

B+LNZ Generation Next Programme Introduction

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Meet Your North Island Extension Team





Maria Shanks
 Extension Manager,
 Mid-Northern North Island



Mark Harris
 Lead Extension Manager,
 Eastern North Island
 (North)



Alison Forbes
 Regional Extension
 Associate



Katrina Stead
 Extension Manager,
 Northern North
 Island



Jason Griffin
 Extension Manager,
 Western North Island



Sarah Crofoot
 Extension Manager,
 Eastern North Island (South)

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How does the programme work?

3 modules



Module 1 – Understanding the farming business as a whole

Module 2 – Agri Tools/Technology & Genetics

Module 3 – Meat Appreciation

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Breakdown of Modules



Module 1 – Today – Finance With Lawrence Field

Online Webinar – 4th May 7pm

Module 2 – Agri-Tools & Genetics – 31st May + 1st June, Feilding

Module 3 – Meat Appreciation –Week of 18th July, Hawkes Bay

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Our strategy

Vision

Sustainable and profitable farmers, thriving rural communities, valued by New Zealanders

Priorities



Supporting farming excellence
Our farmers run sustainable, profitable, farming systems.



Championing the sector
Our farmers are celebrated as the world's best red meat producers.



Increasing market returns
Our farmers receive increased value from our sustainable farming systems and natural grass-fed beef and lamb.

The how

We support farmers to achieve this by delivering the world's best research, innovation and extension.

We position the sector to be respected and supported by New Zealanders and have policies that enable our farmers.

We identify and create market opportunities, dismantle barriers, and grow consumer preference for New Zealand beef and lamb.

Key enablers > **Our people | Partnerships | Technology and data**

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Key programmes

- Roll out farm planning to help farmers meet their environment, consumer, business, and regulatory needs
- Partner with Farmer Council to develop and deliver world leading extension
- Partner with Māori to deliver specialised extension programmes
- Support Action/Catchment Groups to accelerate practice change
- Deliver a world class genetics programme
- Develop solutions to address key animal health challenges
- Develop and test future farming systems
- Partner to deliver improved recruitment and training options for farmers

Metrics

- Sector productivity – (TFP) B+LNZ Economic Service
- Sector profitability – (EBIT/ha) B+LNZ Economic Service
- Rate of genetic gain
- 100% of farmers know their emissions and offsets by 2022
- 100% of farmers with active farm plans by 2025

- Improve trust and reputation of red meat producers with New Zealanders
- Advocate on and tangibly influence national and regional policy development, particularly relating to the environment
- Partner with other industries and organisations for greater influence and impact
- Use data and research to explain our farm systems, environmental footprints, and the impacts of policy
- Advocate for and support a trusted, world class livestock biosecurity and traceability system
- Promote continual improvement in animal welfare practice based on sound science

- Improve market access through free trade agreements with the EU, UK and Asia
- Identify and manage risks to our trade access
- Conduct market research and gather insights to understand consumer trends, future market risks and opportunities
- Increase reach and impact of Taste Pure Nature in partnership with farmers and meat processors
- Evolve Taste Pure Nature brand to tell our sustainability story
- Generate increased market returns from dairy origin beef
- Work with processors and farmers to develop and refine consumer assurance programmes

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Our strategy



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Priorities



Supporting farming excellence



Championing the sector



Increasing market returns

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Supporting farming excellence

Goal: Our farmers run sustainable, profitable farming systems

- Roll out of the farm plan
- Partnering Farmer Council on tailored extension
- Support Action Networks & Catchments
- World Class Genetics
- Internal Parasites and Facial Eczema
- Industry recruitment and training



