

Beef + Lamb New Zealand 2026 Regional Delivery Plan Mid-Northern North Island

Powered by your local B+LNZ Farmer Council

Your Regional Team

MNNI Extension Managers: Toni Cottle & Flo Nebel
MNNI Extension Coordinator: Rachel Jukes & Katrina Stead
Regional Extension Manager: Alison Whiteford providing parental leave cover for Laura Davis
MNNI Farmer Council Chair: Ian Evans
MNNI Farmer Council Deputy Chair: Natasha Cave
Extension Team Manager - North Island: Jason Griffin

What we are doing

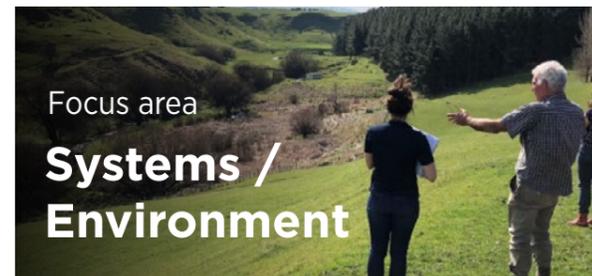
Our MNNI Regional Delivery Plan purpose is to address our farmers needs, providing tools, information and support to create confidence, engagement and change so our farmers have profitable and sustainable futures.



Focus area

Technology and Innovation

Why	Technology and innovation enables a lift in on-farm profitability through efficiency. We need to drive change through showcasing new technology and support adoption to drive innovation and change in farm systems
We will measure progress through	<ul style="list-style-type: none"> Area (ha) farmed in Sheep and Cattle. EBIT Feedback on intention to act following events.
Awareness	<ul style="list-style-type: none"> Farm Progress Technology Field days which include demonstration
Knowledge/Skills	<ul style="list-style-type: none"> Wormwise workshops Wormwise for Cattle workshops
Confidence/Action	<ul style="list-style-type: none"> Hill Country Steering Focus Group Parasite Management Focus Groups



Focus area

Systems / Environment

Why	By optimising land class use and having best systems in place we give our farmers a path forward. We need to support farm business planning and benchmarking.
We will measure progress through	<ul style="list-style-type: none"> EBIT Number of Farms with business plans. Number of Farms FAP Plus accredited
Awareness	<ul style="list-style-type: none"> Bay of Plenty Farming for Profit field days Lucerne Field days Forage Field days
Knowledge/Skills	<ul style="list-style-type: none"> Making your fertiliser count workshops Pasture Management and Feed Budgeting workshops
Confidence/Action	<ul style="list-style-type: none"> Lamb Survival Focus Groups



Focus area

Back to basics

Why	In such a positive environment, there's a real risk that farmers may overlook the fundamentals of good practice. This highlights the ongoing need for more events in this space—even though we've shifted away from them, demand remains strong.
We will measure progress through	<ul style="list-style-type: none"> Feedback and attendance
Awareness	<ul style="list-style-type: none"> Farming For Profit Field Days focused on key seasonal topics Fertiliser, subdivision and reticulated water Field days.
Knowledge/Skills	<ul style="list-style-type: none"> Ewe Body Condition Scoring workshops Growing Great Lambs Workshops Benchmarking and Monitoring performance
Confidence/Action	<ul style="list-style-type: none"> Generation Next 3 modular programme
Community events	<ul style="list-style-type: none"> Collaborative support around Regional Adverse events



Focus area

Financial

Why	Given the current financial environment, we need to help farmers deepen their understanding of their finances to strengthen business resilience and sustainability.
We will measure progress through	<ul style="list-style-type: none"> EBIT RDP interviews in 2-5 years; farmer sentiment around financial performance and control. Area (ha) farmed in Sheep and Cattle. Revenue streams in farm businesses
Awareness	<ul style="list-style-type: none"> Off Farm Investment Seminars
Knowledge/Skills	<ul style="list-style-type: none"> Financial skills Workshops Strategic Business Planning Workshops
Confidence/Action	<ul style="list-style-type: none"> Mid Northern Farmer Council Contribution Scholarship
Community events	<ul style="list-style-type: none"> Rural Support Trust Money Matters Workshop Series



