



The  
**Co-operative  
Difference**



Dairy for life

# Milk Excellence Fact Sheet

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We all play an important part in creating goodness for generations. Our high standards, ongoing improvements and care at every step is what sets our milk apart.

## Why?

Milk Quality is a key driver of value for the Co-op, enabling us to meet market regulations and the expectations of our customers and consumers. When we get our milk quality right, we see improved quality, flavour, functionality, shelf life and yields. Low quality milk puts our reputation at risk, increases the risk of product quality failures and drives up the costs of transport and manufacturing.





## Verification

Through our current systems we have the ability to track and record your milk quality and production information.

## What do I need to do?

For farms that meet Te Pūtake, the next steps are Te Puku and then Te Tihi. These are all about the quality of the milk that you provide to the Co-op.

**To achieve Te Puku, you'll need to achieve Milk Quality Excellence on at least 30 days during the season.** These can be any 30 days; they don't need to be consecutive.

You'll then receive an additional 3 cents for every kgMS supplied during the season that meets the Excellence standard. This payment is in addition to the base price, and the Te Pūtake component of The Co-operative Difference payment.

Te Tihi is about celebrating those in the Co-operative who consistently deliver the highest quality milk. **To achieve Te Tihi, a minimum of 90% of the days that you supply milk during the season must be at the Excellence standard.**

There is no additional payment for Te Tihi, it is simply the Co-op recognising those at the top of their game.

## Frequently Asked Questions:

### Q. What does Milk Quality excellence mean?

Milk Quality excellence for your milk means that every parameter tested on that day returns results in the Excellence category.

### Q. What is the new Milk Quality Framework?

To find out more about the Milk Quality Framework [click here](#).

### Q. Can I find out how my current milk quality would compare under the new Milk Quality Framework?

Your area manager can provide you with a report that shows how your farm would perform against all of The Co-operative Difference achievements based on the data that we currently have.

### Q. Will my farm receive the 3 cent payment for the milk supplied prior to the 30 days of excellence trigger being achieved?

Yes, the payment applies to all excellence quality milk supplied during the season.

### Q. What's happening to Grade Free?

The Grade Free Programme in its current form has been discontinued. Milk quality will be recognised through Our Next Steps, the reward and recognition component of The Co-operative Difference. Te Tihi, the highest level of achievement, is reserved for those farms who deliver the highest quality milk to the Co-operative.

### Q. Will we continue to recognise Merit, Gold and Legend status of the outgoing Grade Free programme?

Merit will no longer continue. However, given the significant achievement of both Gold and Legend, these will be recognised for farms that achieve Te Pūtake or above through inclusion of the status on the certificates.

### Q. What happens if I am on skip day collection?

If your farm achieves Milk Quality Excellence for 15 collections in 30 days (skip day collection) then you will have achieved 30 days of Milk Quality Excellence (Te Puku).

### Q. I have two farms and on average they achieved 90% of Milk Quality Excellence days, however one of these farms was only 85% and the other was 95%.

Milk quality ratings and The Cooperative Difference payment is calculated per supply number.

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## Support

To find out what constitutes as Milk Quality Excellence, [click here](#) to view the new Milk Quality Framework. Alternatively, you can talk to your Area Manager or call the Service Centre on:

**0800 65 65 68**