

BEEF + LAMB NEW ZEALAND

AGINNOVATION CONFERENCE

2021





Welcome to AGINNOVATION₂₀₂₁

It's great to welcome you to this premier farming event, designed to share ideas, stimulate thinking, and deliver farm-focused information that you can apply to your farming business.

AgInnovation 2021 brings a fresh line-up of high calibre speakers that includes fellow farmers, scientists and business specialists.

With a theme of 'Resilience in a changing landscape', the conference opens with the inspirational Melissa Clark-Reynolds sharing her futurist view on new technologies and societal change.

You'll then make your pick from our Pick 'n' Mix concurrent presentations and workshops. These feature a spread of topics ranging from new science and technology to tackle facial eczema, to navigating a changing global environment buffeted by the COVID-19 pandemic, rising protectionism and consumer concerns around climate change and sustainability.

You'll also have an opportunity to hear about the innovative plastic alternative made from course wool and Logan Williams's willingness to explore new opportunities.

The conference closes with keynote speaker Gilbert Enoka, internationally renowned for his 19 year history with the All Blacks, first as their mental skills coach and now as manager.

Enjoy your day

Western and Eastern North Island Farmer Councils



Programme

Room 1 = Silks
Room 2 = Marton/Feilding
Room 3 = Terraces



Pick N Mix Sessions
 40 min total time
 per session

9.15am Registration and morning tea

10.00am Welcome

10.10am Introduction
 Andrew Morrison, B+LNZ Chair

10.30am Opening keynote speaker
 Melissa Clark-Reynolds, former B+LNZ Independent Director

11.15am Pick N Mix Session 1

Room 1: HyperFarm: designing prosperous and sustainable landscapes that meet farmer and community expectations – Dr Seth Laurenson, AgResearch, and Dr Remy Lasseur, AgResearch
Room 2: Sharing our story: how we're building Kiwi pride in the red meat sector – Lee-Ann Marsh, B+LNZ
Room 3: Rural Innovation Lab – James Stewart, Stewart Dairylands, and Mat Hocken, farmer and Nuffield Scholar

12.00pm Pick N Mix Session 2

Room 1: Utilising nature's wonder product, and spreading the goodness of wool – Sam & Sophie Hurley, Honest Wolf
Room 2: Navigating a changing global environment – Steph Honey, Honey Consulting
Room 3: Use of Wiltshires to reduce farm costs – Professor Steve Morris, Massey University

12.45pm B+LNZ Networking Lunch

1.45pm Pick N Mix Session 3

Room 1: The art of invention - Logan Williams, New Zealand Merino
Room 2: What's your vision for resilient hill country futures, and how do we get there? – Angela McFetridge, rural human centred designer and researcher, and Dr. Katherine Dixon, Hill Country Futures Programme
Room 3: New science and technology to tackle facial eczema – Axel Heiser, AgResearch

2.30pm Pick N Mix Session 4

Room 1: Creating solutions for farmers in a changing world – Sarah Adams, Gallagher
Room 2: Knowing your greenhouse gas (GHG) numbers – Ben Hancock, B+LNZ
Room 3: Making positive changes at scale with catchment communities – Roger Dalrymple, Rangitikei Rivers Catchment Collective

3.15pm Closing Keynote speaker
 Gilbert Enoke, All Blacks mental skills coach

4.00pm Networking hour supported by ASB

5.00pm Conclusion

Conference information

Conference venue

Awapuni Function Centre,
67 Racecourse Road,
Palmerston North

Key people

Jason Griffin - B+LNZ Western North
Island Extension Manager
027 431 0225

Sarah Crofoot - B+LNZ Eastern North
Island Extension Manager
027 431 7626

Georgie Cranswick - B+LNZ Regional
Coordinator 027 344 1724

Bevan Proffit - B+LNZ Farmer Council
Chair (WNI) 027 249 0885

Ben Tosswill - B+LNZ Farmer Council
Chair (ENI) 021 192 5715

Registration desk

Please contact the registration desk
for any information or assistance
required during the conference. It is
located in the venue foyer and open
at the following times:

Tuesday 4 May 9am – 5.00pm

Parking

All day parking is available free at the
venue.