Focus area

Production

Why	Production drives profitability. We need to support farmers benchmarking to understand opportunities.
We will measure progress through	<ul style="list-style-type: none"> Calving and lambing % increase CWT/ha Pasture utilisation: <ul style="list-style-type: none"> kgCWT/kgDM Cents Return/kgDM EBIT
Awareness	<ul style="list-style-type: none"> Te Pahu Monitor Farm Field days Establishment of a Hub Farm Facial Eczema, Parasites, Genetics Field Days High Performance Sheep field days
Knowledge/Skills	<ul style="list-style-type: none"> Dairy Beef Selection Series Workshops Better Beef Breeding Workshops Better Sheep Breeding Workshops
Confidence/Action	<ul style="list-style-type: none"> Animal Production Focus Groups
Community events	<ul style="list-style-type: none"> Regional Sponsorships with strategic alignment

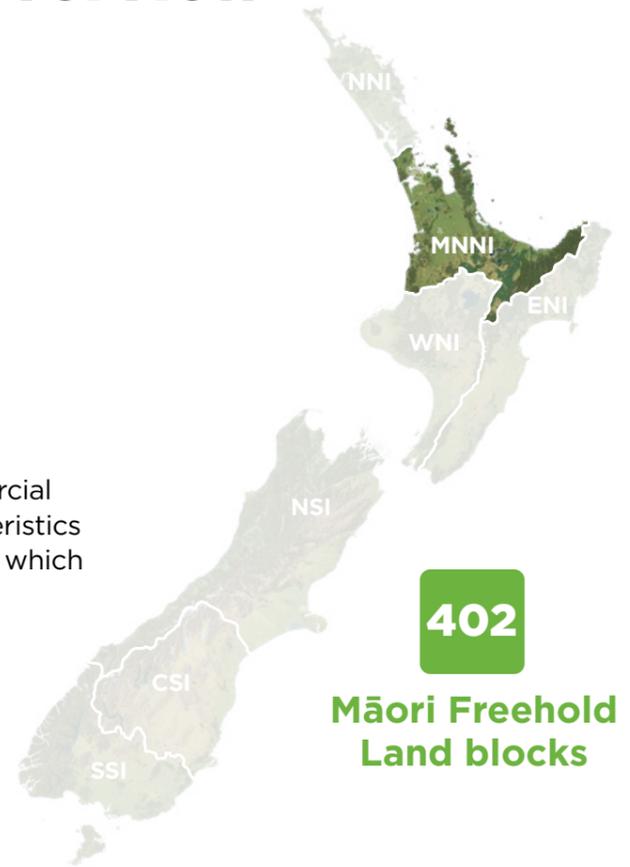
Note: Detail of planned delivery may need to change in response to seasonal events

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



Mid-Northern North Island Regional Overview

B+LNZ Insights Team May 2025



The Mid-Northern North Island (MNNI) Farmer Council region has an estimated 1,230 commercial Sheep and Beef farms. Around 75% are estimated to be Hill Country farms. The farm characteristics reported below show data from the Sheep and Beef Farm Survey for *Waikato-Bay of Plenty, which largely aligns with the MNNI electoral district.

Total Agriculture, Horticulture and Forestry Area



(estimated Ag., Hort. and Forestry area, SNZ 2023)

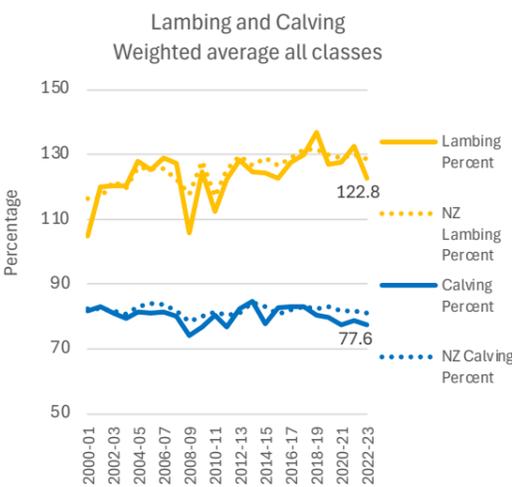
Farm Characteristics by Farm Class

Average B+LNZ Waikato-Bay of Plenty* 2022-23 (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	1,099	797	3,529	2,486	6,072	7.6	219,300	275	58:41	52
● Farm Class 4	480	390	1,302	1,798	3,490	8.9	193,500	496	37:52	48
● Farm Class 5	372	262	1,252	1,638	3,033	11.6	257,400	983	41:54	99

