

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

Powered by your local B+LNZ Farmer Council

Your Regional Team

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What we are doing

Our RDP purpose is to engage, educate, and motivate our farmers so we have a sustainable resilient and confident farming community.

Focus area Farm Fundamentals

Why There is opportunity to improve productivity by going back to basics. We need to provide tiered learning to support more profitable and sustainable farming businesses.

We will measure progress through

- More farmers are attempting change:
 - Feed budgets
 - Parasite/feed management
 - Cropping
 - SR ratio
 - Genetics
- We have developed and delivered a range of events to cater for all stages.
- Farmers know their farming objectives and have a plan to work towards them which is regularly reviewed.

Awareness

- Farming for Profit
- Hub Farm

Knowledge/Skills

- Wormwise
- Better Beef Breeding
- Growing Great Lambs + Body Condition Scoring
- Better Ram Buying
- Farming for Profit
- Protecting your patch workshops - Disease management
- Pasture Pest Management
- Top Crops and Feeding Flops
- Making your fertiliser count

Confidence/Action

- Animal Production Focus Group
- Lamb Survival Focus Group
- Dog training

Focus area

Succession/Farming Pathways

Why Financial viability and farm pathways are important. We need to support our people pipeline with skills and next steps.

We will measure progress through

- Everyone has a plan as an individual, family, or business.
- Primary industry is recognised as an attractive career choice.
- Farmers are certain they have a sustainable business to pass on.

Knowledge/Skills

- Farm Succession Planning
- Generation Next

Community events

- Otiwhiti Training Farm Sponsorship & deeper engagement

Focus area

Connection

Why Industry pressures are having an impact on wellbeing and challenging farmers' sense of purpose. We need to bring farming communities together to lift morale and encourage positive action.

We will measure progress through

- B+LNZ farmer survey shows farmer confidence is increasing.
- Larger turn out at events – allow social time at the end of an event.
- Our RDP interviews with farmers will be positive and show farmers feel they have a sense of choice and control.

Awareness

- Connection event (Ladies or men's)

Community events

- A&P Shows x 4
- CD Field Days
- Hunterville Shemozzle
- Red Meat Farm Business of the Year

Focus area

Finances

Why Our regional data highlights there are financial challenges across the region. We need to support farmers to develop the skills and confidence to navigate through industry fluctuations.

We will measure progress through

- We have more farmers actively managing their budgets/cashflow
- Attendance at financially focused workshops
- More farmers are confident in their skills to be able to improve profitability

Knowledge/Skills

- Mastering your farm financials
- Farm Focus workshops

Confidence/Action

- Financial Management Focus Group

Focus area

Innovation

Why Farmers are searching for potential efficiencies to solve sector challenges. We need to support farmers to adopt and implement new innovative on-farm solutions.

We will measure progress through

- Innovation event feedback:
 - Confidence
 - Intention to act
- Farmers are doing their own cost/benefit analysis
- Farmer awareness of technology options has increased

Awareness

- Farming for Profit
- AgInnovation

Knowledge/Skills

- Better Bulls
- Understanding the opportunities around EID

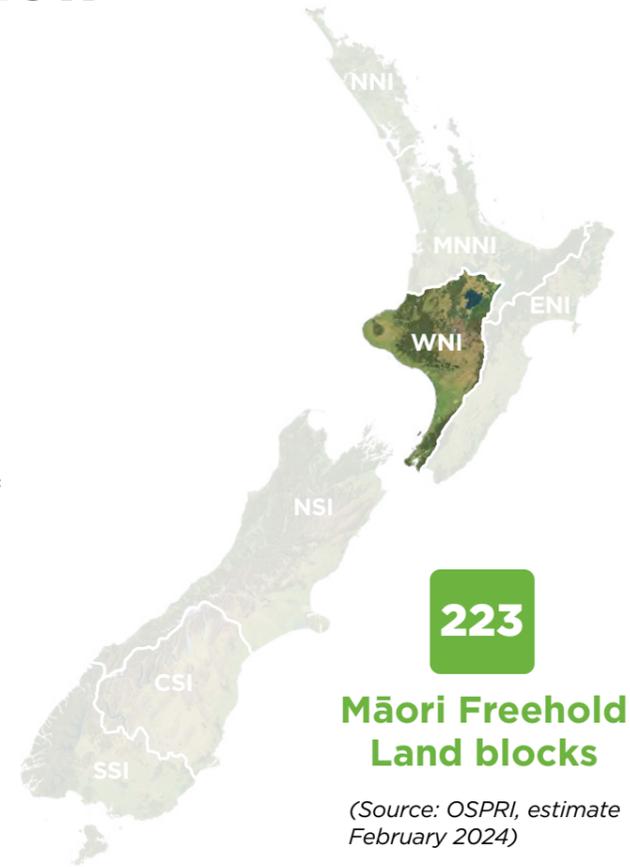
Note: Detail of planned delivery may need to change in response to seasonal events

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



Western North Island Regional Overview

B+LNZ Insights Team May 2025



Western North Island has an estimated 1,440 commercial Sheep and Beef farms. Around half are Hill Country farms (Farm Class 4). The Western North Island Farmer Council electoral district includes Ruapehu and Taupō districts. The farm characteristics reported below show Taranaki-Manawatū data as it largely aligns with the WNI electoral district.

