



Pelletising, Rolling and Blending Grains, Proteins and Minerals

Well, with winter just about over we hope you all had a good season and that the rest of the year looks positive. It has been a tough couple of months for many and we trust that things will pick up soon. In this issue we have some important information you should read regarding our new bags, software, etc. As always, please do not hesitate to call us if you need any further information in this regard or regarding your feeding requirements. We are always happy to assist where we can.

Greetings!

Read about the many new things at Advanced Feed as we continue to improve... always!



Early in August 2009 Advanced Feed was notified that we have been selected as finalists in this year's Champion Canterbury Awards. The winner will be announced at the final event in September 2009. The Champion Canterbury Awards celebrate business excellence, passion and success in the Canterbury region and is currently the largest business awards ceremony in New Zealand.

We would like to thank the person(s) who nominated us for this award. We would also like to thank our team for all their hard work to make this finalist nomination possible. Awards like these are never a one-sided effort and our team has put a lot of work into making our business better day-by-day.

We would also like to thank our clients for your continued support through the years. Our business partners and suppliers also need a thank you. Whether you have assisted us from a nutritional advice point of view, transport point of view or from an IT point of view—the part you play in our business is of the utmost importance. Many thanks to everyone who has helped us make this finalist nomination possible. We endeavour to continue our quest for ongoing improvement.



New bags

Following protocol

As stipulated by the New Zealand Food Safety Authority (NZFSA) there is some important information that should be included with all feed sold. In the past we added a tag with this information on it, but have found that some clients find it a bit of a hassle and at the Advanced Feed plant we found these tags to be significantly labour intensive.

Subsequently we have resorted to getting these labels printed directly on the back of our bags. Part of this initiative is also to keep our costs to our customers as low as possible. On the back of the new bags you will see information about the feed, nutritional analysis, suggested feeding rates, some cautionary notes and also a batch number. The first two digits in the number after the 'AFL' in the batch number will indicate whether you have a 16% or a 20% pellet. For example, in the picture on the right, the batch number is: AFL 204904. Thus, this would be a 20% calf pellet.



New software

Continuous improvement...

One of our core philosophies at Advanced Feed is to continuously improve. Whether it is what we manufacture, or whether it is improving the way we do things, our processes and in this case, the way we track our stock and financial information. We have invested in new software and as a result your statements and invoices may look slightly different in the near future. We are in the initiation phase of the new software and plan to have it fully up and running in the very near future. In this regard we ask that you please be patient with us while we are making these changes and if there happens to be a problem on your statement or invoices, we will be delighted to deal with every concern and we are certain that any concerns our customers and suppliers raise will help us to get this new software up and running as effectively as possible very soon. THANK YOU to every member of our team who put a lot of work into getting the new system up and running!



Hi Viz vests sponsored

The future community is important

To play our part in keeping our town's children safe Advanced Feed Limited recently supplied the Methven Pre-School with safety vests for the children and staff to use when they take to the local streets. The vests are the same as those supplied last year to the Methven Primary School and Our Lady of the Snows Primary School.

Keep an eye out for Methven's "bright" kids if you are on the road.

Horse feed sponsorship

Helping where we can...

Advanced feed ran a very successful promotion day at the Methven Trotting Club's trail day in February. The owner / trainer of all winning horses on the day received a free bag of horse feed and each winning driver received a free Advanced Feed cap. It was an amazing event to be part of as many horses were trying to set qualifying times to enter some of the more prestigious trotting and pacing events around the country, as well as seeing some of New Zealand's top drivers in action controlling some of Canterbury's top trotters and pacers. We now have some of New Zealand's top race horses being fuelled by Advanced Feed Horse Feed. Please contact David Leadley or Bryan McGirr for more information our range of quality horse feed.

Riding for the Disabled Association: When Jane and John Wright's son Ben's school selected the Christchurch Riding for the Disabled Association (RDA) as a house charity Advanced Feed limited was asked how it could assist in supporting the organisation.

Advanced Feed offered its new horse product range to RDA at discounted prices and with the assistance of local transport firm Philip Wareing Limited continues to supply feed to this worthwhile charity.

Pride of Workmanship Award

Well done...

