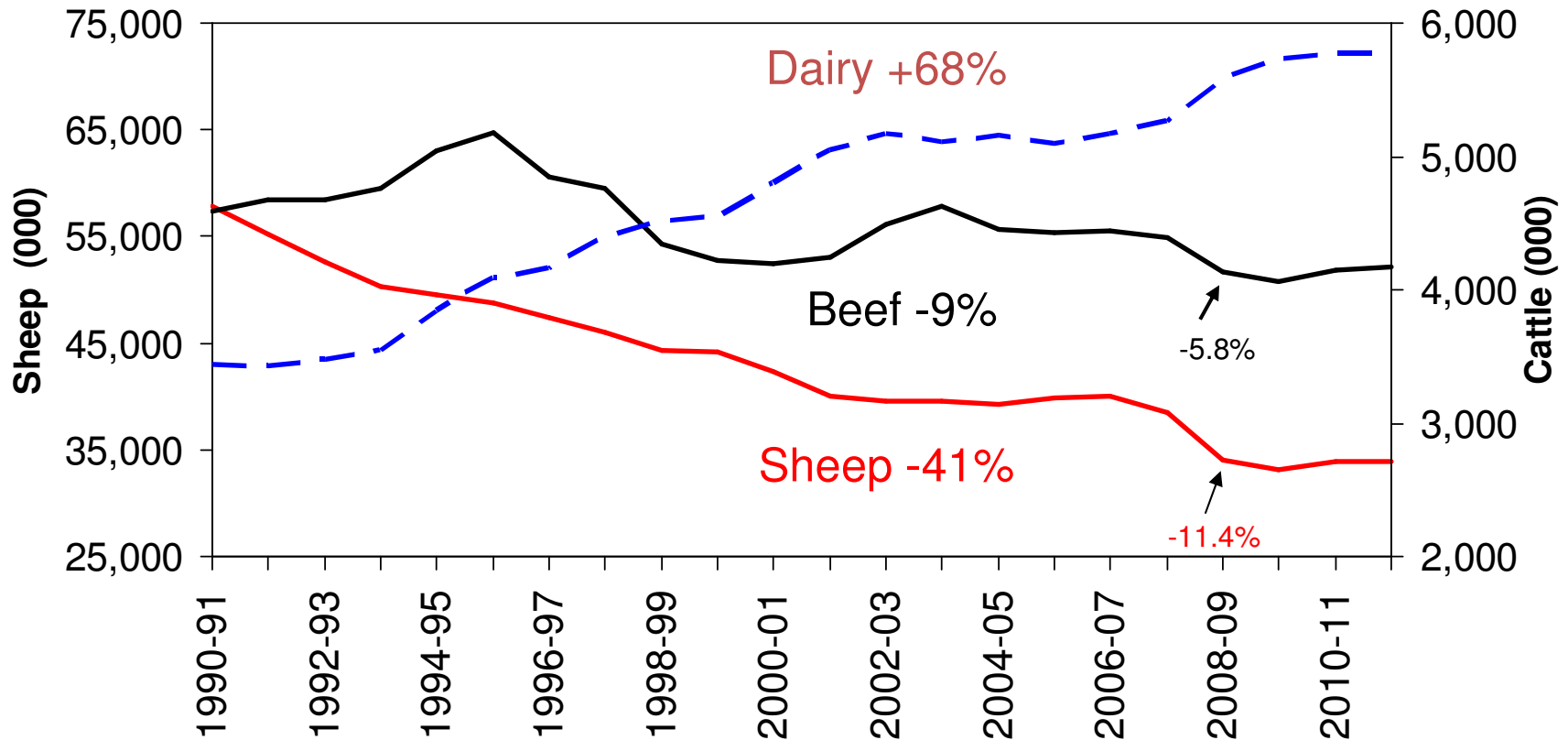


NZ Sheep and Cattle Numbers 1990-91 to 2011-12



Source: Meat & Wool New Zealand Economic Service
Statistics New Zealand.

% change 1990 to 2011

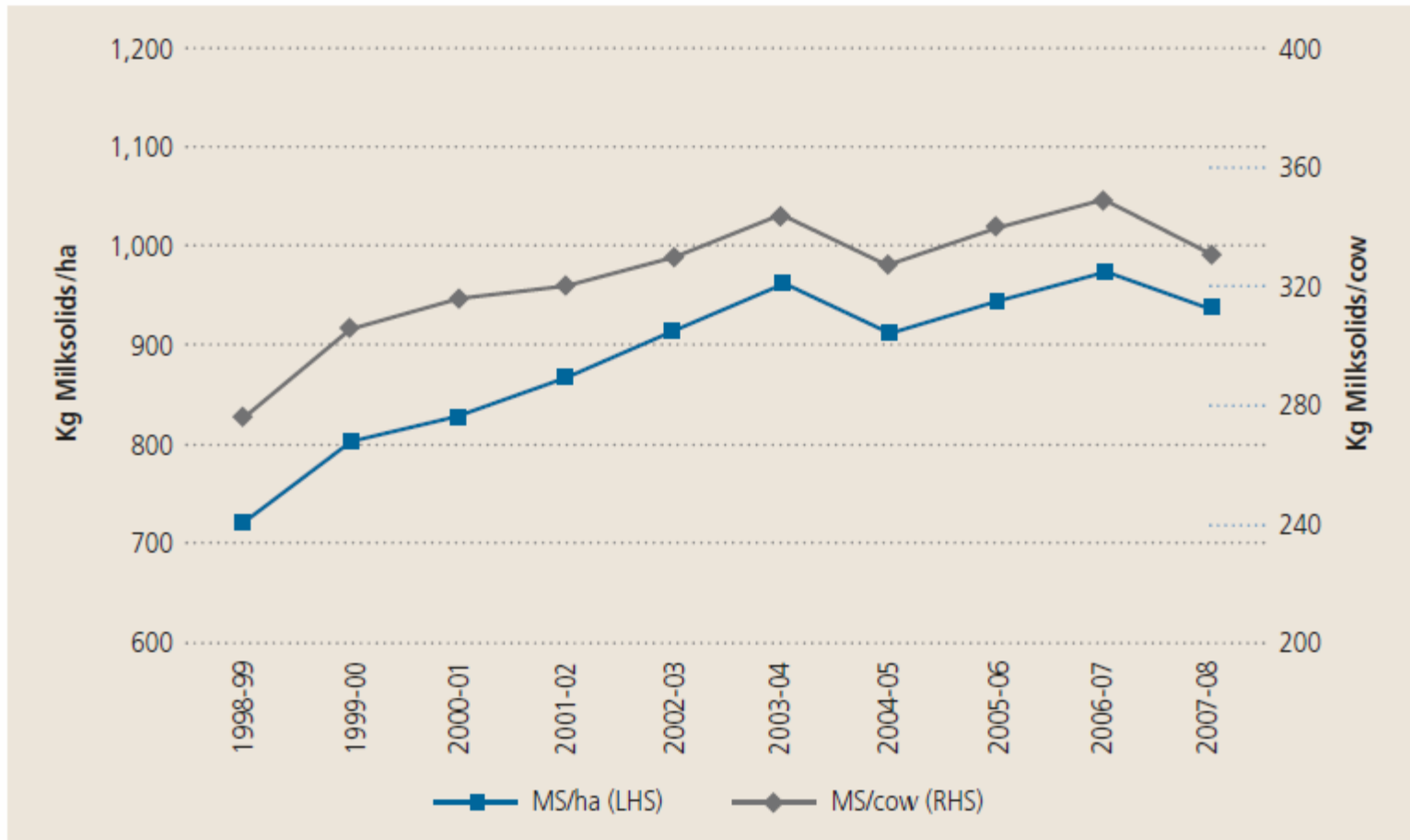
2008-09 sheep and beef decrease
due to drought and dairy expansion

