

# Regional Delivery Plan 2025: Mid-Northern North Island

Powered by your local B+LNZ Farmer Council

## Your Regional Team

MNNI Extension Manager: Laura Davis  
 Regional Extension Coordinator: Rachel Jukes  
 Partnership Manager: Julia Jones  
 MNNI Farmer Council Chair: Ian Evans  
 MNNI Farmer Council Deputy Chair: Jon Sherlock  
 Extension Team Manager – North Island: Jason Griffin

## What we are doing

Our MNNI Regional Delivery Plan purpose is to address our farmers needs, providing tools, information and support to create confidence, engagement and change so our farmers have profitable and sustainable futures.



Focus area

## Technology and Innovation

<b>Why</b>	Technology and innovation enables a lift in on-farm profitability through efficiency. We need to drive change through showcasing new technology and support adoption to drive innovation and change in farm systems
<b>We will measure progress through</b>	<ul style="list-style-type: none"> <li>• Area (ha) farmed in Sheep and Cattle.</li> <li>• EBIT</li> <li>• Feedback on intention to act following events.</li> </ul>
<b>Workshops</b>	Dairy Beef
<b>Field Days</b>	Dairy Beef BOP Farming for Profit programme
<b>Focus Groups</b>	Management Systems Group
<b>Other Activity</b>	Innovation Group; Solving Sector Challenges.



Focus area

## Systems / Environment

<b>Why</b>	By optimising land class use and having best systems in place we give our farmers a path forward. We need to support farm business planning and benchmarking.
<b>We will measure progress through</b>	<ul style="list-style-type: none"> <li>• EBIT; \$/ha</li> <li>• # Farms with business plans.</li> <li>• # Farms FAP+ accredited</li> </ul>
<b>Workshops</b>	Trees within Farms Wormwise Advanced
<b>Field Days</b>	Integrating Trees for Farm Business resilience Monitor Farm – Te Pahu Hub Farm – North King Country
<b>Focus Groups</b>	Farm Business Planning Group
<b>Other Activity</b>	<ul style="list-style-type: none"> <li>• Monitor Farm</li> <li>• Hub Farm – Whatawhata</li> <li>• BOP Farming 4 Profit Programme</li> </ul>



Focus area

## Wellbeing and People

<b>Why</b>	Our farmers are dealing with high stress and low confidence. We need to drive confidence, engagement, and change.
<b>We will measure progress through</b>	<ul style="list-style-type: none"> <li>• B+LNZ Farmer Confidence survey</li> <li>• Event Attendance</li> <li>• # of events providing farmer connection time</li> </ul>
<b>Workshops</b>	<ul style="list-style-type: none"> <li>• Farm Business Planning</li> <li>• Farm Business and Succession</li> </ul>
<b>Field Days</b>	Providing time for Farmer to Farmer connection at our events. Using farmer case studies and panels to share learning.
<b>Other Activity</b>	<ul style="list-style-type: none"> <li>• Generation Next Programme</li> <li>• Women in Ag Event</li> <li>• Men in Ag Event</li> </ul>



Focus area

## Financial

<b>Why</b>	With the current financial environment we need to help farmers better understand their finances to support business resilience and sustainability.
<b>We will measure progress through</b>	<ul style="list-style-type: none"> <li>• EBIT</li> <li>• RDP interviews in 2-5 years; farmer sentiment around financial performance and control.</li> <li>• Area (ha) farmed in Sheep and Cattle.</li> <li>• Revenue streams in farm businesses</li> </ul>
<b>Workshops</b>	<ul style="list-style-type: none"> <li>• Ladies law and investment</li> <li>• B+LNZ Mastering your Farm Financials</li> <li>• Rabobank Financial Skills</li> <li>• Ballance Making you Fertiliser Dollar go Further</li> </ul>
<b>Focus Groups</b>	Financial Management – Budgeting for Business Results



