



Dairy for life

2025/26

WELCOME TO YOUR

# Farm Insights Report



SUPPLY NO.  
**37581**  
**Ludf**

## Why Fonterra creates the report

This report turns your farm dairy records into an easy-to-read summary of your season, with the goal of providing useful insights based on your own data.

By looking across many farms, you can spot big picture trends, compare within systems and regions, and identify opportunities to improve efficiency – helping ensure your farm(s) and the Co-op remain resilient and profitable in the ever-changing global markets.

## What's inside

|                              |    |
|------------------------------|----|
| Your season, wrapped         | 3  |
| Your farm's key information  | 4  |
| Your farm's big picture view | 5  |
| Your farm's opportunity      | 6  |
| Feed opportunities           | 7  |
| Animal opportunities         | 9  |
| Emissions overview           | 10 |
| Where to from here           | 11 |

## How to use this report

This is your report. You can use it to see how your farm is tracking year to year, support conversations with your advisors, and help guide on-farm decisions. If anything isn't clear your local Farm Source team can help talk it through and explain what it means for your farm.

### Benchmarking

Throughout this report, your farm is benchmarked against farms in your region. Regional groupings are based on Stats NZ council areas, adjusted to ensure meaningful comparisons.

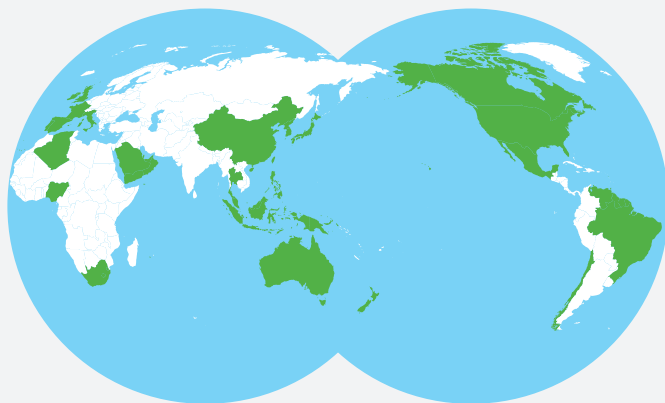
YOUR COUNCIL REGION IS:

■ Canterbury



# Your season, wrapped

## The big picture



100+ countries

Together, our dairy products are sold in more than 100 markets. Your farm is part of that and every kilogram you produced this season contributed to feeding families around the world.

8,000+

farms. 77.8% of all New Zealand milk flows through our Co-op.\*

\* as of 2025 Annual Report

75,000<sub>ha</sub>

of native plants on Fonterra farms have been declared by our farmers with this number increasing each year.

## Your season at a glance

### MILK SOLIDS PRODUCED

258,594<sub>kgMS</sub>

That's the equivalent of roughly 11.5 million standard milk bottles.

### MILK QUALITY EXCELLENCE

211<sub>days</sub>

Milk Quality Excellence gives the Co-op more flexibility in how your milk is used.

### CO-OPERATIVE DIFFERENCE ACHIEVEMENT

Te Puku<sub>(L2)</sub>

Recognising your commitment to quality, sustainability and animal welfare.

### AVERAGE SOMATIC CELL COUNT

133,364

Down from 139,293 last season.  
The industry's ambition is 100,000.  
Keep going, you're tracking in the right direction.

## You were grade free, you showed quality consistently

You had 211 days of milk excellence.

This gives the Co-op more flexibility in how your milk is used.

## Supporting our grass-fed story

100%  
Grass fed last season.

Helping the Co-op support its grass-fed claims.

