

Beef + Lamb New Zealand 2026 Regional Delivery Plan Eastern North Island

Powered by your local B+LNZ Farmer Council

What we are doing

Our RDP purpose is to ensure farmers are supported and engaged in their learning to grow sustainable & thriving businesses and communities.

Your Regional Team

Extension Team Manager – North Island: Jason Griffin
 ENI North Extension Coordinator: Lizzie Stewart
 ENI South Extension Coordinator: Fee White
 ENI North Extension Manager: Ali Forbes
 ENI South Extension Manager: Lesley Coppel
 Regional Extension Manager: Angus Irvine
 ENI Farmer Council Chair: Richard Scholefield
 ENI Farmer Council Deputy Chair: Max Tweedie



Focus area People

Why	A growth mindset allows us to navigate diversity and change. We need to support and connect a cross section of farmer voices into the work we do to create thriving and prosperous rural communities.
We will know we've moved the dial when	<ul style="list-style-type: none"> • Thriving farms that drive strong local economies and vibrant communities. • A new generation inspired and eager to enter the farming profession. • Confident farmers who believe in the future of their business and industry.
Awareness	<ul style="list-style-type: none"> • Field days with a people focus using farmer panels. • Field days around farm succession & pathways to farm ownership. • Build an opportunity for connection into all events. • AgInnovation
Knowledge/Skills	<ul style="list-style-type: none"> • Workshops around farm succession • Generation Next • DRW Workshops • Farming for Profit • Dog Training Other workshops as needed
Confidence/Action	<ul style="list-style-type: none"> • People Focus Groups
Community events	<ul style="list-style-type: none"> • Generation Next Modules • Farmer showcase regional events (FOY etc) • Regional A&P Shows x 4 • Professional Development events • Wairoa Expo • Collaboration – Surfing for Farmers • RST Support • National Lamb Day Event • Women's & blokes' events



Focus area Financial

Why	Because strong financial performance provides options. Connect farm performance with financial outcomes by providing tools, guidance, and options that help farmers gain confidence in managing their finances.
We will know we've moved the dial when	<ul style="list-style-type: none"> • Farmers are empowered to manage their own decision making. • Farmers feel confident taking their business into the future and understand where opportunities lie. • Trend overtime of improved profitability.
Awareness	<ul style="list-style-type: none"> • Farming for Profit will have a financial focus.
Knowledge/Skills	<ul style="list-style-type: none"> • Farming for Profit programme • Taking ownership of your financials • Mastering your Financials Others as need arises
Confidence/Action	<ul style="list-style-type: none"> • Financial Management Focus Groups



Focus area Production

Why	Production and performance knowledge underpins farm viability. We need to focus on the key drivers supporting efficient and effective farming businesses.
We will know we've moved the dial when	<ul style="list-style-type: none"> • Farmers embrace new technology / systems / processes that create more efficient production system. • Economic data shows improvement in production and performance measures. • Farmers engage in future focused learning opportunities.
Awareness	<ul style="list-style-type: none"> • Farming for Profit days will be seasonally relevant and well attended
Knowledge/Skills	Deliver Ready Workshops such as: <ul style="list-style-type: none"> • Better beef breeding • Better sheep breeding • Ewe BCS • Feedsmart • Trees on Farms • Wormwise • Growing Great Lambs • Disease Management • Crop Management Other workshops as needed
Confidence/Action	<ul style="list-style-type: none"> • Animal Production Focus Groups • Lamb survivability Focus Groups. • Innovation group on parasite management.



Focus area Resilience and Adaptation

Why	Understanding threats and disrupters enables planning for mitigation and management. Supporting farmers' preparedness and capability to tackle challenges and create opportunities to build thriving farms and farming businesses into the future.
We will know we've moved the dial when	<ul style="list-style-type: none"> • Farmers who can thrive through adversity. • Farmers have a growth mindset, where challenges are opportunities. • Improved environmental outcomes. • Mental wellness treated with the same importance as physical health and business performance.
Awareness	<ul style="list-style-type: none"> • Farming for Profit days will be future focussed. • Actively look to include RST attendees to be present. • Build an opportunity for connection into all events.
Knowledge/Skills	<ul style="list-style-type: none"> • Farming for Profit programme • Farm Succession • Innovation workshops/events Other workshops as needed
Confidence/Action	<ul style="list-style-type: none"> • Integrated farm planning focus groups
Community events	<ul style="list-style-type: none"> • Support Adverse Events – Drought, Flood, Cyclones etc • Catchment Groups



Focus area Management systems and Land Use

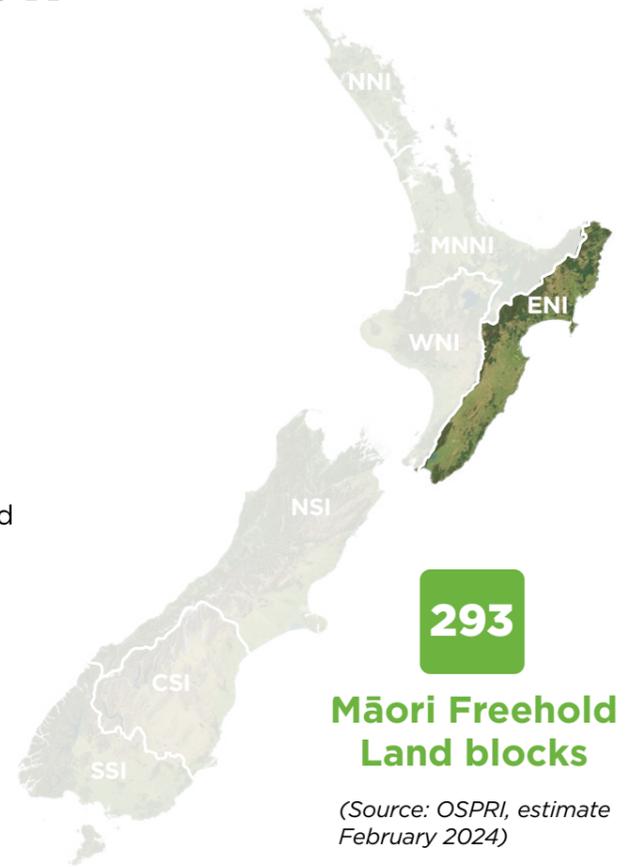
Why	Effective management systems support our ability to farm into the future. Assisting farmers to develop systems that meet individual business financial goals, creating sustainable businesses that benefit all NZers.
We will know we've moved the dial when	<ul style="list-style-type: none"> • We can weather storms (financially and practically) • Farmer confidence • Multiple pathways to succession are evident
Awareness	<ul style="list-style-type: none"> • Hub Farms • Farming for Profit days
Knowledge/Skills	<ul style="list-style-type: none"> • Feed Budget Introduction • Efficient Fertiliser Use • Farm planning • Farm Management Systems Other workshops as needed
Confidence/Action	<ul style="list-style-type: none"> • Farm systems Focus Group.
Community events	<ul style="list-style-type: none"> • BFEA Awards Sponsorship • BFEA Awards Sponsorship • Farmer showcase regional events (FOY etc)

Note: Detail of planned delivery may need to change in response to seasonal events

For all event details and dates visit www.beeflambnz/events

Eastern North Island Regional Overview

B+LNZ Insights Team May 2025



The Eastern North Island Farmer Council region has an estimated 1,785 commercial Sheep and Beef farms. 46% are Hill Country farms. The farm characteristics reported below show East Coast Sheep and Beef Farm Survey data which largely aligns with the ENI electoral district.

Total Agriculture, Horticulture and Forestry Area

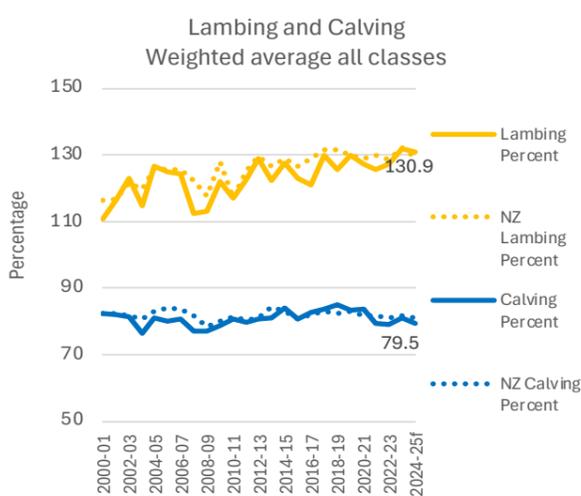


Farm Characteristics by Farm Class

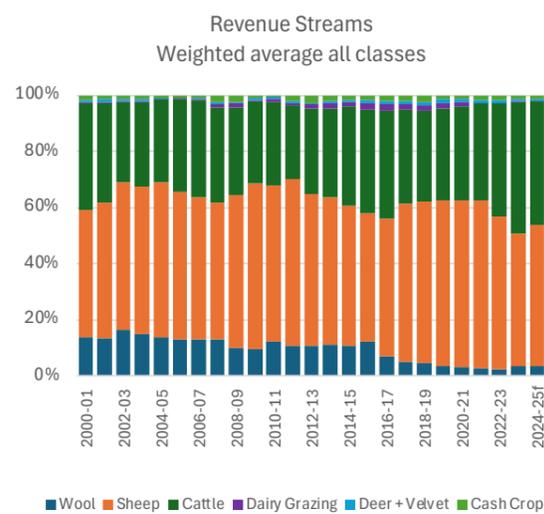
Average B+LNZ East Coast* 2024-25 forecast (Sheep and Beef Farm Survey)										
	Average Farm size Total ha	Average Area Grazed +Cropped ha	Sheep At open SU	Beef Cattle At open SU	Total livestock At open SU	Stocking rate SU/ha	EBITRm \$ per Farm	EBITRm \$ per ha	Sheep: beef ratio SU	Lamb Sales Prime %
Farm Class 3	1,349	907	4,181	2,626	6,946	7.7	255,600	282	60:38	36
Farm Class 4	722	602	3,128	2,075	5,259	8.7	254,100	422	59:39	68
Farm Class 5	474	423	1,547	2,124	3,584	8.5	245,600	581	43:59	89