Name lanyards

For security reasons and entry to all
conference sessions, name lanyards
issued at registration should be worn
throughout the conference. We would
appreciate at the end of the day if
you could please return these to the
reception desk for us to use again.

Mobile phones and pagers

Please silence or switch off all mobile
phones or pagers during conference
sessions.

Dress code

The conference dress code is tidy
casual.

Smoking

Smoking areas are provided outside
the venue. No smoking inside.

Valuables

Please keep your valuables safe.
The organisers of the event cannot
be held responsible for any loss or
damage to personal items while
attending. Any found property should
be handed to a B+LNZ staff member
or to the registration desk.

Catering

Tuesday 4 May: morning tea, lunch
and networking hour canapes.
Delegates with special dietary
requirements, who advised us prior
to the event, should make themselves
known to serving staff at each meal
and refreshment break.

Liability



In the event of circumstances
beyond the control of the conference
organisers, no responsibility will be
accepted for any losses incurred.

Recording and audio of presentations

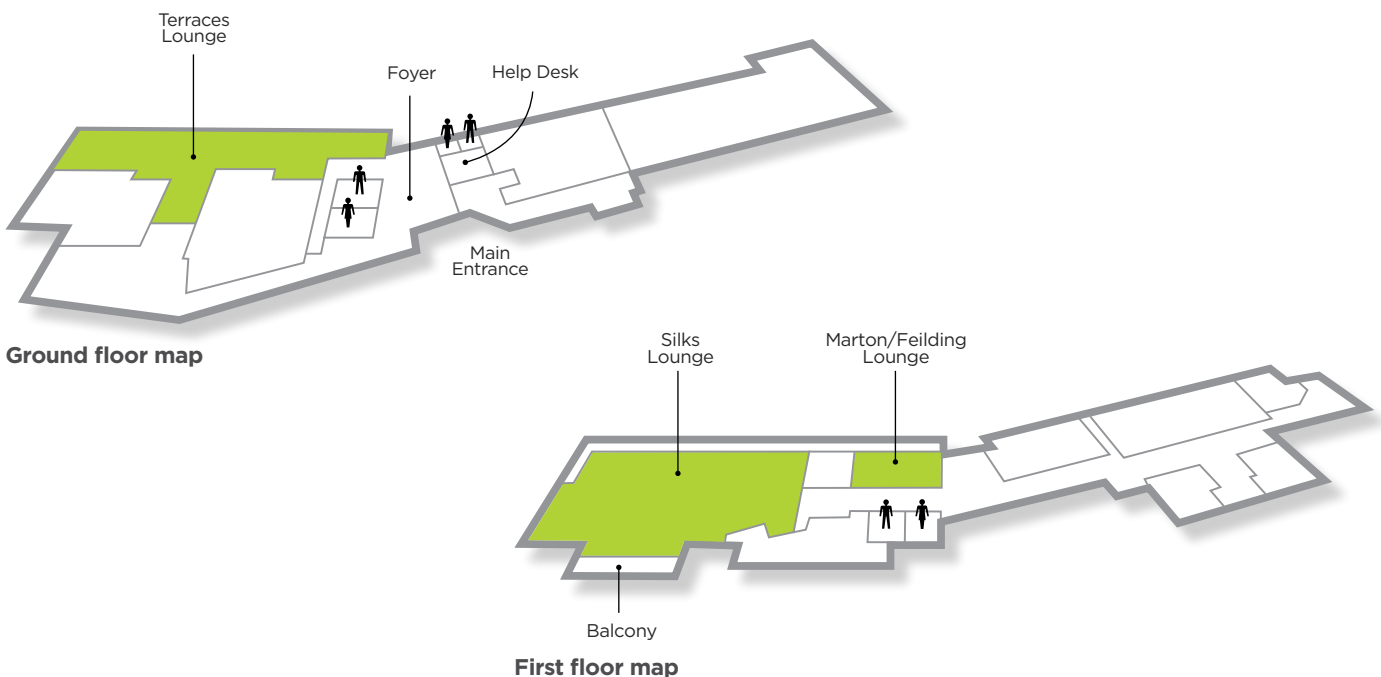
All attendees please respect the
content of the presentations on the
day and do not record any visual or
audio of the conference. Beef + Lamb
New Zealand (B+LNZ) will endeavour
to provide recordings of some
sessions on their website following
the conference once the relevant
permissions have been granted.

