

# Townie Views Made Clear and Grow Better Calves

## What do the public really think about dairying?

How do the public feel about dairy and what drives their perceptions? We hear a lot about the rural/urban divide. Is it true that the public hate dairy farmers and is there a media beat-up?

To understand what's actually happening DairyNZ has explored public perceptions and how the media portray dairying. **Lee Cowan**, DairyNZ Senior Communications and External Engagement Manager, will share its findings. As well as looking at why it's important to have public support, she'll talk about DairyNZ's new approach which aims to build better impressions of dairying and dairy farmers. You'll gain insights into what's going on behind the scenes, and find out what you can do to build better public perceptions.

## Grow better calves

It's not long till calving is upon us again. The success of your youngstock management between birth and weaning will influence your calves' productivity once they reach the herd.

**Emma Cuttance**, VetEnt, will talk about calf health and welfare research findings, and best practice calf management to achieve better outcomes for your calves. She will cover how you can ensure your calves get enough good quality colostrum close to birth, alongside other aspects.

**Register early for this event and go in the draw for a Trusti Tuber Starter Kit!**  
(more details overleaf)

**Free event. Morning tea and lunch provided.**

**When:** **Thursday 26<sup>th</sup> April**  
10 am for a cuppa,  
main programme 10.30 am – 2 pm

**Where:** **Don Rowlands Centre,**  
**Karapiro, Cambridge** (see map on next page)

**RSVP by:** **23<sup>rd</sup> April**  
register on-line at [www.smallerherds.co.nz](http://www.smallerherds.co.nz)  
phone Noldy Rust 027 255 3047

## How to get there:



Register before 20<sup>th</sup> April and you will go in the draw for:



### Trusti Tuber Starter Kit

Includes:

- Trusti Tuber.
- Antahi Feeder bottle.
- Suckle Up teat cap.

Thank you to our supporters:

**DairyNZ**

