Our motives are not personal, nor mercenary, nor commercial, but are expressed in the professional effort to obtain pure milk with which to save human life. We require approved and trustworthy dairymen, possessing honour, to conduct their dairies in conformity with a code of requirements, to establish a reliable safeguard against the common dangers of contaminated and impoverished milk.

Henry Cot, MD to the first annual session of the American Medical Milk Commissions, 1908.



ATA Milk Pure and Simple

Made by nature for good health

Contains valuable natural enzymes, beneficial bacteria, amino acids and antibodies that aid in digestion and calcium absorption.

Contains vitamins A, C, D, E, B6, and B12.

Contains natural butterfat that helps the body utilise vitamins & minerals.

Nutrient-dense, full-fat milk naturally reduces hunger.

Contains conjugated linoleic acid (CLA), which reduces body fat & fights disease.

Contains correct ratio of omega-3 & omega-6 essential fats.

The Caring Dairying Offer

New Zealand dairying is highly regarded the world over, but it doesn't stand close scrutiny! Soils and water are deteriorating, farming families and workers are under severe stress, chemical and antibiotic use is extensive, and cows are undernourished.

This all leads to poor quality milk and farmers missing the opportunity to provide truly medicinal milk to premium markets. Caring Dairying (CD) is sourcing, bottling and selling milk that can be differentiated on the basis of its appearance, taste, quality, and provenance to international markets.

This is a unique opportunity to supply milk into this innovative business. Some of the key points of difference are:

- CD sells milk at premium at the top of the market. This position is secured through the value add of dairying practices behind the farm gate.
- CD is a market-led business; all milk purchased is to meet contracted sales. This creates a scarcity value and ensures the correct positioning of CD products in the market.
- The consumers who can afford CD milk want it to be milk that is pure and free of contaminants. They are willing to pay more for sustainably produced milk from well cared for cows. They want milk and environmental quality assured throughout the farming process. The Caring Dairying certification process provides that to them.
- CD is already selling its fresh milk into China and the market for this healthy, wholesome, fresh, whole milk is very large and growing in Asia and internationally.
- The milk must be high quality milk from farms following holistic principles with healthy soils – biological or organic
- CD uses unique traceability to help tell the story of the milk; this takes the NZ farm to the international kitchen and will be traceable back to the individual farm of origin.
- You can't produce good quality milk when you use high levels of urea. The Caring Dairying model for sustainable dairying provides farmers in nitrogen restricted catchments, like Rotorua, with viable options for reducing nitrogen leachate and continuing to dairy profitably in sensitive environments.
- CD will provide you with support for on-farm management practices that deliver improved animal welfare and milk quality. Becoming CD certified and organic will also provide higher premiums.
- CD is anticipating the need for more processing capacity in the future to support increasing market demand and farmer supply.
- A unique contract and payout system supported by bank to bank guarantees assures that farmers get paid promptly and regularly. Caring Dairying does not use supplier money as a bank.
- This unique supplier contract is based on a guaranteed minimum price and a share of market premium. As your milk quality improves, you get a larger premium.



Caring Dairying has increasing demand for its milk and is actively seeking suppliers for the season starting June 2015. Returns from the supply of milk to Caring Dairying are significantly higher than those offered by other companies.

The Caring Dairying contracts are for long term supply with guaranteed minimum payments. Farmer payments are linked to the market price and will increase as market value grows. This business is about improving returns to farmer and creating greater resilience in the rural sector.

If you think your milk would be suitable for Caring Dairying and would like the time to explore this offer further, you have the right under the DIRA and your supply contract to submit a Stop Supply Notice (SSN) by 28th February 2015. This is not a binding position but gives you the opportunity to fully evaluate the Caring Dairying opportunity; if you wish to remain with your current contract you can still withdraw your SSN any time before 28 May 2015. Consult your milk supply contract.

Background

Hugh Jellie, Caring Dairying Founder

Hugh Jellie is a veterinarian with specialist interest in reproduction and ruminant nutrition. Hugh is a member of the New Zealand Veterinary Association and a founding member of the New Zealand Association of Ruminant Nutritionists.

He has worked exclusively in the dairy industry for the past 20 years and through his work in a number of countries, he has observed that current farming methods are becoming more exploitative of the farm, animals and the local rural communities.

Hugh has worked for over 10 years on this project. He has had support in stages of the project from Pfizer NZ, The Sustainable Farming Fund and DairyNZ. Hugh has built up a team of soil, human resources, infrastructure, finance and governance experts to help him.

He has developed an effective programme to boost productivity and performance through improved welfare and husbandry standards implemented on farm. Improvements in soils, cow nutrition and dairy worker capabilities are key to this transformation.

He has also recognised that there has been a change to the way milk is produced, processed and marketed. Consumers are no longer provided with a healthy milk which is as produced by a healthy cow; but instead get milk which is produced by cows under increasing stress, with high risk of chemical and antibiotic residue and which has been significantly altered by processing. The health attributes of milk have been seriously compromised. Consumers are increasingly aware of this and want fulsome, natural, fluid milk produced by a well-fed healthy cow.

> *Milk has changed over the years by processing into an unrecognisable physicochemical emulsion which bears little resemblance to the original, natural, and nutritional milk.* Circa 1973
>
> Kurt Oster, MD. Chief of Cardiology and Chairman of the Department of Medicine at Park City Hospital in Bridgeport, Connecticut for over 20

For more information about this specialty milk offer, contact Dr Hugh Jellie on 0274 949 895; or via email; hugh@dairyconcepts.co.nz.