

16 12 2013

Seasons Greetings

Dear

As 2013 draws to a close, the sheep and beef industry is still in deficit of a sustainable solution for its alleged woes. The entrenched feeding frenzy for funding is highlighted as \$64.8 million is allocated to the Red Meat Industry Strategy Group (Mark 2). I question if any commercial reality due diligence has been exercised to consider if part, or all of the previous funding grants have turned a result or financial dividend.

The desperation to reinvent, at whatever cost to beleaguered producers, has been graphically demonstrated by the recent reported revelation of the manipulation of breeders' recorded data which could be the tip of the iceberg of genetic and intellectual fraud in agriculture. Also it could be central to the multi woes facing the sheep and beef producers as they struggle to combat for a position of reasoned profit.

It has long been my personal, and Falkirk's main strategy to focus upon resolving the cause of farmers' angst rather than tinkering with the effects of the problem. If the industry as a whole produced high quality branded livestock, meat and wool, a la Falkirk System, a very staunch sector managed by producers would emerge.

There is no question that the Falkirk System for the rejuvenation of the industry has, without exception, delivered a huge net genetic and financial gain to every client who has participated in a full flock or herd programme. The respect that it is the system interfacing in its entirety that delivers optimal results to leave producers in control of their destiny is most important; this has been conveyed to me recently.

This goal has always been paramount and published, but I need to reiterate under this heading to answer a recent comment which appeared to be detracting and mischievous. The core business of Falkirk is diagrammed by three as a business model to provide a lucid view for the optimal solution for agriculture.

The central point of that description is the customised solution that fits your own farming operation through genetic selection for excellence of product for branding capabilities. This is clearly spelt out in the mission statement and its appendages: Charles Darwin judgement of animal breeders, Defining the Multi-Trait Optimal Animal and the explanation of Epigenetics for Livestock Selection (refer to website <http://www.falkirkgenetics.co.nz>). This business model has no peer and is unique in application to empower farmers to prosperity.

Two attempts to mimic segments of the Falkirk System will founder on the lack of integral knowledge and strategic ability that is required to sustain a long term resolve to break the predetermining policies of the destructive 'Greed Culture'. History has always illustrated that the lack of integrity and discipline by those without original thought have always led to decline and ultimately failure.

The winning of the 'Best South African Beef' at the prestigious Hostex Academy of Chefs competition in May, provides a unique opportunity for Falkirk to co-create a market for 'Falkirk Certified' beef and lamb in South Africa. The potential mid-term for the market interface of New Zealand 'Falkirk Certified' product has not been left unnoticed.

The 'Falkirk Certified' wool development is the classic example which has become very active this season, with serious financial advantages for clients. The 2014 autumn clips should continue this trend as the wool is usually better grown over this period. If you are unsure how to take full advantage of this opportunity to maximise price for your wool clips please phone the Falkirk office 07 8778345 and speak to Janine (Secretary) or Ian to discuss the process.

As the years progress, one increasingly realises the importance of friendships and human solidarity, particularly within New Zealand agriculture. If a 68 year old may offer some unsolicited advice at this time, it would be that you, irrespective of your age, should hold human solidarity, concern for each other and informed concern for your chosen vocation, agriculture, as vital. These central values are important to implement the desire for the industry to be rejuvenated to prosperity.

I unreservedly thank the number of clients who gave me unsolicited wise counsel and significant moral support over recent times as I processed a selfless industry issue towards conclusion. This topic has been alluded to in paragraph two and will be more fully explained in a memo due out 20 12 2013. This issue became public property on 14 11 2013 and has been handed to the appropriate authorities.

As the festive season is just a few days away the team at Falkirk - Pat, Janine and Ian wish you all a special period to enjoy your families and special friends and exchange an energy that will recharge the body and soul to provide wise counsel and decision making duties in the new year.

Season's Greetings

Ian Walsh

Principal Director

Falkirk