

DAIRY BUSINESS OF THE YEAR



The Value of Dairy Business of the Year

GOLD
SPONSORS



Ministry for Primary Industries
Manatū Ahu Matua



www.dboy.co.nz

BRONZE SPONSORS



PIONEER
BRAND · PRODUCTS

SUPPORTING SPONSORS

NZ Dairy Farmer
Community Connected



DBOY Vision & Purpose Statement

The strategic purpose of Dairy Business of the Year (DBOY) is to **contribute** to dairy farmers and the dairy industry in New Zealand by:

- i. **challenging** paradigms to bring about ongoing **improvements** in farm profitability;*
- ii. developing **resilient** and **sustainable** farming systems;*
- iii. **recognising** and **reinforcing** the value of motivated and innovative people within farming enterprises;*
- iv. increasing the **awareness** of dairy farming practices that minimise dairy farming impact on the **environment**.*

To bring about positive change across these four core objectives, Dairy Business of the Year activities and events encourage dairy farmers of every scale and business model to benchmark profit, people management and environmental practices to identify gaps and implement solutions.

Three Key Focuses of DBOY

Profit

- Define and benchmark the financial performance of the business to identify gaps and make changes where required to provide resilience
- Analysed using DairyBase

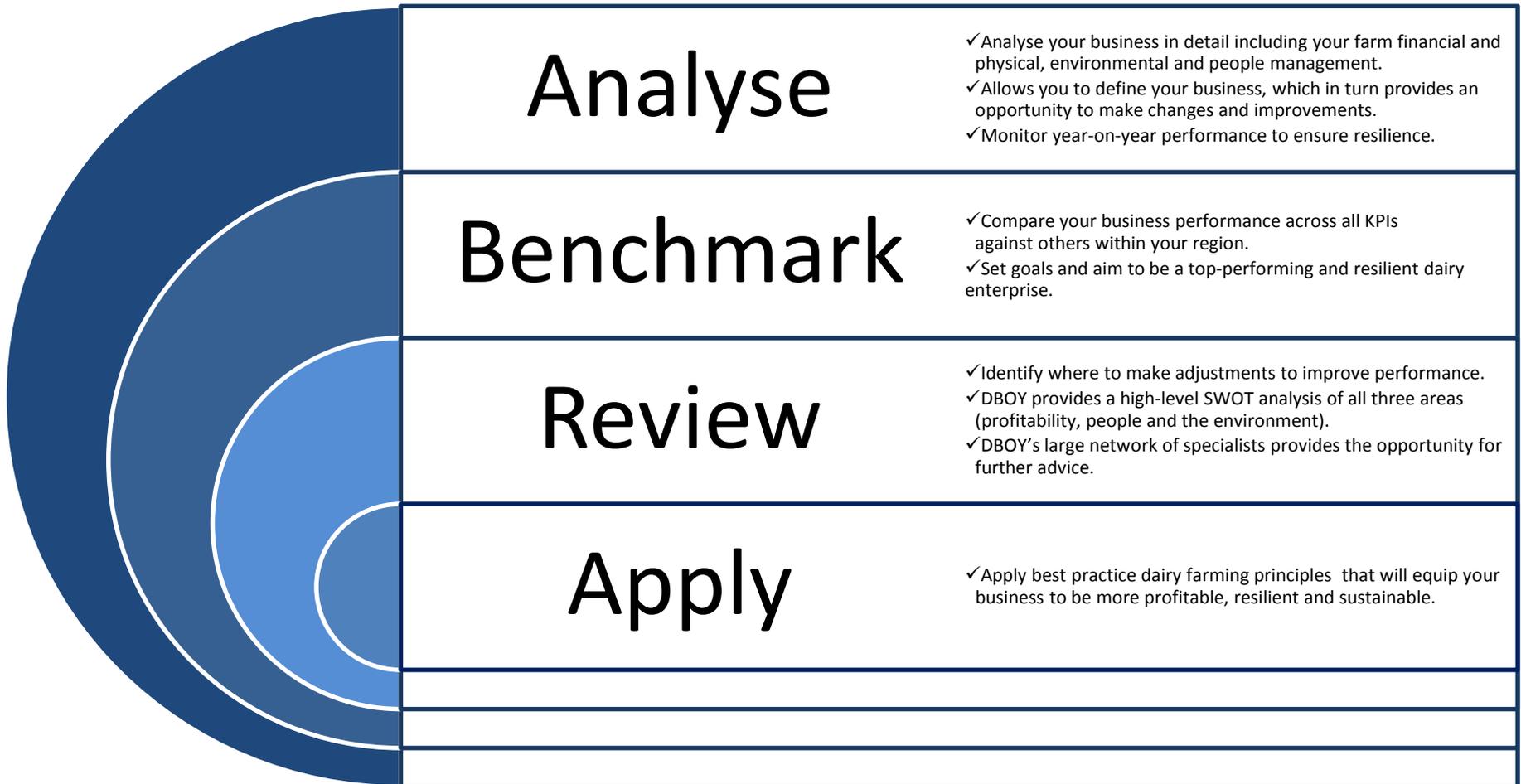
People

- Define efficiency and productivity
- Emphasise the value of people within the business
- Improving staff retention
- Analysed in a comparative scorecard by No.8HR

Our Planet

- Keep up with regulations
- Improve nutrient efficiencies
- Analysed using Overseer and a best management practice scorecard completed by Headlands Environmental Specialists

The Value of DBOY Reports and Regional Optimisation Days



DBOY Event Milestones

Entry

- Complete and return data forms by 31 March 2017
- DairyBase Analysis costing **\$195** (+GST) if a DairyBase Level 2 Physical & Financial analysis has been completed

Reports

- Detailed individual farm business analysis and benchmark report sent to entrants in June

Awards

- Awards evening at the Palmerston North Convention Centre 22 June 2017
- Multiple awards for top performers
- Leaders' Optimisation Day on the 23 June 2017 for finalists

Regional Optimisation Days

- Free public Field Days on regional winners' farms
- Allows attendees to gain an insight into how the best dairy operations have become the best within their region

Network of Advice

- Utilise the DBOY sponsors' expertise
- Connect with other like-minded farmers
- Specialists team within DBOY – Financial, Farm Systems, Environmental & People Management

What farmers say about DBOY



Duncan & Anne-Marie Wells- 2015 Supreme Winner - Otago

- *“There are three main reasons to enter: Firstly, entering is good in the way it makes you look at your business, understanding what you've done and where you've spent your money. Secondly, and of most benefit, was the report giving you in-depth analysis so you can see what you're doing well and where there are opportunities to improve. And thirdly, going to the finals and the workshops, hearing about other farmers from all types of farms, learning what they do and how they do it. The benchmarking opportunity is valuable”.*



Anna Kalma – 2016 Finalist - Waikato

- *“I've entered every year since I started farming. It was more about getting a better handle on my business and where I performed well. The value was very much about benchmarking myself against similar systems and different years. It's helped me drop costs and refine other areas of the business and identifies where I can do better. This is a simple and easy competition to enter.”.*



Rex & Sharon Butterworth– 2016 Award Winner - Waikato

- *“Certainly the day after was incredibly rewarding. And getting all the independent and on-going analysis, reinforcing the things that you're doing right and the things that you can improve on. The benchmarking point is by far the biggest part for us, and the increased awareness of what we're doing. It's motivated me a bit more too I admit. It's easy to get in your own world and carry on, but this has been really beneficial to us.”*