Total Agriculture, Horticulture and Forestry Area



Māori Freehold Land blocks

(Source: OSPRI, estimate February 2024)

Farm Characteristics by Farm Class

Average B+LNZ Taranaki-Manawatū* 2024-25 forecast (Sheep and Beef Farm Survey)

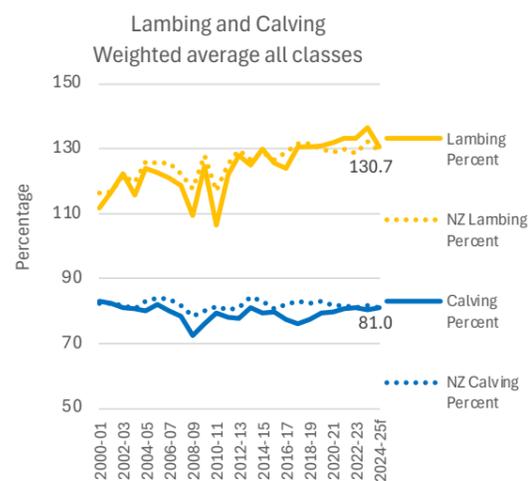
	Average Farm size Total ha	Average Area Grazed +Cropped ha	Sheep At open SU	Beef Cattle At open SU	Total livestock At open SU	Stocking rate SU/ha	EBITRm \$ per Farm	EBITRm \$ per ha	Sheep: beef ratio SU	Lamb Sales Prime %
Farm Class 3	1,236	914	5,170	2,405	7,656	8.4	321,200	351	68:31	60
Farm Class 4	572	481	2,849	1,532	4,614	9.6	241,000	501	62:33	75
Farm Class 5	244	197	813	1,056	1,971	10.0	172,000	873	41:54	91

Area The average area of Hard Hill farms has increased over time and is around double the size of Hill Country farms. Hill country farms have decreased in size slightly since 2000, while Finishing farms remained steady in hectares.

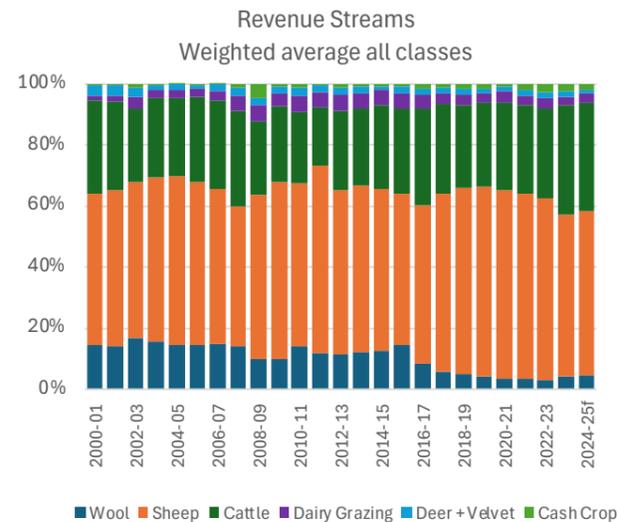
Stock Units Cattle stock units increased in the past 10 years, across all farm classes. The current sheep: beef ratio is estimated at 62:34 (62% sheep SU, average across all farm classes).

Profit in 2024-25 is forecast to improve from an historic low point in 2023-24. The increase is driven by better sheep and beef cattle farm-gate prices.

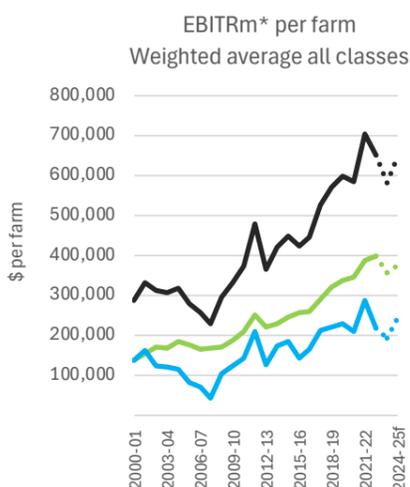
Farm performance



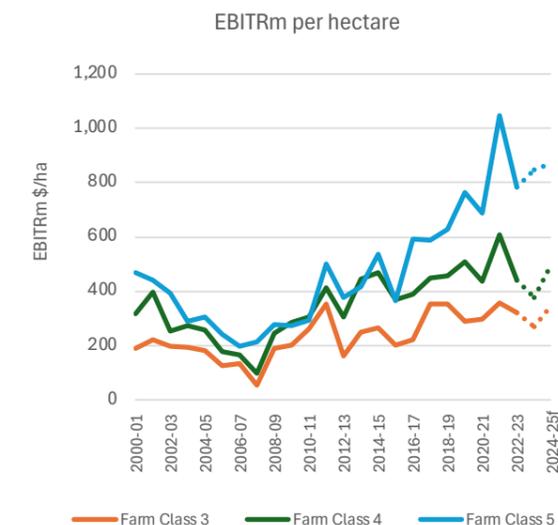
Lambing percentage has increased over time with variation between seasons. Spring 2023 lambing was exceptional, a small decrease is forecast for spring 2024. Hill Country farms performed above the NZ average since 2012-13. Calving percentage over the past 25 years was relatively flat and in recent years slightly lower than the NZ average.



Hard Hill and Hill Country farms earn >90% of gross farm revenue from sheep and cattle (including wool), while Finishing farms earn around 75% from sheep and cattle on average. Eight percent of farms received dairy grazing revenue in 2022-23. Cash crop revenue is vital for Finishing farms, with 24% receiving cash crop revenue in 2022-23.



EBITRm per farm in 2024-25 is forecast at \$245,000, up by \$50,000 on 2023-24. Farm operating expenditure (FOE) decreased with cost cutting in 2023-24, the 2024-25 forecast is for a lift in spending esp. fertiliser and R&M. