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Peter **MOORE**

Having been approached by several farmers, sheep, beef, and dairy in the greater Waikato I have decided to accept nomination for Director of Beef and Lamb for the Northern North Island Region.

Coupling my practical Agribusiness, Market knowledge and International Risk Management experience, with my commercial and negotiation skills will enable me to apply sound governance and decision making to the changing environment for Agriculture in New Zealand. What has been required in the past will not take NZ farmers to the levels of performance, profitability and compliance needed now and into the future.

By nature, I am innovative, inventive, resourceful, and like to solve problems through collaboration and looking at alternative ways to do things. My instincts are to look at forward thinking plans that make things better today and build strength and resilience for your business into the future.

If elected I will want to see a Beef and Lamb Board that is aligned to what farmers need to operate their farms efficiently and profitably, while meeting what will be ongoing compliance challenges, and obligations to international customers across our current operating models.

To help achieve this, I will want to build on the co-operation, "TeamAg.," that is starting to get traction, across the various industry groups and industry players to ensure that we are working to the same agenda and aligned in what the result looks like.

If elected I bring a lifetime passion for farming in New Zealand having grown up on a sheep and beef farm in the Waikato, but also international in market experience particularly in our largest market, China.

I have established governance credentials including 10 years sitting on Boards, I am a Member of the Institute of Directors NZ, the Australian Institute of Directors, and RiskNZ.

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Phil **WEIR**

Beef and Lamb New Zealand has existed in various forms for 100+ years. It supports us farmers to be better. But it needs to change.

It needs to change because our farms, and the world around us, are changing. Sheep numbers continue to decline, dairy beef is increasing and many of us are rightly exploring diversification options like dairy, forestry, horticulture, carbon and biodiversity.

To remain world-leading and financially solvent farmers, we need to have the courage to change how our compulsory levy works for us in this world.

I seek a mandate to help lead a series of reforms at Beef and Lamb New Zealand, including:

- A review of the Commodity Levies Act - the legislation that underpins how our levy and industry bodies are structured - with the intent to redesign this 30-year-old system for a future of more diversified farms and disrupted markets.
- Reducing industry duplication through new cross-levy body programmes where it makes sense (e.g. people development and agronomy), while retaining independence to fight for specific sheep and beef interests.
- Offloading post-farm gate marketing and insights to the Meat Industry Association.
- Ensuring farmers feel more connected to decision making through better roadshows, events and the introduction of new discussion tools.
- Refocussing behind the farm gate.
- Farm plans (NZFAP) driven by markets (processors and banks) that met our regulation (climate and water) requirements.

A little about me. I farm with my wife Megan in Te Pahu near Pirongia. We have debt. We have kids. We shift bulls. I am not a professional director. I'm proud of our Ballance Farm Environment Award, my Nuffield Scholarship and industry contributions as Farmer Council Chair. For more see [www.philweir.co.nz](http://www.philweir.co.nz).

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