

SUPPLY FONTERRA WATERWAY MANAGEMENT PROGRAMME

START
Version 4.0



Dairy for life

Who is Fonterra



Dairy for life

Process **16** billion litres of milk annually

Over **4** Million Cows

Image: www.Fonterra.com

10,500 Shareholders

http://www.fonterra.com/wps/wcm/connect/Fonterra_NewZealand_en/Fonterra/Hub%20Sites/News%20and%20Media/Images,%20Video%20and%20Audio/Fonterra%20Lichfield%20Factory%20North%20Island%20NZ?pageID=Z6QReDeNPCA3P47H9DCJM4CL9C8JMG63JDEJM47H1E8MM866RDG3PK653P6MHDC43

Supply Fonterra

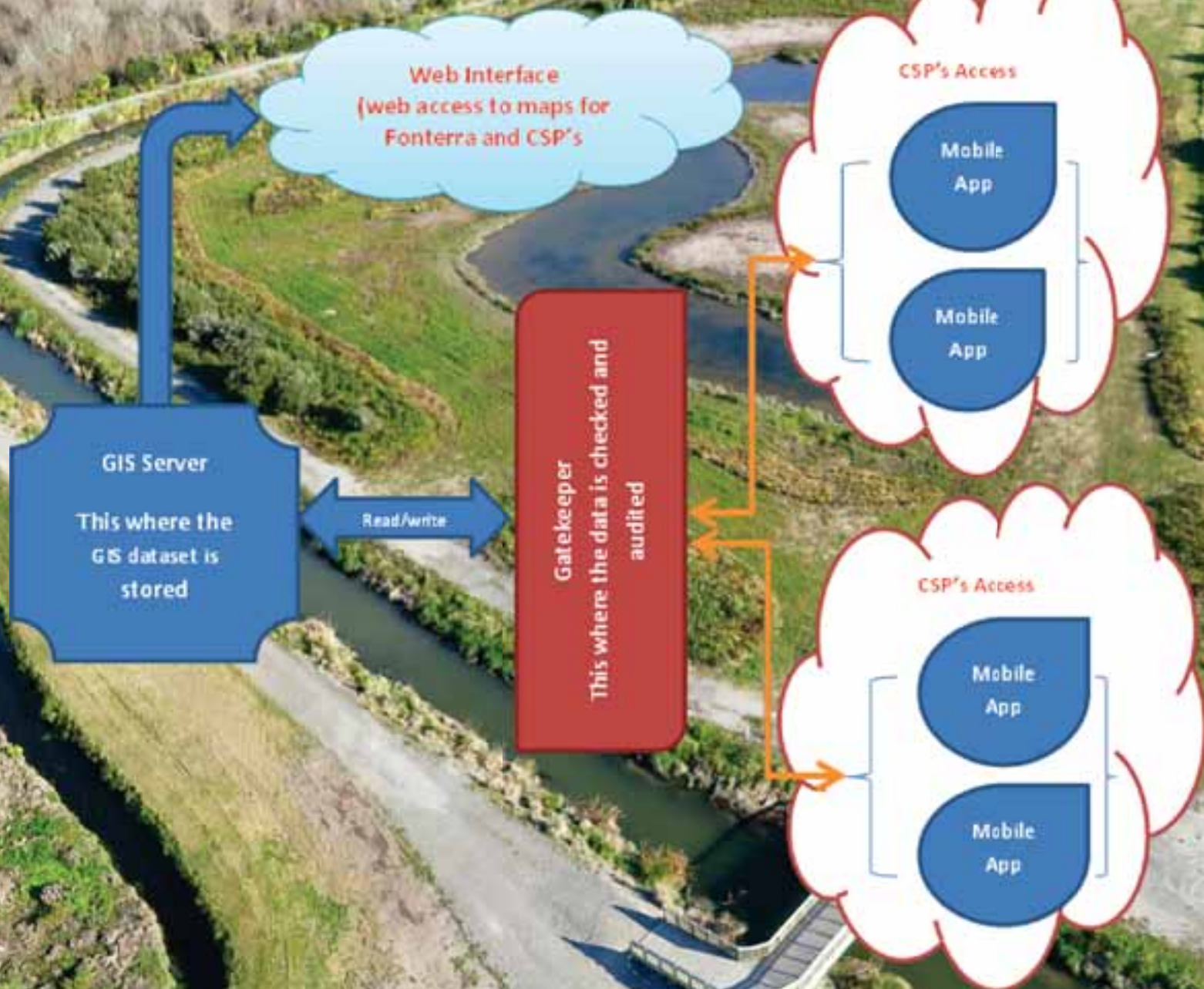


“To ensure we continue improving milk quality as we reduce dairying’s environmental footprint, we’ve developed Supply Fonterra our programme of on-farm initiatives that will help us grow and maintain a sustainable milk supply.”

