



farming people

# HRL news

Hazlett Rural Limited

## South Canterbury presence strengthening



Andrew Sherratt



Andrew Scarlett

**HRL is well on the way to coverage of the entire Canterbury region. It now has South Canterbury squarely in its sights and is already gaining market share in what is a very competitive district.**

In its first nearly ten years, the company has concentrated on North and Central Canterbury, and then Mid Canterbury more lately.

Tim Rutherford and Marty Amos have been doing a small amount of business in the Mackenzie, but now two well-qualified and locally-resident rural blokes are actively engaged in introducing the HRL brand to the wider South Canterbury region.

Andrew Scarlett, an experienced livestock bloke who hails from, and still lives in, Beautiful Valley about halfway between Geraldine and Fairlie, has been a rep in the district for a number of years and joined HRL about a year ago. He knows many of the farming people in the region and is making good progress with market share.

And with Andrew having played in, and captained, the South Canterbury Heartland rugby team, everybody knows him!

He concentrates on sheep and beef, and is part of David Hazlett's innovative finance and procurement network that helps finishers to maximise their opportunities.

Andrew Sherratt, another experienced agent, joined the company earlier this year and is concentrating on the dairy business. He lives near Geraldine.

Both these blokes are very bullish about the difference they can offer and they are already appreciative of the positive reception they are encountering. Naturally, they are both excited by the additional impetus they would gain from an HRL presence at Temuka.

Ed Marfell sees it as the first stage in developing the full range of services in the region. He is hoping to attract another couple of livestock blokes in the near future and that, in time, rural supplies and insurance will be offered too.

"We see South Canterbury as very much a part of the HRL landscape. We are a proud Canterbury company and South Canterbury must and will be a key segment of our footprint.

### HRL selling at Temuka?

**HRL is in active discussions aimed at gaining the right to sell on behalf of its clients at the Temuka saleyards.**

**Now that the company has two agents (and hopefully more to follow in the near future) active in the district, Ed Marfell is reasonably confident of a successful outcome.**

**Temuka Saleyards Company is a farmer-owned co-operative; three prominent livestock agency companies, also members, run the yards as Temuka Saleyards Services Company Ltd (Tessco).**

**HRL has taken up a shareholding in the saleyards co-op and is currently discussing access to the weekly sales with Tessco.**

"Our growth strategy has always been to wait until the right blokes present themselves and it's going to be the same in South Canterbury.

"It's a tremendously diverse and vibrant area with great farming people and we're very excited at the prospect of offering them our special brand of service."

### INSIDE . . .

From the GM	2
A note from DH	2
The Blokes' Diary	2
Hat Pic	2
Broker Banter: Peter Buckley	2
Client Profile: Struan Jones, Feilding	3
Staff Profile: Pete Smith	4
The Blokes and Blokesses' Directory	4

## FROM THE GM

**By the time you read this we'll have either status quo government or a new government ... or maybe we'll be sitting on our hands waiting for a certain gentleman from Northland to open his hand. Whatever colour we end up with, farming people will box on, hopefully not with the prospect of new water charges hanging over them.**

Water and waterways have been a contentious issue and no doubt will remain so after the election. We know that farmers by and large take water quality very seriously as it directly affects the health of themselves, their stock, their crops and their soils.

And we know that most are working very hard to plan their compliance with the new requirements. Perhaps where we fall down, as one farming leader suggested recently, is insufficiently communicating our efforts in that direction with the general public.

The new season is looking promising, with prospects for lamb and dairy brighter. While beef may be softening, at least it's doing so from a high place so it should settle at a level that is still acceptable for producers. Sadly not so for wool, but the man who can remember when all our commodities were buoyant at the same time is one with a very long memory indeed.

We're very pleased to welcome Pete Buckley aboard, further strengthening our insurance offering. We're looking to do the same thing with farm supplies, but it's a case of waiting for the right blokes to come along – experienced people who can see the value in our no-bricks-&-mortar model.

So here's to the new season ... and for once, as we go into spring, we're not hoping for rain!

