

Limited, recognises the Company's involvement in the widespread application of animal control to achieve improved pasture utilisation and production. This has allowed the country's livestock industries to maintain increased efficiency and increased productivity per labour

unit. In particular, the Company has been at the fore-front in promoting these principles of animal production from pasture throughout the World.

K.L. Macmillan
A.M. Bryant

LINCOLN COLLEGE CENTENNIAL AWARD 1989

J. AND L. ROADLEY

John and Lois Roadley farm a 250ha border-dyked irrigated property at Dromore in mid-Canterbury. Prior to their arrival from Northland in 1980, this was a sheep/cropping unit. John and Lois were in the vanguard of dairy farmers moving from North to South to harness the untapped potential of border-dyked land. Careful evaluation, the trade mark of the Roadleys, had suggested that production increases on their Northland property would be difficult and costly to achieve.

Their objectives on arrival were clear;

- to establish a large scale dairy farm,
- not to be tied to the cowshed every day,
- to search out, evaluate and utilise the latest dairy technology,
- to create employment opportunities,
- to achieve high, sustainable production levels and
- to help elevate dairying in mid-Canterbury to a new level of social acceptance.

Over the intervening years, John and Lois set attainable yearly goals, identified realistic pathways and have predominantly achieved their original objectives. John and Lois spend time in evaluating their enterprise and planning for the future. Such an approach creates innovation, an example of which was their approach to the recent dairying downturn.

Attention to detail, constant evaluation of their current status and future objectives suggested that the Roadleys employ additional labour and increase the rate of farm development, thus increasing farm expenditure when the catch call was to cut expenditure. Such an approach gave John and Lois more time to think and plan, and with the accelerated development, enabled them to farm their way out of the crisis.

The first group of Lincoln students was hosted by John and Lois in 1981 and up to three groups a year have been hosted ever since. John is a gifted communicator, establishing instant rapport even with some initially very conservative and anti-dairying students. John and Lois's obvious enjoyment from farming, their enthusiasm, excitement and challenge to students are contagious. As a consequence, students leave motivated, excited with their own potential and the challenges of life.

Many Lincoln students have gone on to work for the Roadleys, many catching a lifetime enthusiasm for dairy farming in the process. The Roadleys are generous employers having a positive approach to labour and working as a close knit team. Careful planning and attention to details have seen production surpass 530 kg milkfat/ha. The Roadleys are constantly evaluating options for increasing production and financial returns.

The Roadleys have been willing participants in the detailed evaluation of their farming enterprise over eight years. They welcome challenges and rapidly assimilate new technologies into their farming system. Their enterprise has all the animal husbandry attributes sought when identifying farms for student visits and the Roadleys therefore spend considerable time hosting such visits.

College staff and past and present students are grateful to John and Lois Roadley for the opportunity to visit their farm and evaluate their enterprise. It is hoped that the College's fruitful association will continue for many more years.

For these activities we wish to thank John and Lois and recognise their considerable contribution to the advancement of animal science at Lincoln College.

T.P. Hughes