

Healthy stock need balanced feeds

HEALTH foods may be a comparatively new trend in New Zealand, but our cattle have been supplementing their diet with vitamins and minerals since early in the century.

While the human population flock to specialty stores for the products which will replace the valuable elements lost through over-refining and processing, healthy cows and horses, pigs, poultry, deer and rabbits enjoy scientifically prepared stockfoods to ensure they have an adequate intake of salt and a complete range of nutrients such as protein, fat, fibre, carbohydrate, vitamins and minerals.

If there's a shortage in their basic feed, the right supplement will keep the animal's metabolism in balance.

New Zealand Stockfoods Company Ltd, a member of the W & R Fletcher Group, is one of the major stockfood companies in the country and one of the oldest. It began in a modest way when a subsidiary company was formed at Westfield in 1919 to

produce linseed oil for the building trade, and linseed cake for cattle and sheep.

Constant research and refinement over the years has resulted in a wide range of high quality, well balanced stockfoods. The products are manufactured by the company's factories in Otahuhu and Mātaura, and under contract in Northland, Bay of Plenty, Taranaki and the West Coast.

NZ Stockfoods differ from other feed compounders in that the feed for ruminants (dairy cows, cattle, sheep, etc) constitutes more than 50 percent of the tonnage produced whereas the traditional tonnage of other compounders is with laying hens and pig feeds.

As well as many traditional feed ingredients such as cereals (maize, barley and wheat), and protein products such as meat and bone meal, and soya bean meal, the NZ Stockfoods plant at Westfield handles dried brewers grains — a unique ingredient which is an important part of the ruminant feeds.



Manager Munro McLennan explains that all spent grains are taken from the two major Auckland breweries and distillery, put through a special drier and processed so that it can be added to the feed.

"This is a very desirable ingredient for ruminants," he added. "It is nutritionally balanced with a high fibre content."

While a full range of feed is produced under the company's own Tomoana brand, Denkavit calf milk and lamb milk replacer and Rumevite mineralised salt blocks are made under licence.

Basic lines have changed little over the years with the original Tomoana Dairy Ra-

Pictured, NZSFCo representative Chris Milton (left) discusses the company's products with a farmer client.

tion produced at Westfield in the early 40's still one of the company's major lines, and a leader in its field. Deer feed and rabbit pellets have been available for about five years while the Rumevite mineralised salt blocks, introduced onto the market only three years ago, have become quite a big seller in the past year.

NZ Stockfoods have nine representatives on the road covering New Zealand from North Cape to the Bluff, calling on distributors such as dairy companies and stock and station agents as well as individual farmers.

New Year Message from the General Manager

AT THE END of the old year and the start of the new, the Press is fond of listing events of the year gone.

1981 was a year of high stock production and high kills but, just as in the Far East this was the Year of the Dog, in this country 1981 was the year of the SMP or Government guaranteed price to the farmer.

The portents are ominous in that departure from market orientation has been in 1981, and will be in 1982, accompanied by distortions not anticipated in the original concept such as late kills, qualities adverse to market requirements and bureaucratic complications born of limited knowledge and understanding of the complexities of the meat industry. Additional over-capacity in the North Island for sheep and lamb — added to existing beef over-capacity — and the results of facial eczema will add to the difficulties in 1982.

In such circumstances there is a need for good industrial relations and a motivated and highly competent staff to overcome these problems.

1981 has shown that we have these essential assets, so in thanking all concerned — both union and staff — for the efforts of the past year we can look forward to 1982 with confidence that difficulties are not only made to be overcome: they will be.

May I, therefore, wish you and yours all health, happiness and prosperity for 1982.

BOUND FOR JAPAN

BRITAIN will continue to be the major market for New Zealand meat in the coming season.

W & R Fletcher Ltd's Export Sales Manager, Mr Bruce Bishop, says that apart from the Middle East "with all its problems" the company doesn't expect to move away from its traditional outlets.

However, a contract has been signed with a Korean processing company for a substantial quantity of boneless lamb rolls, destined for the Japanese retail market.

