

# NZ Dairy Business of the Year

## Identifying the Most Profitable Dairy Farm Businesses in New Zealand

### DAIRY BUSINESS OF THE YEAR



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**Every entrant receives a comprehensive farm business analysis report  
that examines all areas of their farming operation**

**In addition there will be:**

- ☑ Six regional winners – Northland, Waikato/Bay of Plenty, Taranaki, Wairarapa/Manawatu, Canterbury, and Otago/Southland will be announced who will each receive a \$1,000 cash prize
- ☑ Three farm system winners (>85% pasture in diet, 65%-85% pasture in diet, <65% pasture in diet) will be announced who will each receive a \$1,000 cash prize
- ☑ One most improved farm business winner for a second year entrant who will receive a \$1,000 cash prize
- ☑ One supreme winner will receive a travel package worth \$6000 including entry into the Trans-Tasman challenge, and attendance at the Australian Dairy Business of the Year conference and finalists 2-day retreat.

All finalists will win free entry to the Dairy Business of the Year seminar that will look at ways to profitably develop your farm business and awards dinner. This will be held in May 2011 in Hamilton.

Finalists will also be invited to attend an exclusive 2-day retreat following the seminar/awards, and have an opportunity to rub shoulders with their peers and business mentors. This will be held at Hillside Hotel & Nature Resort, an exclusive resort near Huntly.

As part of the overall prize, the supreme winner will be entered in the Trans-Tasman challenge with the winner of the Australian Dairy Business of the Year Competition.

For further details, visit [www.redskyagri.com/dboy-nz](http://www.redskyagri.com/dboy-nz)  
OR call us on free phone 0508 733 759



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### COMPETITION ACTIVITIES and TIMELINES for 2011

**1<sup>st</sup> January:** Competition opens for entries.

Competition advertised in the Dairyman & Straight Furrow and promoted via sponsors websites and via press releases. Sponsors staff encouraged to promote the competition to their clients.

**January – March:** Competition advertised in the Dairyman & Straight Furrow and promoted via sponsors websites and via press releases. Sponsors staff encouraged to promote the competition to their clients.

**7<sup>th</sup> March:** Competition entries close.

**Feb-March:** Completion of Red Sky farm business analysis data processing.

**15<sup>th</sup> April:** Finalists announced for all prize categories. Top 5 participants based on return on assets will be finalists, followed by the top 2 participants in each of the prize categories. Total number of finalists is expected to number 14-16.

**April:** Second year of farm performance data processed (2008/09). This is to confirm consistency in business performance.

Bank Agribusiness Managers to value the properties and complete a photographic record of farm.

Collect non-financial information (questions re human and natural resource management) to assist judging of finalist.

**6<sup>th</sup> May:** Judging of finalists by Keith Woodford, Professor Lincoln University, and Colin Holmes, and an experienced senior Bank Agribusiness executive.

**2<sup>nd</sup> May:** Red Sky reports mailed to farmers.

**17<sup>th</sup> May:** Dairy Business of the Year daytime Seminar and Awards Dinner in Hamilton with all winners announced at Awards Dinner.

**18<sup>th</sup> – 19<sup>th</sup> May:** 2-day Retreat for finalists.

**October-November:** Field days on supreme and regional winners of competition.

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