Farm No's and Size

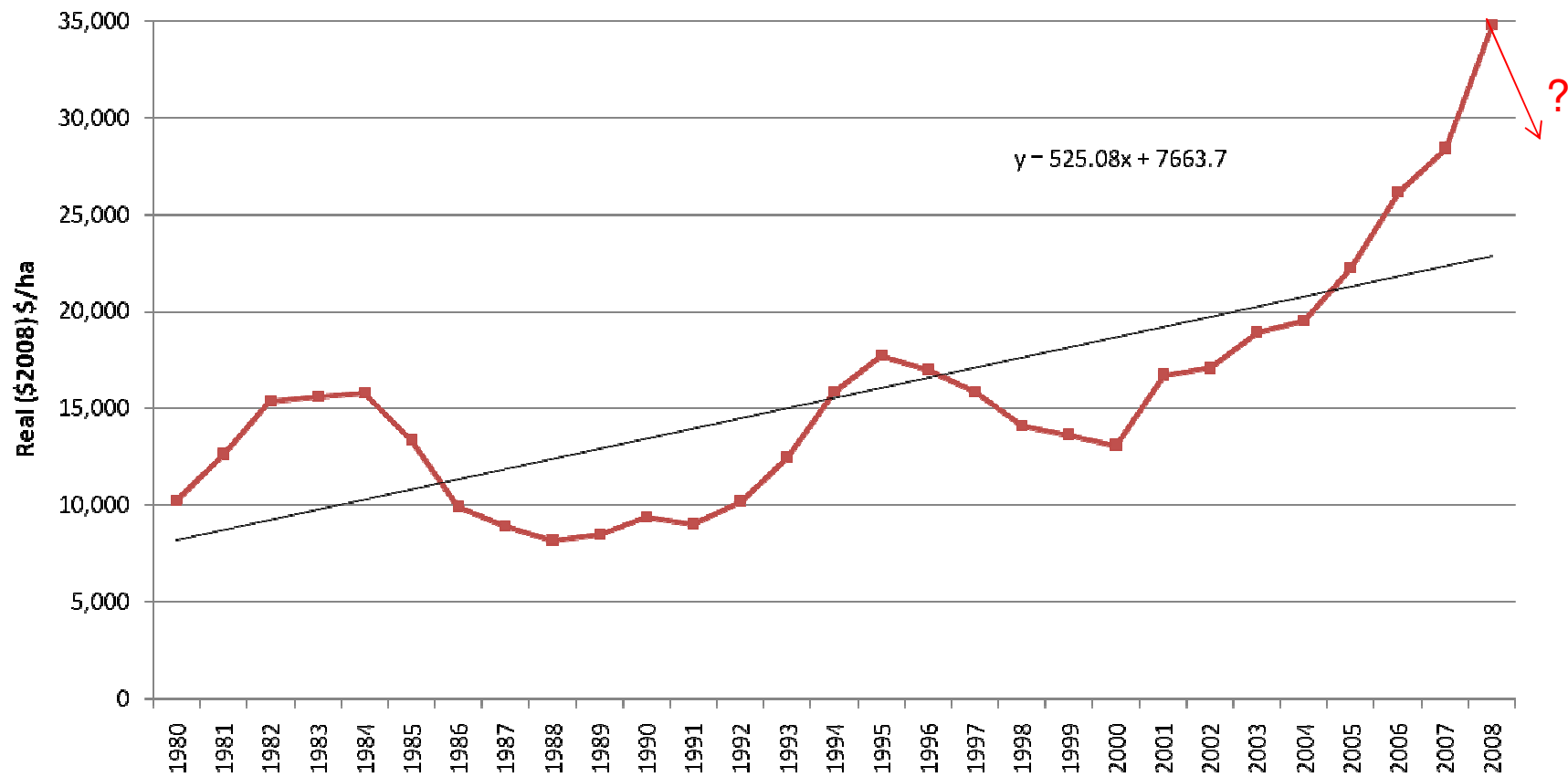
	1984-85	2007-08	
Commercial S&B Farms	22,000	12,900	-41%
Av Stock Units	3,424	4,254	+24%
No of Dairy Herds	15,881	11,436	-28%
Av Cows at peak	144	351	+144%
Commercial Horticulture		7,000	

Source: Meat & Wool New Zealand Economic Service
Livestock Improvement Corporation, Horticulture NZ

Owner-Operator Milksolids Production (per cow and per ha)

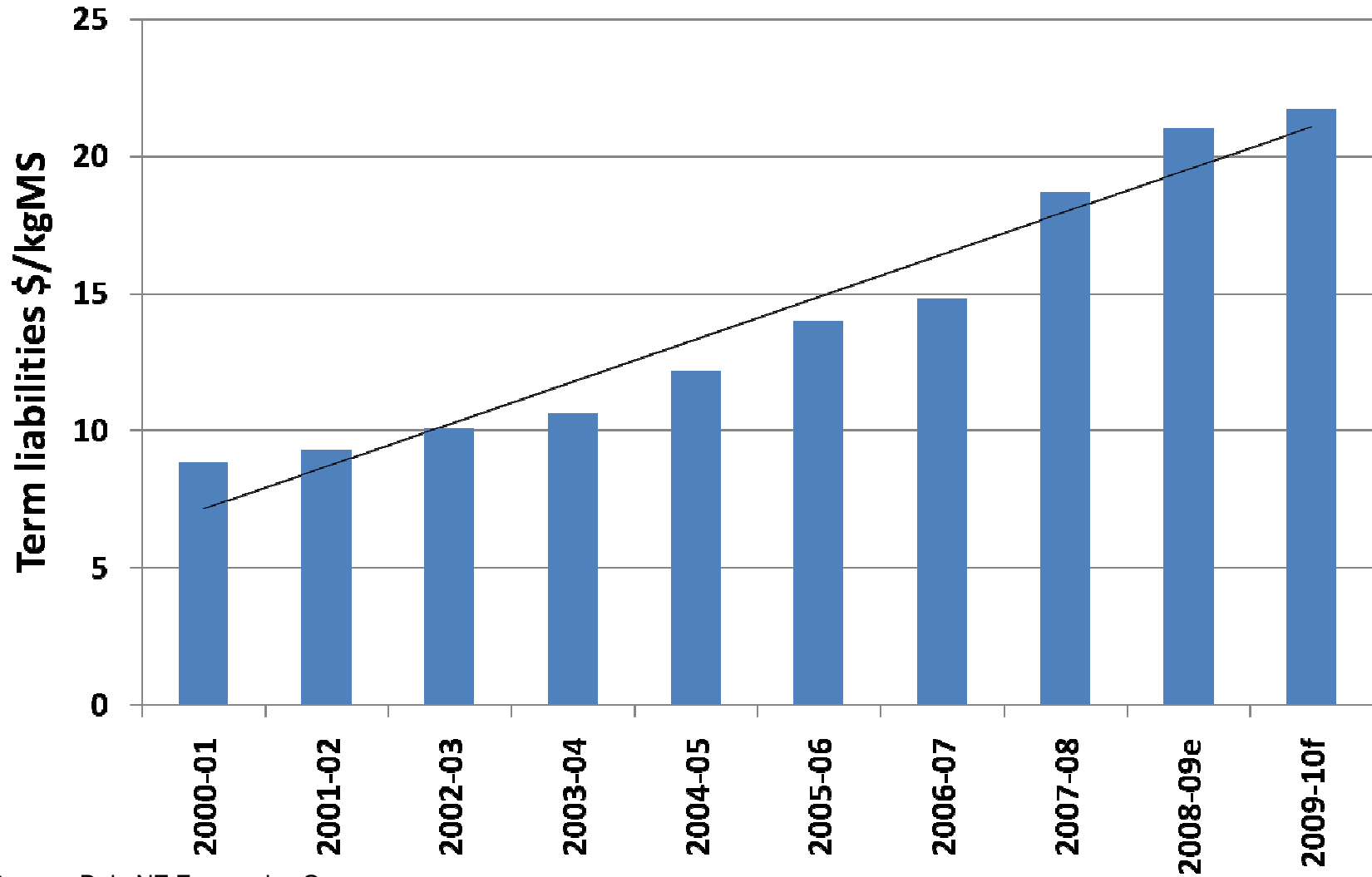


Real Dairy land prices since 1980 2008 base



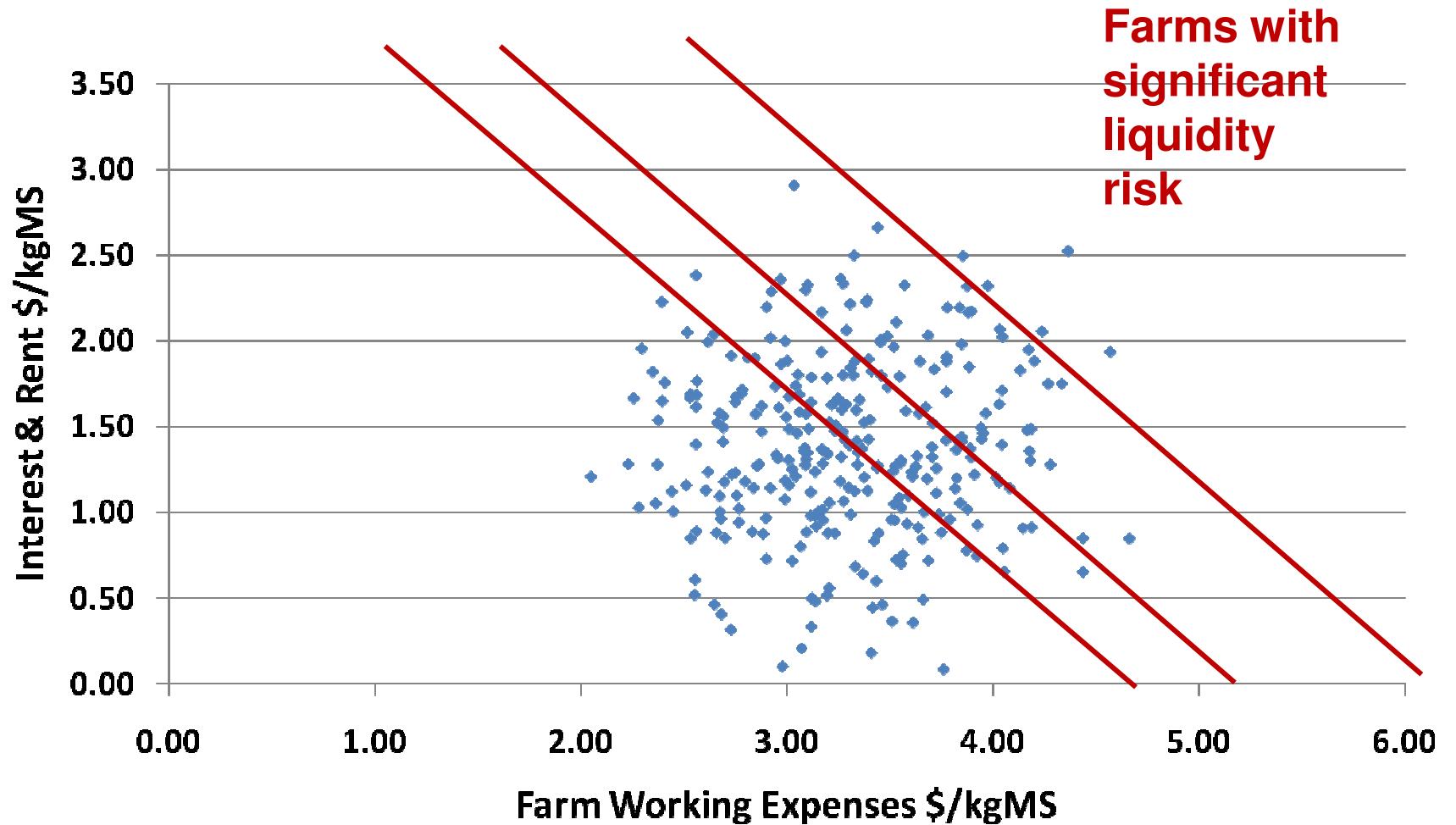
Source: Quotable Value, Statistics NZ, DairyNZ Economics Group

Debt/Kg MS doubled



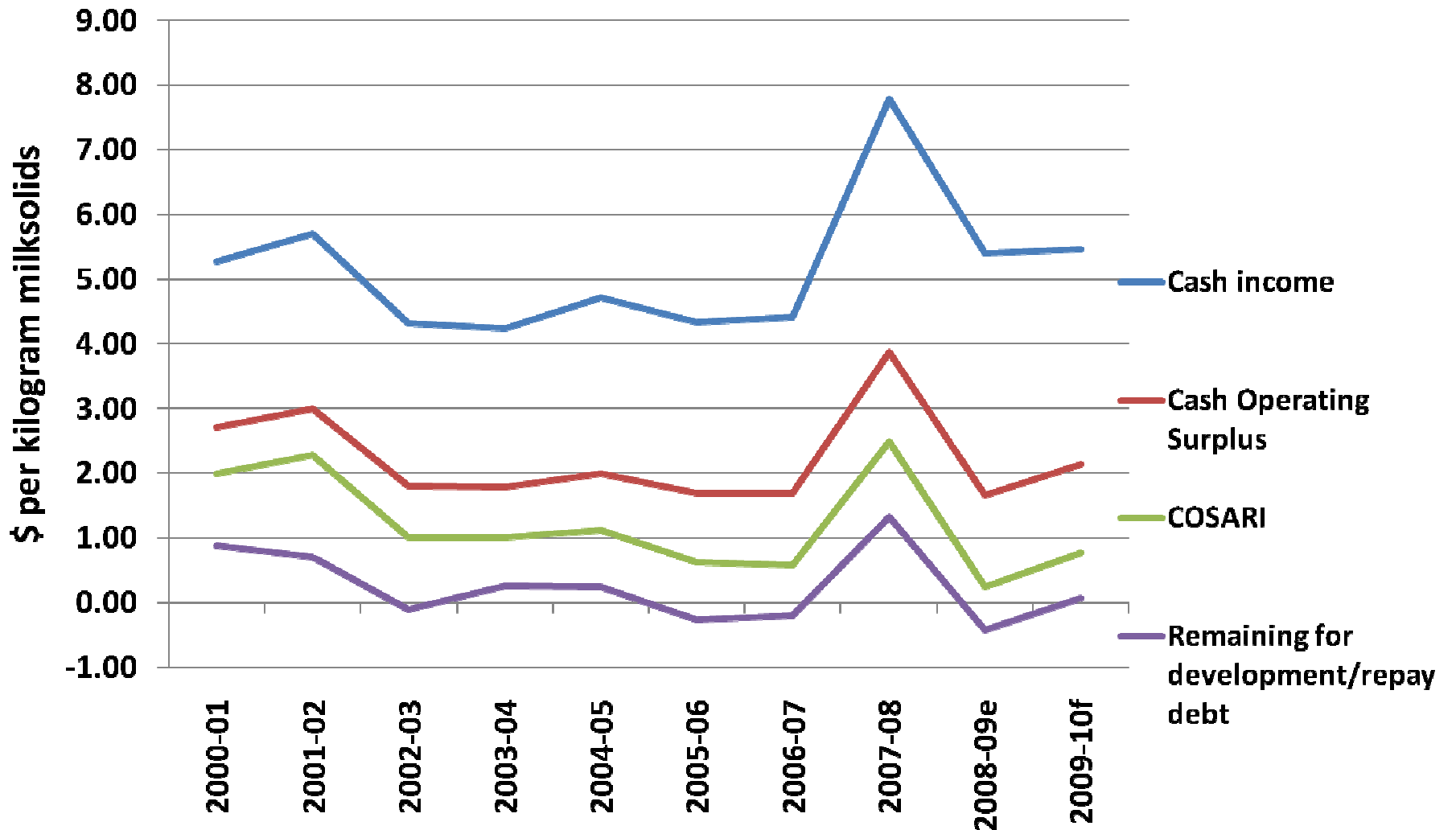
Source: DairyNZ Economics Group

Cash risk farmers 09/10