The product was tried on a small scale six or seven years ago, but the company has now entered into a contract for a much larger volume to meet the potential lamb offtake in Japan. Practically all lamb is boned and rolled in Japan, to suit the traditional style of cooking.

Mr Bishop hopes to attend the Foodex Exhibition in Tokyo in March, and will also be looking at the company's operation in Korea.

NZ lamb sampled at Baghdad fair

NEARLY 50,000 people tasted New Zealand lamb, some for the first time, when they visited the New Zealand meat stand at the Baghdad International Trade Fair.

The stand was manned by W & R Fletcher's Export Sales Manager, Bruce Bishop, on behalf of the NZ Meat Board and Meat Exporters Council; and Mr Antony Wynn, for the Middle East Division of Weddel London.

The NZ Dairy Board and two other New Zealand companies also had stands at the fair, which represented 83 different countries and attracted more than one million visitors.

Pamphlets were given out to about 80,000 people. Printed in Arabic, they outlined New Zealand slaughter and hygiene methods and gave instructions for thawing and using frozen lamb.

The men ran into some problems with the non-arrival of the freezer and display cabinet, which was held up at a customs clearance depot in a line of some 300 trucks; and were not able to adapt a prepared video tape on New Zealand agriculture to suit the available system. Poor facilities included a complete lack of telephone and telex communication and hot water, while shared accommodation and 11-hour days added to the difficulties.

However, the New Zealand contingent felt they had made some progress.

"It was really a public relations exercise for New Zealand lamb and to this extent it was successful," Mr Bishop said.

The refrigeration unit finally arrived on site and has been set up in Baghdad's most sophisticated supermarket, to display and promote New Zealand lamb on a long term basis.

TOTAL meat exports increased by 18.6 percent to a total of \$1702.0 million in the latest year to September 1981, according to Reserve Bank figures.

September's meat sales were down from \$159.8 million in September 1980, to \$116.18 million.

Major markets included the United States which purchased a total of \$43.4 million, most of it beef; and the traditional UK market which purchased meat to the value of \$402.7 million, mostly lamb.

Sales of \$109.9 million have been made in the Japanese market while exports to Africa/Oceania total \$106.0 million. Lamb sales to the Middle East, particularly Iran, Iraq and Saudi Arabia are a major portion of the "other countries" total of \$438.3 million for the year.

Is our meat too clean?

ARE we going too far in our efforts to produce the best — and cleanest — product for the meat export market?

A growing concern that New Zealand is applying an "over-enthusiastic interpretation" to hygiene regulations has been echoed by W & R Fletcher Ltd's Group Production Supervisor, Mr Neil Bridgland, who says that quality control in the local meat industry is a direct result of the United States' DA requirements rather than a desire to institute new developments.

"The initial aim was to clean up meat and present it as hygienically as possible. I would like to believe that we have reached that stage, and are producing some of the cleanest and most hygienic meat in the world.

"Rejections are virtually nil — New Zealand has the lowest rejection rate of any country in relation to our scale of imports into the US."

However, Mr Bridgland warned that too much "cleaning up" could damage the very product we want to improve.

"It is generally felt within the industry that the more water you apply — when you put the meat into the new pallet style freezers with cooler temperatures and generally higher velocity air flow — that in a lot of cases you'll achieve a worse product.

"The MIRINZ has carried out trials on the effects of these conditions in respect of lamb shrinkage, weight loss and freezer burn, and it is felt that we might have gone a little overboard in our hygiene requirements."

Hair on a carcass was one example, Mr Bridgland said.

Farmers have been encouraged to produce a well muscled, lean lamb. But if the odd black fibre remains after dressing the animal could be detained and possibly rejected. Other carcasses with some wool left on could pass inspection because the wool was white, and less visible.

"Any significant amounts of wool would be washed off in all the washes the carcass is put through and would have no major effect on the final product," he added.

Hopes for new Irak contract

NEGOTIATIONS to supply lamb to Irak in the 1982 - 83 season are not expected to take place until March, according to W & R Fletcher's Export Sales Manager, Mr Bruce Bishop.