Focus area

## Production

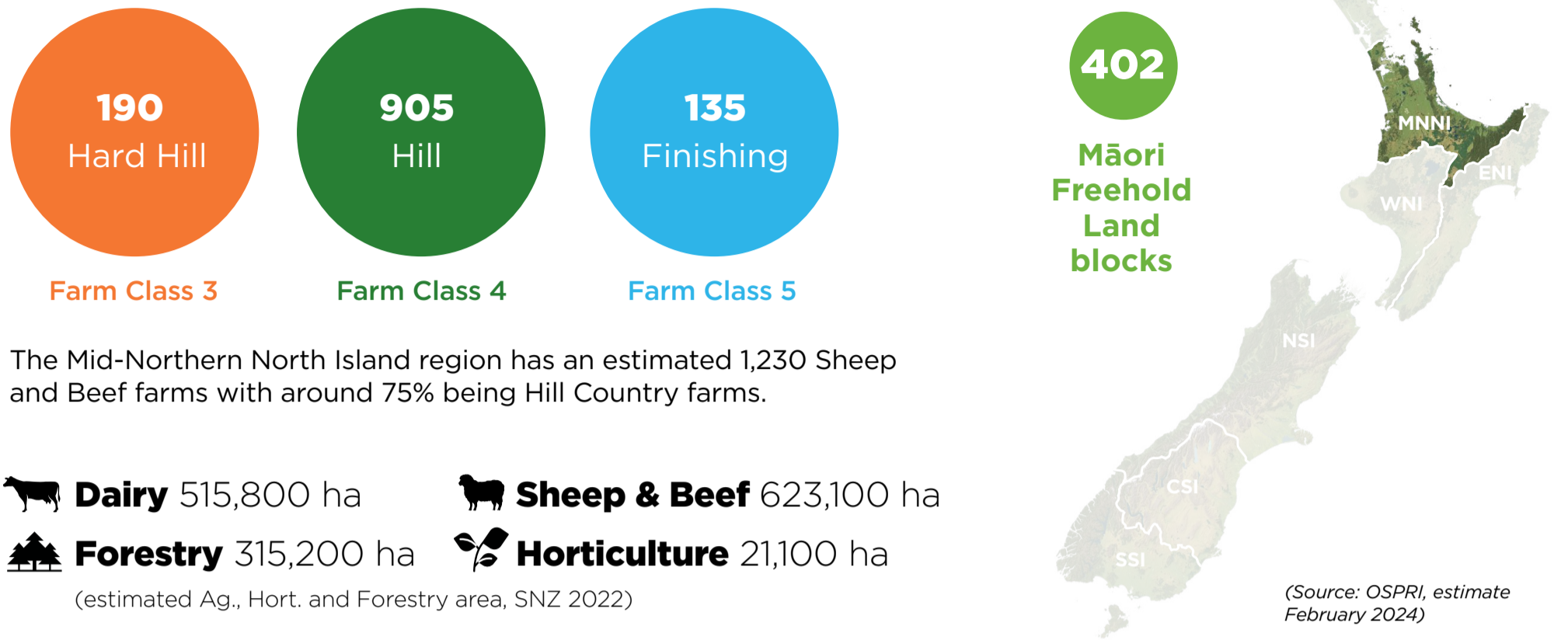
<b>Why</b>	Production drives profitability. We need to support farmers benchmarking to understand opportunities.
<b>We will measure progress through</b>	<ul style="list-style-type: none"> <li>• Calving and lambing % increase</li> <li>• CWT/ha</li> <li>• Pasture utilisation:                             <ul style="list-style-type: none"> <li>– kgCWT/kgDM</li> <li>– Cents Return/kgDM</li> </ul> </li> <li>• EBIT</li> </ul>
<b>Workshops</b>	<ul style="list-style-type: none"> <li>• Better ram buying</li> <li>• Growing great lambs</li> <li>• Stretching your Fertiliser Dollar</li> <li>• Wormwise</li> <li>• Ewe BCS and Feed budgeting</li> <li>• Benchmarking</li> <li>• Better Beef Breeding</li> <li>• Feed Budgeting</li> <li>• Dairy Beef</li> </ul>
<b>Field Days</b>	AgResearch – Farming with Science Hill Country Profitability Monitor Farm – Te Pahu Hub Farm – North King Country
<b>Focus Groups</b>	Feed and Forage Management Group
<b>Other Activity</b>	BOP Farming 4 Profit Programme

