

MARCH 2018

In Season

WHAT YOU NEED, WHEN YOU NEED IT



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Rural^{CO}

100% OWNED BY ATS

Joining a breeze

WORDS BY ANNIE STUDHOLME



Lizzie Redfern, Ruralco's Membership Services Representative

Formed by farmers, for farmers, people remain at the heart of Ruralco. And for new Membership Services Representative Lizzie Redfern, it's that opportunity to meet new people and learn about the diverse farming businesses in our community, and further afield, that she's relishing since moving into the role.

Originally bought up on a sheep and beef farm in Hawke's Bay, Lizzie attended Massey University before heading off on her Big OE. While travelling overseas she met her husband Hamish Redfern, and together they now farm his family's cropping and lamb fattening property at Highbank. She is also mum to three almost grown up sons - Toby, Oscar and Archie.

Having previously worked for BNZ prior to joining Ruralco in 2016, Lizzie hails from a customer service background. It's an area she is passionate about, and one where she's committed to making a difference. For any new and existing shareholders/

cardholders Lizzie will be your first port of call, and she's there to help you, able to offer a thorough insight into all areas of Ruralco and how it may benefit you, while ensuring that the initial contact and joining process is a pleasant experience.

"It's about good, old-fashioned customer service. I'm a firm believer that the customer is always right. And at the end of the day, the customer is why we are all here at Ruralco. We need to take good care of them and give them a good reason to come back. We have one chance at it, and we have to get it right," she explains.

From that initial point of contact onwards, Lizzie will be on-hand to provide ongoing support, making certain all new accounts are followed up or referred onto the right person.

As part of her role Lizzie also has some fun things planned out in the community prior to Gypsy Day including some "Cow Crazy" fun amongst schools and preschools to increase Ruralco's community presence.

For 55 years the ATS co-operative has been dedicated to making the lives of farmers and their families a little bit easier by delivering competitive prices to its shareholders. Lizzie says it's a history to be proud of, and now through Ruralco, which is 100 per cent owned by the ATS co-operative, more families are able to tap in to the benefits.

In addition to Ruralco's commitment to supporting shareholders' energy needs with free and independent advice, it has a strong relationship with Ballance Agri Nutrients and together the two co-ops are working together to provide shareholders with the best fertiliser options. It also has a specialised seed department able to meet all your cropping needs, and three farm supplies store in Ashburton, Rakaia and Methven that offer not only an extensive range of products, dairying equipment, feed and agri-chemicals, but beautiful country

styled gifts and homewares at an exceptional price.

But perhaps the biggest benefit you'll get from joining Ruralco is the ease of having one card in your wallet that can be used at an ever-increasing network of more than 3,000 local and national businesses (suppliers) offering exclusive deals and discounts, as well as at least 12 cents off per litre off fuel at more than 380 fuel stations nationwide, all coming through on one monthly account. And it's that one-stop card that really appealed to new shareholder Hannah Bell. "It just makes life simpler. It's convenient; you can put pretty much everything you need on one card and it just arrives on one statement at the end of each month."

For those concerned about the joining process, Hannah says it was a breeze. "I was amazed at just how easy it was to join. The application process was very streamlined and Lizzie has been extremely efficient getting it done quickly."

Farming families can join either by becoming an ATS shareholder by simply purchasing 500 \$1 shares in the co-operative or alternatively you can just become a Ruralco Cardholder.

So, if you would like to join Ruralco or know someone who might, contact Lizzie today.



Photo: With the Bell brothers recent purchase of land, they have just signed up as ATS Shareholders.

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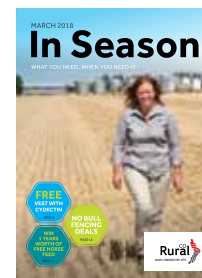
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Fax: 03 307 6721
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www.ruralco.co.nz

DISCLAIMER: All prices are Ruralco Cardholder prices, including GST, and are valid until 31 March 2018 unless otherwise stated or while stocks last. E&OE. All information contained within the In Season is to the best of the author's knowledge true and accurate. Opinions expressed are those of the author and not of Ruralco.