The country has enough lamb to last over the first few months of the year, Mr Bishop says; and no contracts have been signed for 1982. However, the company hopes that New Zealand will continue to supply any lamb requirements to Irak.

The government of Irak purchases lamb by international tender through its embassies and the NZ Department of Trade and Industry. W & R Fletcher purchases lamb from most producing companies in New Zealand, so virtually all local producers would participate in any export trade.

As the major supplier to Irak and responsible for the contract being drawn up, Fletcher's are also responsible

The requirement to hold beasts for 24 hours prior to slaughter has also been discredited by recent research. No real advantage has been proved while on the negative side the system is slower, the animals are subject to more stress and a higher holding capacity is required.

"The industry agrees that hygiene is a very important aspect but it's time for a bit of commonsense," Mr Bridgland said. "All requirements are an extra cost to the industry as a whole."

ble for any problems or shortfalls which may occur.

Despite hostilities in the Gulf area which erupted after the first contract had been signed, forcing the company to find alternative discharge points, Fletchers exported 31½ thousand tonnes of lamb to Irak last season without any major delays.

But shipping and storage are expected to be the major problems again this season. Storage is at a premium with all Iraki imports going through the Port of Aqaba in Jordan. It is anticipated that the Iraki Port would take 18 months to two years to clear when the war is over, so imports will continue to be through an alternative route in the foreseeable future.

Transport costs for Aqaba to Baghdad are an unknown factor, so the company faces a different situation to shipping anywhere else in the world: having to put into a foreign country and transport through a port.

NEW ASSISTANT GM ARRIVES

W & R FLETCHER LTD'S new Assistant General Manager is Mr Brian Browne (pictured), who has been with the company since 1952.

Originally from Brisbane, Mr Browne was one of Australia's first management trainees. He transferred to Sydney in 1957 as assistant to the chief cost accountant, then to Melbourne as assistant management accountant. Another brief spell in Sydney followed before he moved on to Rockhampton, where he worked with Fletcher's former General

Manager, Mr Mark Hinchliff, for three years.

In 1964 Mr Browne was appointed Manager at Ten-terfield, New South Wales. He became Deputy General Manager of W. Angliss Co. in 1967, General Manager three years later; and in 1975 returned to Sydney as General Manager of the Riverstone Meat Company.

"For 20 odd years I've been following directly in Peter Johnston's steps," Mr Browne commented. "As he moved on, I took over!"

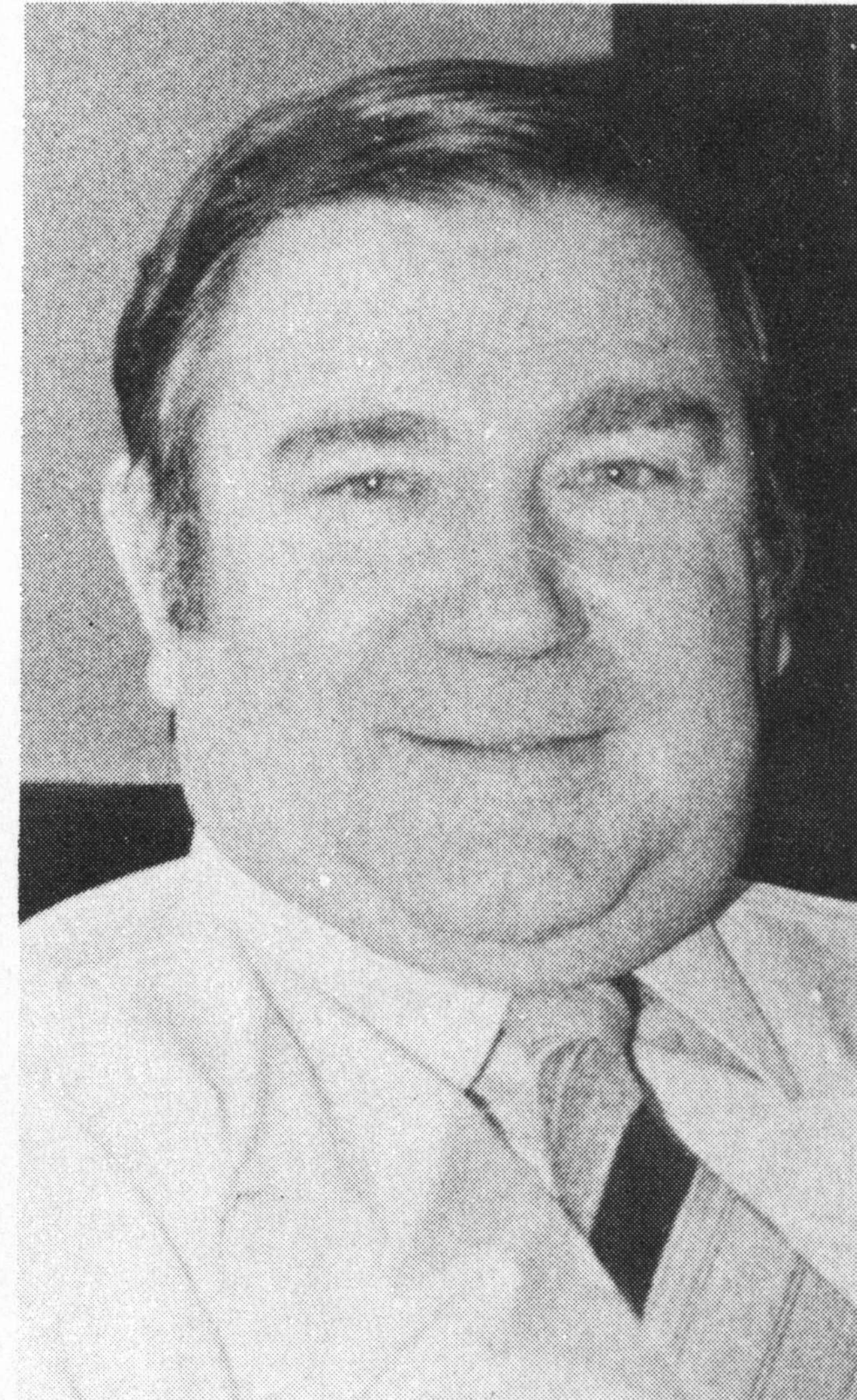
Looking ahead to his new responsibilities, Mr Browne

said the meat industry had been through a very difficult phase in 1973 - 74 and the 80's would also be very challenging for the industry, not only in New Zealand but the world over.

"We must endeavour to sort out some of the problems and develop the interests of the group in New Zealand, possibly along a more diversified path," he added.

New Zealand is Mr Browne's first "working" overseas post and one which has brought mixed feelings. The Browne's son has

remained in Sydney but their daughter Joanne (18) will finish her education in Wellington, and Amanda (19) is to take a BA course at Victoria University.



Brigades compete

RESULTS were extremely close in the annual Inter-works Fire Brigade Competition at Westfield, with each brigade winning one event. At one stage, a three-way draw seemed likely.

Final results were eventually decided by the minor placings in each event, and the Tomoana Brigade was overall winner with 32 points to Westfield's 30, and Patea's 28.

Results were:
Drill H9 — Westfield Trophy: Westfield 1, Tomoana 2, Patea 3; Dividing Breeching Drill H11 — Tomoana Trophy: Patea 1, Tomoana 2, Westfield 3; Four F.W.P. Pump — Patea Trophy: Tomoana 1, Westfield 2, Patea 3.

Service Honours were presented to members of the Westfield Brigade at a social evening following the competition.

Despite having to leave one of the family behind, the couple are looking forward to seeing more of New Zealand and "enjoying all those lovely things that New Zealand has to offer."

They enjoy most spectator sports but horses are their main love. Both Mrs Caryl Browne and Joanne have brought their own horses to New Zealand, and Mrs Browne has a special interest in helping disabled riders.

Mr Browne replaces Mr Terry Jones, who has taken up a new position as General Manager for the Riverstone Meat Company Proprietary Ltd in New South Wales, Australia, after 3½ years at head office in Wellington.

