

LEADTM WITH PRIDE

**CERTIFIED
BEST PRACTICE
DAIRY FARMING**

A TRUE LEADER...

HAS A **VISION** TO BE THE BEST.

HAS THE **SKILLS** TO TURN
VISION INTO REALITY.

IS DEFINED BY **RESULTS**
NOT ATTRIBUTES.

IS **REWARDED** FOR EXCELLENCE.



LEADTM WITH PRIDE

**IT'S ALL ABOUT DEMONSTRATING INDUSTRY
LEADERSHIP IN FOOD SAFETY AND SUSTAINABILITY.**

Synlait's Lead With PrideTM recognises and financially rewards suppliers who achieve dairy farming best practice.

It's transformational and guarantees the integrity of pure natural milk produced on certified dairy farms.

synlait™
making more from milk



LEADTM WITH PRIDE

“WE PARTNER WITH LEADERS COMMITTED TO FARMING EXCELLENCE. TOGETHER WE’RE FOCUSED ON LEADING THE WAY TOWARDS A SUSTAINABLE FUTURE FOR DAIRYING IN NEW ZEALAND.”

Leon Clement, CEO, Synlait Milk

We’re proud to work with New Zealand’s best dairy farmers. Together we’re leading the dairy industry towards a new vision.

It’s about leading with pride and doing milk differently.

We established Australasia’s first internationally accredited ISO/IEC 17065 dairy farm assurance system and it sets our certified milk suppliers apart. It demands excellence and ensures improved farm performance and higher financial returns for their milk.



THE VISION

IT STARTS WITH THE DESIRE
TO BE THE BEST ACROSS
THE FOUR PILLARS OF
DAIRY FARMING.

Synlait's milk suppliers are progressive, innovative and ambitious. We believe their drive to be the best dairy farmers across the four pillars; Environment, Animal Health & Welfare, Milk Quality and Social Responsibility should be recognised and financially rewarded. Our Lead With Pride™ gives them that opportunity.





LEAD WITH FORESIGHT

ENVIRONMENT

New Zealand's unique environment is reflected in the quality of the milk produced here, so protecting it is both good farming and good business. For dairy farming to be sustainable, our industry's environmental practices must be sustainable too.

To become Certified Members, our suppliers must achieve excellence in the management of water, effluent, biodiversity, soil quality, energy, greenhouse gasses and emissions.

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LEAD WITH CARE

ANIMAL HEALTH AND WELFARE

The health and welfare of a herd impacts directly on milk quality.

The best dairy farmers know this and work hard to ensure a happy, healthy herd. It's the proactive steps they take today that help improve milk production tomorrow.

Certified Members exceed New Zealand's Animal Health & Welfare standards. This includes accurately monitoring and recording animal health events and outcomes so better decisions can be made in the future and performance improved.



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LEAD WITH GREATNESS

MILK QUALITY

It takes modern, innovative farming methods to produce the highest quality milk that our customers want in their products.

Our best suppliers are dedicated to food safety. They do this by monitoring milk quality daily and focus on practices

that ensure the absolute integrity of the pure natural milk they produce.

Our Certified Members are recognised for excellence in areas that our customers consider essential, including dairy presentation and infrastructure, hygiene practices, milk cooling, residue management and staff training.



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LEAD WITH INTEGRITY

SOCIAL RESPONSIBILITY

The greatest potential on any farm lies in its people. By building cohesive teams that have real drive and passion, our suppliers are able to improve overall farm performance.

Taking a comprehensive human resources approach, farmers create more opportunities for success, they also attract the best employees.

Certified Members take a systems approach to recruitment, management, training and health & safety. They create a sense of teamwork on farms and stand out as an employer our industry respects.



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REAL SKILLS

WE WANT TO ENCOURAGE
LEADERS WITH THE KNOW HOW
AND PRACTICAL SKILLS TO TURN
IDEAS INTO REALITY.

To become a Certified Member, our suppliers must demonstrate their skills and industry leadership, above and beyond the ordinary. This means documenting best practice across the four pillars. It is a big challenge, so Synlait is there to support and help them along the way.



MEASURE RESULTS

BY MEASURING SUCCESS ON
A DAILY BASIS, SUPPLIERS
CONSISTENTLY PRODUCE HIGH
QUALITY MILK AND CONSTANTLY
IMPROVE FARM PERFORMANCE.

Lead With Pride™ is a dairy farm assurance system with ISO/IEC 17065 accreditation, and it's demanding. Certified Members must maintain a high level of documentation to pass the on-going independent audits by AsureQuality, but the pay-off for all this is significant. Certified Members become recognised leaders in the dairy industry and their milk can achieve a premium.

ERING

3

REWARD EXCELLENCE

IT TAKES DRIVE AND
DETERMINATION TO
BECOME CERTIFIED, BUT
THE REWARDS ARE REAL
AND MEANINGFUL.

- Recognition from the dairy industry as a genuine leader.
- We pay our Certified Members a premium for their milk.
- Best practice farms are more productive and profitable.
- Farms operating sustainably protect the land for future generations.
- Best practice farms attract the best young farming talent.
- Being one of New Zealand's few farms with internationally recognised ISO/IEC 17065 accreditation.

DING ENCE

GOOD PRACTICE (NON-CERTIFIED)

This is the standard currently being met by all Synlait milk suppliers. There is no ISO/IEC 17065 certification or premium payment paid for milk at this level.

GOLD

BEST PRACTICE

Gold Plus has additional standards above 'Gold' that must be met. These requirements cover the four pillars. Suppliers are ISO/IEC 17065 certified (Certified Members) and premium payments are paid for their milk.

GOLD | PLUS

LEADING PRACTICE

When Gold Plus certification has been maintained for a minimum of 12 months only then can Gold Elite certification be obtained with additional requirements in all four pillars. Suppliers are ISO/IEC 17065 certified (Certified Members) and higher premium payments are paid for their milk.

GOLD | ELITE



**LEAD
WITH
PRIDE**

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