FRONT COVER

With her farming and customer service experience, Lizzie is on-hand to make joining a breeze.

News from Ruralco

Check before you change!

With more electricity retailers targeting the agriculture market with a variety of offers we would urge you to look at any offer very carefully before committing to changing providers or locking in new contracts. Contact Ruralco Energy Account Manager Tracey Gordon today on 03 3075107 for independent advice to ensure you are making the best decision for your farming operation before making any changes.

Upcoming Events

8 March
Irrigation Operation and Manager Training
IrrigationNZ, Ashburton
www.irrigationnz.co.nz/event

9-10 March
Wanaka A&P Show
Join Ruralco at the show plus keep an eye out for great fuel deals in this area.

10 March
Mayfield A&P Show
Join Ruralco at the show plus keep an eye out for great fuel deals in this area.

17 March
Methven A&P Show
We look forward to seeing you at the Methven A&P Show.



Entries open for United Wheat Growers 2018 Competition

United Wheat Growers are proud to hold the annual wheat growing competition in 2018 with the support of Ruralco Seed. Entries close 11 May 2018, so remember to get your entries in quick. Entry details are on the Ruralco website at www.ruralco.co.nz, www.uwg.co.nz or email George Walker at george.walker@ruralco.co.nz.



New Pasture Packs to lift pasture performance

Ruralco Seed is pleased to introduce three new pasture packs this autumn. The new packs have been specifically designed to help lift production on dryland farming systems. Contact the Ruralco Seed team today for details on each pack and to discuss the options that are best suited to your farming system.



Airpark Canterbury

Did you know that you can now use your Ruralco Card to pay online for parking at Airpark Canterbury? When booking your parking online with Airpark, go to the payment screen and enter the long 16-digit number, name on the card and expiry number of your Ruralco Card in the same place as you would with a Credit Card. There is a space to put the security code CVC (usually found on the back of your credit card) leave this blank and follow the website instructions for online payment. The booked parking will be charged to your Ruralco account. Please note, the 10% discount will not show when booking online but will appear on your Ruralco Card statement.



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4

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Tabu legend grows with new Italian

ARTICLE SUPPLIED BY:



Tabu+, the new Italian ryegrass from Agriseeds, is only just available but it has already achieved a unique position in the DairyNZ Forage Value Index (FVI).

Latest FVI rankings, released 1 February, show Tabu+ is in a category of its own as the only five star ryegrass for a six to eight month winter feed.

No other new pasture cultivar has achieved this level of performance upon entering the FVI lists since Shogun, which for 2018 continues to maintain a similar five star dominance for the 12 month pasture category.

To find out exactly how much more Tabu+ is worth to you on farm, check out Agriseeds' new calculator, either with your RuralCo technical sales representative or online at www.agriseeds.co.nz.

This fast and simple tool allows you to compare different short term pasture options using the latest FVI values. For example, in the upper South Island (see table below), the FVI values Tabu+ DM yield at \$332 to \$420/ha in farm operating profit, compared with Moata at \$-19 to \$69/ha. That's a huge difference in farm operating profit for seed which only costs about \$25/ha more, and shows what you really get when you sow Tabu+ versus 30 year old pasture genetics.

"For sheep and beef farmers the extra value of Tabu+ can be as much as \$600/ha for the extra growth and wintering capacity in a breeding operation, or \$700/ha in lamb finishing, over the likes of Moata," Craig says.



Photo: Much faster establishment of a strip of Tabu+ (R) versus uncertified Italian ryegrass (L).

This new Italian ryegrass features even faster establishment speed than its legendary predecessor, Tabu, and significantly more winter growth. Courtney Inch, who heads the Agriseeds plant breeding team, says the new cultivar continues an unusually strong family legacy built on well adapted New Zealand pasture genetics. The same group of ryegrass genetics gave rise first to Flanker, then Tabu and now Tabu+.

"Nature has provided something special with that original plant material," Courtney says. "It's

a unique source of adapted plant genetics that has provided the basis for these high performing cultivars."

Tabu's reign as the market-leading Italian has been uncommonly long and successful. It marked a step change in establishment speed, winter yield and overall yield at the time it was launched 17 years and many thousands of tonnes of seed ago.

Up until now nothing has been able to better it, although nearly new 20 Italian ryegrass cultivars have become available in that time.

While Tabu was a big advance, behind the scenes Agriseeds has been looking for its replacement for sometime.

"We are always trying to improve on our best cultivars," Courtney Inch says, "but the nature of plant breeding is that finding the next best thing is not always a straight forward process. We had to find something that was significantly better and the fact is, Tabu has been hard to beat."

Craig Weir says when it comes to Italian ryegrasses, establishment speed is king. "The biggest gain with Tabu+ over Tabu is in growth from sowing to the end of September. We focussed on this because farmers keep telling us they want fast feed. Cool season growth is particularly valuable in all farm systems."

If Tabu+ sounds like the step-up you've been waiting for, contact RuralCo Seed today to learn more about it.

Winter Feed – Ryegrass Forage Value List

Cultivars are sorted by star rating and then alphabetically. Note:

- The short term cultivars are sown by dairy farmers for fast establishing, high quality winter-spring production
- The FVI for Winter Feed is a combination of seasonal dry matter performance and economic values only
- WE is without endophyte or also referred to as nil endophyte
- Winter Feed options include Annual and Italian ryegrasses

Improve Forage Value Index 

Evaluation date: 01/11/2017

FVI* (Star rating)	FVI Star Rating (\$/ha)	Cultivar	Performance Values* (1-5 rating)			Other cultivar information				
			Dry matter (DM)			Endo ¹	Ploidy ²	HD ³	Marketer	Conf ⁴
EBT	Winter	Early Spring								
★★★★★	\$300 to \$386	● Tabu+ WE	5	5	5	WE	D	L	Agriseeds	5
★★★★★	\$214 to \$300	● Asset AR37	4	4	3	AR37	D	L	Agricom	10+
		● Blade WE	5	3	3	WE	D	VL	Cropmark	7
		● Hogan WE	5	4	3	WE	T	L	Agriseeds	5
		● Jackpot WE	4	3	3	WE	D	VL	DLF Seeds	6
		● Lush AR37	5	4	2	AR37	T	L	PGG Wightson	8
		● Shogun NEA	2	4	5	NEA2	T	VL	Agriseeds	3
★★★★	\$126 to \$214	● Sonik WE	2	4	5	WE	D	L	Cropmark	3
		● Superzewe WE	5	4	2	WE	D	L	PGG Wightson	5
		● Winter Star II WE	3	3	4	WE	T	L	PGG Wightson	5
★★★	\$126 to \$214	● Feast II WE	3	3	3	WE	T	L	PGG Wightson	10+
		● Mona WE	3	3	4	WE	T	VL	DLF Seeds	6
		● Zoom WE	4	3	2	WE	T	L	Cropmark	3
★★	\$41 to \$126	● Asset WE	3	2	2	WE	D	L	Agricom	3
		● Progrow WE	4	1	1	WE	T	L	Agricom	5
★	\$45 to \$41	● Moata WE	1	1	2	WE	T	L	Common	10+
		● Terna WE	1	2	1	WE	T	L	Common	9

▲ Annual ● Italian ■ Hybrid

* Top row, 1-5 Rating only. ** FVI - Establishment dry matter production (t/ha/ha). Winter - Winter dry matter production (t/ha/ha). Early Spring - Early spring dry matter production (t/ha/ha). Endophyte: WE is without endophyte. Ploidy: D=Crossed, T=Strawped, V=Very low, L=Very Low. Conf: Confidence number of trials. For more information see www.dairy.co.nz

DairyNZ Limited and its agents and employees (DairyNZ) provide an overview or summary of all the accuracy, completeness or reliability of information in the Forage Value Index or at www.dairy.co.nz/fvi. DairyNZ has no liability for any reliance on that information.