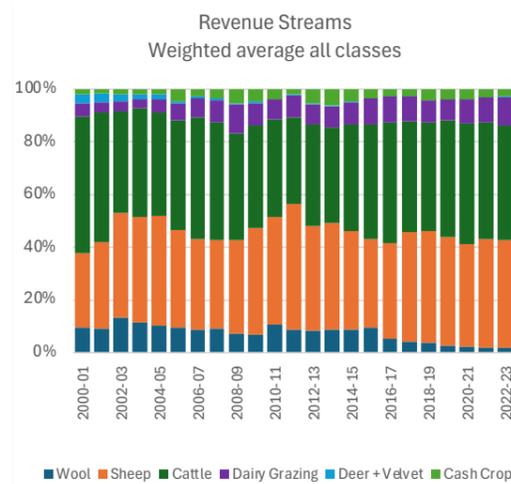
Area On average, sheep and beef farms increased in size over the past 25 years, mostly driven by Hard Hill Country farms increasing from around 600ha to 1,000ha. The number of Finishing farms has decreased due to land use change to dairying, horticulture and urban sprawl.

Stock Units Total stock units per farm were steady since 2000-01. With some increased beef cattle SU for Hard Hill and Finishing farms. The current sheep: beef ratio is estimated at 37:52 (37% sheep SU, average across all farm classes). **Profit** Forecast to improve in 2024-25 following two low-profit seasons, when lower farm-gate prices converged with high farm expenditure. The increase in profitability for 2024-25 is driven by better lamb and beef farm-gate prices.

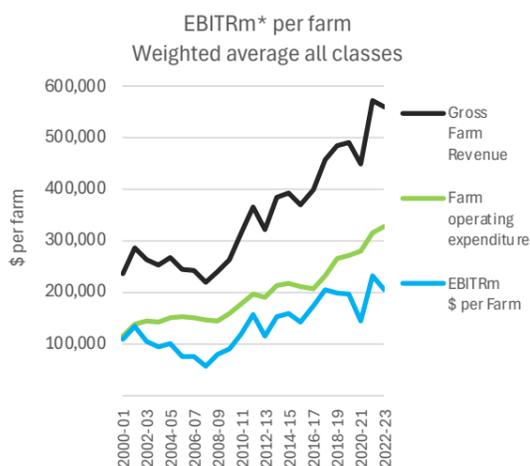
Farm performance



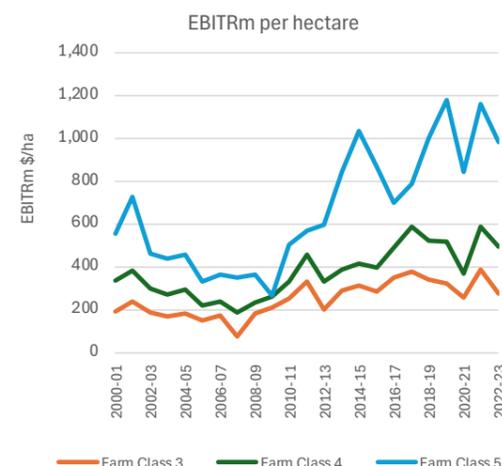
Lambing percentage has increased over time with variation between seasons. Spring 2022's poorer lambing performance was attributed to an extended summer-autumn drought in 2022 during mating, which led to poorer ewe condition and limited feed, and farmer reports of facial eczema affecting ewe health. Calving percentage was relatively flat till around 2016-17, then trended down and was below the New Zealand average.



Waikato-BoP farms earned 83% of gross farm revenue from sheep and cattle (including wool) in 2022-23, on average. Around 30% of farms had dairy grazing revenue in 2022-23, with most of these farms making over \$100,000. Cash crops and 'other revenue' combined was 6% of GFR in 2022-23.



EBITRm per farm in 2022-23 was \$204,500 on average. Farm operating expenditure (FOE) continued to rise in 2022-23 - with higher on-farm input prices. Interest expenditure is not included in FOE. However, interest expenditure increased 75%, from \$44,900 to \$78,400 between 2021-22 and 2022-23.



Farm profitability per hectare decreased across all farm classes in 2022-23 with lower farm-gate prices for beef cattle, lambs and sheep. On average, Hill Country farms performed above the NZ average for EBITRm/ha. Profitability continued to decrease in 2023-24 and is forecast to increase in 2024-25 with strengthening farm-gate prices. High farm expenditure continues to keep profit margins under pressure.

Source: B+LNZ Sheep and Beef Farm Survey. The B+LNZ *Waikato-BoP survey region is presented here as it largely aligns with the MNNI Electoral District. However, survey data includes farms in the Taupo and Ruapehu districts, which are part of the WNI Farmer Council electorate. 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.