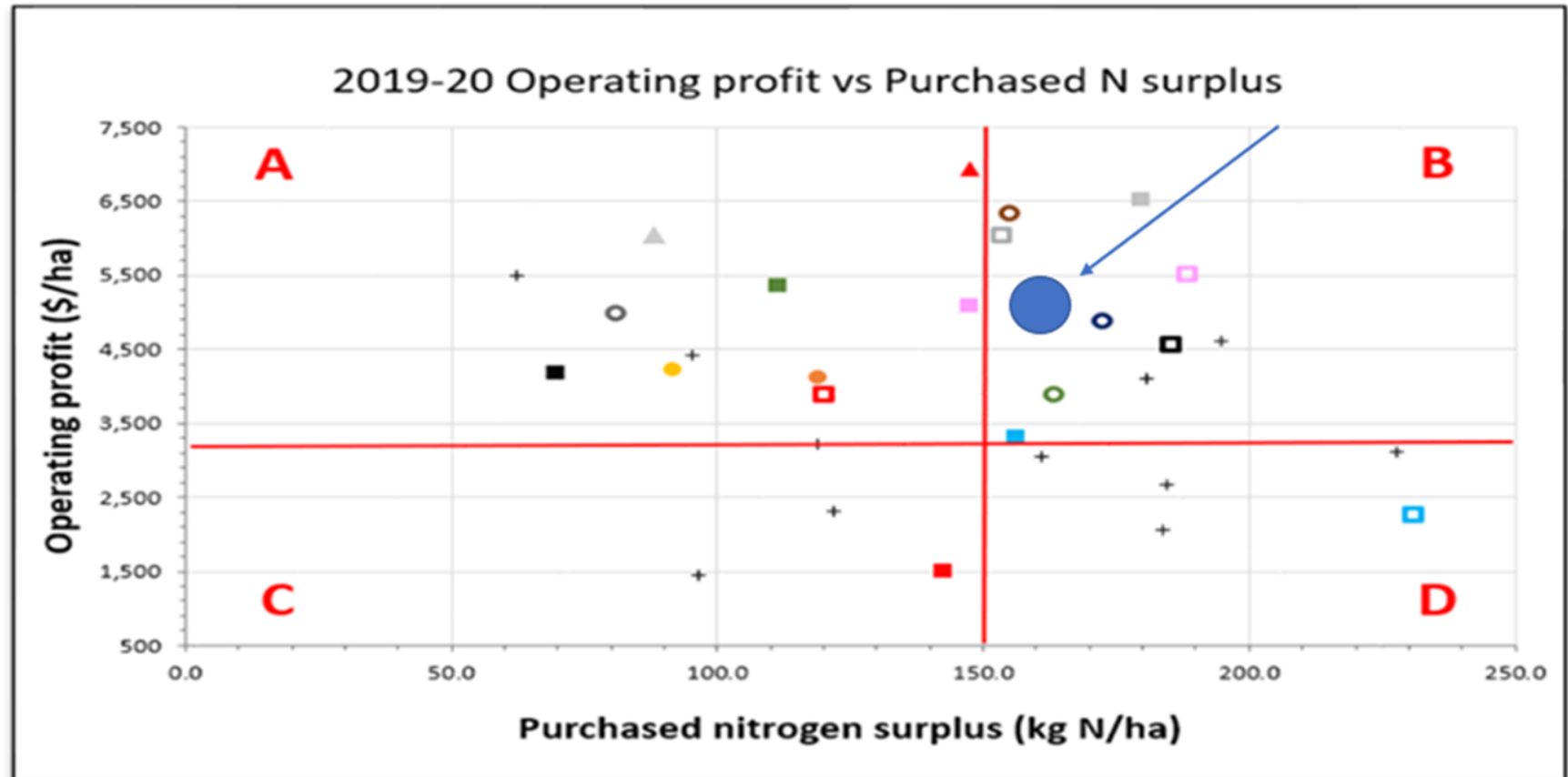
Know your number...

✓ **162 kg N/ha**  
**19/20 season**

- What Drives This?
- What can we do?
- The future....Grass!

2019-2020 **162kg** N/ha  
2020-2021 **132kg** N/ha  
2021-2022 **120kg** N/ha

**N-Cap 190 N/ha** of  
synthetic fertilisers from  
2022



# GHG: Enteric methane (TCO2 eq./ha)

Know your number...

✓ **10.3 T/ha 19/20**  
season

- What Drives This?
- What can we do?
- Highly profitable = Options!
- The future....