**Ed Marfell** General Manager



## The Blokes' Diary...

Sep 28	Coalgate
Sep 29	Suppliers Surplus Goods Sale
Oct 05	Coalgate
Oct 06	Cheviot Cattle Sale
Oct 12	Coalgate
Oct 19	Coalgate
Oct 20	Culverden Cattle Sale
Oct 26	Coalgate
Nov 02	Coalgate
Nov 09	Coalgate
Nov 14	Coalgate
Nov 21	Glenmark Lamb Sale
Nov 22	Banks Peninsula Lamb Sale
Nov 23	Coalgate
Nov 23	Avonlea Lamb Sale
Nov 27	Highfield Lamb Sale
Nov 30	Coalgate
Dec 07	Coalgate
Dec 14	Coalgate
Dec 20	Coalgate

## A NOTE FROM DH

**As Ed says, things are mostly looking very positive right now. The dairy people have shown us how to bounce back. We have new season lamb to \$7 in October, we have beef hovering around \$5 (but some pressure on it), we have venison at levels not seen before ... but the agricultural sector still has challenges. This jolly big world stage we play on has this terrible habit of blind-siding us.**

I can't help reflecting on some of our forbears' disciplines. When all the stars are lining up it's time to knuckle down. It's time to do even harder yards, get rid of debt, keep striving for innovation and make sure you're in complete communication with your families and your people.

We know we're going to be asked to better understand what we need to do in terms of environmental compliance. Farming people are tackling this head-on. While we know the ideal will not be achieved overnight, everyone is trying hard and making good strides. So I congratulate you all, but remember: all this comes at a cost.

In conclusion, it is so important that we don't put too much pressure on ourselves and let things get on top of us. It is so important that we enjoy the good things and what matters most. That way, we're all better equipped to face those challenges.

**David Hazlett** Rural Bloke

## HAT PIC



**Peter Engel's son Jack and Geoff Wright's daughter Hannah recently represented New Zealand at the World Under-21 Water Ski Championships in Dnipro, Ukraine, on the Dneiper River. There were about 100 skiers from 22 countries. New Zealand ended up coming 11th; Canada won followed by USA and Belarus. The pair want the \$250 donation to go to IHC.**

## BROKER BANTER

**Peter Buckley has joined us a senior broker. He brings 27 years experience in the insurance industry to the table – 10 years in the UK as a claims and placing broker, then underwriter, and back in godzone for the past 17 years in the rural broking area for FMG and Aon Rural.**

Some readers may look at Peter's surname and wonder if there's a connection with long-time PGG merchandise identity, the late Alf Buckley. Peter is indeed his youngest son and he says Alf taught him from an early age the importance of good service in the rural industry, and the client loyalty that would result.

Peter is a proud Cantabrian with two teenaged sons, and besides supporting their sporting endeavours, enjoys skiing, mountain biking, and coaching basketball.

## Client Profile... Struan Jones, Feilding



### Working with three generations of Hazletts

**Struan Jones flanked by Angus (left) & David Hazlett  
– with the late Denis keeping an eye on things.**

**Struan Jones farmed for 24 years on the Rewa hill just north of Waituna West – about three quarters of the way from Feilding to Hunterville. For a period during that time, Wrightson's livestock manager in Feilding was one Denis Luke Hazlett.**

The Joneses and the Hazletts used to go camping together.

"He used to talk me into things, did Denis... he was a real character. Then he went to Timaru and, next thing, we get young David.

"When Williams and Kettle first came to Feilding, they sent him over. He was the perfect guy for the job. He just went mad and Kettles did very well here. One guy told me that if David rang him again he'd call the police.

"He and I drove up to Gisborne to a cattle sale one day and he bought about 500 steers. I asked him where they were going and he said 'We'll sell them on the way home'. He got on the phone. It's a five-hour drive back to Feilding and by the time we got there they'd all been sold. Unbelievable – he was only 23 or 24 at the time. He used to get into trouble with his bosses in Hawkes Bay because his cell phone bill was three times higher than anyone else's."