To ask questions using slido
scan here:



Join the conversation on social media using #AgInnovation2021  @nzbeeflamb  @beeflambnz  @nzbeeflamb

Venue map





Health & Safety

Please report to the reception on your arrival and note there will be a B+LNZ staff member on site at all times during the event.

The B+LNZ Health & Safety point of contact for the AgInnovation conference is Jason Griffin **027 431 0225**. All incidents, accidents, injuries must be reported to the B+LNZ Health & Safety point of contact.

There are elevators to all upper levels. Please use these if for any reason the stairs are unsuitable for your purposes. In the event of evacuation, please use the stairs only.

While on site please remain in the areas in which the B+LNZ AgInnovation event is held.

Comply with all posted signs in the building and car park.

Please be aware other contractors and organisations are using the building at the same time. B+LNZ have no control over the health and safety provided by other users.

B+LNZ have a Host Responsibility Policy in relation to alcohol at events. This policy is on display at the event; please take the time to read it.

B+LNZ needs to adhere to the government's COVID-19 requirements found at www.covid19.govt.nz. In particular, B+LNZ will need to have the ability to contact trace attendees if anything were to happen.

If you have cold or flu symptoms, please do not attend this event.

The nearest medical centre is: The Palms, 445 Fergusson St, Palmerston North. Phone 06 354 7737

The Palmerston North Hospital is located at 50 Ruahine St, Roslyn, Palmerston North. Phone 06 356 9169

B+LNZ take the health and safety of all delegates seriously. If you should feel unwell, or notice any activity at this event you consider unsafe, please bring it to the attention of a B+LNZ staff member.

Fire or Earthquake Emergency

In the event of a fire, a continuous alarm will sound throughout the building. Please proceed in an orderly fashion to the nearest fire exit. All exits are indicated by Exit signs along with Means of Escape.

Evacuation Notices are displayed throughout the building. The facilities are fitted with manual fire alarm systems. If you should notice smoke,

any person has the authority to initiate the fire alarm without waiting.

Please follow the instructions of the fire warden and Awapuni staff who will be guiding you.

REMEMBER – the first action upon discovering a fire is to raise the alarm and dial “111”.

General Rules for Evacuation

1. Do not attempt to take valuables, bags or other materials with you
2. DO NOT RUN
3. DO NOT use the Lifts
4. Move in single file and not pass others along the route
5. Report immediately to the evacuation assembly point outside the main entrance of the function centre, on the grass
6. DO NOT ATTEMPT TO RETURN TO THE BUILDING FOR ANY REASON until the “all clear” is given by the Senior Fire Officer present
7. In the event of the fire alarm being activated, please follow instructions from the staff

All information provided is correct at the time of printing. The organisers reserve the right to make changes to the programme as necessary.

