

## **EXETER OPEN FARM DAY**

### **Dairy beef - the integrated future of farming**

Time	Activity
9:00am	Open for entry, QR code scan-in, boot wash
9:30am	Welcome   overview   H&S   biosecurity
9:55am	Split into 4 groups and move to first station
10:00am - 10:40am	First rotation
10:45am - 11:25am	Second rotation
11:30am - 12:10pm	Third rotation
12:15pm - 12:55pm	Fourth rotation
1:00pm - 1:40pm	BBQ
1:45pm - 2:10pm	Final Q&A at each station
2:15pm	Wrap-up
2:30pm	Exit

With thanks to LIC, Fonterra Farmsource, and Silver Fern Farms  
Open Farm Day, Exeter | December 7, 2023  
[communications@pamu.co.nz](mailto:communications@pamu.co.nz)

## WELCOME, H&S AND BIOSECURITY

### Welcome to Pāmu Exeter Calf-rearing Facility

Please wash and disinfect dirty footwear

Note the following hazards on this farm:

- Electric fences
- Stock (unpredictable)
- Vehicles
- Trip hazards
- Zoonotic diseases (wash hands before eating)



### Sam Bunny | Pāmu General Manager Lower North Island

Sam is involved in large-scale winter and spring calving dairy farms, a large dairy support system and Exeter, our large commercial calf-rearing operation. Sam is passionate about large scale, systems, people management and participating in industry good initiatives for the better of the agriculture sector, and helping the industry solve the bobby calf and dairy beef challenge.



### Jacinda Poland | MPI On-Farm Support Regional Advisor

Jacinda has a background in sheep and beef farming including farming in Australia and Scotland working with different systems. She considers agriculture fundamental not just to New Zealand's economy, but to our identity as a country. She has a focus on farming profitably balanced with reducing and mitigating environmental impacts.



## PĀMU OPEN DAY HOSTS

### **Mark Leslie | CEO of Pāmu**



Mark has 25 years of experience in the Agricultural Industry including roles in operations, logistics, technology and product development, and quality assurance. Prior to joining Pāmu, Mark was COO at Silver Fern Farms, and before that spent nearly two decades at Fonterra. He holds a Bachelor of Agricultural Science (Hons) and a Masters of Business Administration (with Distinction), both from Massey University.

### **Will Burrett | COO**



Formerly GM of Farming and Forestry at Ngāi Tahu Farming, Will has a background spanning rural finance, commercial project management, hands-on farming, and a keen interest in data analysis and high-performance business. He joined the business recently to spearhead the development and execution of the company's pastoral farming strategy, focusing on investment opportunities, portfolio optimization, and operational excellence.

### **Shaun Neeley | GM Upper North Island**



Shaun (Ngāi Tahu) is responsible for Pāmu business units from the Central Plateau to Cape Rienga. Shaun is committed to agricultural practices that promote environmental responsibility, and is dedicated to developing the skills of his people. Before coming to Pāmu he was GM for Aquila Sustainable farming and in his time there he led the largest conversion of dairy farmland to organic in the country, an achievement recently surpassed by Pāmu.

## STATION 1 - GENETICS

### **Professor Rebecca Hickson**



Rebecca is a cattle scientist with a special interest in dairy beef genetics. She has a background in scientific research into beef, dairy, and dairy-beef breeding and production, and is now the lead Cattle Breeding Scientist at Focus Genetics. As a part-time calf rearer, full time animal-breeding scientist, she brings a healthy mix of theory and practice to the breeding programme of Focus Genetics' dairy terminal sire line – the Silver Stabilizer.

### **Paul Charteris | Beef Genetics Product Lead | LIC**



Paul Charteris began his career in beef cattle genetics in the mid 90's – working at Massey University, Colorado State University and for a biotech company in California. Following a 180-degree career shift for where he founded some of New Zealand's best know-known ultra-distance running events, he's looking to create new dairy-beef genetic opportunities for New Zealand farmers.

### **Dr Nicholas Sneddon**



Dr Nicholas Sneddon is a senior lecturer in animal breeding and genetics at Massey University. He is a Massey graduate, having completed a BSc in genetics and animal science and a PhD in animal breeding. His research interests include cattle and sheep breeding as well as bioinformatics of diverse microbial populations. Previously, he worked for Fonterra in R&D setting up a genomics lab capability.

## STATION 2 - CALF REARING



### **Mason Jones | Exeter Farm Manager**

Mason has been with Pamu for over seven years. He has a sheep, beef, and deer background and previously helped set up the Pamu deer-milking operation. Mason enjoys helping solve the calf challenge within the dairy industry, while also ensuring we are creating valuable product for livestock farms.



### **Karen Fraser | Technical Specialist | Farmlands Cooperative**

Karen has years of hands-on experience as a farm owner and Young Stock Manager for a large corporate enterprise. She works for Farmlands Nutrition as a Technical Specialist. Karen has an extensive knowledge of nutrition and animal health, in particular calf rearing and animal development with industry respect around all things young stock. She co-runs the Facebook page The Calf Experts.



### **Michael Shallcrass | Senior Veterinary Manager | Fonterra**

Fonterra's On-Farm Excellence Animals team focuses on managing animal health and welfare on Fonterra farms, and identifying and encouraging the adoption of good farming practices. Michael oversees Fonterra's Mastitis Support Programme, with a network of veterinarians around the country who have received additional training in milk quality investigations. Before joining Fonterra, Michael was in clinical practice for twelve years, with a strong focus on mastitis management and bull fertility.

