



Dear

## **Welcome to the Autumn of 2013**

Thank you to the many clients who phoned in to share their successful production information which in a number of cases was the best achieved in recent years. The Falkirk client base is well armed with robust advice and pragmatic systems that illustrate that combined with prudent farm business management practices personal goals can be achieved and extended.

The real challenge remains outside the farm gate through to the market place to extract the deserved value for quality product. The reality of low commodity prices have returned and is a direct result of a regime that continues to reinvent itself to deliver adverse results.

## **MARKET DEVELOPMENT**

Four years ago Falkirk advanced that the game breaker from mediocrity for our client base was to develop an own market for quality product. This is the activation of the original business plan scripted some 25 years ago. Falkirk has diligently worked every aspect of the production chain inclusive of branding product to the consumer. The timing is now correct to embark upon this crucial aspect of agricultural viability.

I have just returned from an extended critical business/marketing trip to South Africa to finally establish the personnel and systems required to create the marketing model that our high quality product deserves. The approach is unique, logical and sensible with a reasoned mix of standard product interfaced with high quality branded product which will start to flow in a controlled manner later this calendar year.

I will return to South Africa in July to jointly instigate and implement the systems required to sustain this initiative. The market involved has contracted Falkirk because of our very high standard of genetic audit that will underpin the branded high quality product and states that this is unconditional and irrevocable as 'Falkirk Certified' assures the consumer a great experience.

## **BRANDING PRODUCTION REQUIREMENTS**

Many Falkirk clients understand and practice the 'Falkirk Certified' system of animal production which has helped to financially advance individual businesses and prepare for the advent of possible market initiatives. To those clients who are interested in this ultimate project I will be available to discuss the minimum level of qualification for your farm/herd/flock to participate as a brand partner. I commence my autumn NZ tour this week 12<sup>th</sup> March so please phone to make contact as I travel. Phone 0274 809807 or office 07 8778345.

I consider that over the next 2 years that most clients who do not now qualify can build to a full status of function. In short: **only certified animals approved by a Falkirk certified operator will qualify.**

## **DAIRY CLIENT BASE**

I welcome an enlarging dairy client base pioneered by Owen Johnston as first client. Already valuable information has been generated with in excess of 200 dairy sires being Falkirk assessed following a progeny test of contributing herds. A short list of the most suitable sires for use will be available by 15<sup>th</sup> July. The eventual implication for sheep and beef farmers who graze dairy heifers and cows or farm Friesian bulls is huge for dry matter conversion and subsequent economic gain.

**Livestock for Sale;** Top line NZ Texel/Perendale 2th rams available now for selection.  
Selected lines of ewe lambs for breeding replacement available 20<sup>th</sup> March.

Regards,  
Ian.