

# Beef + Lamb New Zealand 2026 Regional Delivery Plan Northern South Island

Powered by your local B+L NZ Farmer Council

## Your Regional Team

NSI Extension Managers: Sarah O'Connell, Amanda Henderson, Hannah Brewer  
NSI Extension Coordinator: Courtenay Chenery, Annabel Higgins, Rebekah Connor  
Regional Extension Manager: James Fox  
NSI Farmer Council Chair: Tarsh Newport  
NSI Farmer Council Deputy Chair: Fraser Tasker

## What we are doing

Our RDP purpose is to provide great learning opportunities and connections. These will create positive and practical solutions for improved profitability and sustainability. Our farmers will be primed for change and can thrive into the future with confidence and pride.



<b>Why</b>	Farmers can run strong, future-fit operations by making smart decisions, lifting pasture and stock performance, and using good genetics—keeping the business humming now and for the long haul.
<b>We will measure progress through</b>	<ul style="list-style-type: none"> <li>Attendance and engagement increasing</li> <li>Feedback from stakeholders of increased farmer confidence</li> <li>Our extension delivery changes from awareness to embedding skills and knowledge.</li> <li>Farmers asking for next steps to fill knowledge gaps</li> <li>Long term measured improvements in production and profitability.</li> </ul>
<b>Awareness</b>	Events / Field days / Farming for Profit: covering Genetics, Pasture and forage, Animal performance, Benchmarking, Profitability, Farm systems and innovation, Soils.
<b>Knowledge/Skills</b>	Follow up workshops from awareness events to give greater knowledge.
<b>Confidence/Action</b>	Focus groups: <ul style="list-style-type: none"> <li>Animal Production - Hurunui, Waimakariri Selwyn, Tasman, Marlborough</li> <li>Canterbury Beef Cow</li> </ul>
<b>Community events</b>	<ul style="list-style-type: none"> <li>Marlborough Farmer of the Year</li> <li>Ballance Farm Environment Awards</li> </ul>



<b>Why</b>	We care about our stock and want them thriving, so we've got to stay ahead of health issues—boosting nutrition, tackling new climate-related challenges, and getting on the front foot with disease, because healthy animals drive performance, efficiency, and a more profitable farm.
<b>We will measure progress through</b>	<ul style="list-style-type: none"> <li>Farmer engagement with animal health topics increases.</li> <li>Awareness and mitigation of drench resistance and facial eczema.</li> <li>Long term increase in net production / Ha.</li> <li>Greater use of animal health plans</li> </ul>
<b>Awareness</b>	<ul style="list-style-type: none"> <li>Facial Eczema- Farmer videos- Workshops- North Canterbury/ Buller.</li> <li>Postmortem Workshops</li> <li>Events/Field days including: Emerging parasite, Drench Resistance, Biosecurity</li> </ul>
<b>Knowledge/Skills</b>	Workshops: Internal Parasites, Facial Eczema- Vets, Postmortem, Trace elements, Animal Health Plans.
<b>Confidence/Action</b>	Focus groups: <ul style="list-style-type: none"> <li>Canterbury Lamb Survival</li> </ul>
<b>Community events</b>	<ul style="list-style-type: none"> <li>SI Field days</li> </ul>



<b>Why</b>	Farmers operate good businesses by staying informed, anticipating market and policy changes and producing what buyers are actually after.
<b>We will measure progress through</b>	<ul style="list-style-type: none"> <li>Farmer engagement with marketing updates</li> <li>We will hear growing conversations and awareness</li> <li>Growing numbers on social media</li> </ul>
<b>Awareness</b>	<ul style="list-style-type: none"> <li>Short webinars and videos</li> <li>Brief updates at events</li> <li>Social media</li> </ul>
<b>Knowledge/Skills</b>	(Only building awareness this year)
<b>Community events</b>	<ul style="list-style-type: none"> <li>Processor roadshows</li> <li>Industry market updates</li> <li>Director Roadshows</li> </ul>



<b>Why</b>	Farmers manage their business well by tracking finances, setting goals, monitoring performance, and managing people and assets well. Farmers make informed decisions with support from trusted rural professionals to stay productive and profitable.
<b>We will measure progress through</b>	<ul style="list-style-type: none"> <li>Farms have training plans for staff and are involving staff in events.</li> <li>Long term improvements in production and profitability.</li> <li>RP feedback improved confidence in budgeting, and financial tools.</li> </ul>
<b>Awareness</b>	<ul style="list-style-type: none"> <li>Short webinars, podcasts, videos</li> <li>Social media</li> <li>Field day topics including: Budgeting, Financial Literacy, Building a team, Farming career progression, Succession, Strategic Business Planning, Farm software options.</li> </ul>
<b>Knowledge/Skills</b>	Workshops: Financial Skills, Budgeting, Strategic Business Planning, Farm software, Generation Next
<b>Confidence/Action</b>	Focus groups: <ul style="list-style-type: none"> <li>Hurunui Financial management</li> </ul>