OBITUARY:

Mr R.M. McCulloch

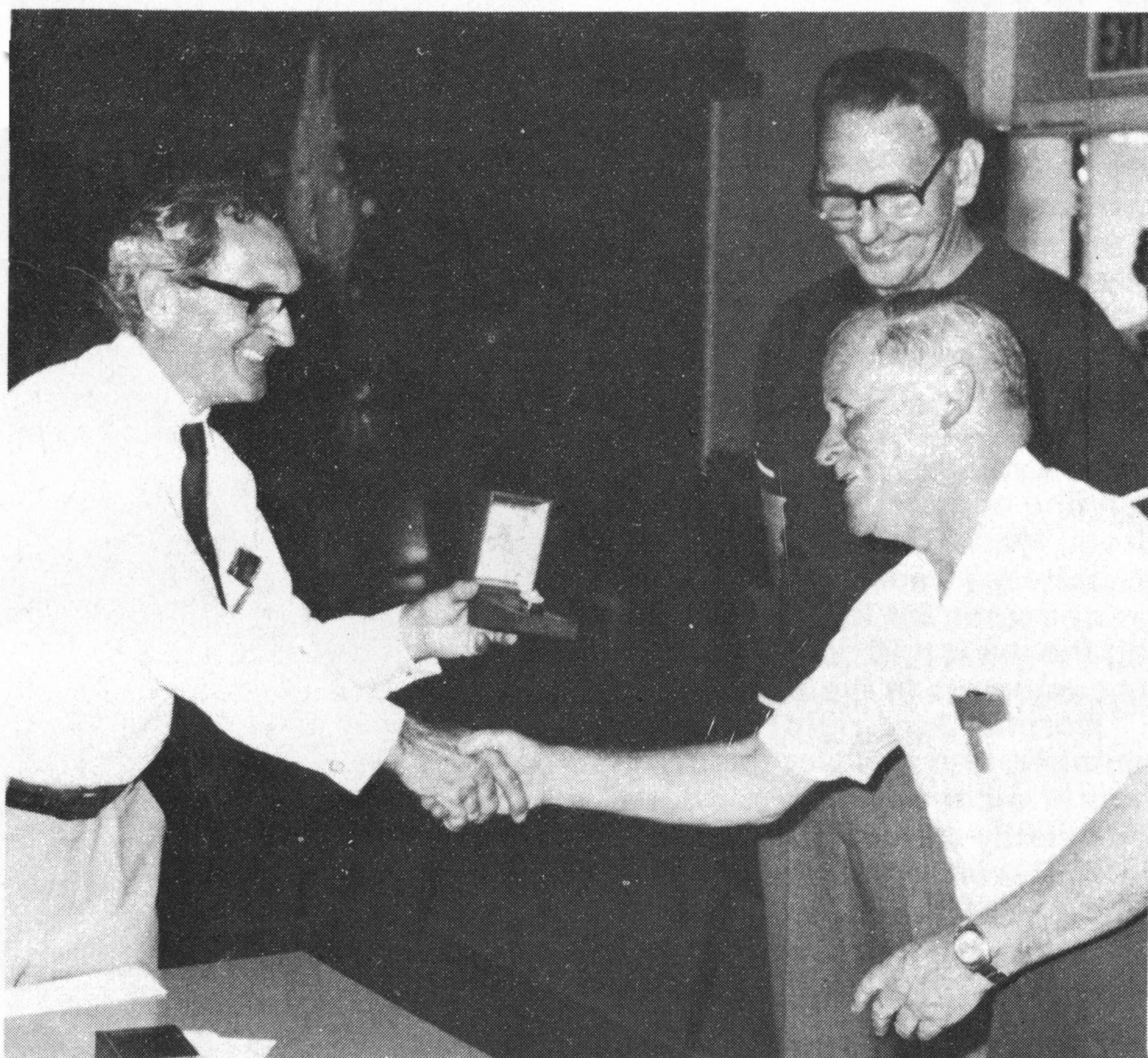
SINCERE sympathy is extended to the family of Mr R.M. (Bob) McCulloch, who passed away last year.