Area On average, sheep and beef farms increased in size over the past 25 years, with Hill Country farms increasing from around 590ha to 722ha.
Stock Units Total stock units per farm increased with greater land area, stocking rates decreased for both Hill Country and Finishing farms (on average). The current sheep: beef ratio is estimated at 56:43 (56% sheep SU, average across all farm classes).
Profit Forecast to improve in 2024-25 from an historic low point in 2023-24. The increase is driven by better lamb and beef farm-gate prices.

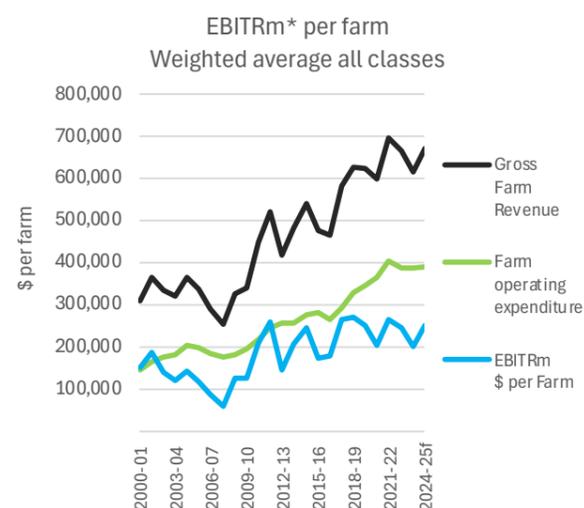
Farm performance



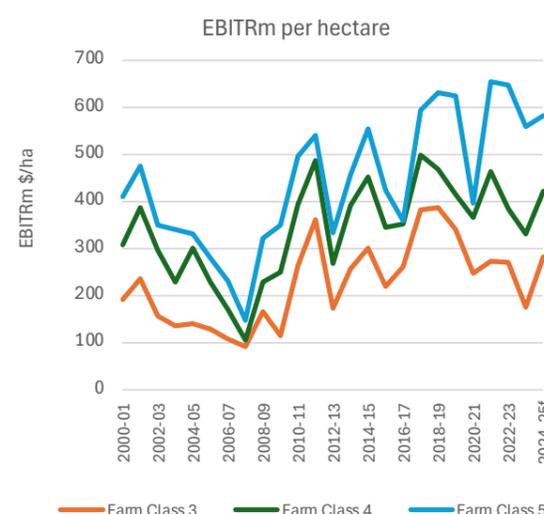
Lambing percentage has increased over time with variation between seasons. Spring 2023 lambing was exceptional for Hill country and Finishing farms, a drop is forecast for 2024-25. Calving percentage has been relatively flat over time and, in recent years, slightly below the NZ average.



ENI farms earn 95% of gross farm revenue from sheep and cattle (including wool), on average. Finishing farms have additional income from cash crops and 'other revenue'. Less than 4% of farms had dairy grazing revenue in 2022-23.



EBITRm per farm in 2024-25 is forecast at \$251,900, +\$50,900 on 2023-24. Farm operating expenditure (FOE) peaked in 2021-22 and has subsequently fallen with cost-cutting measures. Interest expenditure is not included in FOE. Interest expenditure almost doubled since 2021-22, to an average \$116,000 per farm.



In 2024-25, profitability is forecast to increase due to higher forecast farm-gate prices for sheep and beef cattle. The increase in profitability is from a very low base, with 2023-24 being one of the lowest farm profit seasons on record. The largest increase in average profit is on Hard Hill farms, which have relatively more sheep than other Farm Classes, due to improved farm-gate prices for lambs and sheep.

Source: B+LNZ Sheep and Beef Farm Survey. The B+LNZ East Coast* survey region is presented here as it aligns with the Eastern North Island Electoral District. Regional farms estimate from StatsNZ Ag Census data 2022. Provided by B+LNZ Insights Team May 2025. Ref: MW9872

* EBITRm=earnings before interest, tax, rent and management wages. It allows farms to be compared on a debt-free, freehold, owner-operator basis.