



FUELLED

NEWSLETTER

MARCH 2022

THE CHALLENGE OF FUEL PRICING COUPLED WITH FREIGHT COSTS

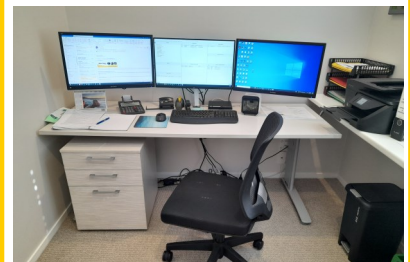
Fuel prices continue to rise with the cost of a barrel being at a seven year high and alongside this freight costs are following the same trajectory. We live in and rely on an international environment and with this comes the challenge of insecurity because so much lies well beyond our control. With oil producers working to a plan to replace the drop in consumption they faced during the Covid-19 pandemic it is unlikely that production will be increased any time soon despite calls from major world leaders to do so. Further pressure is added because there has not been the same level of investment in exploration and apparently 2021 saw the least amount of oil discovered in 75 years. Along with all of this the emissions trading scheme levy in New Zealand is likely to rise further and so add further to the taxation included in fuel costs.



New Zealand's primary industries rely heavily on diesel to keep the large machinery used in sectors such as agriculture and forestry running. This naturally has a flow on effect when the transport sector is included because it provides the much needed delivery of produce and products. Therefore, the cost of producing goods and getting them to market increases and we are all hit in the pocket. McFall Fuel has not put its prices up despite the challenges being faced because we are acutely aware that our customers have suffered through the lockdowns and the ongoing impact of Covid. The challenge for all of us is how long will this current geopolitical situation continue, especially if we add in the war between Ukraine & Russia. This is why we are all looking to see the oil producers change their plan.

OUR EYES ARE ON BUSINESS CONTINUITY

McFall Fuel is classified as a critical business but that does not stop the impact of Omicron. Over the past week some McFall Fuel staff with youngsters in daycare, at Primary School and at High School have been faced with their children being given close contact status. This is also reflected in the country's percentage of cases which have fallen among people aged between 10-19 years of age and those aged between 20-29. We have a number of strategies to remain operational with the constant aim of doing our absolute best to meet customer needs. But the real key to success will be working together to keep our businesses running as smoothly as is possible. We have taken the



Set Up and Ready to Go at Home

precaution of having some staff work from home and created larger spaces between desks for those working in the offices to reduce the risk. Drivers have been asked to minimize contact. But we still may not be able to stop someone bringing Omicron into the workplace even with masks, temperature checking, and RAT's. Being constantly aware of where we go, what we do, and who we are with is the best any of us can do.

DAIRY INDUSTRY AWARDS IN TARANAKI



Area Sales Manager, Kylie Northcott attended the Taranaki Dairy Industry Sponsors Evening, where contestants had the opportunity to 'speed date' with sponsors and a meet and greet evening late last year. "The trainee section

had the most entrants and the majority of them were young women entering for the first time," said Kylie. "It was interesting talking to them and finding out their reasons for entering." The Regional Awards Dinner will be held on March 30 in Hawera and the numbers attending have been allocated to meet the needs of the red traffic light system. For those unable to attend a Facebook livestream will be available. The three categories celebrating excellence are Share Farmer of the Year, Dairy Manager of the Year, and Dairy Trainee of the Year. McFall Fuel was a sponsor of the Hawkes Bay & Wairarapa Awards last year and this year is supporting the Dairy Industry Awards in Taranaki. McFall Fuel wish all of the competitors well in this demanding competition which is designed to encourage the growth and development as well as challenge the next generation of farmers.

What's Happening @ McFall Fuel

MCFALL LOYAL OFFER EXPANDS



Christmas 2021 saw a number of our customers on loyalty looking at the possibility of buying Gift Cards as a thank you to their staff for Christmas. Lara Griffin who is responsible for McFall Loyal was pleased to see an opportunity arise at the beginning of the New Year. "We can now add the following gift cards to our McFall Loyal offer—bp, Farmers, Mitre 10, and Noel Leeming. These gift cards can be purchased for anywhere between \$20 and \$1000. It is so exciting to be adding to our current offer which is extremely popular with our loyalty customers," said Lara.



RECYCLING & RE-USE PROUD OF GAINS MADE

Roger Refill was developed to inspire a change in behaviour back in 2018 when we decided to formalise our collection of the empty plastic oil containers from customers to look after the environments that they worked in. "We have certainly come a long way since the collection of the plastic containers began," said Lubricant Manager Rick Williams, "we now have become much more organised and many of our customers have their used containers stacked ready for collection when we arrive." On return, the Roger Refill sticker was marked off to show the number of times the container

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RECYCLING TEAM!



was returned. The sticker will soon be replaced with a cow tag to make it easier for the Lubricant Reuse & Recycling Team to keep the tallies going for each container. "The implementation of the new tags will save time, increase accuracy, and save the need for the Roger Refill sticker. The sticker has clearly got the positive environmental message out there," said Adrian Triggs, the Lubricant Decant & Recycle Operator. "30,000 containers collected annually and reused or recycled is most impressive."

THE SAFETY & WELLNESS TEAM PROVIDE SUPPORT

When the McFall Fuel Safety & Wellness Team (Kora Awhina) got going this year little did they realise that one of their suggested positive approaches to support fellow team members would be rolled out so quickly. With Omicron now rising some families are finding that they need to self isolate. The Team drew together an Omicron Support Group in each Region so that if assistance was required with food collection, medical supplies, and anything else there was a team member who could be contacted to help.

Staff faced with household contacts, who are able to work from home, have had their computers delivered to their homes so that they are not prevented from continuing their daily tasks and are able to keep busy. As Area Sales Manager Ann Morrissey said, "it was nice to be able to get the computer to a team member as quickly as possible to reassure them that they are a valued member of the Team and at the same time make them aware that if they need anything else we are here to help."



McFALL LOYAL

The Complete Package