Congratulations to Phil Johnson, our very own award-winning Engineer here at Advanced Feed. Phil was recently awarded the Rotary Club Pride of Workmanship Award and we are extremely proud of Phil and his accomplishment. The award was presented to Phil based on his work ethic, ongoing focus on safety engineering and solution driven mindset. It is certainly inspiring to all of us here at Advanced Feed when one of our team members achieve greatness as we are one team and all work together to create such successes.



Calf Feed

Dairy Feed

Sheep Feed

Deer Feed

Horse Feed

Horses' Birthday

Happy Birthday!

Our production manager and the current President of the Mt Hutt Trotting Club, Bryan McGirr, pointed out to us that the 1st of August is regarded as the Horses' Birthday. We have sent birthday cards to our horse feed clients and trainers in the area to mark this day and to remind all concerned that Advanced Feed Ltd has developed a range of quality horse feed in conjunction with our professional nutritionists from Vitec Nutrition Ltd. Our range of feed will ensure that your horse receives a balanced diet to suit its feed requirements, complete with all the required vitamins and minerals. We also reminded all recipients about the general benefits of pelletised feed:



- A higher ME level due to the steam conditioning. As the meal is pelletised it travels through a steam conditioner which heats the meal and makes the starches more readily available and therefore easier for livestock to digest, thus enhancing the ME level
- A range of feed available to suit different horses requirements
- The computer controlled processing incorporated in the manufacturing allows ingredients to be targeted directly at individual client's requirements and ensures the accuracy of each ingredient time after time
- Diets formulated by a professional animal nutritionist
- Buy direct from the manufacturer

Vitec
Nutrition Limited

Pallets

Please take care of and return our pallets to help us keep costs low...

Advanced Feed manufactures its own pallets, once again to keep costs as low as possible for our customers. We have not had much success with getting pallets returned to us in a good state or in most cases pallets are not returned at all. We have recently manufactured another 200+ pallets to make up for the ones that went missing and we ask that you please take care of these pallets and ensure that they get returned to us in a good condition. We prefer not to have to start charging for pallets and ultimately our efforts lead to cost savings for our customers by us not charging for pallets. Including materials and labour the costs do stack up quite significantly.

You will notice that our new pallets carry our markings and a number. In this way we also know what went where and are better able to track lost pallets. We ask that you please cooperate in this regard to ensure that we can continue to provide cost-effective high quality feed to all our customers.



Thank you for reading and for your ongoing support. Until next time—have a great season, all the best and be on the lookout for our Advanced Feed branded black truck and yellow trailers on the road, courtesy of Philip Wareing, our transport partners... **on the way to or from another satisfied customer.**



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Give us a call or pop around
to the plant and office...

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Dairy Feed

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Calf Feed Dairy Feed Sheep Feed Deer Feed Horse Feed



Individually formulated feed to suit your exact feed requirements

advancedcalf

Starter Pellet

20% Protein – 13 MJ ME

Finisher Pellet

16% Protein – 13 MJ ME

Advanced Feed Ltd utilises the latest in computer controlled milling techniques in the manufacture of this high energy pellet designed to assist calves in reaching their full growth potential at an early age. The pellet is manufactured using only high quality grains and includes wheat, barley, peas, linseed and soya meal. A full array of trace elements and minerals are also included. These include magnesium, copper, cobalt, zinc, calcium and selenium. We have also included an essential yeast extract as advised by our expert nutrition advisors to enhance rumen development and to ensure good growth rates are achieved throughout the growing season. Together with molasses and salt to enhance palatability, a well balanced and nutritious calf feed is created.

Nutritional Analysis – Dry matter basis

	20% Calf Pellet	16% Calf Pellet
Dry Matter	85 – 88%	85 – 88%
M.E.	13mj	13mj
Crude Protein	20.2%	16.3%
Fibre	5.2%	5.2%

Analysis may vary slightly due to grain variances beyond our control

- *Well balanced nutritional pellet*
- *Includes a Coccidiostat to assist in controlling scours*
- *Excellent range of trace elements and minerals*
- *Contains an essential yeast extract as advised by our expert nutrition advisors to enhance rumen development*
- *Computer controlled manufacture to ensure ingredient accuracy*
- *Available in 25kg or 700kg bags*