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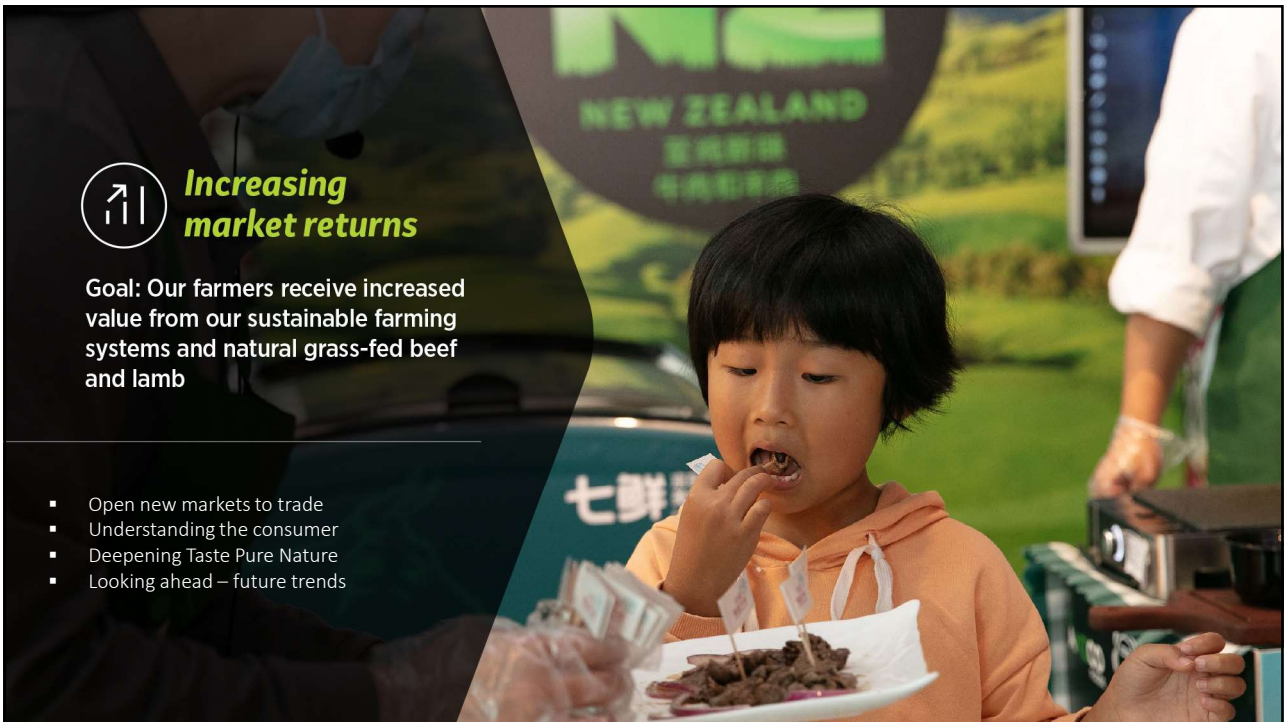
 **Championing the sector**


Goal: Our farmers are celebrated as the world's best red meat producers

Key priorities are:

- Influencing national and regional policies;
- Improving the trust and reputation of our farmers with the NZ public and Government;
- Undertaking research to support our policy advocacy and shift conversations.

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 **Increasing market returns**

Goal: Our farmers receive increased value from our sustainable farming systems and natural grass-fed beef and lamb

- Open new markets to trade
- Understanding the consumer
- Deepening Taste Pure Nature
- Looking ahead – future trends

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The Red Meat Story: Taste Pure Nature



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Some examples of who B+LNZ works with...



- | | |
|-------------------|--|
| Federated Farmers | Federation of Maori Authorities |
| AgResearch | Meat Industry Association |
| Universities | Ministry for Primary Industry |
| Farm Consultants | Ministry of Business Innovation and Employment |
| Meat Processors | Ministry of Foreign Affairs and Trade |
| Regional Councils | New Zealand Trade and Enterprise |
| Primary ITO | Deer Industry NZ |
| DairyNZ | Five Nations Beef Alliance |
| Vets | Tri Nations Lamb Group |



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Weekly E-diary

- Friday morning highlights:
- Upcoming events
- Industry news
- Regional notices
- Topical resources

- You should all be signed up but can stop them anytime



4 March 2022

Hi Sarah,

How are your ewes and rams looking in the lead up to mating? Investing time into preparing both ewes and rams for mating will help maximise scanning percentages and ultimately spring's lamb crop. To find out more about pre-mating management of ewes and rams, check out our ['Making every mating Count' resource](#).

