

Lead with
Pride[™]

Synlait

**CERTIFIED BEST
PRACTICE DAIRY FARMING**

It's about leading with pride
and *Doing Milk Differently For
A Healthier World.*

LEAD 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.”

Dr John Penno
CEO Synlait

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

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

We are proud to work with New Zealand's best
dairy farmers. Together we are leading the
dairy industry towards a new vision of *Doing
Milk Differently For a Healthier World.*

THE DESIRE TO BE THE BEST

It starts with the desire to be the best across the four pillars of dairy farming.

The four pillars are Environment, Animal Health and Welfare, Milk Quality, and Social Responsibility.

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

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 practice. For dairy farming to be sustainable, our industry's environmental practices must be sustainable too.

To become Lead With Pride™ certified, our farmers must achieve excellence in the management of water, effluent, biodiversity, soil quality, energy, greenhouse gases and emissions.

ANIMAL HEALTH AND WELFARE

MILK QUALITY

The health and welfare of a herd has a direct impact 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 farmers exceed New Zealand's animal health and welfare standards. This includes accurately monitoring and recording animal health events and outcomes, with a focus on enhancing future performance.

It takes sustainable, innovative farming methods to produce the highest quality milk our customers demand for 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 milk they produce.

Our certified farmers 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.

SOCIAL RESPONSIBILITY



The greatest asset on any farm is its people. By building cohesive teams that have a passion for the industry, our farmers can enhance on-farm performance.

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

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

Just after sunrise during morning milking at Green Grass Farm.

REAL SKILLS

We encourage leaders with the know-how and practical skills to turn ideas into reality.

To become Lead With Pride™ certified, our suppliers must demonstrate their industry leadership, above and beyond the ordinary. This means documenting best practice across the four pillars. It is a big challenge, so the Waikato-based Synlait team are there to support and help farmers through the process.

MEASURING RESULTS

By measuring performance across the farming operation daily, 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.

Certified farmers must maintain a high level of documentation to pass the on-going independent audits. While a rigorous programme, the rewards are worth it. Certified farmers are recognised as leaders in the dairy industry and their milk attracts a premium over and above the Synlait base milk price.

REWARDING EXCELLENCE

It takes drive and determination to become Lead With Pride™ certified, but the rewards are real and meaningful.



- Recognition from the dairy industry as a genuine leader.
- Synlait pays certified farmers a premium for their milk.
- Best practice farming operations are more productive and profitable.
- Farms that operate sustainably protect the land for future generations.
- Best practice farms attract the best people.
- Being internationally recognised as ISO/IEC 17065 accredited.

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