OPENING KEY NOTE SPEAKER

Thinking about the future:
agrifood sector

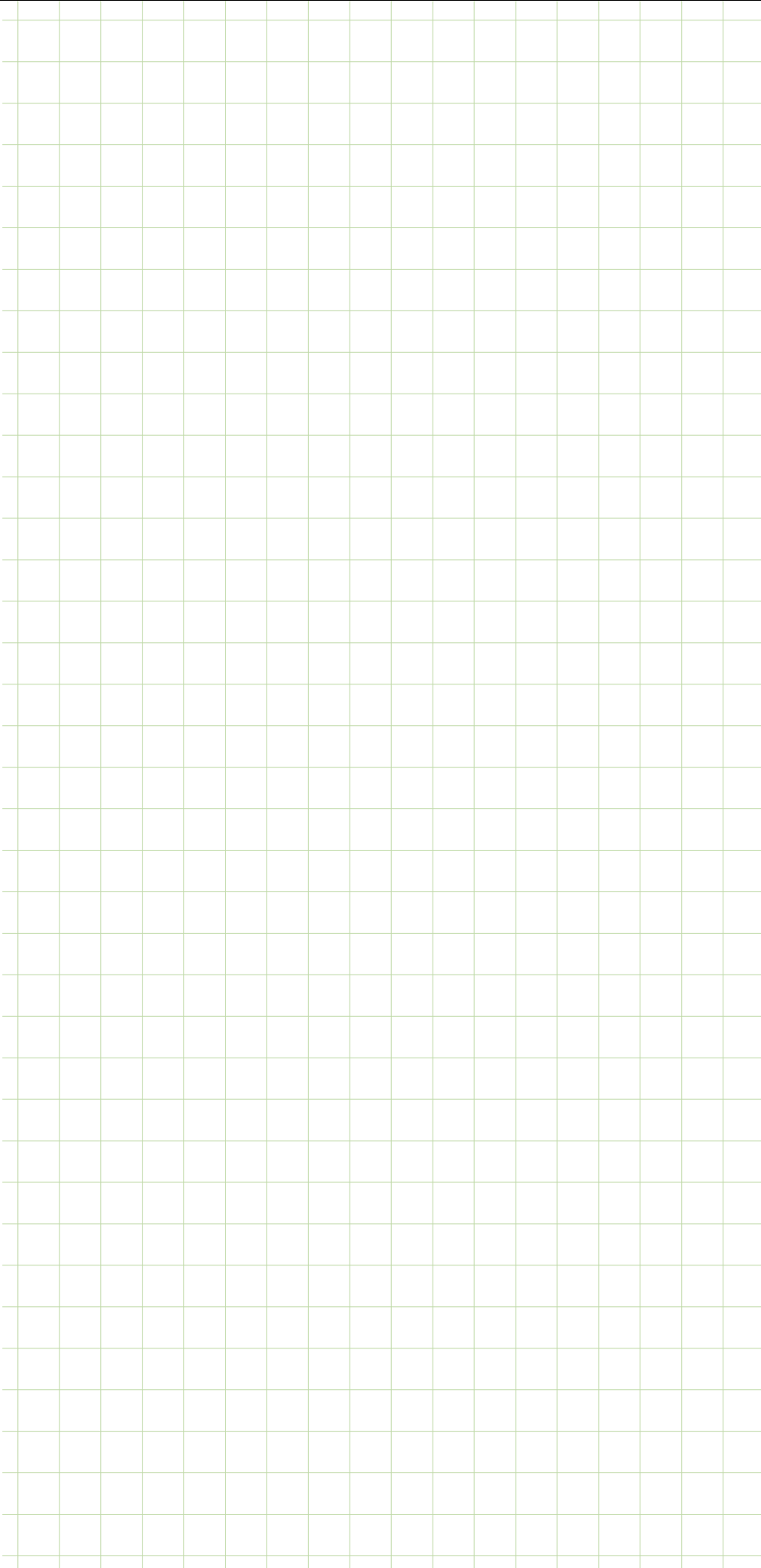


Melissa Clark-Reynolds

Former B+LNZ Independent Director

Melissa Clark-Reynolds ONZM, ChMInstD became a Foresight Practitioner and Professional Director after 25 years experience as a technology entrepreneur and CEO of a number of technology companies. She Chairs clothing company Little Yellow Bird, and is a Director of lamb company Atkins Ranch. Melissa was previously a Deputy Chair of Radio NZ, the first independent Director of Beef + Lamb New Zealand and a member of MPI's Primary Growth Partnership Investment Advisory Panel. Melissa has been part of the Te Hono Primary Sector Bootcamp at Stanford University twice. She trained as a Foresight Practitioner with The Institute for the Future in Palo Alto.

Melissa works with companies like AsureQuality, Kotahi, and BiosecurityNZ on Strategy and Foresight. She is also an in demand keynote speaker for meat, dairy and farming events.



CLOSING KEY NOTE SPEAKER

“My set of values is simple – my word is my honour and I seal things with a handshake.”



