

# HILL COUNTRY FUTURES

Farmer Perspective series  
*Introduction*



The Hill Country Futures Partnership programme is co-funded by Beef + Lamb New Zealand (B+LNZ), the Ministry of Business, Innovation and Employment (MBIE), PGG Wrightson Seeds and Seed Force New Zealand. As part of the programme, we set out to find out what is happening in hill country farming and what its future might be. To do this, we needed to hear directly from the people and organisations in this sector.

We talked with almost 300 people in 170 interviews and six focus group discussions between July 2019 and March 2020. The Farmer Perspective series is a summary of some of the biggest issues that were identified during our interviews.

## Who did we interview?



<b>169</b> total farmers	Representative farmers
	Innovating farmers
<b>16</b>	Beef + Lamb New Zealand assistors
<b>39</b>	Service providers and consumers
<b>14</b>	Policy and governors
<b>60</b>	Observers and influencers

*Farmers are at the centre of hill country farming so it's critical to hear their perspectives about the future of the sector.*

We listened to farmers, farm advisors, decision-makers and observers involved in hill country farming.

## Who were the farmers?

### 169 farmers

Farm owners, farm owner/operators, farm managers, stock managers, and shepherds. The sample included:



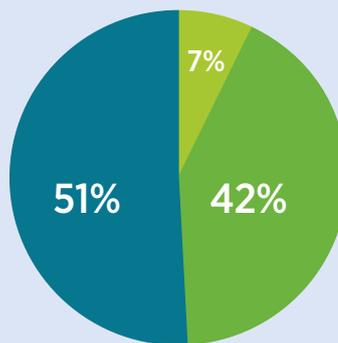
**Multigenerational and first generation** farmers



**A variety of ownership models:** Owner/operator, companies, trusts, and equity partnerships



Farmers with **high debt** and farmers who were **debt free**



#### **Trainee farmers**

From agricultural colleges

#### **Innovating farmers**

Identified as innovators, or community leaders

#### **Representative farmers**

Randomly selected farmers from throughout New Zealand

## What were the biggest issues?

Some of the most popular topics raised by farmers have been included in this Farmer Perspective series.

*Barriers and opportunities to on-farm environmental action*

*Economic diversification*

*Vision for the future: 2050*

*Next generation of farmers: Succession*

*Regenerative agriculture*



Find out more at [www.hillcountryfutures.co.nz](http://www.hillcountryfutures.co.nz)