One of Westfield's oldest identities, Mr McCulloch retired in 1964 after 48 years' service, 20 as wharf representative.

He came to New Zealand in 1914 from his family's sugar cane farm near Mackay, Queensland, and drove teams of horses in the Wairarapa district before taking a

job at the Waingawa Freezing Works. He married in 1922 and settled in Mt. Wellington, Auckland.

Mr McCulloch and his late wife, Doris, were very active in community affairs and Mr McCulloch was Mayor of Mt. Wellington for 32 years before retiring from office in 1974. He was awarded the MBE in 1971, and the CBE in 1974 at the same time as his wife was awarded the MBE. He was also a Justice of the Peace.



PRESENTATIONS were made at the Westfield staff Christmas function, on December 17. Gold watches were presented by the General Manager, Mr Gordon Taylor, to Messrs Jack McGregor (right) and Peter Miller (behind). Both are foremen who were manpowered to Westfield during the Second World War and have served the company in a number of positions over the past 40 years.



A DONATION by the Patea Freezing Company has helped to purchase this water tender for the town's fire brigade. The company makes a donation of \$2000 each year towards a community project — in 1980 the money provided an adventure playground for the Patea Primary School.

The Patea Fire Brigade's new water tender will be a valuable asset to the town and surrounding rural areas where a lack of water can sometimes cause real problems in fighting fires.

STAFF NEWS

Patea retains squash trophy

PATEA retained the W & R Fletcher Squash Trophy by winning four matches to one against head office on November 14-15.

Ten players and supporters from the Wellington office social club took part in the squash weekend, which was hosted by the Patea Freezing Company's staff social club; and the top five players from

each side played for the trophy.

Final results were:

B. Division Plate: Dennis McClenaghan defeated Martin Kelly; A. Division Plate: Tony Wiseman defeated Mark Hobbs; B. Division Championship: Ken Hicks defeated Neil Bridgland; A. Division Championship: Brian Headley defeated Alan Parker.



ABOVE: Happy smiles from players who took part in the squash weekend at Patea. From left: Robin Ansley, Bruce Taylor, Brian Headley, holding the W & R Fletcher Trophy; and Patea General Manager Alan Parker.

Transfers

GROUP Management Trainee Dominic MacDermot, who recently arrived in New Zealand, has been transferred to Patea as Assistant to the General Manager.

Another Patea appointment is Bruce Taylor, who has taken up the position of Beef Slaughter/Boning Supervisor after a period working in Australia with the Angliss Group.

Appointment

MR George Stewart has succeeded Mr Claude Greenough as overall General Manager of the Auckland Meat Co. Ltd. Mr Stewart arrived from the UK at the end of 1979, and was previously the company's General Manager — Trading.

MANAGEMENT and staff have farewelled Claude Greenough, who retired from the Auckland Meat Co. Ltd on November 30 after 45 years' service.

Mr Greenough joined AMC — then a public company — on August 1, 1936; and was appointed company secretary in 1951. In 1954 AMC was taken over by W & R Fletcher Ltd, and in 1965 Mr Greenough was appointed General Manager.

Claude had been a well known and well liked figure, said the General Manager of W & R Fletcher, Mr Peter Johnston.

"We hope that his health improves and he enjoys many years of satisfying retirement, as he deserves."



Gold watches

GOLD WATCHES were presented to Messrs Eric Lyall and Norman Jury on the completion of 40 years' service with the Auckland Meat Co. Ltd.

The presentations were made by the retiring General Manager, Mr Claude Greenough, at a function on November 30.

Eric Lyall (top right) is a long standing employee in the Fenton Street, Mount Eden, depot. He is a butcher by trade and used to be a roundsman for the hotels, cutting the meat and delivering it to his customers in the area.

Norman Jury (right) is a shop manager, and has worked at various branches over the years. He is currently manager at Vauxhall Road, Devonport.



AMC Manager farewelled

Pictured, Mr Johnston makes a presentation to Mr Greenough (left) at the

farewell function held in the Bay Room at Auckland's White Heron Lodge.