# Your farm's key information\*

| Farm stats                                         |                              | 2023/24 | 2024/25 | 2025/26* |   | Regional council average 2025/26 |
|----------------------------------------------------|------------------------------|---------|---------|----------|---|----------------------------------|
| Dairy farm effective area                          | ha                           | 160     | 160     | 160      | — | 242                              |
| Maximum cow numbers                                | Cows (maximum numbers)       | 568     | 560     | 550      | ↓ | 832                              |
| Stocking rate (dairy cows)                         | Cows/ha (maximum numbers)    | 3.6     | 3.5     | 3.4      | ↓ | 3.5                              |
| Cows at peak milk                                  | Cows                         | 560     | 560     | 550      | ↓ | 818                              |
| Production                                         |                              |         |         |          |   |                                  |
| Production                                         | kgMS                         | 261,894 | 257,815 | 258,594  | ↑ | 384,821                          |
| Production                                         | t FPCM                       | 3,318   | 3,267   | 3,293    | ↑ | 4,937                            |
| Production per ha                                  | kgMS/ha                      | 1,637   | 1,611   | 1,616    | ↑ | 1,596                            |
| Production per cow                                 | kgMS/cow (cows at peak milk) | 468     | 460     | 470      | ↑ | 460                              |
| Production per cow                                 | kgMS/cow (maximum numbers)   | 461     | 460     | 470      | ↑ | 468                              |
| Production per kg liveweight                       | % kgMS/kgLW                  | 103     | 101     | 91       | ↓ | 100                              |
| Liveweight of herd                                 | kg                           | 455     | 455     | 517      | ↑ | 466                              |
| Animal health and reproduction                     |                              |         |         |          |   |                                  |
| Average somatic cell count                         | Cells/ml                     | 134,832 | 139,293 | 133,364  | ↓ | 128,528                          |
| Mastitis                                           | Cows                         | 116     | 101     | 97       | ↓ | 105                              |
| Lameness                                           | Cows                         | 47      | 85      | 59       | ↓ | 69                               |
| 6-week in-calf rate                                | %                            | 75      | 74      | 71       | ↓ | 72                               |
| Not in-calf rate                                   | %                            | 7.0     | 10.0    | 10.0     | — | 13.6                             |
| Mating length                                      | Weeks                        | 12      | 12      | 12       | — | 11                               |
| Feed and fertiliser                                |                              |         |         |          |   |                                  |
| Pasture & crop eaten (homegrown feed)              | tDM/ha                       | 14.4    | 15.8    | 14.9     | ↓ | 15.2                             |
| Imported supplement per cow                        | tDM/cow (maximum numbers)    | 0.8     | 0.4     | 1.0      | ↑ | 0.9                              |
| Nitrogen fertiliser applied per ha                 | kgN/ha                       | 182     | 174     | 174      | — | 154                              |
| Nitrogen fertiliser conversion efficiency          | kgDM/kgN                     | 79      | 91      | 86       | ↓ | 107                              |
| Purchased nitrogen surplus                         | kgN/ha                       | 114     | 85      | 127      | ↑ | 120                              |
| Feed converted to milk                             | %                            | 58      | 58      | 56       | ↓ | 58                               |
| Emissions**                                        |                              |         |         |          |   |                                  |
| Greenhouse Gas Emissions (from on-farm activities) | kgCO <sub>2</sub> e/ FPCM    | 714     | 699     | 727      | ↑ | 744                              |
| Biological emissions – Methane                     | kgCH <sub>4</sub> /ha        | 436     | 430     | 427      | ↓ | 484                              |
| Biological emissions – Nitrous Oxide               | kgN <sub>2</sub> O/ha        | 8       | 8       | 8        | — | 9                                |

\* Your Farm Dairy Record (FDR) data is used to calculate these figures. If something appears to be incorrect, the first step should be correcting the data you submitted in your FDR.

[Click here to edit.](#)

↑↓ Arrows indicate the comparison to your last season

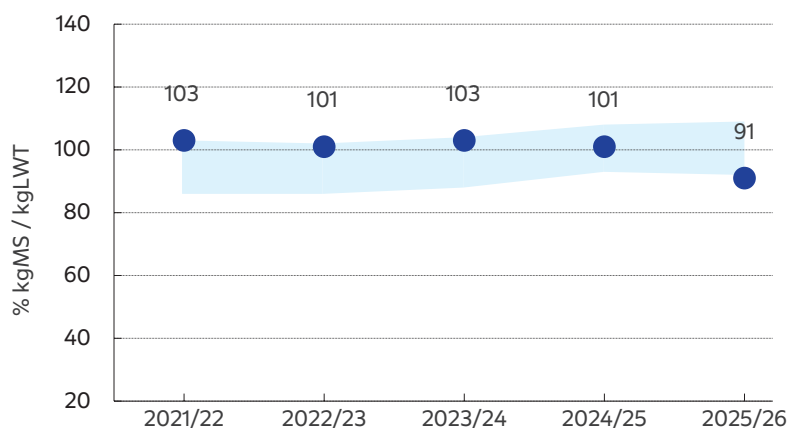
\*\* What is your total biological kg emissions? This number shows an estimate of your farm's biological GHG emission for your activity on your dairy farm effective area. This is an indication of the emissions which may be included in any future emission pricing regulations.

