Beef + Lamb New Zealand
2026 Regional Delivery Plan
Northern North Island
Powered by your local B+LNZ Farmer Council

Your Regional Team
NNI Extension Manager: Alison Whiteford
NNI Extension Coordinator: Rachel Jukes
NNI Farmer Council Chair: Jeff Martin
NNI Farmer Council Deputy Chair: Rob Pye
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What we are doing

Our RDP purpose is to enable, empower and equip Northland farmers to feel confident to farm into the future.

Focus area
Productivity

Why	Regional insights show strong opportunities for farmers to increase productivity and strengthen long term profitability. We provide the learning, resources, and practical insights needed to drive meaningful on farm change. By supporting the use of trusted tools and data, we help farmers understand their performance and identify pathways for improvement—empowering informed decisions and better outcomes.
We will measure progress through	• Farmers using benchmarking to identify opportunities and create productivity goals • Regional productivity data improves • Farmers actively engaging with the opportunities learn from another farmer/mentor/SME
Workshops	Suite of Delivery Ready Workshops: • Wormwise • Better beef breeding • Growing great lambs/ Ewe BCS • Disease Management • Farm Safety Management • Feedsmart
Field Days	Public field days: • Trees for Profit and Planet • Innovation and Technology Trade Fair • Northland Showcase • Partner Field days (Kaipara Moana Remediation -KMR) • Dairy Beef – The Beef Progeny Test how can we integrate better beef bulls into our dairy farmers policies
Focus Groups	Animal Production Focus Group's

Focus area
Technology and Innovation

Why	A strategic drive to accelerate on farm technology adoption Technology plays a vital role in solving problems, improving efficiency, and supporting long term farm performance. Helping farmers see technology in action is essential to building confidence and supporting successful adoption within their businesses.
We will measure progress through	• Increase number of farmers utilising technology • More technology support available in the region
Workshops	One to few learning forums • Workshops on using a specific technology ie: drones • Subject Matter experts
Field Days	Field Days showing tech in action: Tapa's type selection • Water Systems • Virtual fencing • Tech use in the farm system- weigh scales, recording software etc • Drone spraying and mustering • Ph Apps and more
Focus Groups	Tech Savy Focus Group

Focus area
Land use

Why	Farmers need to maximise returns through smart, efficient land use. We support this by equipping farmers with the tools and knowledge to analyse their systems, adapt to changing conditions, and diversify where it adds value.
We will measure progress through	• Range of income streams in farm businesses • Farmer feedback on their understanding of opportunities with their land
Field Days	Trees for Profit and Planet field days
Focus Groups	Trees for Profit and Planet

Focus area
Finance

Why	Our regional data shows a clear opportunity for B+LNZ to support farmers in accessing and confidently using financial tools. By helping farmers identify areas where small productivity improvements can lift financial returns, we enable more informed decision making and stronger business performance.
We will measure progress through	• B+LNZ Economic Services Data collection • Increase in Diversification on farm
Workshops	Collaborate with Industry Stakeholders as Key Note Speaker at dinners on Investment beyond the gate max 50 people Collaborate with Industry stakeholders to deliver Strategic Business Management workshop
Field Days	Bring benchmarking and KPI's into our delivery at field days

