



Synlait

Lead with
Pride

Certified
Best Practice
Dairy Farming

Leading with pride starts with a desire to be the best

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

We established Lead With Pride™ back in 2013. It is Australasia's first internationally accredited ISO/IEC 17065 dairy farm assurance system.

It sets our milk apart through delivering excellence and working in partnership to improve on-farm performance.

Synlait's farmer suppliers are progressive, innovative and driven to be the best.

Lead With Pride™ helps them achieve that across four pillars: Environment, Animal Health and Welfare, Milk Quality and Social Responsibility.

Synlait believes that farmers who reach best practice should be recognised and financially rewarded.

Our Lead With Pride™ programme makes that happen.

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



PILLAR 1

Environment



PILLAR 2

Animal Health and Welfare



PILLAR 3

Milk Quality



PILLAR 4

Social Responsibility

“Lead With Pride™ helps Synlait farmers stay ahead of coming requirements and ensures they remain leaders in best practice dairy.”

Richard Wyeth, CEO





PILLAR 1

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 emission.



PILLAR 2

Animal Health and Welfare

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 and quality tomorrow.

Certified farmers exceed New Zealand's animal health and welfare standards. This includes accurately monitoring and recording animal health and outcomes, with a focus on enhancing future performance.





PILLAR 3

Milk Quality

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

Our best suppliers are dedicated to food safety. They do this through daily monitoring and practices that ensure a high level of milk quality.

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.



PILLAR 4

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 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.



Growing real skills through measuring results

Lead With Pride™ is a dairy farm assurance system with ISO/IEC 17065 accreditation.

By measuring performance across the farming operation daily, suppliers consistently produce high quality milk and constantly improve farm performance.

Certified farmers must maintain a high level of documentation to pass the ongoing 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.

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 Synlait team are there to support and help farmers through the process.



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 is more productive and profitable.
- ✓ Sustainable operations 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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