



HRL news

Hazlett Rural Limited

New sponsorship with Canterbury Cricket

Hazlett Insurance Brokers has entered a novel sponsorship arrangement with Canterbury Cricket.

HIB is providing a group insurance scheme it calls "Friends of Canterbury Cricket". Under the plan, the Canterbury Cricket Association will refer CCA sponsoring and otherwise associated businesses and individuals to HIB for their insurance requirements, and any business written as a result will see a rebate channelled back to Canterbury Cricket.

HIB manager Sean Lysaght says it is a way for businesses to support Canterbury Cricket in a way that does not impact on their bottom lines, and "...they receive a high-quality and very competitive insurance service as well".

Sean says it is an arrangement where everybody benefits.

Meanwhile HIB also becomes a "Strategic Partner" of Canterbury Cricket, a more conventional sponsorship involvement whereby HIB receives:



Modelling the Canterbury Kings shirts with HIB branding on the collars.

- Branding signage and the right to promote HIB at home ground matches;
- Branding on the backs of the T20 playing shirts, the four-day Plunket Shield shirts, the mens' and womens' training shirts;
- A presence on the CCA website;

Parties to a mutually beneficial arrangement (from left): CCA Commercial & Marketing Manager Mark Cini, Chief Executive Lee Germon, HIB Manager Sean Lysaght and David Hazlett.

- Involvement in hospitality venues at home ground matches;
- Access to the players for promotional purposes.

CCA Chief Executive Lee Germon welcomed the involvement of HIB with his organisation: "Canterbury Cricket is hugely excited to be associated with a company like Hazlett Insurance Brokers. It means a lot for us to be alongside a truly Canterbury business run by true Canterbury people and we look forward to the relationship being one that's mutually beneficial."

New blokes... and blokess

Emmett Ryan (left) and Hamish Marshall (right) started with the Rural Supplies team last month and are already out on the road, discussing the coming season's requirements with clients. Both from farming backgrounds, they bring fresh energy and enthusiasm to the team that we are confident will boost further the effectiveness of HRL's Rural Supplies service.



Kristine Winter, an experienced rural insurance broker on the move from Dunedin, joins the Hazlett team.

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A NOTE FROM DH

The downgrading of the dairy payout is not the end of the world. Just as nothing ever stays up forever, nothing stays down forever. Farming will carry on and that will always be the way it is.

The international trading of food products is in great shape with a lot of encouraging things happening out there. People will increasingly look to quality protein and that's what we produce. Our meat industry is doing all it can to meet that growth, currently earning over \$6 billion from exports. Our milk industry earns us over \$10 billion. And while we account for over a third of the world trade in milk products, we account for only 2% of the world's milk production. So, providing we can continue to produce milk solids in an environment-friendly manner — and I believe we do — we've got a lot of room to move.

The great thing for farmers in New Zealand is that these two industry giants are perfectly complementary: the pastoral farm has so much to offer the dairy farm, and vice versa. I am now convinced that there are so many opportunities provided by the dairy industry, that just about every pastoral operation should be involved in supporting the dairy sector somehow. Look at the range of possibilities that fall out of the trees of the dairy industry:

- cow and heifer grazing
- rearing bulls and growing bulls for finishing
- finishing dairy cross livestock for slaughter
- growing heifers for replacement in the dairy sector
- growing heifers for the export sector when it is on
- supplementary feed for dairy support.

And there's plenty of other niches open as well. When you think of it like that, we're spoiled for opportunity!

We've just had a wonderfully mild winter and most farming people, in our part of the world anyway, have a great feed platform from which to launch into spring. So let's see the glass as half full and get on and enjoy the opportunities, incomes and the lifestyles that farming blesses us with.

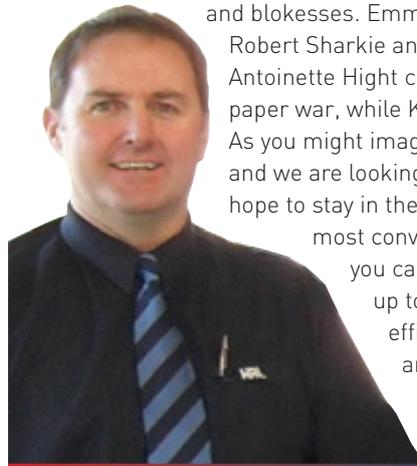
David Hazlett
Rural Bloke

FROM THE GM

Just when we were enjoying a bit of quiet spell and looking forward to a more stable season ahead, and some of the team have been taking well-earned holidays, Fonterra and Westland drop their bombshells and one of the meat companies starts trying to talk the lamb market back. You can understand the dairy developments but, in the case of the meat company, you do wonder whose interests are being looked after in hosing down expectations. None of our contacts suggest anything untoward out there, but it's a volatile business that we work in so we just box on.

