

Optimising Slaughter Weights

PIC New Zealand has got access to a great tool to determine the most profitable slaughter weights for your operation. We would be more than happy to run your data through this program and discuss the results with you. If you're interested in getting your data analysed, please contact Niki for more information.

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Upcoming Events

16th and 17th of July 2012

Industry Conference and AGM

July 2012

100% NZ Bacon and Ham Competition

13th -16th Nov 2012

EuroTier Hannover

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Introduction

Welcome to our very first PIC Newsletter, we intend to send out the 'PIC News' three times per year to keep you informed about developments at PIC. We hope that you will find it helpful to your business and an interesting information resource.

You will all be well aware of the tough times that our industry faces at the moment and we look forward to an improvement in pig prices in the near future. Times like these mean a greater focus on improving all aspects of your business. Our aim is to support our customers with continually improving pig genetics and technical support. A key point of contact for you is **Niki Nuijten**, who recently took over the Technical Sales Rep role for PIC New Zealand.

Niki is originally from the Netherlands, but has been studying and working in NZ since 2009. She has a passion for pigs and provides a good balance between the technical aspects of pig production and the practical application on farm. She can be contacted on mobile 0275 294 252.



Peter MacDonald
General Manager

PIC 50 Years

We celebrated our 50th birthday in the USA in May. Just to give you an idea of our history, fifty years ago PIC's founders began improving pigs in every category of health, quality and productivity. It all started even before the first meetings of the Wallingford Pig Study Group (WPSG) organised by Douglas Thornton at a pub called The White Hart in Nettlebed, Oxfordshire, back in 1955. Ken Woolley, also present at these meetings knew they had to find a way to bridge the gap between breeders and scientist in Britain.

By the time the Pig Improvement Company was officially formed in 1962 with Ken as managing director, the ideas emerging had already shown their potential to revolutionise pork production all over the world. The WPSG implemented ideas from around the world, such as performance testing and high health herds, to not only benefit the new company, but the English Pig Industry in general.

PIC has worked hard over the last decades to bring the advantages of superior swine health, genetics and production efficiency to countries around the globe.

With our 50 years of experience in pig improvement, PIC is ready, willing and able to help pork producers everywhere to make the most of their operations.

We've progressed from being a concept to global leadership and beyond, all in just fifty years. With our commitment to Never Stop Improving, imagine what we can do in fifty more!



Decreasing Feed Costs

- 1) Manage particle size
(target 500 to 700 micron)
- 2) Maintain proper feeder adjustment and repair
Target about 50% pan coverage and keep in mind that too tight will limit daily gain and too loose will result in feed wastage.
- 3) Evaluate diet ingredient selection
- 4) Assess the option of split sex feeding
- 5) Optimize stocking density
- 6) Allow adequate feeder space to maximize performance
- 7) Target a high percentage of Full-Value pigs sold

Benchmarking

Benchmarking is the comparison of performance (and/or financial) data between different farms. Benchmarking groups are a great way to compare your performance and discuss 'on farm' issues and great ideas with other pig farmers in your region.

If you are keen to attend benchmarking session in your region, you can send me an e-mail registering your interest. I will then start sending out invitations to benchmarking sessions in your region so we can get started.

I volunteer to collect and summarize everyone's data before the quarterly meetings and arrange times, dates and venues.

I won't be paying for all the drinks though!

I'm looking forward to hearing from you.

Best Regards,

Niki Nuijten

niki.nuijten@picnz.co.nz

Customer In-sight

In every issue of the 'PIC News' we will publish the story of one of our customers. We think this will be a great way to connect our customers and to share views and ideas with farmers all over the country.

When driving around the country and talking to our customers every day we see and hear a lot about what's going on in the industry. For you, it is often not as easy to stay in touch with other pig farmers for biosecurity, logistical or other reasons. We think this newsletter will be a great way to bring our customers closer together.

Do you have a great idea, super solution or anything else to share? Please contact us, and your story might be on this page next time!

The Sales Team
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Retaining Good Staff

Pork producers are really struggling to find good staff in the current economical climate, this makes it even more important to put in some extra effort to retain your current employees. According to an HR toolkit of Beef and Lamb New Zealand, the cost to a business of losing a valued staff member is recognized to be 50-100% of the annual wage of that person. This is the result of both direct and indirect costs of unplanned employee turnover. Direct costs include the cost of recruitment, the cost of training a new person and the cost of mistakes made by the new person while they are becoming familiar with the business. Indirect costs include reduced business performance, increased stress and the effects of reduced job satisfaction while remaining staff run the business short-handed.

Making an effort to try to retain employees can add value to your business in terms of improved work performance and productivity.

Staff retention is all about determining the needs of both you and your employee(s). You, as an employer need the work to be done efficiently and effectively and you need to be able to pass on responsibility knowing that the job will be done to your satisfaction.

The needs of your employee(s) are different for each individual. However, there are a few key needs that are fairly generic amongst most people. While money might not be the primary driver of most employees, your staff does need fair remuneration. Keeping your staff informed of what is happening in the business and why decisions are made helps people feel that they belong to the 'in-crowd'. This sense of social belonging will increase staff retention by developing a culture of belonging. Your staff will appreciate opportunities for growth and development, this includes education and training. Employees need a vision of what the business is working towards, providing leadership is key. Giving your staff the opportunity to influence some farm decisions will give them control of their work. Everybody needs a good balance between work and other parts of life. Try to use roster systems, and allow effective planning of time off so your staff can plan the rest of their life around work. Most people want to know how they are doing and how to improve. When used effectively, performance reviews can help retain employees as they lead to plans for growth and development.

Other ideas to improve staff retention

- Like, enjoy and appreciate your employees
- Show trust
- Catch people doing things right and say thanks
- Develop pride (farm hats/shirts/jackets)
- Celebrate successes
- Communicate clearly and often
- Be family friendly
- Organize sporting and social events
- Split up farm "freebies" amongst your staff
- Ensure that staff are not treated as the bottom of the social hierarchy
- Consider profit-sharing with senior staff members
- Use written Job Descriptions
- Design jobs with employees in mind

Remember:

*When dealing with staff
Praise in public, Criticize in private!*

Summary

Every farm needs great workers who develop a commitment to the success of the farm. Farm success goes hand in hand with employee success. Employee turnover, lack of qualified applicants, people seemingly satisfied to just get by and labor shortages cause frustrations for many managers and farm owners. Making your farm an appealing place to work will help to overcome these frustrations and build a high quality labor force.

1. Design jobs with employees in mind
2. Build a team and make employees an important part of that team
3. Build a reputation as an outstanding employer