



SYNLAIT MILK: LEAD WITH PRIDE

Te Waihora Symposium
8 November 20103

LEAD™ WITH PRIDE

CERTIFIED
BEST PRACTICE
DAIRY FARMING



INTRODUCING LEAD WITH PRIDE

- Lead With Pride recognises and financially rewards suppliers who achieve dairy farming best practice across The Four Pillars:
 - Environment.
 - Animal Health & Welfare.
 - Social Responsibility (HR practice).
 - Milk Quality.

WHY LEAD WITH PRIDE

- It is the right thing to do.
- Helps meet community concerns around dairying and land use change.
- Enables our customers to differentiate their products - absolute integrity, superior quality, sustainably produced.
- Best practice can mean better farm profitability (AERU analysis).

LEAD WITH FORESIGHT

ENVIRONMENT



LEAD WITH CARE

ANIMAL HEALTH AND WELFARE



LEAD WITH GREATNESS

MILK QUALITY



LEAD WITH INTEGRITY

SOCIAL RESPONSIBILITY



LEVELS OF CERTIFICATION

GOOD PRACTICE (NON-CERTIFIED)

This is the standard currently being met by all Synlait Milk suppliers. There is no ISO 65 certification or premium payment paid for milk at this level.

GOLD

BEST PRACTICE

Gold Plus has additional standards above 'Gold'. These requirements cover the four pillars. Suppliers are ISO 65 certified (Certified Members) and premium 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 65 certified (Certified Members) and high premium payments are paid for their milk.

GOLD | ELITE

The logo graphic consists of a solid blue square on the left side, which tapers into a series of white, curved lines that sweep downwards and to the right, resembling a stylized wave or a ribbon.

synlaitTM
making more from milk

LEADTM
WITH
PRIDE