

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

Powered by your local B+LNZ Farmer Council

## Your Regional Team

SSI Extension Manager: Claire Teutenberg - Southland,  
Dean Sinnamon - Otago  
SSI Extension Coordinator: Theresa Laws  
Regional Extension Manager: Fiona Young -  
Southland/Otago  
SSI Farmer Council Chair: Matt McRae  
SSI Farmer Council Deputy Chair: Courtney Nimmo

## What we are doing

Our RDP purpose is to inspire farmers with the confidence and passion to gain the knowledge and skills which enable building a profitable, enjoyable, and resilient business.



### Focus area Farm systems

**Why** Farm performance needs to be more consistent over all land classes. We need to support adoption of the optimal system for the land class. To do this we will showcase farming excellence on high performing farm systems in each land class.

**We will measure progress through**

- Increase kgs CWT/ha
- Resilience based Farm Systems
- Forage production and utilisation
- #Farmers benchmarking and setting business KPI
- EBIT

**Awareness**

- Farming for Profit days will be seasonally relevant and well attended.

**Knowledge/Skills** Workshops adapted to be relevant to the region:

- Better beef breeding
- Better sheep breeding
- Ewe BCS
- Feedsmart
- Wormwise
- Growing Great Lambs
- Protecting your patch
- Good practice – winter grazing and cultivation

**Confidence/Action**

- Focus Group – Forages
- Focus Group - Animal Production
- Focus Group -Livestock Parasite Management
- Focus Group - Lamb survivability

**Community events**

- Attendance at industry events on the relevant subjects of reducing worm challenge with forage crops, trial sites with research groups.



### Focus area People

**Why** We run complicated businesses that require high skill levels. We must attract and retain talent who are inspired by the sheep and beef sector with long term goals.

**We will measure progress through**

- Engagement and recruitment levels increase for next generation of sheep and beef farmers
- Farmer attendance remains strong at B+LNZ events
- Employers are retaining staff for longer periods of time

**Awareness**

- Field days with a people focus using farmer panels, farm succession & pathways to farm ownership.

**Knowledge/Skills**

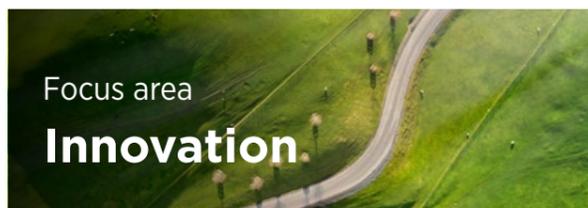
- Farm Succession workshops (partnership opportunity with experts)
- Generation Next programme
- Farm Safety Management Systems
- Farm ownership and leadership workshops

**Confidence/Action**

- Focus Group – People and Capability
- B+LNZ Leadership Programme

**Community events**

- Ballance Farm Env't Awards Field Day
- Rural Support Trust events
- B+LNZ Young Farmer Development Scholarship (Bi-annual)



### Focus area Innovation

**Why** Land use will continue to evolve. We need to drive change by showcasing new technology to support adoption and drive innovation focused on optimising land use with farm system.

**We will measure progress through**

- Measures of land use become more diverse.
- Increased uptake of new technologies associated with land use innovation.
- EBIT

**Awareness**

- Farming for Profit days will be future focussed including, complementary income streams, dairy beef / maximising traditional beef, new technology that supports profitability, genetics.

**Knowledge/Skills**

- Promotion of relevant material for sheep & beef farmers in complementary business possibilities
- Innovation workshops/events

**Community events**

- Ag-Innovation with Thriving Southland



### Focus area Connection and Wellbeing

**Why** We want our sector to continue to thrive with the right people in it. We need to ensure connection is intertwined throughout Beef + Lamb event delivery and remains a priority to support farmer wellbeing as an enabler of change.

**We will measure progress through**

- Engagement of farmers with extension activities.
- Support uptake and implementation of strategies; people taking action.

**Awareness**

- Farming for Profit days will be future focussed, include RST/ stakeholders
- Build a connection part into all events.

**Knowledge/Skills**

- Build a connection part into all events.

**Community events**

- Ladies Long Lunch
- Regional Showcase event
- Wanaka Show



### Focus area Profitability

**Why** Our regional data shows significant challenges to our profit. We need to support farmers with the confidence, tools, and skills to manage their businesses through the ups and downs for long term viability and resilience.

**We will measure progress through**

- Average region EBIT increases across all classes EBIT.
- Positive farmer feedback
- Numbers of farmers who are forward planning and actively budgeting – acquiring good financial literacy skills

**Awareness**

- Events/Field Days: to include financial reporting and benchmarking, follow up newsletters, with tools outlined.