# Your farm's big picture view

## Production per kg of liveweight

● Your farm

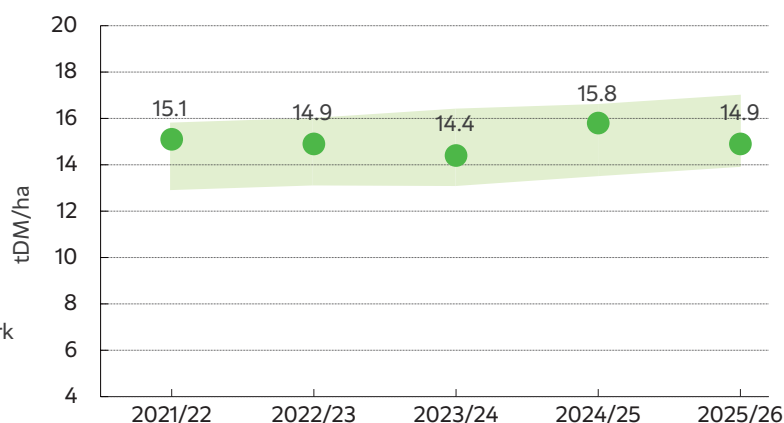
■ 50% of your system type benchmark group is within this range



## Homegrown feed eaten per hectare

● Your farm

■ 50% of your regional council benchmark group is within this range

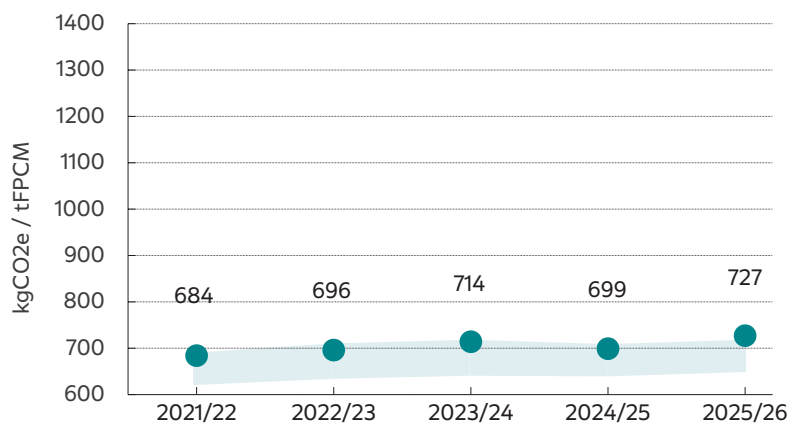


## GHG on-farm emissions per t/FPCM

(tonnes of Fat and Protein Corrected Milk)

● Your farm

■ 50% of your regional council benchmark group is within this range



# Your farm's opportunities

| Feed opportunities   |                         | Your farm   | Your potential productivity gains | How to get there                     |
|----------------------|-------------------------|-------------|-----------------------------------|--------------------------------------|
| Better fed           | Homegrown feed eaten    | 14.9 tDM/ha | 18 kgMS/cow                       | By increasing tDM/ha by 0.5          |
|                      | % of feed used for milk | 56%         | 8 kgMS/cow                        | By increasing feed for milk by 1%    |
| Animal opportunities |                         |             |                                   |                                      |
| Better bred          | 6 week in-calf rate     | 71%         | 6 kgMS/cow                        | By reaching 78% (industry ambition)  |
| Healthy cows         | Somatic cell count      | 133k        | 4 kgMS/cow                        | By reaching 100k (industry ambition) |

If you see a "-", you have already met the target (or are in the top 20% for homegrown feed).