Thanks to everyone who has engaged in the agricultural emissions pricing consultation so far. There are additional webinars being held over the next two weeks if you haven't been able to attend an event yet or have further questions. More details below. You can also [provide feedback online here](#).



Sarah Crofoot
 Extension Manager,
 Eastern North Island
 M: 027 431 7626



See all events

Knowledge Hub

COVID-19 info

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Economic Service Bulletin



Sign up to be at the front of the queue when we release our key economic reports and agricultural forecasts.

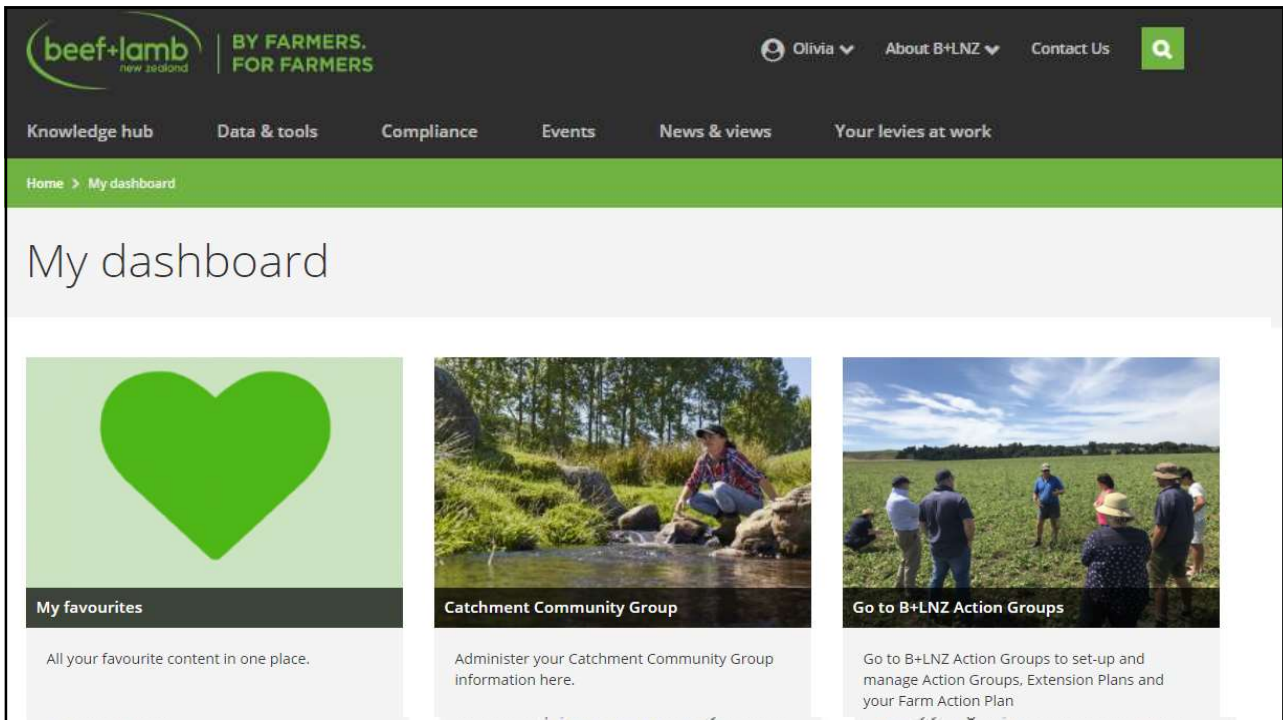
Beef + Lamb New Zealand's Economic Service publishes five bulletins annually, linked to the:

- Lamb Crop
- New Season Update
- Mid-Season Update
- Stock Number Survey
- Cost Movement Report



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How to access the Knowledge Hub

1 Visit www.knowledgehub.co.nz

2 Search by topic using search bar or simply browse the sections

The Knowledge Hub

www.knowledgehub.co.nz

- Learning Modules** - Work through the sections of a module over multiple visits. The average module will take around 40 minutes.
- Videos** - A large selection of videos including conference recordings and webinars.
- Factsheets** - Access hundreds of fact sheets containing valuable information.
- Podcasts** - Collection of audio content from workshops, presentations, meetings, conference calls and other sources.

