



YOUR QUARTERLY FARMAX NEWSLETTER

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TAKING STOCK

This year, FARMAX celebrates our tenth year helping farmers turn grass into profit.

Since 2004 we've looked at the gross margin per hectare returns, and the subset of farmers using FARMAX has consistently performed above the industry average as measured by Beef + Lamb New Zealand's Economic Service.

By multiplying the increase in gross margin per hectare by the average size of farms using FARMAX, we calculated the cumulative value added has been over \$425 million in those 10 years.

Of course, FARMAX can not claim all the credit. But we know for sure that using FARMAX in combination with good advice from consultants and the right motivation on farm makes a huge difference.

FARMAX has proven to help farmers claw back lost profit simply by helping them make better pasture management and farm system decisions.

So, if you are a farmer who has not yet experienced the FARMAX advantage, give our team a call or talk to your local, accredited FARMAX consultant to get started today.

GAVIN McEWEN
General Manager



10 YEARS ON FARMAX CONTRIBUTES TO BUSINESS GROWTH

Hawke's Bay beef and sheep farmer Rob Buddo has used FARMAX since it was launched. In ten years his farming system has grown by around 500 hectares and more than 10,000 stock units.

Rob said that by using FARMAX as one of his key management tools he aims for a five per cent lift in farm performance every year. The result has seen his business grow by more than 50 per cent over the past decade.

"...FARMAX has helped us double our farming area and financial return..."

the industry average over the past decade. And North Island Hill Country farmers, who have been strong adopters of the tool since its inception, have averaged gross margin increases of 157% over the same period.

"Through incremental growth, FARMAX has helped us double our farming area and financial return. Quite simply, it allowed us to challenge the status quo and minimise our risks."

After a decade of using FARMAX software, Buddo is probably one of the country's most experienced farmer users.

"Farms are massively complex systems and businesses, and no two seasons are ever the same. With its modelling capability, FARMAX is simply unique in being one of the most powerful pasture management and feed budgeting tools you can use - we wouldn't be without it."

FARMAX analysis shows sheep and beef farmers using FARMAX have performed 78% better than



Rob Buddo

FARMAX
YOUR ADVANTAGE



Joel Hensman (R) with Charlie Halley, farm manager for Onuku Maori Trust Sheep & Beef Farm

MASSIVE GAINS TO BE MADE WITH THE RIGHT TOOL FOR THE JOB

Joel Hensman grew up on a sheep and beef farm in the Hawke's Bay, and after completing a Bachelor of Agricultural Science he went farming in the Wairarapa and Bay of Plenty. Today he is a Farm Management Consultant with AgFirst Consultants (Central) Ltd., based in Rotorua, where he works with sheep, beef and dairy farmers throughout the Bay of Plenty and Central Plateau regions.

Joel is very aware of the challenges farmers face regarding all aspects of farm management. He is also excited about the future of New Zealand pastoral farming.

THE BEST TOOL FOR THE JOB

For this reason Joel uses FARMAX - a decision support tool he describes as "incredibly powerful" - for pulling all farm indicators together in one place, looking at the whole farm system, and then using its science-based modeling capability to see what will happen if different policies or practices are changed.

"From an industry point of view there are massive, quantifiable gains to be made from painting an accurate picture of current farm profitability and productivity."

"FARMAX is great for quantifying your decision making by modeling different scenarios before you actually implement changes on-farm. Of course the quality of the information you get out of the system depends on the quality you put in."

IMPROVING THE BOTTOM-LINE

As a consultant, Joel said there are a lot of tools he can use with farmers, and FARMAX was one of the most valued.

He regularly recommends the system to fellow consultants and farm managers.

"Certainly for farm managers who would like to make policy changes but need to quantify them to investors, trustees or owners, FARMAX can be used to identify potential opportunities for taking the farm business forward."

CASHMANAGER RURAL AND FARMAX WORK TOGETHER

A new initiative between FARMAX and Cashmanager RURAL is giving sheep and beef farmers the ability to share data quickly and easily between the two programs.

The joint initiative eliminates the need for double-entry of livestock information. The first phase of integration is already in place for sheep and beef farmers, giving them the ability to export livestock sale and purchase transactions from Cashmanager RURAL into FARMAX, meaning users of both systems only have to enter the data once.

We will launch a second integration in the future, allowing farmers to share physical farm management data. Watch this space!

FARMAX
YOUR ADVANTAGE

cashmanager
RURAL

Financial software that helps farmers plan



Geoff Smith

LINCOLN'S GEOFF SMITH RECEIVES FARMAX SCHOLARSHIP

Second year Lincoln University PhD student, Geoffrey Smith, has been awarded a \$5,000 scholarship from FARMAX to advance his research into the strategic use of the drought-tolerant species lucerne as an alternative or complementary forage to ryegrass for Canterbury dairy farms. The FARMAX Lincoln University scholarship will be available again in January 2014.

IN BRIEF

NEW TRAINING VIDEOS ON FARMAX WEBSITE

Check out the new training videos on the FARMAX website. You'll find an explanation of the new software versions, information on our integration with Cashmanager RURAL and more. Under Tutorials & Manuals at www.farmax.co.nz.