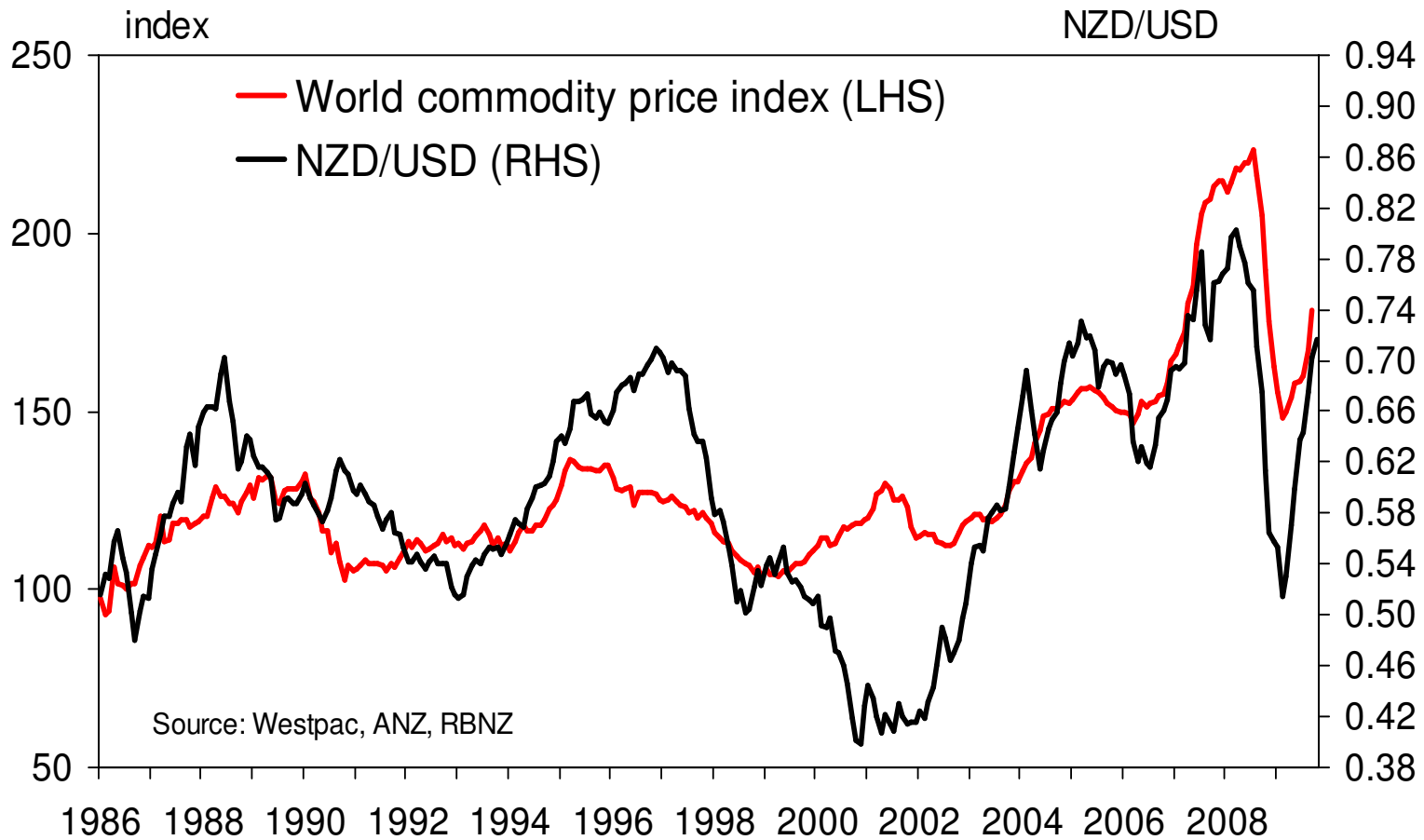
Source: DairyNZ Economics Group

NZ owners cash flow

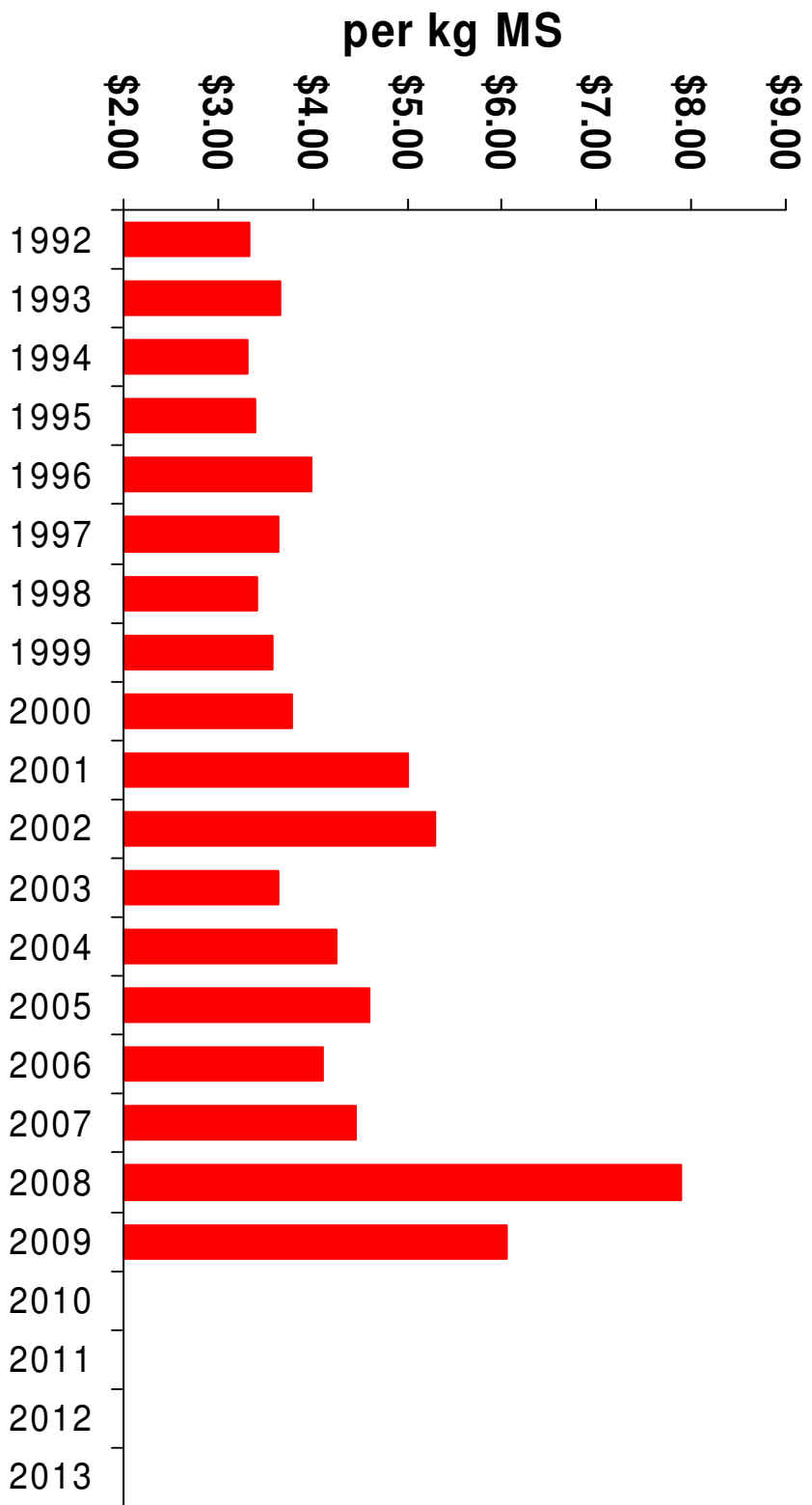