Note: Detail of planned delivery may need to change in response to seasonal events

**For all event details and dates visit [www.beeflambnz/events](http://www.beeflambnz/events)**

# Mid-Northern North Island Regional Overview

B+LNZ Insights Team May 2024



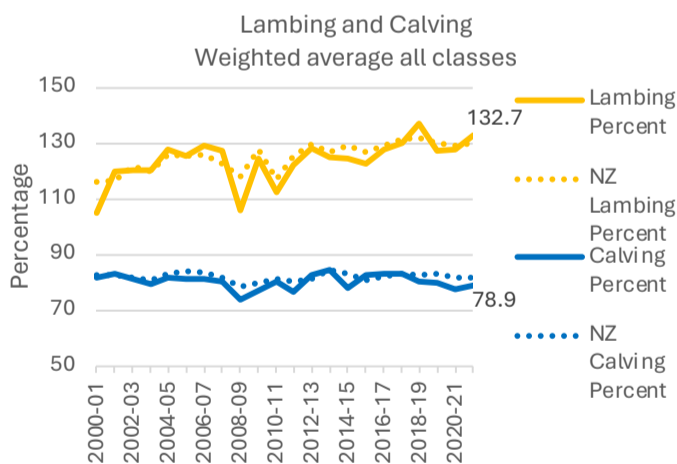
## Farm Characteristics by Farm Class

Average B+LNZ Waikato-BoP\* 2021-22 (Sheep and Beef Farm Survey)

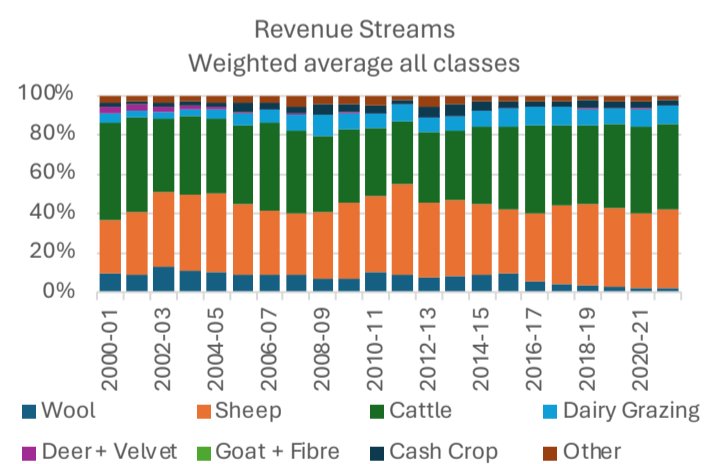
	Average Farm size Total ha	Average Area Grazed +Cropped ha	Sheep At open SU	Beef Cattle At open SU	Total livestock At open SU	Stocking rate SU/ha	EBITRm \$ per Farm	EBITRm \$ per ha	Sheep: beef ratio SU	Lamb Sales Prime %
<b>Farm Class 3</b>	1,083	822	3,791	2,489	6,331	7.7	318,304	387	60:39	42
<b>Farm Class 4</b>	453	364	1,235	1,842	3,527	9.7	214,175	588	35:52	55
<b>Farm Class 5</b>	256	203	766	1,721	2,668	13.1	234,916	1,157	29:65	82

**Area** The average size of commercial sheep and beef farms increased over the past 20 years, mostly driven by Hard Hill farms increasing from around 600ha to 1,000ha on average. The average size of Hill country and Finishing farms increased over this period but not by the same degree as Hard Hill country. In 2021-22, there were fewer Finishing farms (than 20 years earlier) due to land use change to dairying, hort. and urban sprawl. **Stock Units** The average number of total SU per farm increased in the past decade with beef cattle up and sheep down. The current sheep:beef ratio is estimated at 41:50 (41% sheep SU). Profit has trended down since 2021-22 with lower farm-gate prices and high expenditure. Prime sales vary between seasons depending on climatic conditions.