Industry's most profitable gains come from using homegrown feed to support production increases.

## Opportunity

Opportunities over time could lift your **productivity per cow by 7.7% and reduce emissions intensity by -4.3%. This could in turn improve your farm's profitability.** The timeline for achieving these opportunities is up to you and what you choose to prioritise.

**Production increase**

**19,800** kgMS\*

**Potential new on-farm footprint**

**696** kgCO<sub>2</sub>e/tFPCM\*

\* These figures are based on your farm's current production, herd size and emissions intensity and achieving all productivity gains mentioned above. They do not factor in any additional costs, additional incentives or savings.

# Feed opportunities

Improving homegrown feed can either increase your productivity from the same imported feed and nitrogen inputs, or maintain your productivity by requiring from fewer imported feed and nitrogen inputs.

## Your farm's homegrown feed eaten and fertiliser use compared to others

|                                                               | Your farm | Regional council group |         |
|---------------------------------------------------------------|-----------|------------------------|---------|
|                                                               |           | Average                | Top 20% |
| Homegrown feed eaten (tDM/ha)                                 | 14.9      | 15.2                   | 18.8    |
| Nitrogen fertiliser used to grow this homegrown feed (kgN/ha) | 174       | 154                    | 169     |
| Nitrogen conversion efficiency (KgDM/kgN)                     | 86        | 107                    | 115     |

Top 20% represents the farms with the highest homegrown feed within your regional council group.

To create your own benchmark groups visit the new Farm Source tracking page.

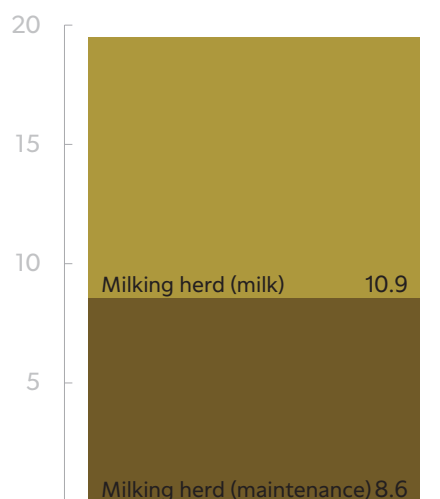
## Opportunity

Increasing your homegrown feed by 0.5 tDM/ha could result in an additional 18kgMS/cow

### Your farm's feed at a glance

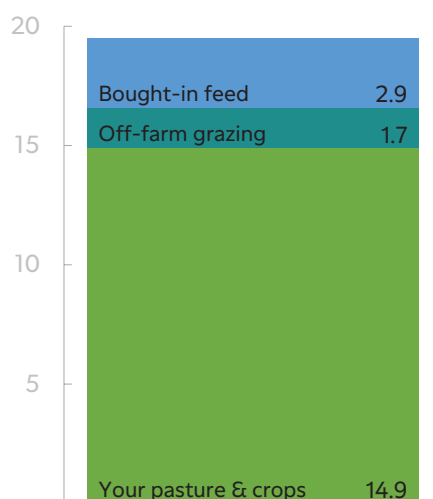
Most of your feed comes from your own pasture and crops, which is the biggest factor in making dairy farms profitable. Continuing to focus on this number is your ticket to drive even greater efficiency.

How much feed your animals ate



Total feed eaten (tDM/ha)

Where your feed came from



Feed source (tDM/ha)



### How we calculate your homegrown feed

We calculate your animals' energy needs using your Farm Dairy Records, this takes into account: production stock numbers, breed, and/ or liveweight.

