

The establishment of *Dexcel*



Dexcel Ltd's new logo. The ripple effect (based on the ripple created by a drop of milk) represents the spread and sharing of information, positive flow-on, a spiral that captures and spreads for everyone's benefit.

Partners in profitable dairying™

The Dairying Centre of Excellence has now been formally established in the form of a new organisation called *Dexcel Ltd*.

Dexcel will be accountable for leading the drive to improve the competitive position of New Zealand dairyfarmers, and will play a pivotal role in achieving the dairy industry's 4% on-farm productivity improvement target. It will co-ordinate production research and development, undertake whole-farm systems research and ensure the knowledge gained from that research is taken up on farms.

Dexcel Ltd will incorporate the *Dairying Research Corporation* and the *Consulting Officer Service of Livestock Improvement Corporation*, and will be sited at the LIC campus, Newstead, Hamilton.

At its meeting on December 4, the *New Zealand Dairy Board* approved the funds to establish Dexcel and for its operations in the present financial year.

The Dairy Board will also provide the funds to enable Dexcel to take ownership of the DRC from the Board and *AgResearch*, and purchase the livestock and farmland at Newstead that is leased by DRC from *AgResearch*. Satisfactory and positive negotiations with *AgResearch* have already been carried out to this effect. *AgResearch* will continue to be a major provider of research to the new company.

NZ Dairy Board will initially provide most of Dexcel's funding. After the dairy industry is deregulated, NZ dairyfarmers will be given the option of replacing that funding with a direct levy on all bovine milk producers, collected under the *Commodity Levies Act 1990*.

Dexcel will operate as a commercial trust and will be fully operational from February 1, 2001.

The Dexcel benefits

According to NZ Dairy Board chairman **Graham Fraser**, the establishment of Dexcel 'signifies the dairy industry's absolute de-

termination' to maintain and extend its advantage in the efficient production of milk.

"This is our trump card and we must hold on to it at all costs.

"The plain unvarnished truth is that the industry and the Government have been under-spending in the field of on-farm research for some years.

"The industry's future depends directly on effecting an urgent turnaround in this area."

Mr Fraser says the establishment of Dexcel will ensure that adequate on-farm research and extension will continue to be provided once the dairy industry is deregulated, and will ensure the future international competitiveness of the NZ dairy industry.

Dexcel will provide a focused voice for farm productivity.

Under the leadership of Dexcel:

Extension and farm research and development will be linked;

Extension will be more targeted; Provision will be made for industry good research;

And the current almost exclusive technology focus of research and extension will broaden to include capability, delivery and change.

Dairying Centre of Excellence transition board chairman **Peter Jensen** says: "I believe this is the first real occasion where the dairy industry has been able to pull together and co-ordinate all of the activities related to on-farm research and development.

"For the transition board, the establishment of Dexcel is the culmination of 5 months prepar-

ation work, and the beginning of an operational stage where benefits will soon start to be delivered. This is an exciting development."

The Dexcel name

Selection of the name Dexcel was the result of a 3-stranded process which involved a naming competition open to all dairyfarmers, the consulting officer staff of LIC, and DRC staff; discussions with future key staff members; and consultation with a professional communications agency.

The Centre of Excellence transition board also had some key criteria they wished to meet. Centre of Excellence chief executive

officer **Dr Rob Pringle** explains: "First of all we wanted something that was original and different to any other dairy organisation in New Zealand.

"We were also keen to include the concept of excellence, and wanted to capture it in one word if possible.

"What we ended up with is perfect. It's a play on the use of 'D' for dairying, and 'excel' for excellence."

Dr Pringle says the name 'Dexcel' was submitted by professional experts but one farmer and one staff member had come close to the final name with their competition entries, and their submissions had made the final short-list considered by the board.

Both these competition finalists will receive consolation prizes for their efforts. **D**

Dairy Board's \$16.4m fund founds Dexcel

by **Lance McEldowney**

Dairy industry deregulation is likely in the medium term, and the industry must provide adequate on-farm research and extension in a deregulated environment.

New Zealand Dairy Board chairman **Graham Fraser** was commenting on establishment of *Dexcel Ltd*, the new name for the industry's *Centre of Excellence*.

Mr Fraser said the new organisation would play a pivotal role in achieving the industry's target of 4% annual on-farm productivity improvement. "Our crucial efficiency advantage over internation-

al competitors is being eroded, and we must not allow that situation to continue."

The Dairy Board has approved capital funding of \$16.4 million to establish Dexcel and fund its operations in the present financial year.

"Dexcel will be accountable for leading a drive to improve the competitive position of NZ dairyfarmers," Mr Fraser said.

"It will co-ordinate production research and development, undertake whole-farm systems research, and ensure learnings from that research are taken up on farms."

Dexcel formally began operation on December 15. **D**

E-PIECE

A message to farmers from the Dairying Centre of Excellence

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