

Xact News

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>> Hello #First Name#,

Don't you love it when your coffee turns a lovely shade of caramel when you add just enough milk? Factor in the butter, cream, cheese or yoghurt, and we are certain, hardly a meal would go by that is dairy free.

Known around the world, NZ has a diversified portfolio of dairy products and new functional foods. In this issue of Xact News, we take a look at what really goes on at a dairy farm all year round and what it would be like to lead a cow's life. Take a look at Xact's long association with the dairy industry and things to keep in mind while choosing a label for your product. For a bit of relief, do unto others as you would have others do unto you.

Finally, of course, we would love to hear your suggestions, comments or feedback.

Eat healthy and stay healthy.

Marketing

A Year On A Dairy Farm

Dairy farmers work very hard to bring us fresh milk and milk products. The dairy industry feeds more than 100 million people worldwide. Lets take a look at life on a dairy farm and see what goes on year round:



- **January to March** – things are slow on the farm at this time of the year. The amount of milk the cow produces drops with cows being milked once a day. At this time of the year you will see haymaking, pasture watered through irrigation and cows grazing summer crop.
- **April to May** – often referred to as the dry period, the herd gradually finishes milking for the season. The farmer would take up other activities related to maintenance and development of the farm such as fencing, drainage, shed maintenance. This is a time the farmer uses to plan ahead and enjoy his free time.
- **June to September** – this is a busy time of the year on the farm. This is when the real dairy season starts and real action begins with calving. The days starts early with the farmer checking the paddocks for new born calves and the morning milking. After milking, it's time for breakfast and a break before the calves are fed and farm duties are carried out.
- **October to December** – this is the best time of the year on the farm. The cows commence to milking, farmers start to get 2-3 mobs of stock on the farm, and plants that will be required to feed the cows in late summer are planted. This is also a time when the cows are mated.

[See how Xact's products are being used in the Dairy Industry.](#)

A Cow's Life

The foster mothers of the human race, cattle are raised as dairy animals for milk and other dairy products, as livestock for meat, and as draft animals. Here are some things that you didn't know about cows:

- Cows eat up to 8 times a day! Their feed is a combination of hay and silage and they can consume 80 pounds of feed a day.
- Cows love cereal, just like you! They also like potato chips and cottonseed.
- Cows drink 30 to 40 gallons of water each day, about a bathtub full.

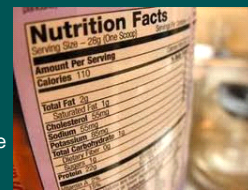
- They produce 90% of the milk in the world. A healthy cow gives about 200,000 glasses of milk in her lifetime. Milk is 87% water and 13% solids.
- One cow can produce 30 gallons of manure a day. One cow's waste can produce enough electricity to light two 100-watt light bulbs 24 hours a day.
- Milk is at 95 degrees Fahrenheit when it comes from the cow. It is then cooled at 39 degrees to avoid growth of bacteria.
- There are 207 bones in a cow's body.
- A cow is full grown at 3 years old, and produces milk when 2 years old.
- A cow spends 13 hours a day lying down.
- There are more cows than people in New Zealand, Australia, Brazil, and Ireland!



The Art Of Successful Labelling

Since the 1970's, there has been a major shift in the label technology used by the packaging industry. Today, self-adhesive labels dominate all label usage along with an increasing use of non-paper labels. This has helped to meet the growing demand for new ways to label plastic bottles and containers.

High annual growth of plastic bottles and containers, requirement for compatibility of labels and bottles due to waste and recycling issues, demand for clear, no label look packaging along with the ability to provide white, coloured, soft and smooth, shiny or pearlescent surfaces, and the need to provide moisture, chemical or performance labels in demanding applications, all have led to the growth of non-paper labels.



Each label provides a different label solution. When choosing a label type, the following factors can be taken into consideration:

- Cost of label material
- Cost of printing like number of colours
- Visual appearance and image of the label
- Durability of the label
- Production flexibility (ease and speed of label line change over)
- Environmental considerations like recycling, returnability, waste disposal
- Quantity required
- Performance needs of the label
- Information needs of the label
- Security features



Based on the factors that you have taken into consideration, you will find that there is more than one labelling solution available, and your decision can be based on what you want to achieve most out of your label. Our turnkey solution consultation from label design, to manufacturing and application is just a phone call away.

Call free at 0800 XACT 4U to speak to our Xpert Consultants or click [here to email us](#).

Xact Labelling And The Dairy Industry

Xact has been catering to the dairy industry in New Zealand and Australia since its inception. We have developed exclusive label products that meet the specialised needs of the industry with highest quality standards. These include, but are not limited to:

- **Weather Resistant Labels** – if your labels need to be weatherproof or stain, scuff or fade resistant, then these labels are for you. Their special properties include resistance to prolonged sunlight or to assorted chemicals without falling off or fading.
- **Freezer Labels** – our freezer labels stick and remain stuck in a chiller, freezer, delivering excellent performance in cold temperatures.
- **Booklet Labels** – are the ideal labelling solution for products with insufficient space for information or when information needs to be conveyed in different languages. They are also a great technique to run promotions for your product like prizes, discount vouchers, coupons, contests, recipes, scratch and win games.



Visit our [website](#) for more information on our products and services.

Do Unto Others....

The farmer had been taken so many times by the local car dealer that when the dealer wanted to buy a cow, the farmer priced it to him like this:

Basic cow - \$200
Two-tone exterior - \$45
Extra stomach - \$75
Product storage compartment - \$60
Dispensing device, four spigots at \$10 each - \$40
Genuine cowhide upholstery - \$125
Dual horns - \$15
Automatic fly swatter - \$35
Total = \$595



The Team at Xact Labelling

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Members: Self Adhesive Label Manufacturers Association. Certified ISO 9001