MAORI BENCHMARKING

FARMAX, along with AgFirst Waikato and AgResearch, is a lead provider on the Tuhono Whenua project. This is a Sustainable Farming Fund and industry backed initiative helping to increase economic performance of Maori owned and governed pastoral farms. Take a look: www.tuhonowhenua.maori.nz.

THANKS FOR YOUR FEEDBACK!

A big thanks to everyone who sent us their feedback about our first newsletter and to those who entered our reader competition. The lucky winner of the Samsung Galaxy tablet was Cambridge consultant, Mark Robinson.

www.farmax.co.nz

CONSULTANTS: SIGN UP FOR CONFERENCE!

New Zealand's top rural consultants and agri-business professionals will tackle the big issue of how the industry can do more to help New Zealand's pastoral farmers lift productivity when they come together in November.

FARMAX general manager Gavin McEwen said the conference theme, *'How do we help shift the bell curve?'* aims to address the ways consultants can help pastoral farmers operate within the top 25 percent of all farmers.

Everyone working in the industry - including farmers themselves, consultants, government, industry bodies and service providers - has a role to play in encouraging others to improve their businesses, because when farmers improve their productivity and profitability, we will all win.

The FARMAX Consultants' Conference registration is **FREE**. It is in Rotorua on 18th/19th November and Lincoln on the 21st/22nd. View a conference programme and sign up today: www.farmax.co.nz

FARMAX CONSULTANT OF THE YEAR

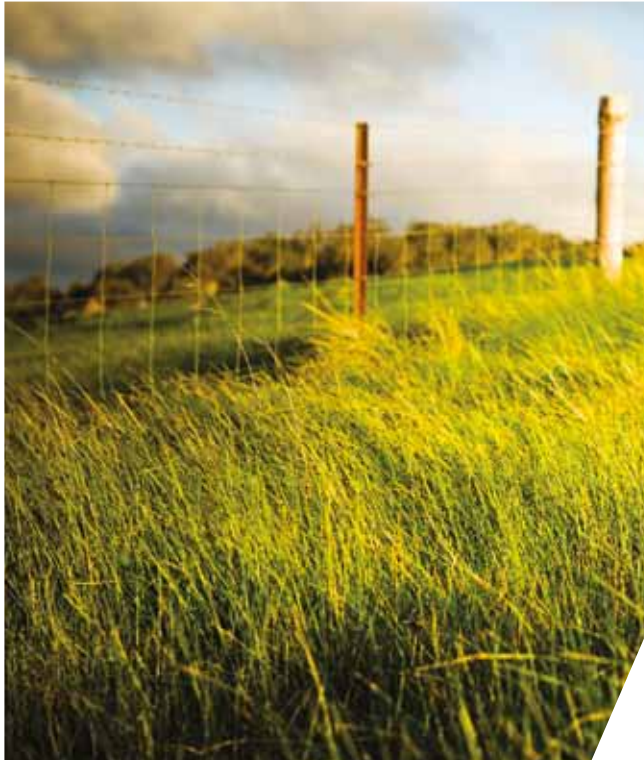
The first annual FARMAX Consultant of the Year award will be bestowed upon two of the country's top rural professionals at the November Consultants' Conference. If you are a rural professional using FARMAX in your business, you are automatically eligible. Find out more about the award and nomination process: www.farmax.co.nz



David Todd - speaker at FARMAX Consultants' Conference 2013

DID YOU KNOW?

Australian, Hilton Barrett, holds the Guinness World Record for the fastest time to shear a mature sheep - 39.31 seconds. Bloody Aussies! The record was set in 2010 when competitors came together to attempt to be the fastest single sheep shearer in the world.



PASTURE GROWTH FORECASTS AT YOUR FINGERTIPS

FARMAX, Beef + Lamb New Zealand and DairyNZ have joined forces to help New Zealand's pastoral farmers get more profit from their grass by developing what we believe is the world's first online tool to forecast short, medium and long-term pasture growth by farm and region.

The Pasture Growth Forecast service was developed through funding provided by DairyNZ, Beef + Lamb New Zealand and FARMAX and our company is the first to provide access to the forecaster to sheep & beef and dairy farmers.

The Pasture Growth Forecaster is a powerful tool for assisting feed planning and budgeting decisions. Data from the tool can be accessed in a number of ways, with growth forecasts pinpointed down to a 5km by 5km location anywhere across the country.

Sign up today: www.farmax.co.nz.

FREE for a limited time!

FARMAX TIPS

1. EXPANDING SCREENS

Did you know you can expand some screens in FARMAX from monthly to 10-daily?. Screens include: Growth Rate and the Performance Screen (dairy only)

2. SELLING MILK LAMBS PRIOR TO WEANING

It is becoming more common to take a draft of prime lambs directly off the ewes prior to weaning. Early sales take advantage of higher schedule pricing, achieve a higher dressing out percentage, and allow the remaining lambs to grow faster while on mum.

Farmax will estimate the weight and number of milk lambs available for sale. Just : 1) create a new sale under the ewes, 2) make sure the draft selection is set to 'lambs,' and 3) select the 'lambs' tab. The sale information shows an estimated weight and number of lambs. See an example screen at right.

Carcass	Model	Actual
Weight	16.2 kg	kg
\$/kg	6.02	
\$/head	97.33	
\$ Total	28128	

	Before	After
Mean	28.9	28.5
Count	4784	4495
Number Removed		289

Example screen of Tip 2.