

Foreword

It's one of the hallmarks of New Zealand dairy farmers, to respond positively to market or weather conditions. There's no doubt there is some real pressure now and this new, expanded edition of the Spring Survival Guide, along with our Tight Management for Tight Times workshops, is just part of our response in helping farmers get through this season.

As an industry we also can't afford to forget that we're playing a long game here. The medium and long-term outlook for dairying is positive, but we need to invest and act to address the challenges we face, so we can position ourselves to come out of this well. This includes not ignoring the imperatives around sustainability – ensuring your farm is environmentally fit – and also looking after your staff, as their assistance will help you weather the current climate.



The Spring Survival guide addresses the challenges farmers will face this spring by giving practical tools and guidelines. For farmers looking for more information, the guide lists plenty of other resources or you can contact your local DairyNZ Consulting Officer or our Farmer Information Service tel. 0800 4 DairyNZ (0800 4 324 7969).

Please take the time to read this, plan and then take action. You'll find the results accumulating in your bottom line.

Tim Mackle
Chief Executive, DairyNZ