<b>Why</b>	We support farming communities to build resilient, flexible systems that fit their land and climate, support wellbeing, sharpen seasonal decision-making and turn challenges into choices.
<b>We will measure progress through</b>	<ul style="list-style-type: none"> <li>Farmer confidence and engagement increases</li> <li>Farmers feel more prepared for adverse events with support from partners, eg FarmStrong, RST, MPI on-farm, and they're sharing how they're adapting their farm systems with one another</li> </ul>
<b>Awareness</b>	<ul style="list-style-type: none"> <li>Hub groups- including RAG</li> <li>Short updates at events</li> <li>Employer/Employee Obligations</li> <li>Annual/ Seasonal planning tools</li> </ul>
<b>Knowledge/Skills</b>	Workshops: Innovation of Farm Systems, On farm development projects, Supplementary feeding, Pasture/Forage Options, Soil Health
<b>Community events</b>	<ul style="list-style-type: none"> <li>Surfing for Farmers</li> <li>RST</li> </ul>

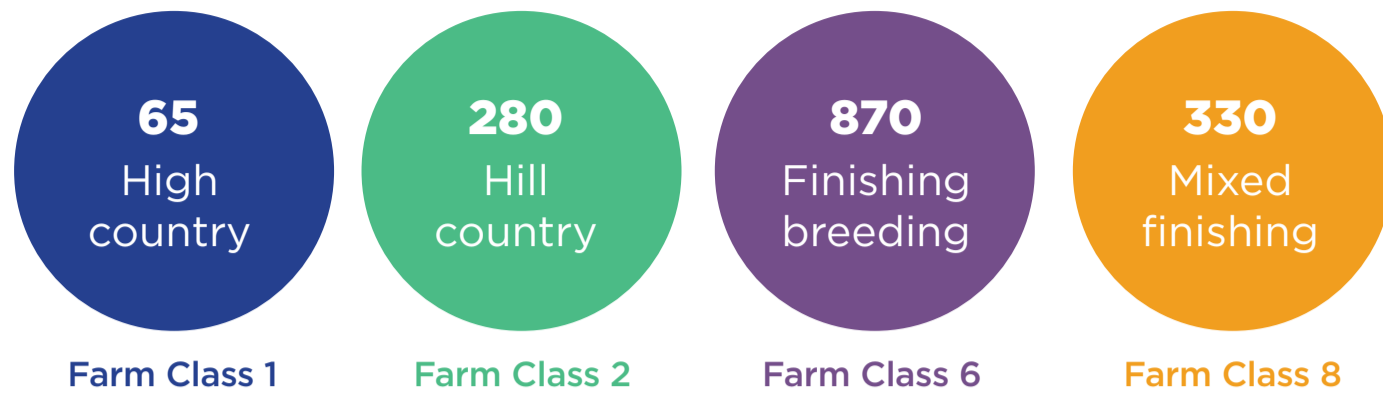
Note: Detail of planned delivery may need to change in response to seasonal events

For all event details and dates visit [www.beeflambnz/events](http://www.beeflambnz/events)



