

# B+LNZ Generation Next Programme Introduction

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## Meet Your Local 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, Feilding

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# Our strategy




By Farmers. For Farmers™




**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.

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

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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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**Vision**

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



**Priorities**



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**Priorities**



**Increasing market returns**  
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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 programmes
- 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

**Key programmes**

- 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 footprint, 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

**Key programmes**

- 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

**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

**Metrics**

- Ongoing tracking of New Zealand consumer trust and reputation
- Quarterly survey of farmer confidence and satisfaction with B+LNZ
- Tangible examples of positively influenced policy

**Metrics**

- Awareness and preference measures - brand tracking
- Case studies on volume and value gains attributable to Taste Pure Nature
- Tariff savings

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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 Ed diary

- We write a user-friendly email newsletter every Friday to highlight upcoming events, industry news, farming case studies, and topical resources for your farming business. It's the easy way to stay in touch with what's happening in your local farming community.
- You will all be signed up if not already and can stop them anytime.



25 March 2022

Hi Renee,

Recently Charlotte Westwood, a veterinary nutritionist with PGG Wrightson, spoke about the factors that can contribute to autumn ill thrift. These included abrupt dietary changes from poor quality to high quality forage. Pasture growth following autumn rains is often low in dry matter and fibre, yet high in protein and water-soluble carbohydrates. Rumen and other gastrointestinal changes need to be made before an animal can make the best use of this feed. Introducing baleage and hay will help with the transition, as does building higher pre-grazing pasture covers which contain more dry matter and will be lower in protein. [See our story](#) with links to the Farming for Profit webinar recording.



**Jason Griffin**  
Extension Manager,  
Western North Island  
M: 027 431 0225



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.

<https://beeflambnz.com/data-tools>

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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## The Red Meat Story: Taste Pure Nature



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# How to access the Knowledge Hub

- 1 Visit [www.knowledgehub.co.nz](http://www.knowledgehub.co.nz)
- 2 Search by topic using search bar or simply browse the sections

## The Knowledge Hub

[www.knowledgehub.co.nz](http://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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Knowledge hub | Data & tools | Compliance | Events | News & views | Your levies at work


Home > My dashboard

## My dashboard




**My favourites**

All your favourite content in one place.



**Catchment Community Group**

Administer your Catchment Community Group information here.



**Go to B+LNZ Action Groups**

Go to B+LNZ Action Groups to set-up and manage Action Groups, Extension Plans and your Farm Action Plan

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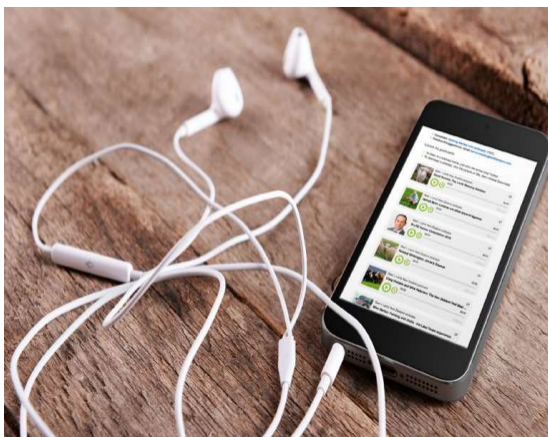
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## Podcasts

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

### 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

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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



Cody Crow	Daniel Clayton
Robbie Angus	Amanda Gerke
Sarah Alexander	William Ellis
Scott Gibbs	Sarah Maxwell
Lisa Frew	Lachlan Hopkins
Kristina Illston	Hamish Stewart
Ray Hirst	Mary Bartlett
Zayn Jones	Guido Cousins
Harrison Prebble	Kate White
Henry Wilson	Jack Edington

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## What makes a good mentor?



### 1. They practice what they preach

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

### 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

### 4. They want to see you succeed

A true mentor wants you to know everything they know.

Your mentor should be your biggest advocate, the one who you can always go back to and share in those early days of learning and they are proud to have seen you come so far.

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Write 1 or 2 names of who you are going to approach 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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