We then subtract energy from

- Imported supplements (using an 85% utilisation rate)
- Crops grown and fed (type, amount and MJME)
- Dry cows grazing off farm

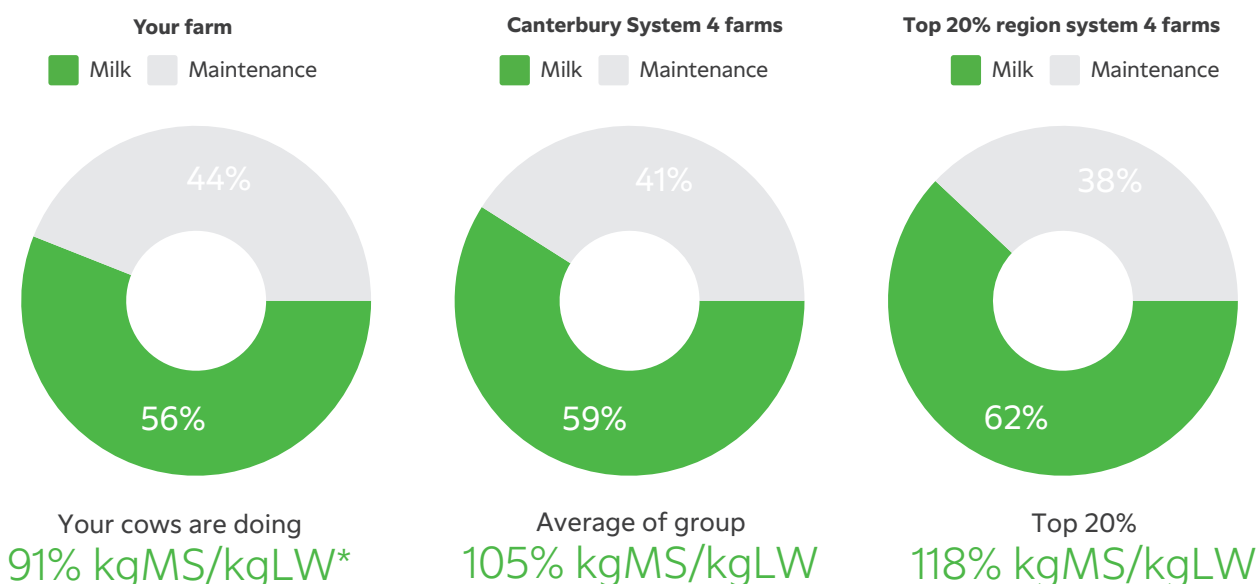
What's left is the energy needed from homegrown pasture.

We use a standard value of 11.0 MJME/kgDM to convert this into total dry matter.

All pasture and crop values align with the MPI grass-fed standard.

# Feed opportunities

This opportunity is how much milk can be produced, after maintenance energy requirements are met from the feed provided. More energy into milk = more efficient cows.



**Lifting kgMS/kgLW will increase the % of energy for milk rather than maintenance. Where's your opportunity to continue increasing milk production?**



**Increase quality of forage**



**Optimise the diet – particularly balancing protein and energy**



**Select genetics for efficiency**



**Improve management of herd health**

## Opportunity

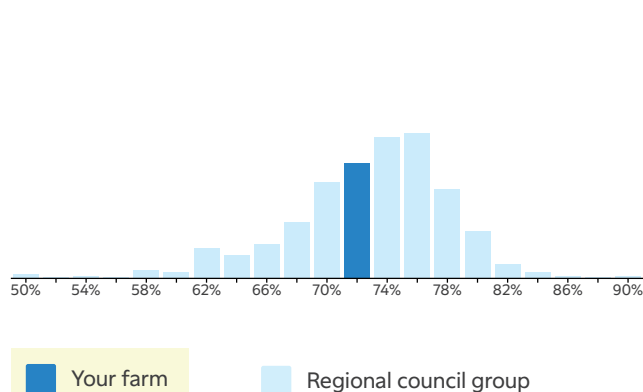
Converting an additional 1% of feed into milk to optimise feed use and stock numbers could result in an additional 8kgMS/cow

**\*Your liveweight is based on the weight or predominant breed entered in your Farm Dairy Records**

# Animal opportunities

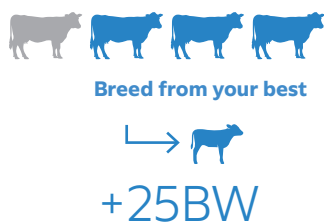
Cows that cycle earlier have more opportunities to conceive and can have more days in milk the following season. Getting more cows in calf earlier also gives you greater flexibility in culling decisions.