# Northern South Island Regional Overview

B+LNZ Insights Team June 2025



Farm Class 1

Farm Class 2

Farm Class 6

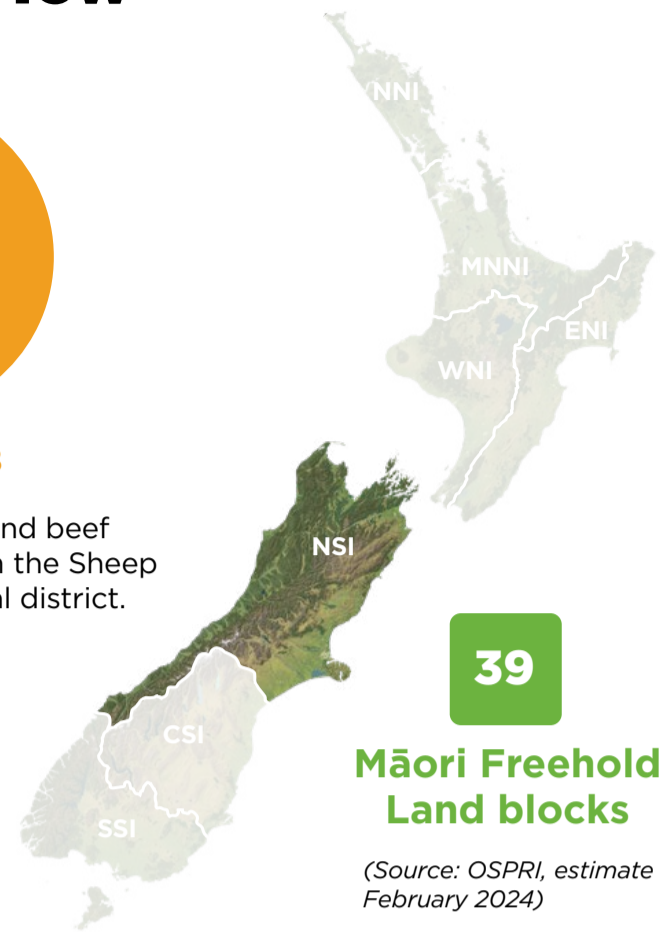
Farm Class 8

The Northern South Island Farmer Council region has an estimated 1,545 commercial sheep and beef farms. Over half are Finishing-Breeding farms. The farm characteristics below show data from the Sheep and Beef Farm Survey for Marlborough-Canterbury, which largely aligns with the NSI electoral district.

## Total Agriculture, Horticulture and Forestry Area



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



39

Māori Freehold Land blocks

(Source: OSPRI, estimate February 2024)

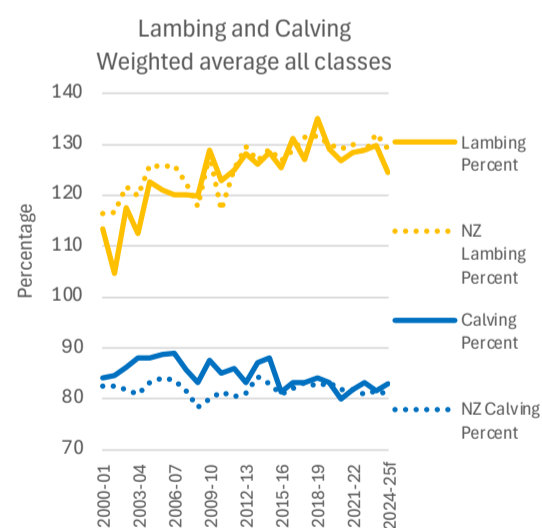
## Farm Characteristics by Farm Class

Average B+LNZ Marlborough-Canterbury 2024-25 forecast (Sheep and Beef Farm Survey)

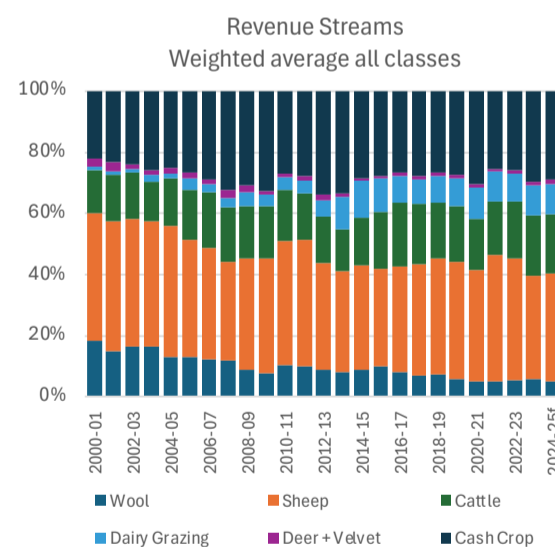
	Average Farm size Total ha	Average Area Grazed +Cropped ha	Sheep At open SU	Beef Cattle At open SU	Total livestock At open SU	Stocking rate SU/ha	EBITRm \$ per Farm	EBITRm \$ per ha	Sheep: beef ratio SU	Lamb Sales Prime %
Farm Class 1*	9,099	7,955	8,401	2,507	12,024	1.5	342,800	43	70:21	34
Farm Class 2	1,597	1,432	3,890	1,742	6,042	4.2	208,500	146	64:29	47
Farm Class 6	556	478	2,102	1,115	3,833	8.0	209,300	438	55:29	88
Farm Class 8	348	336	1,279	374	3,425	10.2	398,200	1,185	37:11	97

**Area** On average, sheep and beef farms increased in size over the past 20 years, mostly driven by Finishing-Breeding and Mixed Finishing farms increasing in size. **Stocking Rate** SU/farm increased since 2014-15. Marlborough-Canterbury has more deer SU on farms than the NZ average, and more dairy cattle SU particularly on Mixed Finishing farms. The current sheep: beef ratio is estimated at 56:26 (56% sheep SU, average across all farm classes). **Profit** in 2024-25 is forecast to improve from an historic low in 2023-24. The increase is driven by better sheep and beef cattle farm-gate prices. Prime sales vary between seasons depending on climatic conditions.