And anyway the glass is definitely half-full: after a wet early winter, we've had a settled early spring which makes a nice change — lamb survival rates should be pretty good and the grass is growing out there.

There's been a lot happening inside HRL and we welcome a number of new blokes and blokesses. Emmett Ryan and Hamish Marshall have joined Robert Sharkie and Simon McAlister in the Rural Supplies team; Antoinette Hight comes in to help Leone and Sandy with the paper war, while Kristine Winter strengthens the HIB team. As you might imagine, it's becoming a bit crowded in the office and we are looking at moving to alternative premises, but we hope to stay in the same neighbourhood, which has proved most convenient for clients and staff alike. One thing you can sure of: the growth in our team can only add up to a corresponding increase in service efficiency. It doesn't matter how good we think we are in terms of client service, we know we can always get better!



Ed Marfell
General Manager

HAT PIC



These young blokes had just completed a three-day shearing and wool-handling workshop conducted by shearing contractor Barry Pullin for a group of farmers in the Rakaia Gorge who are wanting to see more young people entering the wool industry. "The three days were very successful and we got a lot of positive feedback. We have already had a number of farmers asking about our next workshop," said Barry. HRL pitched in with a special afternoon tea. Barry asks that the \$250 donation go to St John's Ambulance.

The Blokes' Diary...

September 25 Coalgate	October 23 Coalgate	November 27 Coalgate
October 02 Coalgate	October 30 Coalgate	December 04 Coalgate
October 09 Coalgate	November 06 Coalgate	December 11 Coalgate
October 16 Coalgate	November 20 Coalgate	December 18 Coalgate



Hereford cows at the Whalesback, looking towards Mount Lyford and Mount Terako.

Combining the strengths of two quite different farms

Brothers Hugh and Michael Northcote each farm two entirely different types of properties a little more than 20 kilometres apart in North Canterbury as a combined operation that offers benefits for both.

Hugh and Jane farm the Whalesback, just under 4000 hectares of medium to steep tussock hill country beside Mount Lyford, relying heavily on aerial topdressing for winter feed.

Whereas winter is the limiting factor on the Whalesback, it is the opposite on the 330 ha Highfield just out of Waiau, farmed by Michael and Solveig with another 370-hectare block nearby on the Leader Road. It is an intensive finishing and dairy support unit. Basically, Michael finishes what Hugh produces.

The Whalesback winters 6500 halfbred ewes and 1700 hoggets, and 430 straight Hereford cows in calf to Hereford bulls. Hugh doesn't calve two-year-olds so he also carries 100 dry two-year-old heifers and 100 yearling heifers.

At weaning in January anywhere between 1500-4000 lambs come down from the Whalesback to Highfield for sale throughout the autumn. These are all the male lambs and some ewe lambs, with Hugh keeping about 1000 surplus ewe lambs back for culling throughout the autumn.

Michael runs 2750 halfbred ewes plus 500 replacement hoggets. The ewe flocks of both properties are slightly intermingled in that Michael takes about 800 cast-for-age ewes from Hugh each year and takes another lamb out of them, some of which he may keep as replacements for his own flock.

Michael also has a 120-ewe English Leicester stud; he puts an English Leicester ram over half of those ewes to keep the stud going (he sells a few two-tooth rams) and puts a Merino ram over the other half to give the halfbred first cross, from which Hugh takes ram

lambs for breeding, although he uses other rams as well. Michael also takes about 900 trading hoggets from the Whalesback, too.

Cattle at Highfield comprise 130 R1 Hereford bulls — HRL takes a lot of them for dairy farmers as service bulls — 45 R1 steers, 65 R1 heifers, all Hereford and all from the Whalesback.

The admin work is all done by Jane and Solveig, who of course also help out with other chores.