Source: DairyNZ Economics Group

NZD: commodity currency

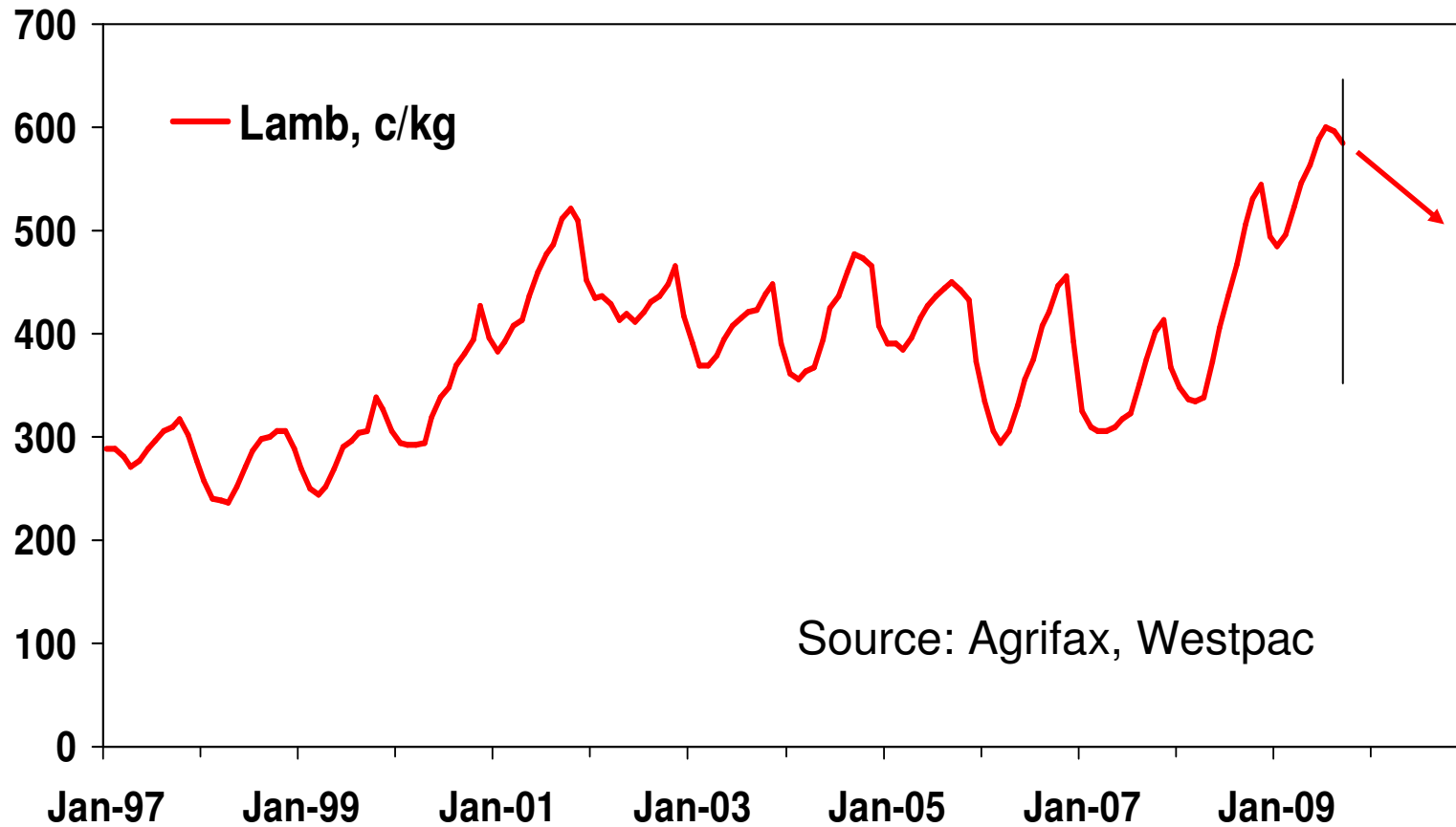


Dairy Payout

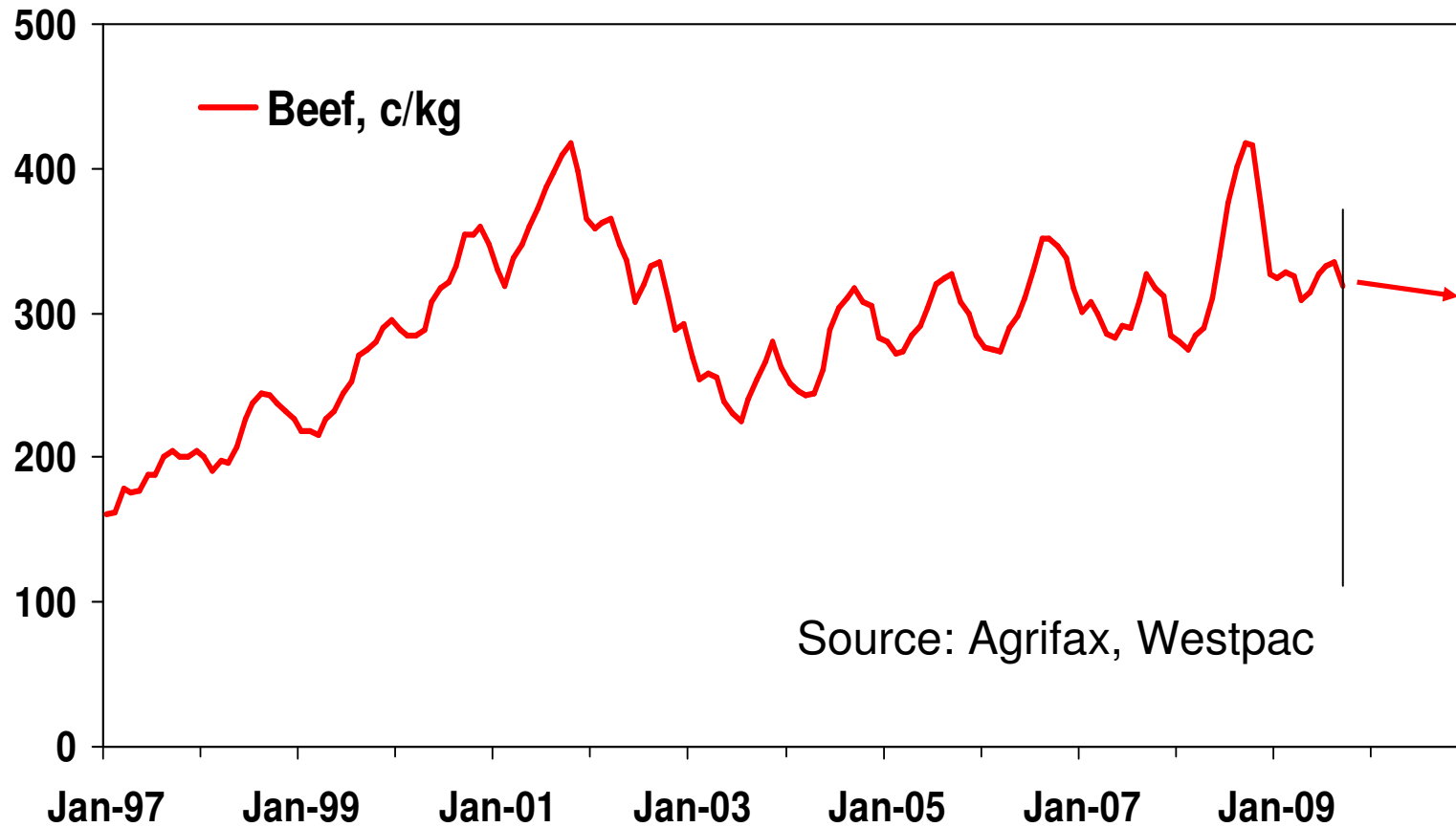


