

Genetic Antip

Waratah Farms Ltd, New Zealand •
900 dairy cows (240 hectares) • 170 he
Dairy, pig, sheep and goat AI station • Embryo co

The New Zealand landscape

Consumer demands

- Food safety
- Cost
- Convenience
- Variety
- Animal and environmental welfare

Control of quality and quantity

- Supply chain management
- Meat quality – yes it is coming
- Niche products and markets
- Branded products

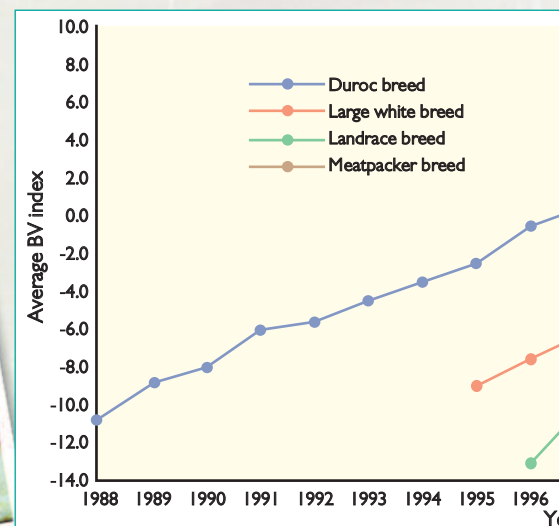
Pork production is a relatively small industry in New Zealand, however the big producers are getting bigger and the traditional farms are declining every year.

There are 300 producers with a total of 40,000 breeding sows.

Generally, pigs are housed indoors, in group pens or individual crates, though some farms are operating with outdoor herds.

New Zealand's population is 4.1 million, which is still smaller than many large cities overseas. Its size and location creates a reliance on primary exports with the exchange rate controlling profitability.

Continuing growth and the need to produce quality meat makes global genetic partners important; using global genetics is



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750 sows (breeding & commercial)
 ctares cropping • 300 hectares bull beef
 llection and fertilisation for dairy, sheep and goats

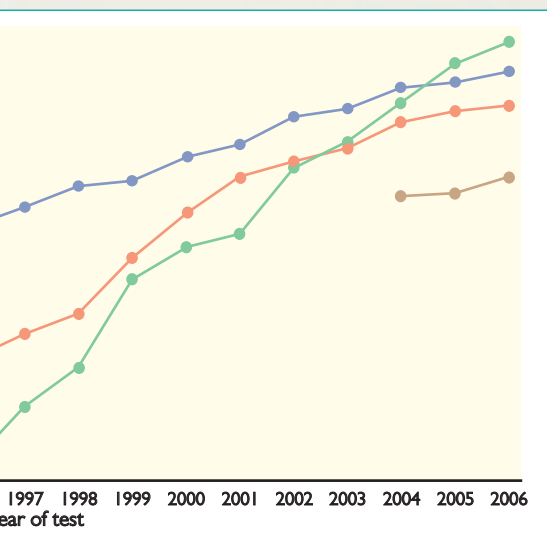
essential in the maximisation of genetic improvement and to minimise inbreeding.

To do this Waratah Farms has entered into partnerships with companies in Norway and Australia and built up four daughter nucleus herds in New Zealand.

New Zealand has a relatively free market, but as a result of its remote location and various government policies, producers must cope with issues relating to international trade, feed importation and staffing.

Staffing is important in any organisation, having competent staff and good working relationships are vital in ensuring profit maximisation.

Pork producers must build on their strengths and plan long term in order to be profitable in New Zealand.



Differentiation for Waratah Farms Ltd

- Corn fed
- No growth hormones
- Duroc
- Paddock to plate
- Halothane free, PSE minimum

New Zealand farming in the free market

- Early 1980's subsidies allowed for 'Supplementary Minimum Prices'
- Mid 1980s change of government saw a fast reduction of all subsidies
- Agriculture and manufacturing industries were the first to 'suffer'
- Overhaul of the tax system (introduction of GST)