SEED

Autumn's top perennial ryegrass & endophyte genetics

SEED



Extensive breeding, selection and testing by PGG Wrightson Seeds plant breeders and agronomists have delivered three top performing perennial ryegrasses this autumn; and to complement their perennial ryegrass genetics there is also New Zealand's premium AR37 endophyte, providing critical protection from key New Zealand pasture pests.

Base AR37, Excess AR37 and Platform AR37 all feature in the top five of the current independent National Forage Variety Trial (NFVT) results (see graph below) and have also been awarded the DairyNZ five star status in all New Zealand dairy regions.

When considering tetraploid perennial ryegrasses this autumn, look no further than Base AR37. It has performed strongly in national NFVT trials and also topped this year's upper South Island summary¹. Base AR37 is the only perennial ryegrass tetraploid to be awarded the DairyNZ Forage.

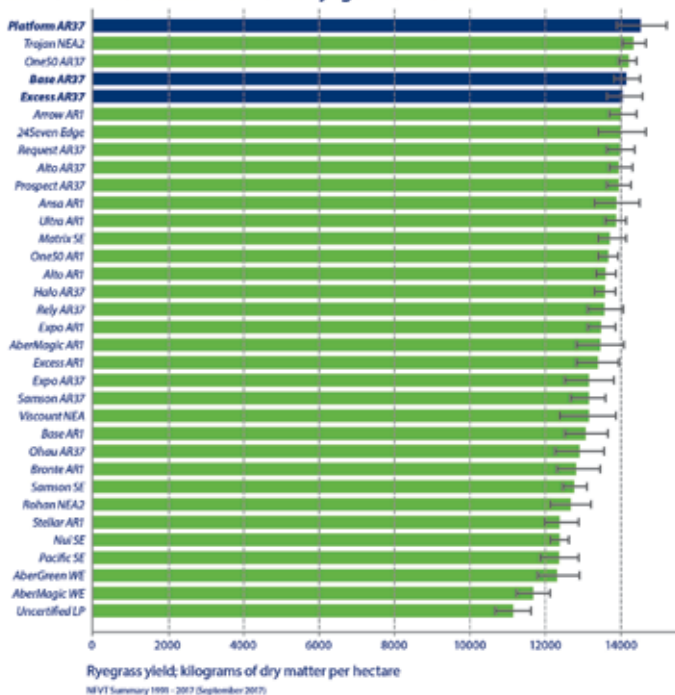
Value Index (FVI) five star status in all four New Zealand regions. In addition to strong dry matter production, Base's tetraploid breeding means cells contain a higher ratio of water soluble carbohydrates (sugar) to fibre. For farmers, this means Base offers a high quality palatable feed suitable for maximising dry matter intake and ultimately animal performance.

To complement strong perennial ryegrass genetics PGG Wrightson Seeds offers AR1 and AR37 endophytes, providing protection from key New Zealand pasture pests.

If the later heading date and tetraploid characteristics of Base don't provide the right farm system fit, diploid variety Excess is another great option worth considering. Compared to Base (+22 days), Excess offers a much earlier heading date (+7 days). This earlier heading data means Excess offers an earlier 'spring flush' in the six weeks prior to heading, while later heading varieties such as Base provide leafy, high quality feed later in spring. With the recent popularity of later heading ryegrass cultivars, Excess provides early feed to balance large areas of later heading varieties now planted on many farms. Excess AR37 also offers exceptional dry matter production and has been awarded a five star FVI status in all NZ regions.

Sitting between Excess and Base with a heading data of +12 days is PGG Wrightson Seed's latest top performing variety Platform. Platform AR37 has performed strongly in NFVT trials and has jumped straight to the top of this year's national summary. As a result of this strong performance,

All New Zealand Trials - Perennial Ryegrass Total Yield



ARTICLE SUPPLIED BY:



Table 1 – Diploid perennial ryegrass

Insect	AR1	NEA2	AR37	Standard Endophyte	Without Endophyte
Argentine Stem Weevil	♦♦♦♦	♦♦♦	♦♦♦♦ ¹	♦♦♦♦	-
Pasture Mealy Bug	♦♦♦♦	(♦♦♦♦)	♦♦♦♦	♦♦♦♦	-
Black Beetle Adult	♦	♦♦♦	♦♦♦	♦♦♦	-
Root Aphid	- ²	♦♦	♦♦♦♦	♦♦	-
Porina	-	Not tested	♦♦♦	♦	-
Grass Grub	-	-	♦	-	-
Field Cricket	Not tested	Not tested	Not tested	Not tested	Not tested

Table 2 – Tetraploid perennial ryegrass

Insect	AR1	NEA2	AR37	Without Endophyte
Argentine Stem Weevil	(♦♦♦)	♦♦	(♦♦♦) ¹	-
Pasture Mealy Bug	(♦♦♦♦)	(♦♦♦♦)	(♦♦♦♦)	-
Black Beetle Adult	♦	♦♦♦	♦♦♦	-
Root Aphid	- ²	♦♦	♦♦♦♦	-
Porina	-	Not tested	(♦♦♦)	-
Grass Grub	-	-	♦	-
Field Cricket	Not tested	Not tested	Not tested	Not tested

Notes on Tables 1-2

- 1 AR37 endophyte controls Argentine Stem Weevil larvae, but not adults. While larvae cause most damage to pastures, adults can damage emerging grass seedlings. In Argentine Stem Weevil prone areas it is recommended to use treated seed for all cultivars with novel endophyte.
- 2 AR1 plants are more susceptible to Root Aphid than plants without endophyte.
- 3 Also active against Black Beetle larvae.

Key to Tables 1-2

- No control
- ♦ Low level control: Endophyte may provide a measurable effect, but is unlikely to give any practical control.
- ♦♦ Moderate control: Endophyte may provide some practical protection, with a low to moderate reduction in insect population.
- ♦♦♦ Good control: Endophyte markedly reduces insect damage under low to moderate insect pressures. Damage may still occur when insect pressure is high.
- ♦♦♦♦ Very good control: Endophyte consistently reduces insect populations and keeps pasture damage to low levels, even under high insect pressure.
- () Provisional result: Further data are needed to support the rating. Testing is ongoing.

*Correct as of December 2017.

Platform AR37 has just been awarded five star status in this year's FVI. Platform is a dense, finely leaved cultivar that has also demonstrated impressive feed quality. "Parentage for Platform AR37 includes a combination of elite New Zealand and North-West Spanish genetics to provide both spring and cool season growth when it's needed most" says plant breeder Tom Lyons. Late heading, combined with winter ac1vity, means this cultivar is ideally suited to both dairy and productive sheep and beef systems.

To complement strong perennial ryegrass genetics PGG Wrightson Seeds offers AR1 and AR37 endophytes, providing protection from key New Zealand pasture pests. Endophytes are fungi found naturally in many grass species, including ryegrass. They provide plants with insect protection and in return the ryegrass plant provides the endophyte with a place to live and reproduce.

Table 5 – Livestock performance – sheep & lambs

	AR1	NEA2	AR37	U2	Standard Endophyte	Without Endophyte
Freedom from ryegrass staggers	♦♦♦♦	♦♦♦♦	♦♦♦ ²	♦♦♦♦	♦♦ ¹	♦♦♦♦
Animal production	♦♦♦♦	♦♦♦♦	♦♦♦ ³	♦♦♦♦	♦♦ ¹	♦♦♦♦

Table 6 – Livestock performance – dairy cows & beef cattle

	AR1	NEA2	AR37	U2	Standard Endophyte	Without Endophyte
Freedom from ryegrass staggers	♦♦♦♦	♦♦♦♦	♦♦♦ ²	♦♦♦♦	♦♦ ¹	♦♦♦♦
Animal production	♦♦♦♦	Not tested	♦♦♦ ³	♦♦♦♦	♦♦ ¹	♦♦♦♦

Notes on Table 5

- 1 Standard endophyte can cause severe ryegrass staggers, can significantly decrease lamb growth rates in summer and autumn, and significantly increase dags.
- 2 Ryegrass containing AR37 endophyte can cause severe ryegrass staggers, but the frequency of ryegrass staggers is much lower than for ryegrass with standard endophyte. One50 AR37 may give rise to higher instances of ryegrass staggers than other AR37 cultivars in some situations.
- 3 Lambs grazing ryegrass containing AR37 endophyte can have reduced LWG during periods of severe staggers.

