



Dairy for life



## Welcome to EARNSLAW OPEN FARM DAY Organics at Pāmu

Time	Activity
10:00am	Open for entry, QR scan-in, boot wash, coffee
10:30am	Welcome   overview   H&S   biosecurity
10:35am	Presentations
12:00pm	Lunch provided
13:00pm	Farm drive. Please share 4x4 vehicles which are cleared for transit on-farm following disinfecting of tyres
2:00pm	Wrap-up
2:30pm	Exit



As an organics farm, Earnslaw has strict requirements to maintain certification. Thank you for your help in this.

- Vehicles must be clean on entering farm.
- Your wheels will be disinfected by our staff and vehicles will be tagged as 'accepted' onto farm for the 4WD tour.
- For the farm tour you need 4WD and off-road competence.
- Please wash and disinfect footwear.

Note the following safety hazards:

- Electric fences
- Stock (unpredictable)
- Vehicles
- Trip hazards
- Bumpy uneven tracks
- Tomo
- Zoonotic diseases (wash hands before eating).

## Our team presenting today



### **Cleo Te Kiri | Dairy Business Manager Organics**

Cleo (Ngāti Rangiteaorere) brings a decade of dedicated service to Pāmu, fueled by a deep-rooted passion for farming and sustainable agriculture. With a forward-thinking mindset, she oversees the operations of multiple organic dairy farms and a conventional livestock venture. Her academic pursuits, including a Master's in Science and a Post Graduate Diploma in Māori Resources and Environmental Management, reflect her commitment to holistic stewardship. As a board member of BioGro NZ and a member of the Fonterra Organic Advisory Group, Cleo aims to actively shape the trajectory of sustainable farming practices. Raised in an environmentally conscious household in Coromandel town, she embodies values that drive her dedication to sustainable agriculture.



### **Scott Kupa | Farm Manager | Earnslaw**

Scott (Ngāti Kahungunu) has been with Pāmu for eight years. A leader in our team, he is dedicated to sustainable farming and empowering people. With a relentless drive for high performance and meticulous attention to detail, Scott ensures that every aspect of farm operations thrives. Passionate about personal growth, he fosters a team culture of continuous learning and development. Scott's open-hearted approach invites others to join him on his journey, sharing knowledge and experiences along the way. Success isn't just about milk yields; it's about growing people and achieving excellence every day.



**Shaun Neeley | GM Upper North Island**

Shaun (Ngāi Tahu) is responsible for Pāmu business units from the Central Plateau to Cape Reinga. 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.



**Casper Meyer | Dairy Farm Manager | Mayflower**

Casper's journey with Pāmu spans 18 years, marked by a transformative shift in 2019 from conventional to organic dairy farming driven by his passion for sustainable practices. Since embracing this change, Casper has emerged as a beacon of wisdom within the group, spearheading innovative initiatives such as implementing new grazing practices and strategically mating heifers with Angus to boost dairy-beef calf production over the past four years. His unwavering commitment to detail and consistent management has yielded remarkable results, with Casper and his team achieving standout performance milestones.



**Jo Triggs | Stock Manager | Pastoral Organic**

Jo Triggs recently joined the organic team but has been with Pāmu for several years. She is the driving force behind our organic runoff operation which spans over 1000 hectares. With a wealth of experience in various livestock roles within the company, Jo's passion for animals shines through in everything she does.

Jo ensures that each animal under her care receives the attention and care they deserve, prioritising their health and well-being above all else. Our youngstock perform well despite the restrictions around drenching and treatments.



### **Jacob Ratu | Dairy Farm Manager | Broadlands**

Jacob's (Tūhoe, Whakatōhea, Kāi Tahu, Maniapoto) tenure at Pāmu spans 16 years, during which he has overseen the management of Broadlands, the largest organic farm within the Fonterra Organic portfolio. His support of transitioning the farm from a high-input conventional operation to organic stemmed from a deep alignment with his personal values and te ao Māori, which emphasises the interconnectedness

of all entities. This holistic perspective resonates with Jacob's belief in exercising mana (authority) and kaitiakitanga (guardianship) over resources to produce healthy kai (food), mirroring the farming practices of his ancestors. By honouring the whakapapa of the soil and prioritising the sustainability of resources for future generations (Taonga Tuku Iho), Jacob embodies a profound respect for the land and its enduring legacy.



