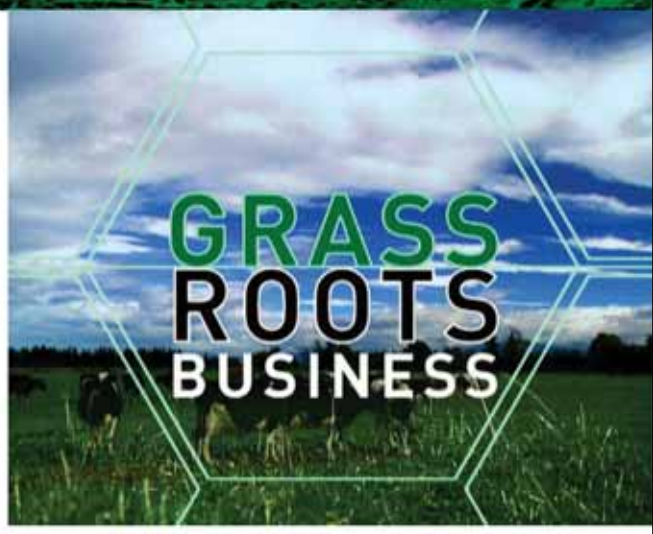
Case Study

# Underpass

## Grass Roots Business

Series 3

Showcasing the best and the brightest in the business of agriculture from around the country.




EPISODE 9, ON AIR DATE: 31 July 2004

### Case Study

Eddie and Bronwyn Brock are sheep farmers turned top-performing deer farmers in Southland. They are focused on velvet, venison and live sales as well as trophy markets and utilise the best genetics, administered by extensive use of artificial insemination. In their fifth season of using AI, the Brocks are able to access the best genetics without having to purchase the stags. They match bloodlines in their herd, with eastern semen overeastern hinds, warm blood semen to similar hinds and the Brocks have a special herd developed for velvet production. With markets down and capital costs of stocking the farm low, the Brocks have taken the opportunity to expand with fencing and re-grassing programs in place. So desite the fluctuating venison and velvet markets, this Southland couple have learnt to ride it out and stay focused on their long-term goal of genetic gain.

### Innovation Segment

Stock Underpass Installation in Te Aroha..

There are many issues that dairy farmers, whose properties are split by roads, are dealing with on a daily basis. The problems that need to be addressed are: moving cows in the dark, maintenance of the road and the extra cost of staff needed at crossing points. This week we look at one solution to the problem - a stock underpass. The installation of an underpass takes about a day, costs in the region of $40-60,000 and can bring the farm together as one unit.

### Forum Interview

We talk to Charlie Pedersen, the Vice President of Federated Farmers, who has recently been appointed to Vice Chairman of the IFAP Dairy Group

Saturdays 7.30am on TV One, repeated at 12 noon.

Hosted by Kim Ellett

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