## Your 6 week in-calf rate (6WICR)



## Improving herd genetics

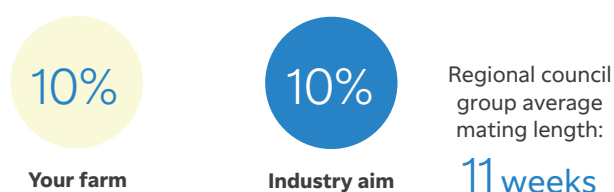
Better reproductive performance means you can breed and cull more selectively and can target replacements from your better animals for faster genetic gain.



## Opportunity

**Increasing your 6 week in-calf rate to the industry ambition of 78% would give...**  
2 more days in milk and could result in an additional 6kgMS/cow

## Your not in-calf rate (NICR)



Industry aim is based on regional council average mating length if your farms NICR data isn't available



### What breeding data am I seeing?

To see your own 6WICR, your MINDA data needs to be linked to your FDRs. What you see depends on your Fertility Focus Report (FFR) access.

#### Detailed FFR

Your 6WICR graph is more precise and compared against your region

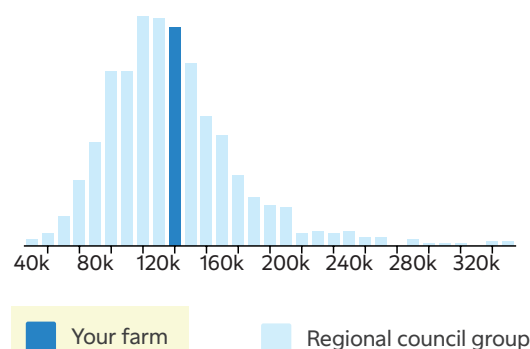
#### Intermediate FFR

Your 6WICR graph shows results in 5% ranges, compared nationally

#### No report access

You'll only see regional data, not your own farms results

## Annual average somatic cell count



## Opportunity

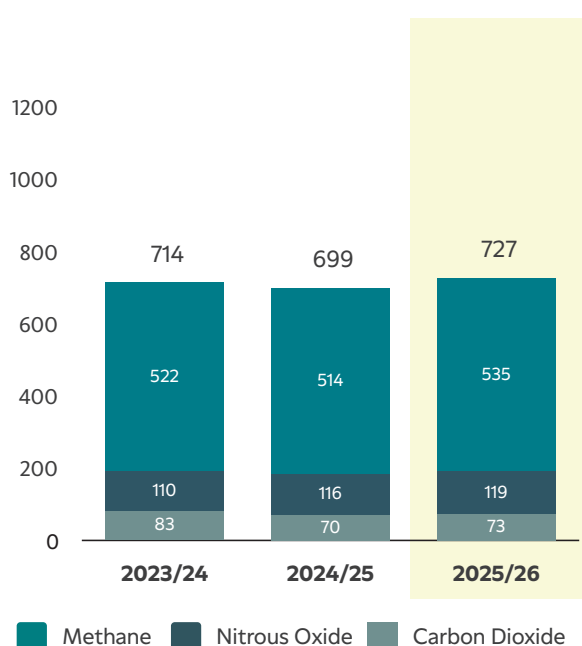
**If you reach 100,000 cells per ml**  
this could result in a potential increase of 4kgMS/cow

# Emissions

Even the smallest on-farm efficiency gains can boost both profitability and productivity. Plus they're also good for reducing the emissions intensity of your farm, the Co-op and the products it produces. Your farm's opportunity is unique and how you get there depends on the goals of your business.

## Your on-farm emissions

This data shows the emissions from your farming activities benchmarked against other farms in your council region both on and off the platform, it does not account for your carbon removals.



|                                          | Your farm | Regional council average | Region top 20% |
|------------------------------------------|-----------|--------------------------|----------------|
| Emissions (kgCO <sub>2</sub> e / t FPCM) | 727       | 744                      | 687            |
| <b>Methane (biological)</b>              |           |                          |                |
| Dairy herd                               | 428       | 407                      | 395            |
| Replacements                             | 64        | 74                       | 67             |
| Effluent                                 | 43        | 37                       | 35             |
| <b>Nitrous Oxide (biological)</b>        |           |                          |                |
| Livestock                                | 78        | 75                       | 72             |
| Fertiliser                               | 37        | 27                       | 23             |
| Manure and soil                          | 4         | 7                        | 6              |
| <b>Carbon Dioxide (non-biological)</b>   |           |                          |                |
| Imported feed                            | 26        | 57                       | 40             |
| Fertiliser                               | 18        | 31                       | 24             |
| Other                                    | 29        | 29                       | 25             |