Gilbert Enoka

All Blacks mental skills coach

Gilbert Enoka has a long history of success as a mental skills coach with New Zealand's corporate and sporting elite. He is internationally renowned for his 19 year history with the All Blacks, first as their mental skills coach and now as manager. He has been with the All Blacks for over 250 tests and during that time the team has won back-to-back Rugby World Cups, one Laureus Award (for the best team in the world), 17 Bledisloe Cups, three Grand Slams, seven Tri Nations and five Rugby Championships.

Gilbert's reputation has also seen him work with the Black Caps, Silver Ferns, Crusaders and many other high performing international athletes. However, his expertise is not limited to the sports field but was also integral to his 12 years as general manager for New Zealand's largest real estate firm, Harcourts International.

Gilbert is a sought after speaker, giving insight into the psychology behind individual and team success in world-level sport and how this can be applied to any walk of life. He has been invited to be a keynote speaker throughout the world at over 500 events, talking about leadership, performing under pressure, mental management, strategic planning, effective business management and building thriving cultures.

ROOM 1: SILKS



Dr Seth Laurenson

AgResearch

Dr Seth Laurenson is a senior scientist at AgResearch with substantial experience leading national research programmes. Specialising in soil and water dynamics, his current research uses biophysical and spatial models to understand environmental dynamics at a landscape level. Recently Seth has been combining animation and gaming techniques with biophysical and spatial models to build visualisation tools to support land use decision-making.



Dr Remy Lasseur

AgResearch

Dr Remy Lasseur is a landscape ecologist with a PhD in ecosystem services mapping. Remy has a strong background in spatial modelling of landscape processes, remote sensing and assessing land multifunctionality. Remy's current focus is on the use of visualisation technologies to develop a new generation of digital tools that will ultimately facilitate the sustainable transition of landscapes.

HyperFarm: designing prosperous and sustainable landscapes that meet farmer and community expectations

The Farm Environmental Plan is becoming a key for farmers to remain compliant. Greater standardisation of these plans has been called for by Central Government and this will require improved interoperability between existing models and databases. We have developed HyperFarm, a computer-based tool that allows the end user to identify and visualise a suite of land use activities assignable at a sub-paddock level, while simultaneously understanding the consequences and opportunities associated with such decisions. A range of different land uses, such as dairy, sheep, apple trees & forestry, are available and can be assigned at a paddock or sub-paddock level. A user interface with a 3D viewer allows landowners to interact easily with underpinning models and spatial layers. HyperFarm provides an appealing and safe environment where users can adopt a 'what happens if' mindset and test any land use options without risks. Arguably, this will enhance tacit learning, increase the uptake of science, foster innovation in land use activities, and eventually accelerate the adoption of new practices towards sustainable futures. Come see it in action and hear from its developers.

ROOM 2: MARTON/FEILDING



Lee-Ann Marsh

*Global Market Innovation Manager
Beef + Lamb New Zealand*

Lee-Ann is a strategic marketer with a focus on innovation and consumer insights. She began her career in Toronto before moving to London in 2006 working across healthcare, consumer packaged goods and technology. Lee-Ann is passionate about New Zealand's primary industries and the transformational opportunities available. Her role is to create value for the red meat sector by understanding and turning disruptive shifts into competitive advantage.

Sharing our story: how we're building Kiwi pride in the red meat sector

Did you know that on average, only a quarter of New Zealanders are familiar with the sheep and beef industry or that only half the country agrees our industry is trustworthy? In this short and engaging presentation, Lee-Ann Marsh, Market Innovation Manager for Beef + Lamb New Zealand will cover how the average Kiwi perceives our sector and what the industry is doing about it. There will be opportunity to ask questions and provide your views so come along and join the korero.

ROOM 3: TERRACES



James Stewart

Stewart Dairylands

James is the Managing Director of Stewart Dairylands on the boundary of Palmerston North. James farms over 800 cows and his family has been farming the same land for over 120 years. They utilise data, technology and good management techniques to minimise their footprint. James is also the co-founder of the Rural Innovation Lab with Mat Hocken, Chair of the Horizons Dairy Leaders Group and the former President of Federated Farmers Manawatū/Rangitikei.