## STATION 3- BEEF FINISHING SYSTEMS



### **James Van Bohemen | Farm Business Manager | Rangitāiki Station**

As Farm Business Manager at Rangitāiki Station, James is an early adopter of the Dairy Beef journey following the initial establishment of its Efficient Beef System back in 2016. Rangitāiki has since integrated Dairy Beef steers and heifers into their system, enabling James to talk to the many learnings learnt over the last seven years.



### **Bob Thomson | AgFirst**

Bob is a Farm Consultant specialising in sheep and beef. He has 45 years of experience working in extension, consultancy and project management. Bob claims Farm Systemisation as the best pathway to realising improved economic, environmental and social outcomes on sheep and beef farms.



### **Melissa Sowden | Silver Fern Farms**

Melissa is in the Agribusiness team and covers a broad range of areas, including as a member of the industry advisory group for the Informing New Zealand Beef (INZB) genetics programme, the team overseeing Silver Fern Farms Beef Eating Quality system, and has been involved in both the Beef and Dairy Progeny trails. She has undertaken extension work around traceability and more recently on environmental sustainability.

## **STATION 4 - SUSTAINABILITY: ENVIRONMENT | FINANCE | SOCIAL LICENSE**



### **Sam Bridgman | Head of Sustainability | Pāmu**

Sam joined Pāmu in February 2022. Based in the Wellington office he and his team are responsible for the driving the Pāmu Sustainability Plan. This covers strategic direction, customer engagement, and on-farm advisory.



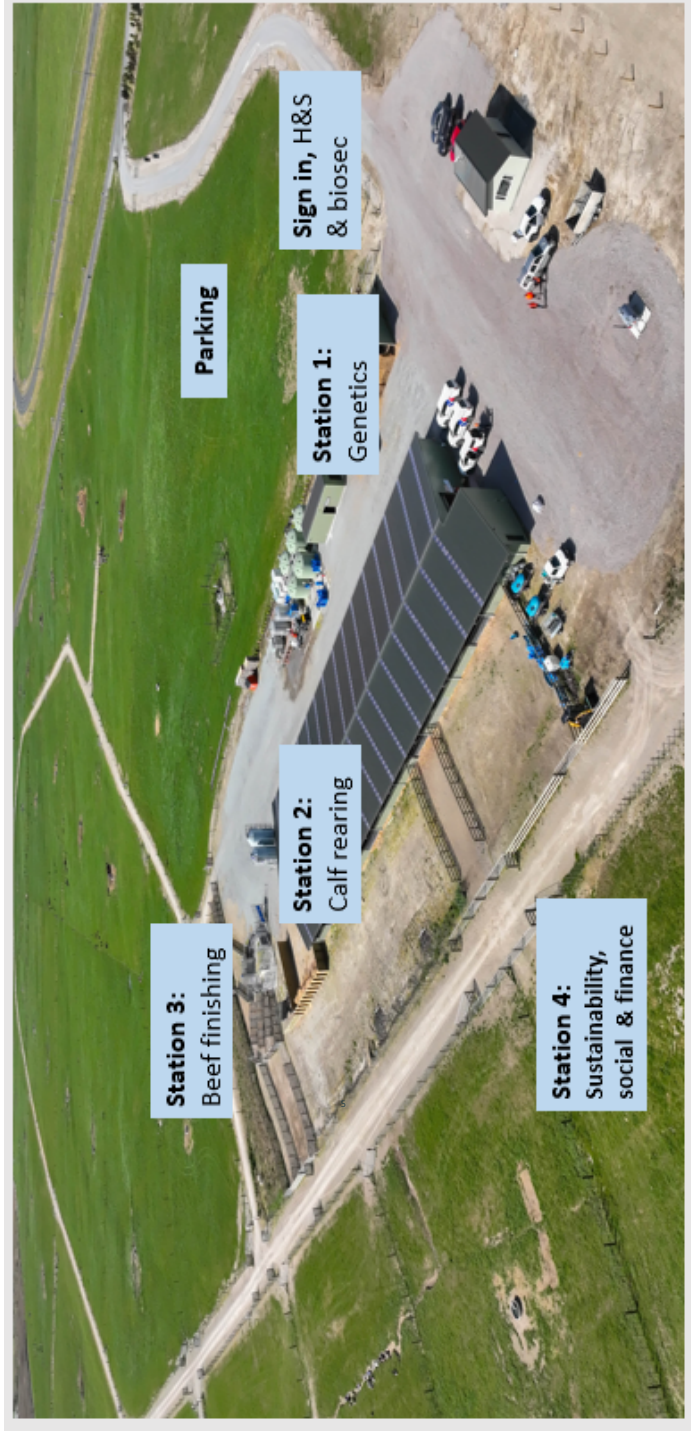
### **Allie Morris | Sustainability Advisor**

Allie has been with Pāmu three years since completing her Bachelor of AgriBusiness with Massey University. She has supported the Dairy side of the business through Miraka, Synalit and Organic Assurance programmes and now looks after the GHG accounting, On-Farm Sustainability Scorecard and Emission Reduction and Climate Adaptation initiatives.



### **Kane Harton | Dairy-Beef Programme Director | Fonterra**

Kane is Fonterra's Dairy-Beef Programme Director, a newly formed role within the Co-op's sustainability team. Formerly, as Fonterra's General Manager of Strategy he spearheaded the organisation's strategic direction including sustainability leadership. Kane is deeply passionate about addressing the systemic Non-Replacement Calf risk while seizing opportunities to drive commercial outcomes for the beef sector.



**Station 3:**  
Beef finishing

**Station 2:**  
Calf rearing

**Station 1:**  
Genetics

**Sign in, H&S  
& biosec**

**Parking**

**Station 4:**  
Sustainability,  
social & finance