Perceived Benefits

- Effluent on Roads Minimised
- Marketing of “Green and Clean” Image Quality Products
- Promotion of Quality Control
- Adoption of Best Practices, Technology, Management and Behaviour
- Cooperation and Coordination
- Improved Animal Welfare
- Sustainable Industry

Research supported by

- Transfund New Zealand
- Canterbury Regional Council
- Christchurch City Council
- Marlborough District/Unitary Council
- South Waikato District Council
- New Zealand Meat Industry Association
- Mobil Oil New Zealand
- Crown Public Health
- Lincoln University “Fund for Excellence 1997”

Technical Assistance

- Canterbury Stock Effluent Workgroup (CSEW)
  Contact: Ian McChesney (Convenor) [Canterbury Regional Council, ph: (03) 3653828]
- National Stock Effluent Workgroup (NSEW)
  Contact: Robin Odams (Convenor) [Transit New Zealand, ph: (03) 3664455]
- Lincoln University
  Contact: Dr Chris Kissing (Project Leader, Professor of Transport Studies, Division of Environmental Management & Design, ph: (03) 3528111)
  Andrew Dukers (Senior Lecturer, Natural Resources Engineering Group)
  Dr Roy Bickers (Professor of Food Technology)
  Jean-Paul Thull (Doctoral Researcher)
  Caleb Smith (Assistant for GIS models)

Avoidance of Effluent Spillage through
- Clearer Communication
- Better Coordination and Logistics

By Obtaining
- Quality Assurance
- Customer Satisfaction

It's time to make a choice and the time is now
What is the problem?
- Stock Effluent spills from Trucks on Roads

Who is concerned?
- General Public
- Regulators
- Road Controlling Authorities

Who are the stakeholders?
- Farmers
- Stock Agents (independent meat plant agents)
- Livestock Carriers
- Saleyard Operators
- Meat Processors
- Road Controlling Authorities

Objectives of the Video
This is a pilot video for educational purposes. It is part of a South Island focussed Lincoln University Research Project.

It was part funded by TRANSFUND.

It aims to:
- Heighten awareness of problems and constraints
- Promote Industry lead Solutions and Self-Regulation
- Encourage
  - Cooperation
  - Coordination
  - Confidence building between all stakeholders
- Encouragement of Quality Management throughout the Supply Chain (from Farm to Table)

Industry Perspectives

Denis Hazlett (General Manager Pyne Gould Guinness LTD; President of the New Zealand Stock and Station Agents Association)

Stock agents will facilitate:
- Communication between all stakeholders
- Timing of activity along the supply chain

Tom Lambie (Vice President of Federated Farmers New Zealand)

Farmers undertake to:
- Stand stock
- Supply Animals with minimum stress

They want:
- Coordinated planning
- Better End Product

Tony Friedlander (Chief Executive Officer Road Transport Forum New Zealand)

Livestock Carriers undertake to:
- Operate clean trucks with effluent tanks fitted and used.
- Collect stock on-time.
- Apply professional care in-transit.

They want:
- Livestock to be stood and emptied out.
- Reasonable notice for cartage.
- Livestock to be available on-time.
- Acceptance that stock effluent will be delivered with the livestock.

Alan Grant (Director of the New Zealand Meat Board; Director of Canterbury Meat Packers, Dairy Farmer)

Emphasises timing in the processing chain and farmer confidence
- To have stock stood and emptied out
- To achieve optimum quality without carcass weight loss

Ian McChesney (Transport Manager, Canterbury Regional Council, Convenor of the Canterbury Stock Effluent Workgroup)

Supports:
- Cooperative approach
- Better understanding of the problem and responsibilities
- Self-regulation and self-policing
- Creation of a system to fix the problem

Robin Odams (Convenor of the National Stock Effluent Workgroup, Regional State Highway Manager, Transit New Zealand)

As a Road Controlling Authority, Is:
- Looking at the establishment of a nationwide network of effluent dump sites
- Concerned about the safety and environmental aspects