About 22 years ago the Joneses moved into Feilding and bought a 100-hectare

fattening block about 13 kilometres out of town. It's "great fattening country" but too heavy for wintering cattle so Struan carries steers from spring through to autumn. He trades about 4000 hoggets a year as well. Just now he is licking his wounds after "...the wettest winter in history I reckon."

"And now we've got the third Hazlett... and we used to babysit him! He's a livewire, that Angus. Just yesterday we were drafting some lambs here and next thing he was in with the handpiece daggging them... those Hazletts were born for the job, really."

In fact, another longstanding local agent has done most of Struan's business down through the years.

"He's probably the best agent in Feilding and until these Hazletts arrived, he was doing all my business. I felt a bit awful giving some of it to somebody else, but he's near retirement now and I had to remind him that when he started as a young guy he had to tread on a few toes as well.

"Young Angus, he's a terrier – just like the rest of the family. He's the new kid on the block and he's annoying every agent in Feilding. He's prepared to get off his backside and go out looking for work. He just keeps ringing people up and wears them down in the end."

The connection between the families goes back even further to their home province. Struan's family also comes from Southland where his grandfather John Macdonald was a director of Wright Stephenson & Co (and Mt Linton) back in the 1940s and manager of its Invercargill branch. Struan's older brother Alistair and Denis were born in the same maternity hospital in the same week.

Struan takes great pleasure in seeing the growth and success of HRL. "David has sent me quite a lot of stock over the years and I've always done well out of it. But mind you, when he first came up here I was still up in the hills and I always reckoned I was turning over ten times more stock than I ever had before and was making less money out of them! But it certainly got the business going and from then on we came right."

And then there's Luke, the three-year-old thoroughbred. Denis spotted him as a yearling on Struan's place and proposed a North-South syndicate of mates to race him. Denis would never see him race, but would have been mightily pleased with his pick: Luke has won eight races from 26 starts, most recently the Oamaru Cup, and banked stake money in six figures to date.



## Staff Profile . . .

# Pete Smith *Dairy Bloke*

**When he joined HRL as a dairy bloke two years ago, Pete brought pretty solid credentials with him: 14 years in dairy farming in Mid Canterbury, and before that running a sheep and beef property in Omihi.**

Pete originally hails from Blenheim where his father, transferred

from Mid Canterbury by Dalgety years ago, was a stock buyer for Master Butchers. That gave him plenty of exposure to the livestock industry, but he never considered following his Dad into the servicing side of the industry and turned down several opportunities to do so. Then a couple of years ago when he decided he'd had enough of milking cows, he was discussing the matter with an old mate named Travis Dalzell who was his agent when he was in North Canterbury. A fortnight later Travis rang him back with a proposition.

Pete services the Rangiora-Oxford district. He works with all classes of livestock, but he is effectively (and officially) a dairy bloke as the company's business in that district is 80% dairy.

Dairying these days can be a socially isolating occupation and that's one reason Pete is enjoying being part of the HRL team – the camaraderie, the humour and the high level of co-operation are proving satisfying for him. He also likes the way HRL can bring dairy farmers a "different" kind of service, that he thinks is more versatile, more responsive and more sensitive to clients' individual situations.

His 14 years at the coalface equips him to talk client's language – and he knows the times when it's best not to pull into the yard! Even so, he is finding that he is still learning his new trade.

He has seen a lot of upheaval in his first two years in dairy servicing but he thinks the sector is stronger for the payout shock. He knows one large-scale operator who cut a \$3m feeding bill by 50% without dropping production. Whether farmers who have achieved that will, with the payout recovery, revert to contract grazing with the many dairy support operators who lost business remains to be seen, he says. For many, the increased debt incurred during the downturn will be a strong incentive to keep things tight.

The Smith family is still resident in Methven for the time being where the family has a 20-hectare lifestyle block and Jo is a local school teacher. They have three boys, Tom, 19; Will, 16; and Guy, 15. Tom has gone dairying but is shortly heading to Australia where he has been offered work on big arable and cattle farms.