Feed resources

Scan this QR Code with the camera app on your phone or QR Code reader

To save your favourite factsheets and videos simply create your own dashboard by clicking Login/Register at top of page.

Then simply click the 'heart icon' on any online document to have it added to your personalised dashboard.

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Podcasts

Listen on the go & learn while your busy



- FIND B+LNZ PODCASTS
- on your phone:
 - Open your podcast app and search for Beef + Lamb New Zealand or “Scene + Herd”
- on your computer:
 - Visit our knowledge hub—then click the drop down box to select a relevant topic. Our podcasts will appear near the top and are labelled with the keyword “PODCAST”.



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Alerts to your phone

Regional Focus



Pest Alerts:

Get region-specific texts straight to your mobile phone.

We'll alert you to weeds and pests that affect pastures and feed crops, and give you tips for managing them.

Register now for...

free local alerts suitable for all farm types

when to monitor

how to treat or prevent

access to more detailed information and support

<http://beeflambnz.com/news-events/sign-up/pest-alerts/>

Lucerne Texts:

Get lucerne management texts straight to your mobile phone.

Register now for...

free region-specific information and support
real-time updates to help you get the best out of drought-tolerant lucerne

a direct line to forage information from Professor Derrick Moot, a specialist in lucerne management at Lincoln University

<http://beeflambnz.com/news-events/sign-up/lucerne-texts/>

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Update your subscriptions
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Thank you, your subscription options have been saved.

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Sign me up for

- Register on Beef + Lamb New Zealand Electoral Roll
Have your say on the big issues affecting our industry. To be eligible to vote you need to own sheep or cattle. [Read more](#)
- e-Diary
Sign up for our regionalised weekly farmer newsletter.
- Media Releases
Be the first to get our news and announcements.
- Economic Service Bulletins
Receive our key economic reports and agricultural forecasts.
- Pest Alerts via Text Message
Get region-specific texts to your phone to help you deal with pasture pests and weeds.
- Lucerne Advice via Text Message
Get updates to your phone that'll help you get the best out of the drought-tolerant forage.

Mobile Number *

e-diary Regions *

- Northland and Auckland
- Waikato, King Country, Bay of Plenty

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Question Time



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Buddies and Mentors



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Buddies and Mentors



As part of the programme we operate a buddy system.

- to help share and implement your learnings
- have some accountability
- learn more about working with other people
- enhance your programme experience

You are encouraged to make regular contact with your buddy between modules.

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Your Buddy is



Tyler Morrison	James Gunson	Shaun Holst
Daniel Crosse	John Beech	
Jack Olsen	Simon Dalgliesh	
Ricky Bullock	Guy Lewis	
Laura Bell	Matthew Woods	
Victoria Draper	Dougal Ross	

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What makes a good mentor?



1. They practice what they preach

They won't be perfect but will be able to help you learn what you want to learn. Look for someone who 'walks the walk' on the thing you want to one day be part of

2. They want to invest in you, and you want to invest in them

Mentorship goes both ways. Valuable mentorship happens when both parties are feeding each other knowledge in some way shape or form

3. They know when to push you

A good mentor knows how far to push you and you are going to question it. They should make you feel comfortably uncomfortable = Growing pains

4. They care about you as a human being

A mentorship is about so much more than just "learning" something. A mentorship challenges you as a person, as an emotional being, and that's where the real growth happens

5. They want to see you succeed

A true mentor wants you to know everything they know. They want to teach you so that you can one day take what you've learned and integrate it with your own unique skill sets. Your mentor should be your biggest advocate, the one who you can always go back to and share in those early days of learning. They provide context, and are a reminder of where you first began--and they are proud to have seen you come so far.

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Write down 1 or 2 names of who you are going to approach to be your mentor by May?

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GOAL SETTING



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Goal Setting



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We want to see your dream picture

As individuals draw a picture that represents their life in 10 years' time. – What would it look like? (10min)

Pair up with buddy and share that picture. Your buddy needs to notes down the key things said about the picture (5min each)

Individually using the buddies view of the picture write goals to how you will achieve those outcomes and link alter goals sheet brought with you (10min)

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