

## SIR ARTHUR WARD AWARD 1989

---

This Award of the New Zealand Society of Animal Production recognises "excellence in the communication and application of the principles of animal production". The 1989 presentation has been made to Gallagher Electronics Ltd because the Company has been successful in promoting the application of "integrating animal control with pasture control" to produce animal-pasture interactions which maximise productivity and pasture utilisation. These principles are the crux of economic grassland farming. New Zealand's leadership in the development and utilisation of these grassland systems is well recognised.

But fencing is an integral part of animal control to improve pasture utilisation. The development of effective electrical fencing in terms of animal control, cost and convenience, is widely associated with Gallagher Electronics Ltd. The Gallagher name has been to the fore in development of improved agricultural systems since the first company was formed by Mr A.W. Gallagher in 1938. There was always an interest in electric fences for animal control as a pre-requisite to improved pasture utilisation and pasture control.

The rapid development of the high power, low impedance form of electric fencing did not occur until the 1960s. This was when Mr D.S.M. (Doug) Phillips, a Ruakura scientist, introduced electronics technology into electric fencing. In association with Gallagher Electronics Ltd these new concepts were incorporated into fencing systems to increase their effectiveness and adaptability, improve their ease of use and reliability, and reduce their cost. These developments coincided with other research at Ruakura Research Station and Whatawhata Hill Country Research Station, which demonstrated the advantages of carefully regulating pasture intake for cows and sheep during the pre-partum winter period to consequently increase pasture availability after calving or lambing.

It is noteworthy that two previous presentations of this Award were to those associated with these research developments and application involving intensive animal control to regulate pasture intake

and achieve high levels of pasture utilisation. The 1982 Award was to M.E. Smith and W.D. Short in recognition of "the application of technology towards the design and adoption of a highly successful system of grazing management for North Island hill country farming". This system indicated the use of the electric "sheep fence". Although the 1984 Award primarily recognised D.G. Clayton's extension activities, a feature of his expositions on dairy herd management was the importance of using simple forms of fencing which allowed animal control and therefore more effective pasture control.

It is to the credit of Gallagher Electronics that the technological developments produced by Doug Phillips were successfully commercialised. The Company's products are currently exported and marketed to over 100 countries. More importantly, the Company actively promotes the principles of grassland farming. Rotational grazing with effective use of electric fencing can now be seen in many countries because of this Company's promotional activities. These have included use of the Society's publications and others from Ruakura and Massey University. Overseas visitors to Gallagher Electronics frequently include Ruakura and Whatawhata in their itineraries. A recent example of the Company's commitment to promoting the principles of animal production from pasture so successfully developed in New Zealand was the 50th Jubilee conference held in Hamilton in 1988. It was attended by delegates from more than 20 overseas countries and was addressed by scientists from Ruakura, Whatawhata and DSIR Grasslands Division.

Gallagher Electronics has been a strong supporter of the Society's activities. This support has included sponsorship at the Society's Dairy Production Conference in 1982 and the 4th Asian Australasian Animal Science Congress in 1987. The Company has also funded New Zealand speakers to the World Conferences on Animal Control and meetings of Grasslands Societies.

The presentation of the Award to Mr W.M. Gallagher on behalf of Gallagher Electronics