# HRL

Hazlett Rural Limited

## The Blokes and Blokesses



### Ed Marfell

Mobile 027 462 0120  
Phone 03 322 1268  
emarfell@hazlett.nz

### David Hazlett

Mobile 027 235 5300  
Phone 03 337 2931  
dhazlett@hazlett.nz

### Travis Dalzell

Mobile 027 202 0196  
Phone 03 314 8652  
tdalzell@hazlett.nz

### Brian Brice

Mobile 027 462 0118  
Phone 03 329 7079  
bbrice@hazlett.nz

### Jon Waghorn

Mobile 027 462 0121  
Phone 03 314 8165  
jwaghorn@hazlett.nz

### Jim Hazlett

Mobile 027 462 0128  
Phone 03 312 9559  
jhazlett@hazlett.nz

### Phil Manera

Mobile 027 462 0125  
Phone 03 347 4989  
pmanera@hazlett.nz

### Marty Amos

Mobile 027 462 0122  
Phone 03 307 8833  
mamos@hazlett.nz

### Andrew Sherratt

Mobile 027 462 0124  
asherratt@hazlett.nz

### Andrew Scarlett

Mobile 027 462 0126  
ascarlett@hazlett.nz

### Jamie Hunt

Mobile 027 462 0156  
jhunt@hazlett.nz

### Joe Adams

Mobile 027 462 0119  
jadams@hazlett.nz

### Angus Hazlett

Mobile 027 462 0136  
ahazlett@hazlett.nz

### Ben Lill

Mobile 027 462 0130  
Phone 03 347 6306  
blill@hazlett.nz

### Geoff Wright

Mobile 027 462 0131  
Phone 03 302 6107  
gwright@hazlett.nz

### Paul Ross

Mobile 027 462 0134  
pross@hazlett.nz

### Tim Rutherford

Mobile 027 462 0135  
Phone 03 314 8080  
trutherford@hazlett.nz

### Scott McIlroy

Mobile 027 462 0160  
Phone 03 318 7644  
smcilroy@hazlett.nz

### Hamish Marshall

Mobile 027 462 0158  
hmarshall@hazlett.nz

### Pete Smith

Mobile 027 462 0129  
psmith@hazlett.nz

### Paul Whittaker

Mobile 027 431 3234  
pwhittaker@hazlett.nz

### Rowan Sandford

Mobile 027 215 3215  
rsandford@hazlett.nz

### Sam Matson

Mobile 027 462 0017  
smatson@hazlett.nz

### Sean Lysaght

Mobile 027 462 0123  
Phone 03 358 7246  
slysaght@hib.nz

### Daniel Loh

Mobile 021 214 8801  
Phone 03 358 7246  
dloh@hib.nz

### Stephen Blyth

Mobile 027 462 0157  
Phone 03 358 7246  
sblyth@hib.nz

### Peter Buckley

Mobile 027 462 0159  
Phone 03 358 7246  
pbuckley@hib.nz

### Peter Engel

Mobile 027 434 0555  
Phone 03 358 7988  
pengel@hazlett.nz

### Office

Unit 3, Ground Floor  
585 Wairakei Road  
Christchurch (No mail service)

Postal: P.O. Box 39-162  
Harewood, Christchurch 8545  
Phone: (03) 358 7988  
Fax: (03) 358 7989

### Leone Bryce

lbryce@hazlett.nz

### Jo Manson

jmanson@hazlett.nz

### Rochelle Castle-Wilson

rcastle-wilson@hazlett.nz

### Steve Ludemann

sludemann@hib.nz

### Wan Yen Koh

wkoh@hazlett.nz

### Lisa Stephens

lstephens@hazlett.nz

### Catherine Wilson

cwilson@hazlett.nz

### Susan Lai

slai@hazlett.nz

### Sarah Corbett

scorbett@hib.nz

### Ruth White

rwhite@hib.nz

### Angela Scott

ascott@hib.nz

### Charlotte Gordon

cgordon@hib.nz

### Saret Yan

syant@hib.nz