

Introducing the Sheep and Beef Farm Survey

Beef + Lamb New Zealand's Economic Service has been collecting data and providing analysis for over 70 years. Its Sheep and Beef Farm Survey provides sound, factual farm business information and has a reputation for independent, accurate forecasting of industry trends.

What is the Beef + Lamb New Zealand Economic Service?

Beef + Lamb New Zealand (B+LNZ) is funded from your levies on sheepmeat and beef. The Economic Service was established in 1950 by both the

Meat and Wool Boards. Its purpose today remains to "provide credible information and analysis to support better decision making".

Within Beef + Lamb New Zealand, analysts aggregate data received from the Survey and other industry sources. Primary sector information created from the Economic Service is delivered to industry parties via publications, the internet and presentations.

A key source of information for the B+LNZ Economic Service is its Sheep and Beef Farm Survey.

What is the Sheep and Beef Farm Survey and who is surveyed?

The Sheep and Beef Farm Survey is a sample survey of more than 500

commercial sheep and beef farms nationwide gathering information on stock sales, purchases, production and financial account data. This sample is randomly selected and stratified by farm size, location and topography to closely match farm demographics collected by Statistics New Zealand.

The Survey links together physical production with financial returns and the capital structure of farms. Contact with Survey farms during the year provides a continuous source of update information that is incorporated into forecasts.

The Survey does not set standards. However, the Survey does provide a fair and unbiased picture of the situation relating to groups of similar farms, and the sheep and beef sector as a whole.

Sheep and Beef Industry 2023-24



7.1 Million
PASTORAL
HECTARES
FARMED



\$10.3 Billion
EXPORT
INDUSTRY



90%
OF PRODUCTION
EXPORTED



3.6 Million
BEEF
CATTLE



24 Million
SHEEP

Primary sector information created from the Economic Service is delivered to industry parties via publications, the internet and farmer presentations.





What is the Sheep and Beef Farm Survey used for?

The Survey is used to obtain factual data from individual farms to measure production and the financial position of the sheep and beef farm sector. The Survey information is used as an accurate basis for forecasts and to support sound policy positions and decisions for the benefit of the industry.

This information is used by a wide variety of industry participants that include B+LNZ, farmers, meat companies, input supply companies, transport companies, and the media.

What is involved and why do farmers join the Survey?

In addition to an annual farm visit of up to two hours, farmers are surveyed twice by post – at the end of June to update actual stock numbers, and again at the end of lambing to establish lamb crop numbers.

Data is collected by B+LNZ Economic Service Managers who have high integrity and respect for confidentiality. Economic Service Managers have a strong background in farm management and personally process the farm data, which is then aggregated into regional and farm-type groups.

Survey farmers freely contribute physical and production data along with their annual farm accounts.

Farmers recognise their contribution to this industry-good initiative is vital to measuring the wellbeing of the sheep and beef sector.

The good rapport between our Economic Service Managers and farmers also helps Beef + Lamb New Zealand keep in touch with current farmer sentiment.

Survey farmers are first to receive outputs from our analyses and annually receive comprehensive summaries and comparative benchmarking analysis of their performance in the previous season.

All sheep and beef farmers have access to our forecasts, farm facts, regional quintile analyses and customised data delivery.

What happens to data collected from my farm?

Data gathered by the Survey is used in a variety of ways. Much of the work carried out by Beef + Lamb New Zealand – including research and development project evaluation, trade policy and market development, and forecasts – is supported by actual farm data and trends from the Sheep and Beef Farm Survey.

In August, the Economic Service estimates the farm situation for the year ahead, providing key data for meat and wool production forecasts. A mid-season update of this forecast is released in February.

Forecast outputs are released publicly on the Beef + Lamb New Zealand website www.beeflambnz.com/industry-data

The protection of participants' information is one of the cornerstones of the integrity of the B+LNZ Survey and maintaining the cooperation and goodwill of Survey farmers is paramount. B+LNZ does not publish or release information that would allow individuals, or individual farms or farming entities, to be identified. Datasets are only identified by a number.

Can my farm join?

If you are interested in becoming a Survey farm and are approached by Statistics New Zealand or our staff – simply confirm your interest. You may be contacted straight away by one of our Economic Service Managers, or we may keep your contact details on record to approach you in the future.

How long will I be in the Survey for?

Participation is voluntary and you may leave the Survey at any time. About 80 per cent of farms in the Survey continue from one year to the next.

For Survey or forecast Information contact:

Beef + Lamb New Zealand Economic Service, PO Box 121, Wellington 6140
Email: econ@beeflambnz.com



Level 4, Wellington Chambers,
154 Featherston Street,
Wellington 6011, New Zealand
0800 BEEFLAMB (0800 233 352)
www.beeflambnz.com