Notes on Table 6

- 1 Standard endophyte can cause ryegrass staggers, and has been shown to depress milk solids (MS) production through summer and autumn.
- 2 While ryegrass staggers has not been observed on cattle and dairy cows, it could occur on rare occasions.
- 3 In dairy trials overall MS production from ryegrass containing AR37 endophyte is not significantly different from that with AR1. A small reduction in MS was observed over summer on ryegrass containing AR37. A contributing factor to this was the lower clover content in AR37 pastures.

Key to Tables 5-6

- ♦♦ Moderate animal production and health: This endophyte is known to regularly cause significant problems.
- ♦♦♦ Good animal production and health: This endophyte can cause problems from time to time.
- ♦♦♦♦ Very good animal production and health

In areas of Canterbury with minimal insect pressure, AR1 provides a good baseline level of protection from Argentine Stem Weevil larvae and Pasture Mealy Bug (*table one and two*) with no impact on livestock performance (*tables three and four*). If Porina or Root Aphid are becoming a problem AR37 endophyte is worth considering. AR37 provides a premium level of insect protection through a unique type of alkaloid called epoxy-janthitrems. Epoxy-janthitrems provide very good control of Argentine Stem Weevil, Pasture Mealy Bug, Root Aphid and good control of Porina with minimal impacts on livestock performance.

Base offers a high quality palatable feed suitable for maximising dry matter intake and ultimately animal performance.

In addition to a full range of custom mixes, Ruralco Seed offers two high performing pasture packs this autumn. A Tetra Pack containing Base AR37 mixed with Legacy and Quartz white clovers, and a Dip Pack containing Excess AR1 also mixed with Legacy and Quartz white clovers. For more information and assistance with autumn sowing decisions contact your local Ruralco Seed Representative today.

1 NFVT Perennial Ryegrass Summary: [hUps://www.nzpbra.org/wp-content/uploads/](https://www.nzpbra.org/wp-content/uploads/)

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BIG SAVINGS & MORE CHOICE AT RURALCO SUPPLIERS ACROSS THE COUNTRY



CARD SUPPLIERS

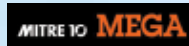
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ARTHUR BURKE
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UP TO 10% DISCOUNT
ON HARDWARE



HYNDS PIPES
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MITRE 10
(SOUTH ISLAND WIDE)
1-10% DISCOUNT



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12¢ PER LITRE OFF
THE PUMP PRICE



PLACEMAKERS
(SOUTH ISLAND WIDE)
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TYRE GENERAL
(AMBERLEY &
CHRISTCHURCH)
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STAFIX M63RS MAINS ENERGIZER WITH REMOTE
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STAFIX M36R MAINS ENERGIZER
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BARBED STAPLES 50MM X 4MM 5KG

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SAVE \$9.10



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SAVE \$1.10



GALLAGHER INSULATED END STRAINER

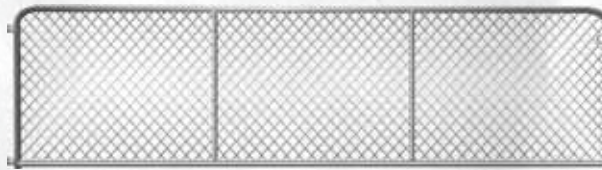
NOW ONLY \$4.90 EACH



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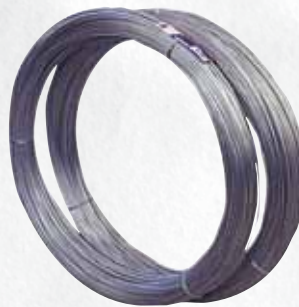
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NOW ONLY \$123.90