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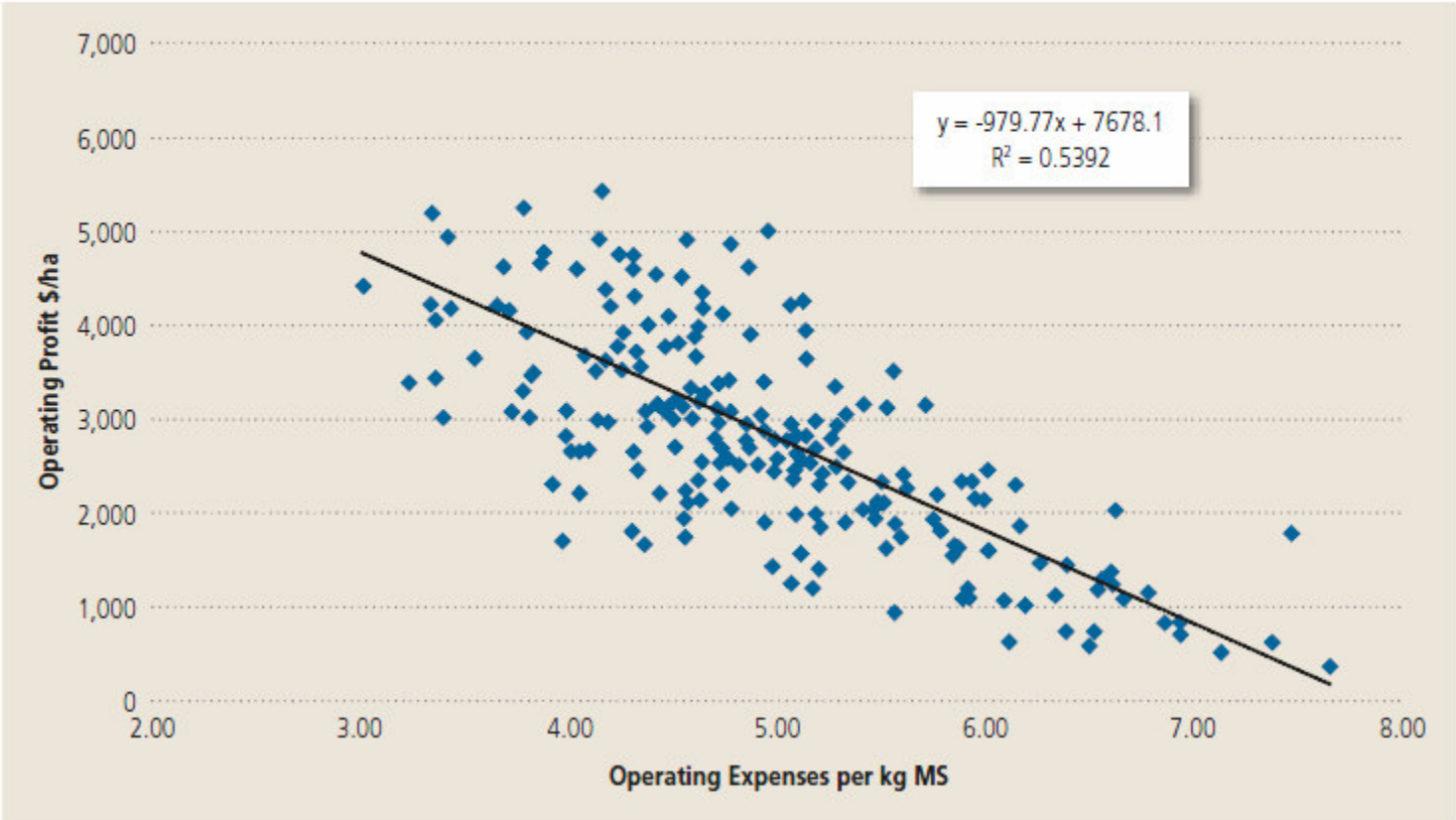
NZ lamb prices (15kg)