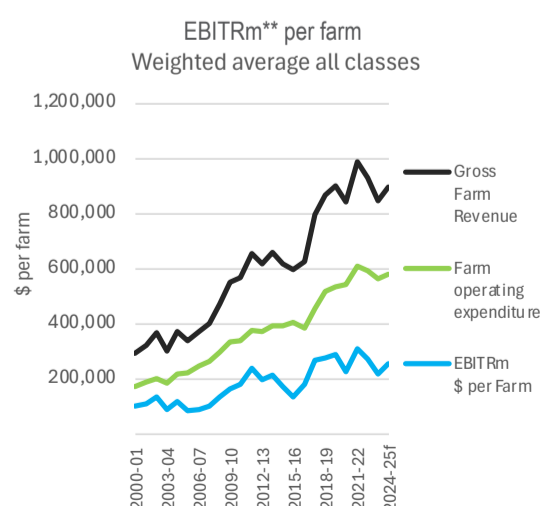
## Farm performance



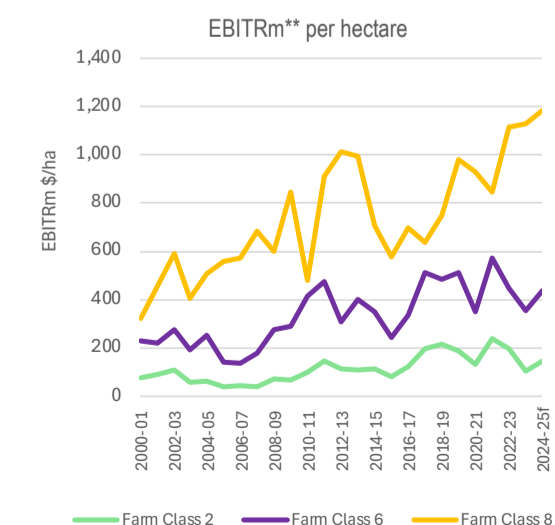
Lambing percentage has increased over time with variation between seasons. Spring 2024 lambing was difficult because drought through summer-autumn 2024 reduced ewe condition and spring lambing conditions were poor (especially for High and Hill Country farms). Calving percentage over the past 25 years was relatively flat and similar or slightly higher than the NZ average.



Marlborough-Canterbury farms earned 55% of gross farm revenue from sheep and cattle (including wool) on average in 2022-23. Cash crops were a significant source of GFR in the region (27% of GFR in 2022-23) followed by dairy grazing (9% of GFR). Twenty-five percent of farms received dairy grazing revenue in 2022-23.



EBITRm per farm in 2024-25 is forecast at \$256,000, up by \$37,800 (+17%) on 2023-24. Farm operating expenditure (FOE) decreased with cost cutting in 2023-24 in the wake of falling revenue and high input prices. The 2024-25 forecast is for a lift in spending esp. fertiliser and R&M. FOE does not include interest, which almost doubled to \$128,600 (2024-25f) since 2020-21.



Mixed Finishing farms tend to have higher EBITRm/ha than larger, more extensive farms. In 2024-25 EBITRm/ha is forecast to increase for all farm classes. There are limitations in benchmarking with EBITRm/ha for High and Hill Country farms due to scale. EBITRm/SU is an alternative published in time-series and within interactive tools on B+LNZ's website [www.beeflambnz.com](http://www.beeflambnz.com)

Source: B+LNZ Sheep and Beef Farm Survey. The B+LNZ Marlborough-Canterbury survey region is presented here as it largely aligns with the NSI Electoral District and is indicative of farms in the region. \*South Island data is presented for High Country (Farm Class 1), instead of Marlborough-Canterbury, due to sample size and privacy considerations. The estimate of the number of farms in each region was made by B+LNZ based on StatsNZ Ag Census data for 2022. Provided by B+LNZ Insights Team June 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.