Mat Hocken

Grassmere Dairy

Mat Hocken is a 4th generation family farmer from the Manawatū. Mat farms 1,000 dairy cows with his family in Colyton. In 2018 he completed a Nuffield Scholarship focussing on innovation in agriculture. On the back of this he and fellow farmer James Stewart founded the Rural Innovation Lab. Mat studied law and commerce at Canterbury University, NZ and was admitted to the Bar as a barrister and solicitor. Following his undergraduate studies Mat completed a Masters at Cambridge University, UK in politics.

Rural Innovation Lab

The Rural Innovation Lab aims to help entrepreneurial farmers and growers connect with like-minded thinkers and new ways to solve problems; to get ahead of the changes and disruptions in farming. Hear from Mat Hocken and James Stewart about some of the projects the Rural Innovation Lab has been working on including: Digital Twin - Farm environment plans.

ROOM 1: SILKS



Sam & Sophie Hurley

Honest Wolf

Sam and Sophie Hurley are third generation farmers of a sheep and beef breeding operation in the Turakina Valley. Sophie originally from Wanaka and from a farming family moved up to the Turakina Valley six years ago after returning from their overseas travels. Previously working in various marketing and sales roles in Auckland and Feilding - she had hoped to one day be able to have their own business she could utilise these skills without a previous two-hour return commute to work each day. Sam is responsible for running the breeding blocks of Papanui Estate and his father and brother the finishing farms near Feilding. They live thirty minutes inland from Hunterville with their son Harry.

Utilising nature's wonder product, and spreading the goodness of wool

In 2020 they launched Honest Wolf - everyday goods made from their wool off their farm. They will share with us the journey of their company, why they started and how their first year since launching a range of goods that are sustainable, yet fashionable has gone. Each product helping to tell the story to a growing audience about the goodness of wool.

ROOM 2: MARTON/FEILDING



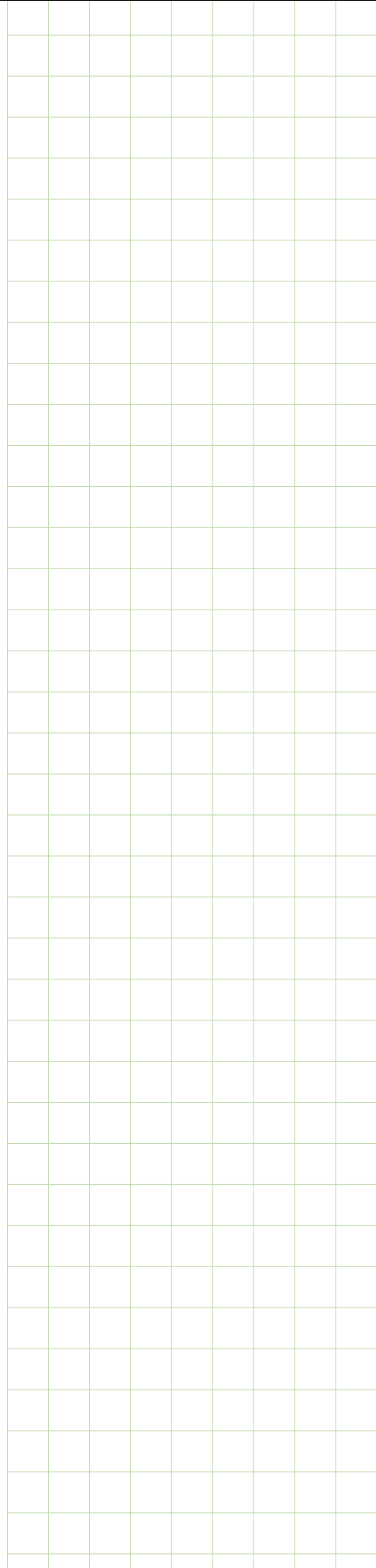
Stephanie Honey

Honey Consulting

Stephanie Honey is a former B+LNZ Senior Manager International Trade. She is a trade policy consultant with over twenty-five years' experience in international trade policy. Stephanie was a trade negotiator at the New Zealand Ministry of Foreign Affairs and Trade, including as chief agriculture negotiator for the intensive phase of the World Trade Organisation Doha round of negotiations. She is currently Deputy Executive Director of the APEC Business Advisory Council and Associate Director of the New Zealand International Business Forum, and sits on the Board of the New Zealand Horticulture Export Authority. She is also the co-founder of Global Trade Insights, a business that offers executive education in trade policy.