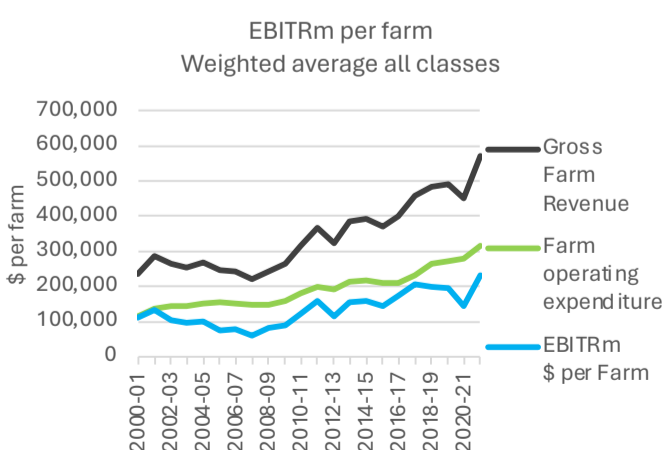
## Farm performance



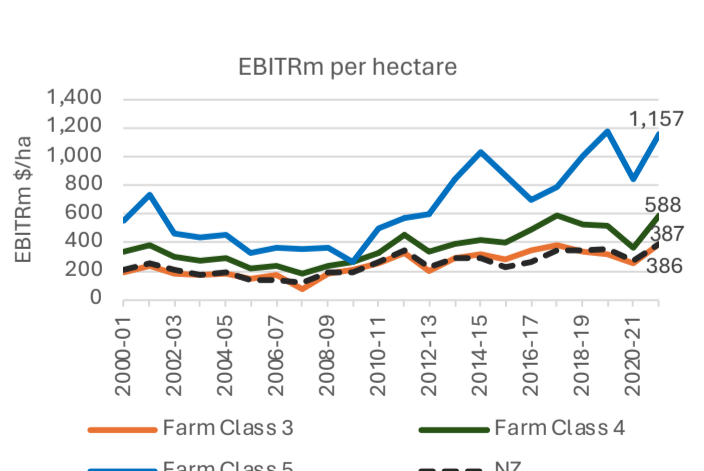
Lambing percentage has increased with variation between seasons and was slightly below the NZ average. Calving percentage has been relatively flat over time and slightly less than the NZ average in recent years.



Mid-Northern North Island farms earn 85% of gross farm revenue (GFR) from sheep and cattle (including wool) on average. Around one-quarter of farms have dairy grazing revenue. Cash crops and other revenue combined was 5% of GFR in 2021-22.



EBITRm per farm in 2021-22 was \$232,500. Farm operating expenditure (FOE) decreased in 2023-24 as farmers cut costs with falling revenue and high farm input prices. Total farm expenditure is forecast to have increased over the same period - interest expenditure is not included in FOE.



On average, Finishing farms typically had the highest EBITRm/ha over time, while Hill Country farms performed above the NZ average. Farm profitability decreased in the two seasons following 2021-22 with lower sheep revenue and high farm expenditure.

Source: B+LNZ Sheep and Beef Farm Survey. The B+LNZ Waikato-Bay of Plenty survey region is presented here as it largely aligns with the Mid-Northern North Island Electoral District. \*EBITRm=earnings before interest, tax, rent and management wages. It allows farms to be compared on a debt-free, freehold, owner-operator basis.