### EMISSION SOURCE

#### Methane

Driven by size and efficiency of the herd

#### Nitrous Oxide

From fertiliser use, and N in the diet flowing through livestock

#### Carbon Dioxide

From producing and transporting farm inputs to the farms

### WHAT YOU CAN DO

- Improve animal health, fertility and genetics (improves efficiency)
- Improve milk production per cow (lowers emissions per kg of milk)
- Use nitrogen more efficiently
- Improve feed quality (can lower nitrogen excreted in urine)
- Reduce imported feed volumes (lowers embedded emissions)
- Consider biological fertilisers (lower footprints than synthetic)

### POTENTIAL RESULT

**Producing more milk solids per cow, from the same feed inputs efficiently lowers emissions intensity**

**Less Nitrogen lost to soil means lower nitrous oxide emissions**

**Fewer high-carbon inputs reduces carbon dioxide emissions**



#### How is my emissions number calculated?

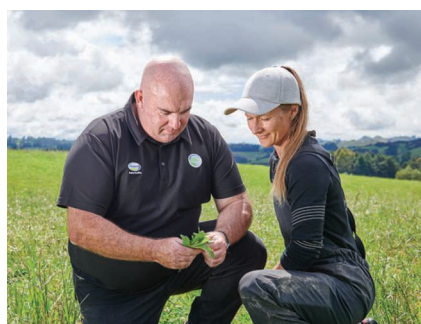
Your GHG footprint is calculated using the April 2026 version of the GHG model. For details on what data is used and how the model works [click here](#)

Your net footprint including Land Use Change, soil types and carbon removals can be found in your digital Farm Insights [click here](#)

# Where to from here

This report is intended to help you see how your farm is tracking year to year, support conversations with your advisors and help guide on-farm decisions.

## Farm Source technical support



### Technical Sales Representative (TSR)

Can support you by providing pasture, cropping and fertiliser advice.

[Click here to book a call ↗](#)



### Milk Quality Managers (MQM)

Can provide milk quality and milking efficiency support including helping identify challenges in the shed or opportunities with milking practices.

[Click here to book a call ↗](#)



### Sustainable Dairying Advisors (SDA)

Can support you to further understand the opportunities to improve efficiency on farm, and can take you through additional tools to model scenarios and break down your data.

[Click here to book a call ↗](#)

Having a farm specific action plan is important. Our Farm Source team can support you to start this process. Consider talking to your vet, breeding company representative, farm consultant or other relevant rural professionals to understand what steps are best for your farm.

Farm Source can also help you further explore your data and opportunities through our online tools:



### Tracking

Track key metrics in real time, create your own benchmark groups and generate simple reports.



### Emissions scenario calculator

Model how changes on your farm could impact your emissions.



### Annual insights

Highlighting risks and opportunities that may exist in your farming system, helping you to improve your efficiency and reduce your impact.



### Knowledge hub

Tools, reports and resources.

The information and insights provided to you in this report are sourced from information that you have provided through your Farm Dairy Records, together with milk quality and production data that we hold and third party industry research. While the information and insights provided may identify risks and opportunities, such information is general information only and is not in the nature of advice. We make no representations or warranties (whether express or implied) as to whether information or data provided in this report is accurate, reliable or complete. You are solely responsible for your own assessment and evaluation of the information and of the actions or decisions you take in reliance on the information or data generated.

Accordingly, Fonterra shall not be liable for any loss arising from any actions or decisions taken by you in reliance on the information contained in this report. Emissions data in this report reflects a farm's on-farm dairy emissions only, and does not include other emissions factors such as peat soils, land-use change or carbon removals and is not directly comparable to any numbers reported in Fonterra's Group corporate reporting.