Navigating a changing global environment

Exporting is critical to the red meat sector, but this is a period of enormous turbulence for world trade. In this session, Stephanie Honey (former B+LNZ Senior Manager International Trade) will discuss some of these challenges and how New Zealand farmers can best position themselves for success in this rapidly-changing global environment.



ROOM 3: TERRACES



Professor Steve Morris

Professor in Animal Science, School of Agriculture and the Environment Massey University

Steve has research interests in all ruminants but with a focus on beef cattle and sheep production. Including: maximizing ewe lamb breeding performance, twin- and triplet-lamb survival and growth to weaning, alternative feed types to improve performance, maximizing lamb growth post weaning. Beef cattle research includes efficient beef cow performance, breeding from heifers at 2 years of age, and beef production from the dairy herd.

Use of Wiltshires to reduce farm costs

Ninety percent of New Zealand's wool production is classified as coarse wool (35 plus microns) with returns for this wool type currently trending between \$1.00 and \$2.00 kg/greasy. Farmers at these prices barely recover the costs of shearing. One option to change is to breed a "no wool" sheep.

Some farmers have graded-up to a Wiltshire flock, but what's lacking is well quantified and researched results that provide information to assist farmers to move to wool-less sheep.

The project at Massey Universities has two aspects; firstly to model the profitability of such a change, and secondly to undertake a multiyear flock study at Riverside farm to record production and performance.

ROOM 1: SILKS



Logan Williams

*Director of Technology and Innovation
New Zealand Merino*

Logan Williams (Ngāi Tahu) is an internationally acclaimed serial inventor, entrepreneur, and scientist based in Ōtautahi Christchurch. To date, Logan has developed and sold four revolutionary inventions which have been acquired by international organisations. As the Director of Technology & Innovation at New Zealand Merino, Logan is currently working to combine low value strong wool with any polymer to make world class consumer products. Logan has a bachelor's degree of Science with First Class Honors and is currently a Doctoral Candidate at the University of Canterbury. In his spare time, Logan is a National Board Member of the SPCA and a Guardian Donor.

The art of invention - creating a plastic alternative from coarse wool

Logan Williams will be presenting on the transformation of New Zealand Agriculture. By generating high value consumer products from perceivably low value commodities made in New Zealand. With the goal of achieving higher value for New Zealand's world class produce. This model is illustrated by showcasing his five successful inventions which have been sold to international corporations.

ROOM 2: MARTON/FEILDING



Katherine Dixon

Hill Country Futures Programme

Dr. Katherine Dixon is an ecologist and sustainable agriculture researcher. Katherine has worked on several New Zealand and international research programmes including, the Agricultural Research Group for Sustainability (ARGOS) project. She is currently science team leader for the Hill Country Futures Programme - a five year research programme managed by B+LNZ that is focused on future proofing the profitability, sustainability and wellbeing of New Zealand's hill country farmers, their farm systems, the environment, and rural communities.



Angela McFetridge

Beef + Lamb New Zealand

Angela McFetridge is a rural human centred designer and researcher and has an Executive Master of Administration, a Bachelor of Business, Management and Accounting and has recently completed her Master of Agri-commerce. Well connected in rural communities, she "lives" farming. Her experience is broad, including practical farming, regional council work, retail, research, and applied post and undergraduate study.

What's your vision for resilient hill country futures, and how do we get there? This interactive workshop will be a chance to give us your vision

The Hill Country Futures is an \$8.1m programme, and is a five year partnership programme between MBIE, B+LNZ, PGG Wrightson Seeds and Seedforce. The programme is focussed on future proofing the profitability, sustainability and wellbeing of New Zealand's hill country farmers, farm systems, and rural communities. In this workshop, you will be able to find out more about the social research (in other words, the voices of hill country farmers and stakeholders), elements of the programme, and contribute to the vision of a resilient hill country in your voices.