NZ beef prices (296-320 kg, bull)



Operating Profit \$/ha vs. Operating Expenses \$/Kg MS





Financial software that helps farmers plan



Cashmanager RURAL ONLINE

is

Farm Planning, Management

and

Farm Accounting Software





The Product Brings Together



Advisor



Farmer

Dairy, Sheep & Beef, Cropping
Horticulture



Family



Accountant



Banker





Financial software that helps farmers plan



Moving Forward

- We had a great desktop product that farmers and rural professionals really liked and is used by a large number of farmers
- But as the ownership model of farms is changing and farming is becoming more sophisticated, the need to share data is growing
- Financiers are requiring much more information.



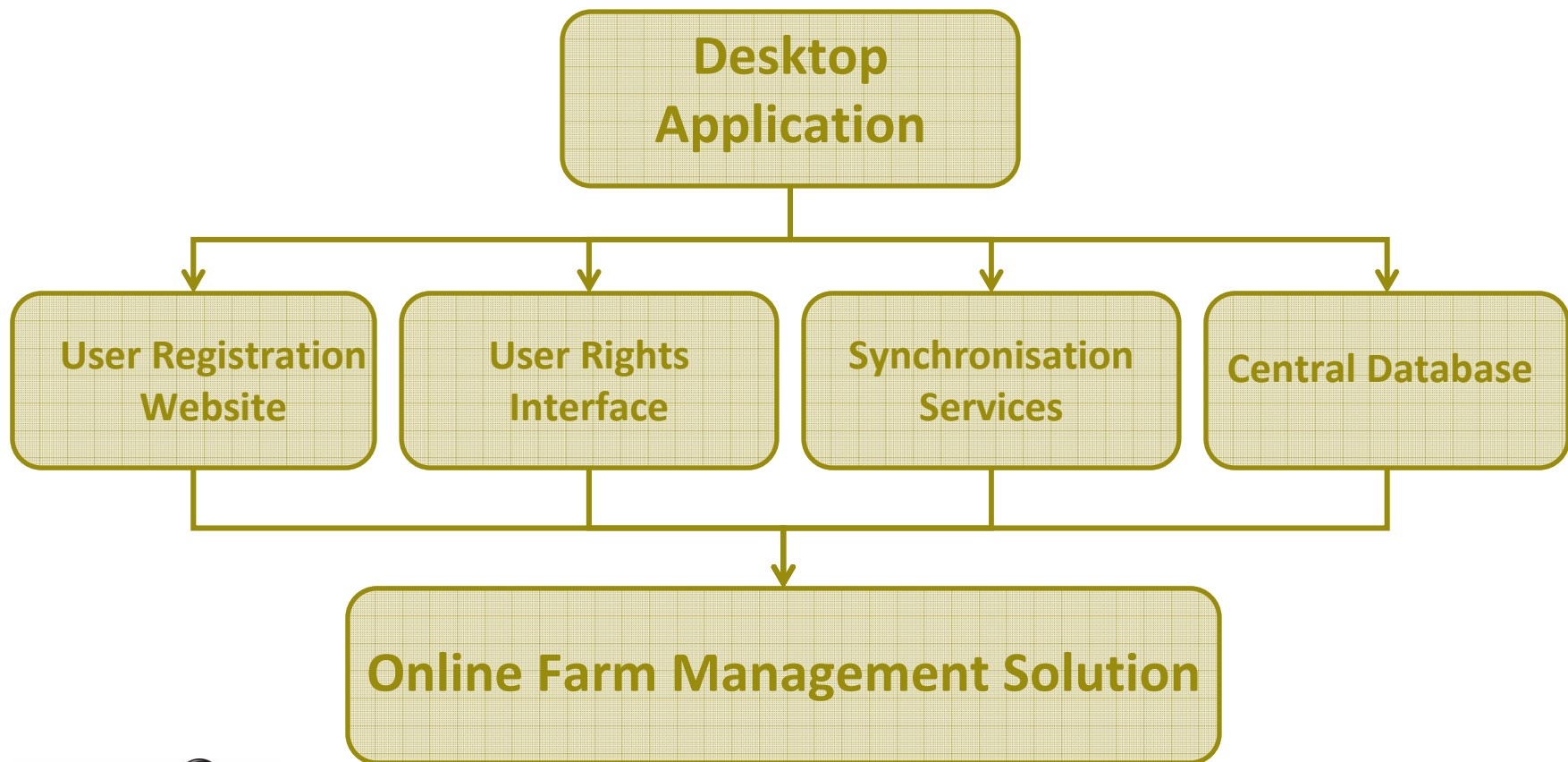


We needed to resolve these constraints

1. Poor internet speed, latency and stability in rural areas
2. User base is resistant to change
3. Large volume of legacy data
4. Challenges of a full replacement of a mature application.



An Innovative Adaptation of Existing Software





Applications key points

- All about farm management and planning
- Specialised farm specific Key Performance Indicators (KPI) aid between farm comparisons
- Powerful cashflow forecasting with specialised worksheets for milk, animals, feed and crops.



New Product has these Advantages

1. Enhanced data security
2. Data accessible from anywhere
3. Simpler support for all users
4. Between farm comparisons
5. Rural Professional's skills are easier to utilise
6. Data just arrives – pre-coded.



Financial software that helps farmers plan



Financial Benefits per year

1. Control of incorrect Invoicing	\$500
2. Interest savings with bank @1%	\$5,000
3. On farm cost control	\$10,000
4. Productivity gains 1% per year	\$10,000
Software cost	\$700 /yr



End



Financial software that helps farmers plan



Increase in uptake

- Greater range of use options matches the skills of a greater range of users
- More support from professionals
- Financiers actively encouraging use
- Utilises broadband and justifies its cost.





Financial software that helps farmers plan



The Future

- General use of high bandwidth, low latency broadband is key
- Mind shift of farmers to business management
- Growth in financial literacy support



End