Focus area
People

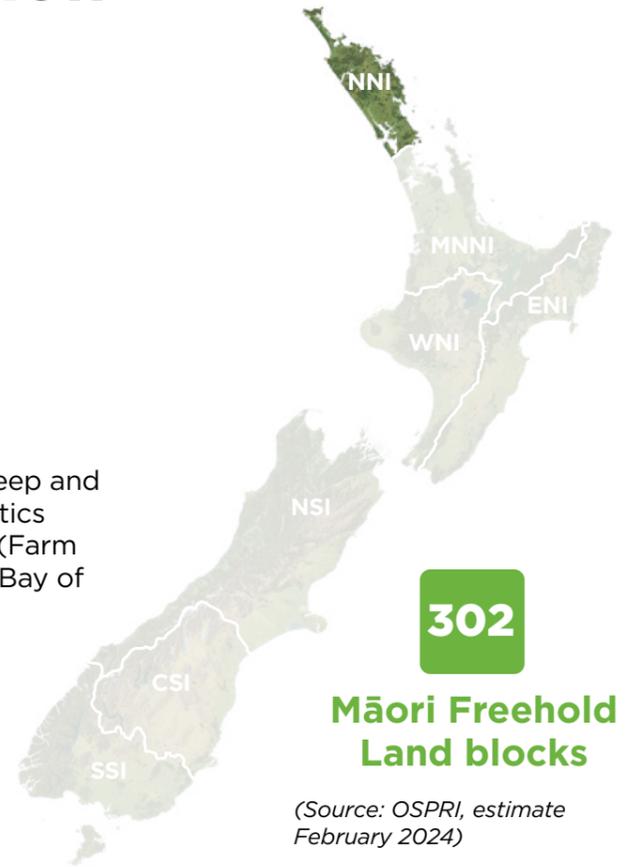|	
Why	People's wellbeing is essential for positive change. By building confidence and resilience, we help individuals, teams, and farming businesses thrive. We work across sectors to strengthen support networks and contribute to resilient, prosperous rural communities.
We will measure progress through	• Farmers telling us they are staying on farm longer • Uplift in young people choosing farming as a career • Farm Succession/Transition plans have actively been implemented • RDP interview feedback shows an attitude dial shift
Workshops	Access to Succession Planning Days done in collaboration with Industry Partners
Field Days	All field day activities will involve a connection and social time for farmers.
Focus Groups	Young Shepherds Focus Group
Other Activity	• Ladies Long Lunch • Brunch on us • Collaboration Dinners • Community events • BFEA connection and support • Northland Adverse Events Team

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

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

beef+lamb
new zealand

Northern North Island Regional Overview

B+LNZ Insights Team May 2025

20 Hard Hill — Farm Class 3

690 Hill — Farm Class 4

90 Finishing — Farm Class 5

NNI

MNNI

ENI

WNI

NSI

CSI

SSI

The Northern North Island (NNI) Farmer Council region has an estimated 800 commercial sheep and beef farms, of which around 85% are estimated to be Hill Country farms. The farm characteristics reported below, which are from the B+LNZ Sheep and Beef Farm Survey, are for Hill Country (Farm Class 4) in Northland, which aligns with the NNI electoral district, and for Northland-Waikato-Bay of Plenty data for Hard Hill and Finishing farms (Farm Classes 3 & 5).

Total Agriculture, Horticulture and Forestry Area

🐄 **Dairy** 226,700 ha 🐑 **Sheep & Beef** 299,600 ha

🌲 **Forestry** 252,800 ha 🌱 **Horticulture** 18,900 ha

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

302

Māori Freehold Land blocks
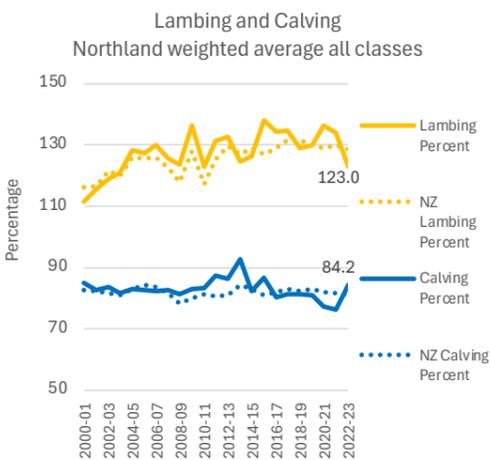
(Source: OSPRI, estimate February 2024)

Farm Characteristics by Farm Class

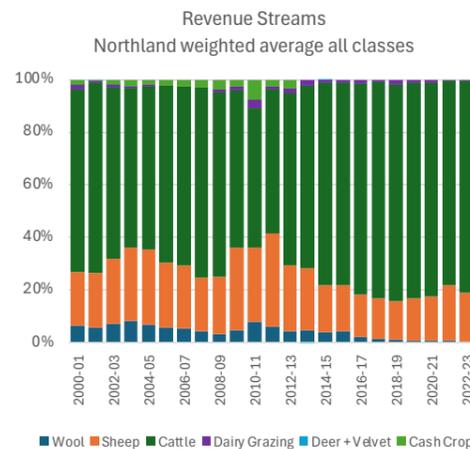| Average 2022-23 (Sheep and Beef Farm Survey)	Average Farm size Total ha	Average Area Grazed +Cropped ha	Sheep At open SU	Beef Cattle At open SU	Total livestock At open SU	Stocking rate SU/ha	EBITRm $ per Farm	EBITRm $ per ha	Sheep: beef ratio SU	Lamb Sales Prime %
🟠 Farm Class 3*	962	700	2,836	2,451	5,320	7.6	187,300	268	53:46	51
🟢 Farm Class 4**	680	545	997	3,681	4,695	8.6	206,600	379	21:78	89
🔵 Farm Class 5*	413	318	929	2,474	3,513	11.0	233,200	733	26:70	99