ROOM 3: TERRACES



Axel Heiser

AgResearch

Axel is a biologist who specialised in immunology. He had worked on human transplantation and cancer vaccines in Germany, New Zealand, and the USA before he joined AgResearch at the Hopkirk Research Institute in 2010. Axel's current research is focused on understanding the immune system of cattle, sheep, and deer, with a particular interest in the interplay of nutrition, microbiome, immunity, and fertility. He develops and evaluates novel diagnostics for infectious diseases and new vaccination strategies for livestock. He also investigates if and how food strengthens people's immune system.

New science and technology to tackle facial eczema

The current management tools for facial eczema are limited and not all of them are sustainable. A research program has been designed that aims to provide innovative management tools to minimize the risk and impact of FE. This research will identify current management practices and the socio-economic impacts of FE. It targets genetics, physiology and ecology of the fungus that causes FE, and will develop improved spore counting methods and mitigation strategies. It also aims to better understand the genetic base of FE tolerance and to develop a diagnostic test and a vaccine for FE.

ROOM 1: SILKS



Sarah Adams

*Global Business Development Manager
Gallagher Animal Management*

Sarah has worked in marketing, business development, and management roles within the agricultural industry for over 25 years. She has grown small start-up agricultural companies in genetics, Ultrafine Merino wool, and arable foods into substantial, globally recognised businesses. Creating added value products and transitioning businesses from selling products to solutions has been key to their success. When not at work Sarah is a 'hands-on' farmer on their hill country sheep and beef property on the north side of the Raglan Harbour. This 'grass roots' farming experience enables her to clearly understand the problems farmers are trying to solve.

Creating solutions for farmers in a changing world

Life isn't about waiting for the storm to pass. It's about learning how to dance in the rain." - Vivian Greene

History shows a number of technology innovations have enabled productivity to take the next quantum leap in farming. Can a suite of new technology innovations that are on the horizon, help transform farming to meet today's challenges?

ROOM 2: MARTON/FEILDING



Dr Ben Hancock

Beef + Lamb New Zealand

Ben leads the Beef + Lamb New Zealand Whole Farm Data Project. He was raised on his family's Wairarapa hill country sheep and beef farm and gets back to help out as often as he can. Prior to joining B+LNZ he worked in research and conservation roles in New Zealand, USA and Panama, completed his PhD investigating eco-system services and worked for the Ministry for Primary Industries in biosecurity policy. In 2019 he completed a Nuffield Scholarship with his report focused on bioethics and their application to agriculture and society's wicked problems.

Knowing your GHG numbers

See the soon to be launched B+LNZ greenhouse gas (GHG) calculator in action and learn about how you can use it and why it's important to 'know your numbers'. As part of New Zealand's commitment to climate change and through the He Waka Eke Noa primary sector climate action partnership, all farmers are required to know their on-farm greenhouse gas emission numbers by the end of 2022. B+LNZ has developed the GHG calculator as a free tool for farmers to measure and report on-farm greenhouse gas emissions and sequestration. It was developed and tested with farmers to be simple, accurate and useful, and reflect the individual farm's livestock and production system.

ROOM 3: TERRACES



Roger Dalrymple

Rangitikei Rivers Catchment Collective

Roger is a third-generation farmer at Waitatapia Station, which is a large family owned mixed farming operation in the lower Rangitikei. A former Regional Supreme Winner of the Ballance Farm Environment Awards, Roger is extremely passionate about farming and rural communities and believes there are huge opportunities ahead for sheep and beef farmers in New Zealand. Roger is the current Chairperson of the Rangitikei Rivers Catchment Collective and was instrumental in helping establish the collective which encompasses an area of 700,000 hectares.

Making positive changes at scale with catchment communities

Our farming businesses need to be sustainable and profitable which includes outside of the farm gate. A community working together with a clear vision builds community making positive change, environmentally, socially, physically, and economically. New Zealanders are passionate about our country but let us not sit back and wait for more regulation and policy to shape our futures, our lives and our businesses. Working together as a community we can stay ahead of society's expectations, strengthen our businesses, and make sure the next generation is keen to be involved.

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.

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

