



What does it mean to be a B+LNZ Farmer Council Member?

What does the Beef + Lamb New Zealand Farmer Council do?

The B+LNZ Farmer Council's primary purpose is to support Beef + Lamb New Zealand in identifying and understanding farmer needs and priorities to enhance B+LNZ's delivery of extension activities, research tools and services. The ultimate goal is to contribute to B+LNZ's strategic priority of "supporting farming excellence" through delivery of the world's best research, innovation and extension.

There are seven B+LNZ Regional Farmer Councils, four in the North Island and three in the South Island. Each has a direct influence on levy investment in their region through the regional extension programme (Region Delivery Plan) that the B+LNZ Regional Farmer Council develop alongside their regional Extension Team.

The B+LNZ Farmer Council consists of grass roots farmers and co-opted members ensuring that B+LNZ hear from farmers what is needed by farmers in their local and regional communities. Each Council is made up of approximately 15 farmers, four co-opted industry professionals and the local B+LNZ Extension Manager. Each Council meets approximately four times a year, including a Region Delivery Planning Strategy Workshop. Each councillor is also expected to attend the National B+LNZ Farmer Council Conference currently held in June each year.

A Farmer Councillor's term is three years—one third of councillor positions will be up for election each year. Councillors generally serve up to a maximum of three terms.

Why put yourself forward for your Farmer Council?

- It's a great opportunity to "give back" to your sector and local community, but in a relaxed way and alongside other like-minded people.
- You will pick up new skills and knowledge and have the opportunity to engage in personal development programmes.
- To be part of a group and national collective where you can exchange ideas and successes with other like-minded farmers from throughout NZ.
- You will get a direct say in what B+LNZ invests into your region. What events and activities are put on for your region's farmers and what information is relevant to you and your fellow farmers.
- To be part of the bigger picture: be involved with B+LNZ identifying regional needs; finding out what research is happening; understand and contribute to local and national policy.
- To get involved with new people and develop another regional and national network of agricultural peers.

Key attributes of a Farmer Councillor

- Registered on the B+LNZ electoral role.
- Farmer where at least 50% of income is derived from sheep and beef or dairy farming.
- A good communicator—to be a conduit for information flow between local farmers and B+LNZ.
- A good team player.
- Approachable by other farmers and community members.
- Has a passion for the sheep, beef and/or dairy sector and is positive about the future for the industry.
- Respected and listened to by farming peers in local region—a local farmer representative.
- Knows and enjoys engaging with the industry issues and can represent farmers' views, challenges and opportunities well.
- Able to commit to at least three of the four scheduled meetings held throughout the year.



The B+LNZ Farmer Council

- Partners and collaborates with B+LNZ Extension Teams with a focus on supporting sheep and beef farm productivity, profitability, and sustainability.
- Champions farming excellence by supporting the B+LNZ extension effort to connect and support farmers with what they and their businesses have identified as priorities and needs to thrive, now and into the future.
- Acts as a bridge between farmers and B+LNZ Extension, bringing forward the farmer voice and perspective to live the B+LNZ philosophy, "by farmers for farmers".
- Stays connected with their farming community to identify and provide regional insights, farmer sentiment and feedback to support B+LNZ hearing and responding to farmer needs.

B+LNZ Commitment to the Farmer Council

- **Partnership:** Supporting, communicating and engaging with the B+LNZ Farmer Council as the critical partner that it is.
- **Leadership development:** Investing in opportunities for B+LNZ Farmer Council members to grow their local, regional and national leadership preparedness, skills and influence.
- **Learning:** Investing in and ensuring that regionally and nationally the B+LNZ Farmer Council has opportunities to connect with information, expertise, insights and research that inspires, challenges and encourages fresh thinking.
- **Network:** Supporting opportunities for B+LNZ Farmer Council members to grow their professional network and relationships beyond their own farm gate.
- **Frameworks and clarity:** Supporting the B+LNZ Farmer Council with clear communication and feedback frameworks that support the Extension partnership and contribution pathways beyond Extension.

Interested?

Give your local B+LNZ Extension Manager or a local B+LNZ Farmer Council member a call.