SAVE \$12.00

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NOW ONLY \$125.90



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GALLAGHER S20 SOLAR ENERGIZER

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STAFIX WHITE END STRAIN BULK 100 PACK

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FOR A LIMITED TIME ONLY

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CHARGE TO		SEND TO
DATE	NO OF PAGES SENT	PHONE NO

MARKING TYPE <input type="checkbox"/> LaserPlus	MALE TAG		FEMALE TAG	
	SIZE	COLOUR	SIZE	COLOUR

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The **BOLDEST, BLACKEST, EASIEST-TO-READ** livestock identification

DAIRY CULL—NAIT TAGS BEST ADVICE!

Use an FDX low cost Replacement Tag to comply your dairy culls

NAIT NUMBER

BRIGHT COLOURS



QUANTITY REQUIRED:

Cattle tags, white only

PLEASE TICK ONE

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HDX High performance FDX Low cost

CATTLE Allows movement to sale
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Allflex dairy replacement tags are available in 10 bright colours

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- Applies all Allflex panel tags
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SAFETY EAR TAG REMOVAL KNIFE

Fast, safe removal of any unwanted plastic tags

NO.	QTY	NO.	QTY	NO.	QTY	NO.	QTY	NO.	QTY	NO.	QTY	NO.	QTY	NO.	QTY	NO.	QTY	NO.	QTY	NO.	QTY	NO.	QTY
1		19		37		55		73		91		109		127		145		163		181		199	
2		20		38		56		74		92		110		128		146		164		182		200	
3		21		39		57		75		93		111		129		147		165		183		201	
4		22		40		58		76		94		112		130		148		166		184		202	
5		23		41		59		77		95		113		131		149		167		185		203	
6		24		42		60		78		96		114		132		150		168		186		204	
7		25		43		61		79		97		115		133		151		169		187		205	
8		26		44		62		80		98		116		134		152		170		188		206	
9		27		45		63		81		99		117		135		153		171		189		207	
10		28		46		64		82		100		118		136		154		172		190		208	
11		29		47		65		83		101		119		137		155		173		191		209	
12		30		48		66		84		102		120		138		156		174		192		210	
13		31		49		67		85		103		121		139		157		175		193		211	
14		32		50		68		86		104		122		140		158		176		194		212	
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16		34		52		70		88		106		124		142		160		178		196		214	
17		35		53		71		89		107		125		143		161		179		197		215	
18		36		54		72		90		108		126		144		162		180		198		216	

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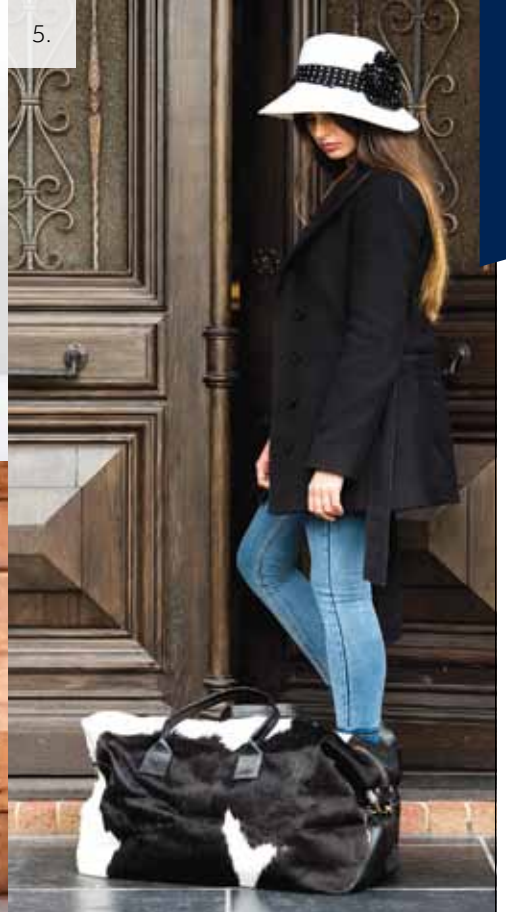


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