**Knowledge/Skills**

- Farming for Profit programme
- Taking ownership of your financials
- Mastering your Financials

**Confidence/Action**

- Focus Group - Financial Management

**Community events**

- Attending relevant rural professional regional events

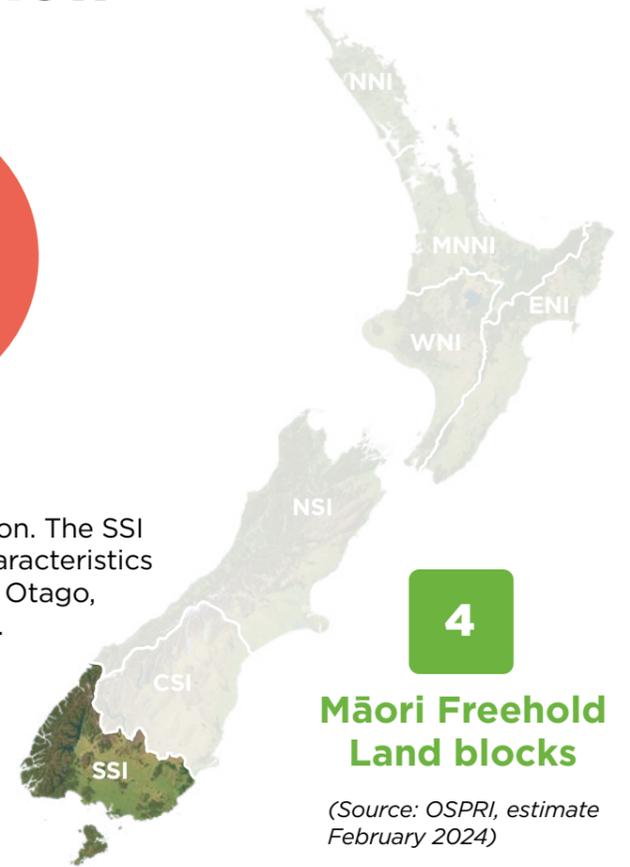
Note: Detail of planned delivery may need to change in response to seasonal events

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



# Southern South Island Regional Overview

B+LNZ Insights Team May 2025



**4**  
Māori Freehold Land blocks

(Source: OSPRI, estimate February 2024)

There are an estimated 1,360 commercial sheep and beef farms in the SSI Farmer Council region. The SSI Farmer Council region includes Southland, Gore, Invercargill, and Clutha districts. The farm characteristics reported below show Otago-Southland data for Farm Classes 6 and 7 (which includes Central Otago, Queenstown-Lakes and Dunedin City districts) and South Island data for Farm Classes 1 and 2.

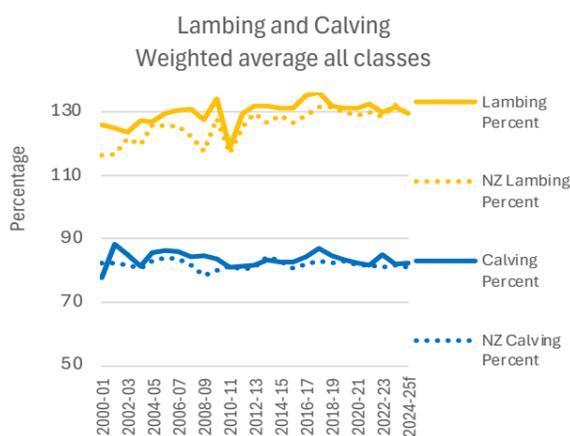


## Farm Characteristics by Farm Class

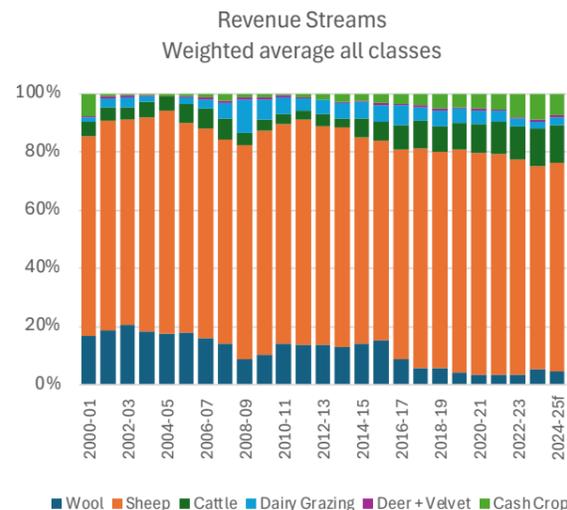
Average B+LNZ Otago-Southland* 2024-25 forecast (Sheep and Beef Farm Survey)										
	Average Farm size Total ha	Average Area Grazed +Cropped ha	Sheep At open SU	Beef Cattle At open SU	Total livestock At open SU	Stocking rate SU/ha	EBITRm \$ per Farm	EBITRm \$ per ha	Sheep: beef ratio SU	Lamb Sales 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*	1,681	1,485	4,458	1,731	6,518	4.4	238,400	161	68:27	50
Farm Class 6	810	652	4,371	970	5,702	8.7	284,900	437	77:17	74
Farm Class 7	299	267	2,376	321	2,803	10.5	166,000	622	85:11	92