### **Mere Ratu | Compliance Analyst | Pastoral Office**

Mere (Tūhoe, Whakatōhea, Waikato-Tainui) is a valued compliance analyst within the Pāmu family, bringing 16 years of dedicated service to our team. Initially assisting Jacob at Broadlands, she has seamlessly transitioned into managing compliance for our operations since 2022. Mere plays a pivotal role in system standardisation and administrative

compliance management. Her responsibilities now include supporting not only the organic division but also overseeing audit compliance across Fonterra, Miraka, and Synlait throughout the upper North Island. Mere's contributions extend to aiding the team in audit preparation and data collection. Her commitment and expertise ensure that our operations maintain the highest standards of compliance and efficiency.



**Fraser Haywood | Project Manager | Pastoral**

Fraser grew up on a sheep and beef property in the King Country and has been part of the Pāmu team for 11 years. He has a solid background in business management, programme delivery and project management with an extensive project portfolio; notably, the delivery of one of the largest forestry-to-pastoral land conversions in the Southern Hemisphere. Fraser has been responsible for the successful delivery of multiple large-scale, multifaceted, and high-value projects in the national business operation. Fraser graduated from Lincoln University in 2010 with a B.Agr Sc (Hons, First Class), and spent several years working in the Western Australian outback before returning to NZ to start his professional career.



**Carol Cuttance | Dairy Farm Manager | Burgess**

Carol has been with Pāmu for seven years. She manages Burgess which was originally established as our “tech-innovation future farm” in 2015 and was then transitioned to organics in 2019. Carol is a farmer from a long line of land stewards, who blends traditional farming principles with cutting-edge technology to manage Burgess.

Carol advocates for women in agriculture and is recognised in the Pāmu team as a trailblazer. Carol cultivates a future where technology supports decisions around performance and sustainability.



**Andrew Scurr | Clinical Director / Veterinarian | VetPlus**

Andrew is a production animal vet with VetPlus and is responsible for overseeing the veterinary input to the organic farms. He has an oversized lifestyle block, and while not certified as organic, applies a lot of the organic animal health practices with his own animals.



**Andrew Henderson | General Manager Organics | Fonterra**

With 16 years in the dairy industry and six years heading up Fonterra's organic programme, Andrew is motivated by the positive impact organics can have on the health of our people and planet, while delivering sustainable returns for New Zealand dairy

farms. Andrew is Chair of the Organic Exporters Association which works to support the access and development of NZ organic exports to international markets.



**Stuart Luxton | Organics Business Relationship Manager | Farm Source | Fonterra**

Stuart has been with Fonterra for over 16 years and has led the Farm Source Organic programme since 2012. Over the past 12 years the organic programme has grown in the number of farms and size of the milk pool, which has seen large growth in organic

sales, Stuart also helped drive the introduction of the Market driven Organic Milk Price. Some of Stuart's responsibilities include recruiting farmers interested in organics, managing relationships and keeping all up to date with what's happening in the organic world. The area that Stuart covers includes the whole of the North Island from Whangarei to Featherston.

Stuart is passionate about organic dairying and works hard to increase the knowledge and understanding of organics and the benefits of it for Dairy farmers and the environment.



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**Talia Grala | Programme Manager On-Farm Excellence - Environment | Farm Source | Fonterra**

With a 14 year tenure in the dairy industry, Talia began her journey as an Animal Scientist with DairyNZ, delving into pivotal research trials spanning nutrition, energy balance, reproduction, and environmental impacts.

Over the past two years Talia has honed her expertise in greenhouse gas (GHG) emissions and lifecycle analysis, specifically focusing on Fonterra's supplier networks. Due to the growing importance of connecting customers with on-farm practices, she contributes to developing workstreams and tools aimed at empowering farmers with comprehensive insights into their GHG footprint and its correlation with on-farm efficiency. Talia's commitment to sustainability and innovation drives her to facilitate meaningful connections between agriculture and environmental stewardship.



**Anna Maginness | Market Development Manager | Fonterra Organic**

Anna has over 16 years' experience in food marketing and innovation within New Zealand and Europe, with a focus on consumer dairy brands. Anna joined the Fonterra Organic programme in 2021 with the role of growing their consumer organic portfolio, which has since more than doubled in

volume. She is passionate about the benefits organic farming brings to our environment and translating this into compelling consumer claims which support the growth of organic.



With thanks to Fonterra Farmsource and Pāmu farm teams  
Open Farm Day, Earnslaw | February 22, 2024  
[communications@pamu.co.nz](mailto:communications@pamu.co.nz)  
<https://www.pamunewzealand.com>