*Northland-Waikato-Bay of Plenty | **Northland

Area On average, sheep and beef farms increased in size over the past 25 years, with Hill Country farms increasing from around 340ha to 680ha.
Stock Units Total stock units per farm increased with greater land area, tending towards increased beef cattle SU as sheep SU decreased. The current sheep: beef ratio is estimated at 19:80 (19% sheep SU, average across all farm classes in Northland). **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.
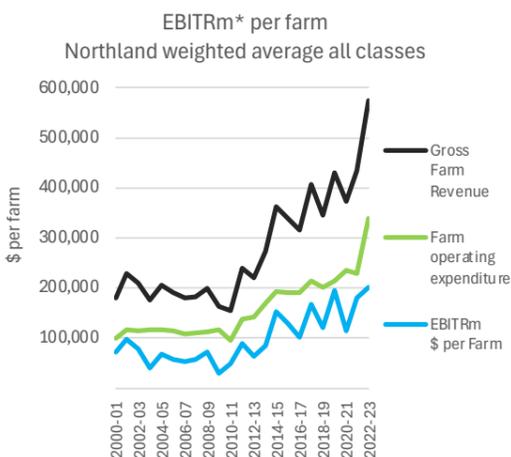
Farm performance

Lambing and Calving
Northland weighted average all classes

Lambing Percent — 123.0
NZ Lambing Percent
Calving Percent — 84.2
NZ Calving Percent

Lambing percentage has increased over time with variation between seasons. Spring 2022 poorer lambing performance was attributed to an extended summer-autumn drought in 2022 during mating, below-average ewe condition, and limited feed. Calving percentage has been relatively flat over time and, in recent years, slightly below the NZ average until 2022-23.

Revenue Streams
Northland weighted average all classes

Wool ■ Sheep ■ Cattle ■ Dairy Grazing ■ Deer + Velvet ■ Cash Crop

Northland farms earn 98% of gross farm revenue from sheep and cattle (including wool), on average.
Around 15% of farms had dairy grazing revenue in 2022-23. Dairy grazing revenue was mostly young dairy stock grazing on Hill Country and Finishing farms.
'Other revenue' averaged around $11,000 per farm over the past decade.

EBITRm* per farm
Northland weighted average all classes

Gross Farm Revenue
Farm operating expenditure
EBITRm $ per Farm

EBITRm per farm in 2022-23 was $200,800 on average. Farm operating expenditure (FOE) continued to rise in 2022-23. Interest expenditure is not included in FOE. However, interest expenditure has increased since 2021-22 with higher interest rates and higher overdraft and term liabilities.

EBITRm per hectare

Farm Class 3 * — Farm Class 4 ** — Farm Class 5 *
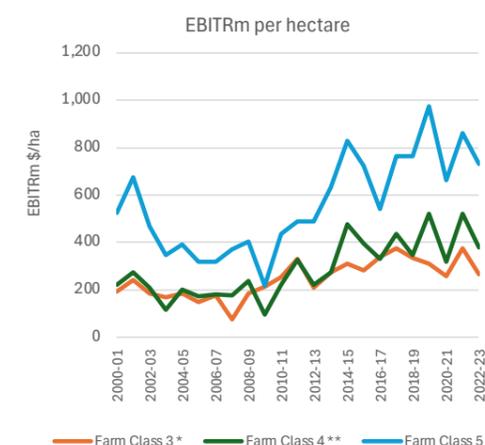
Profitability per hectare decreased across all farm classes in 2022-23 with lower farm-gate prices. EBITRm/ha continued to decrease in 2023-24 and is forecast to increase in 2024-25 with strengthening farm-gate prices. High farm expenditure continues to keep profit margins under pressure. EBITRm/ha for Hill Country farms in Northland has historically been lower than the North Island average, in recent years the gap has narrowed.