**Area** On average, sheep and beef farms increased in size over the past 20 years, mostly driven by Hill Country farms (Farm Class 2). **Stock Units** total stock units per farm increased over time driven by more cattle SU. The current sheep:beef ratio is estimated at 79:16 for the weighted all farm classes average (79% sheep SU). **Profit** in 2024-25 is forecast to increase following two low-profit seasons, when lower farm-gate prices converged with high farm expenditure.

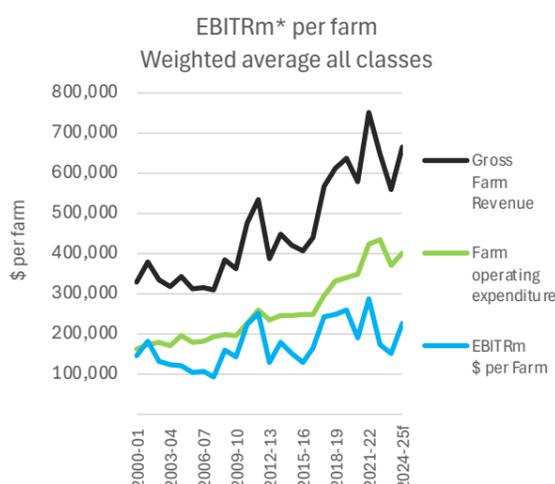
## Farm performance



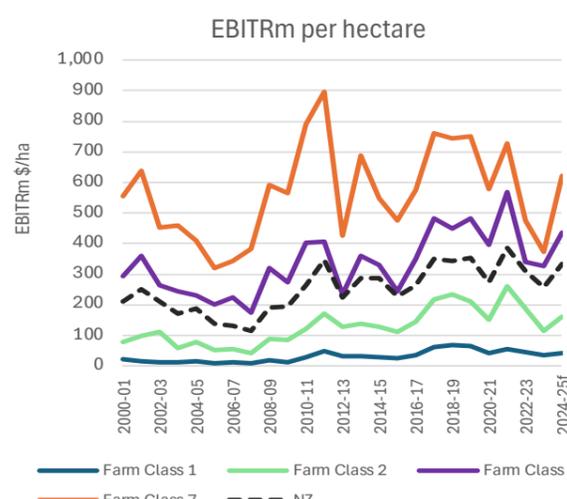
Lambing percentage for Finishing-Breeding and Finishing farms is generally above the NZ average, while High and Hill Country lambing percentages are below the NZ average due to the influence of fine wool breeds. Calving percentage has been relatively flat over time and was similar to the NZ average since 2019-20. Finishing Breeding farms' calving rate is above the NZ average.



SSI farms earn around 90% of gross farm revenue (GFR) from sheep (including wool) and cattle on average. Sheep and wool combined revenue averages around three-quarters of GFR. Cash crops and dairy grazing average around 3% (each) of GFR. 13% of farms had dairy grazing revenue in 2022-23.



EBITRm per farm for 2024-25 is forecast at \$227,300, around \$75,000 (+49%) higher than 2023-24, driven by increased GFR. Farm operating expenditure (FOE) is forecast to increase (+32k), particularly in areas such as fertiliser, repairs and maintenance. Interest expenditure is not included in FOE.



For 2024-25, profitability is forecast to increase with improved farm-gate prices. This follows an historically low profit season in 2023-24. Over time EBITRm/ha has been highest on Finishing farms. High and Hill Country farms see profit improve in 2024-25 but not return to 2022-23 levels.

The Southern South Island Electoral District comprises the southern part of the wider Otago-Southland survey region. Otago-Southland data is presented here for Farm Classes 6 and 7, and South Island data for Farm Classes 1 and 2. Regional farms estimate from StatsNZ Ag Census data 2022.

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