An aerial photograph of a farm. In the center is a large white building with a blue roof and a large open bay door. To the left is a smaller dark building. In the foreground, a white van with 'GPS it' branding and a red 'G' logo is parked with its doors open. Next to it is a small utility vehicle. Various farm equipment, including a trailer and a water tank, are scattered around. The background shows green fields and distant mountains under a clear blue sky.

On farm Assessment overview

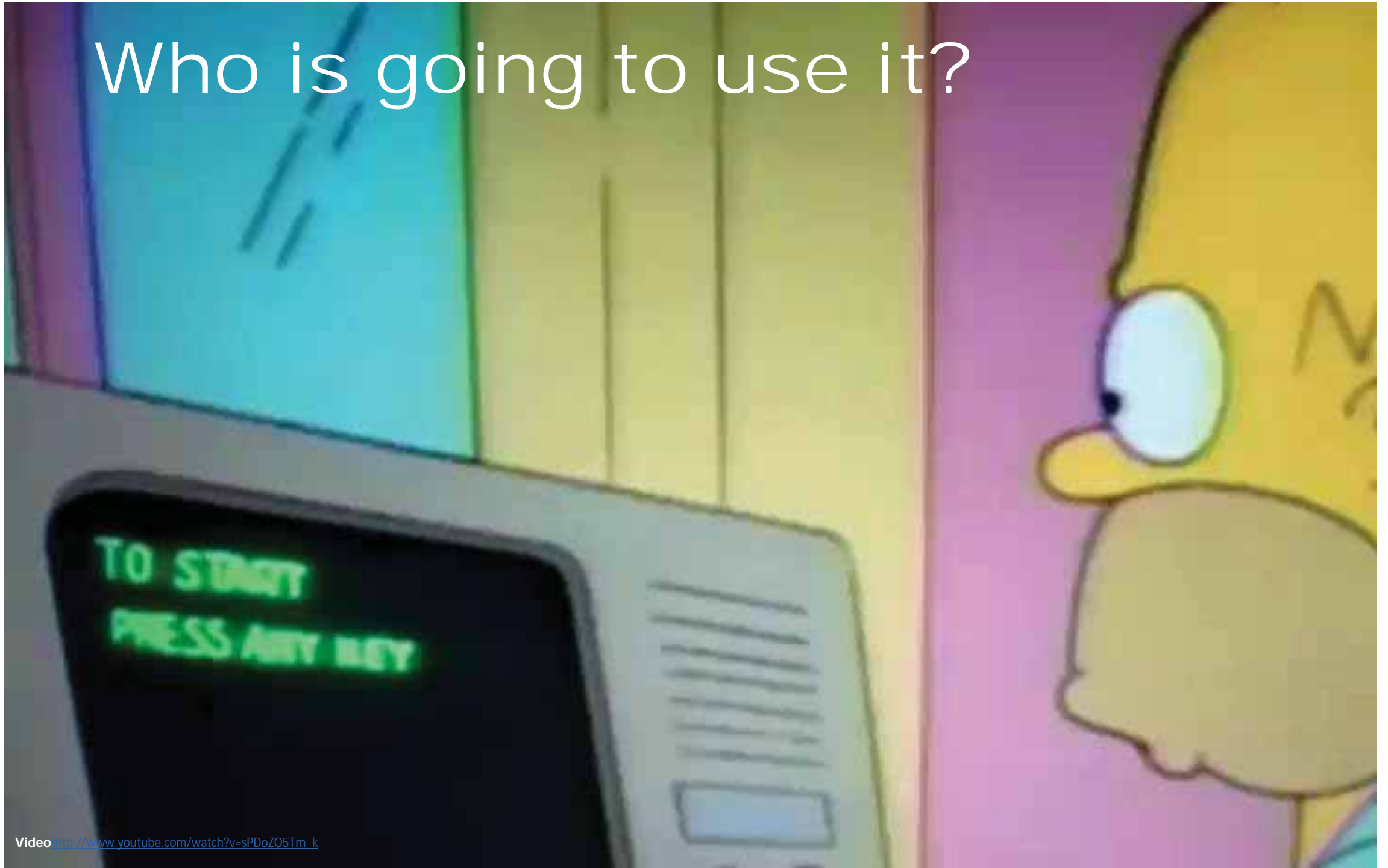
The Solution





4 Key Design Factors

Who is going to use it?



Where is it going to be used?





What do you want it to do?

What do you want to achieve

LIVING

.....
PROOF

**ALL STOCK EXCLUDED
FROM WATERWAYS**

.....
BY DECEMBER

2013

WITH THE SUPPORT OF
THE WATERWAY
MANAGEMENT
PROGRAMME



SUPPLY FONTEERRA WATERWAY MANAGEMENT PROGRAMME



Dairy for life

How we got on

140 Users
9100 Farms
200,000 + edits

As at today

A large, stylized letter 'G' logo is positioned on the left side of the slide. The 'G' is light blue with a white outline, set against a solid orange background.

Questions?

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