Highfield and the Leader Road block are now summer-proofed through the development of 215 hectares under, mostly, pivot irrigation done over the last ten years. "That is driven by a desire to finish as much of our own stock as possible. If we didn't have irrigation, we wouldn't have nearly as many options." The Leader Road block is in itself complementary to Highfield: "Being not as steep and away from the nor'west more, and its clay-based soil hangs on better in a drier season — but it doesn't come away as well as Highfield at this time of year."

At present the brothers find the most profitable use of the Highfield irrigation is wintering halfbred hoggets and dairy support. Michael winters 620 dairy cows from June 1st for 70 days, and 145



R1 dairy heifers from May to May — all arranged by Jim Hazlett. These are fed kale and Goliath rape plus straw, hay and pasture balage.

"On the Whalesback we rely on topdressing and autumn-spelled country to get us through the winter. We've got some country that's more vulnerable in the winter but modern technology has helped us a lot in that regard — modern weather forecasting, for example, which is very accurate these days. If they're forecasting cold southerly, you can't afford to say, no, it won't happen. Pregnancy scanning has also been a huge help to our winter feeding programme."

HRL bloke Jon Waghorn has been conducting a Highfield-only on-farm lamb sale in late November for four years: "There always seems to be good demand for lambs up until about the 10th of December so we unload them straight off the mothers. It gives us the option of shutting a lot of the irrigated country up for Hugh's lambs which come down about the middle of January, leaving the Whalesback less vulnerable to the mid-January store market."

The brothers see HRL as "...very proactive with both stock and merchandise. They're ringing long before you need them, and they're in regular contact. They understand we have to be profitable, and they value our business. We also gain a lot from their experience and knowledge."

"It's really good to sit with Robert Sharkie every six months and work out a plan of all the animal health, fencing and spraying."

Meanwhile, there's a "farming-mad" next generation, aged 18-21, snapping at their heels: Hugh and Jane have George at Lincoln and Simon who works on another property in Geraldine, while Michael and Solveig have James also at Lincoln and Tom who is looking forward to leaving school.

The Northcote brothers credit their parents, Peter and Gendy, for success of their enterprise which was started in 1989: "They played a huge part in what we're able to be doing now; Dad had the foresight 30 years ago..." they said.

Ewes at the Whalesback, looking north towards Kaikoura ranges.



STAFF PROFILE ...

Simon McAlister *Rural Supplies Bloke*

Simon was brought up in a farm machinery business in

Southbridge, so a passion for machinery – the bigger the better – is bred into him.

After leaving Christ's College in 1987 he started a Dip Ag at Lincoln. He did his practical on the Bell family farms near Darfield, giving him plenty of machinery and mix cropping experience, along with some stock work, then headed for Flock Hill Station to work as a "... general farm hand and dog wolloper".

Nobody does big agricultural iron like the Australians, so he headed there for a couple of years. On his return he pursued his bent for machinery with jobs with Norwood's and other parts companies, ending up in the automotive industry.

In 2010 Simon and his wife Jo started Ruralrpm, a rural parts and equipment procurement company. This operation

was very similar to the model that the HRL Rural Supplies operates on:

"The idea was that the contractor or farmer calls us with what they want and we would go find them the best product for the best price, and in a lot of cases we could provide choice. A lot of rural suppliers are dictated by franchise brands and supplier agreements, limiting the choice and price range for the customer."

The business grew so fast that their infrastructure couldn't cope: "We either chucked a heap of cash at it, or found someone that had the same morals and principles as us with the infrastructure already in place. This way, we could achieve what we needed to do at no extra cost to the customer. As we all know, the problem with overheads is someone has to fund it."

So it was that, in 2012, Simon and Jo joined HRL Rural Supplies ... "it's been the perfect marriage". No one person is an expert in all fields. Let's be honest,

the farmer deals with so many different products. It's been great to now offer my customers seed, chemical, animal health, stock, finance and insurance and I don't need to be an expert in any of them as we have people that are. And the best thing is that they are all good buggers – that's what I like about this company, it's good buggers dealing with good buggers!

"I can't think of another company that can offer what we offer.

"When I'm not yarning on the phone or skidding cars round the track I have a passion for property renovation and development. By the time Holley, my oldest daughter, was six she had lived in nine houses.

"Both my girls Holley and Katie show flare for property renovation and as long as they think stripping wallpaper is fun, who am I to argue? Holley seems bent on being a dairy farmer, but on today's payout ... we'll see!"



THE BLOKES



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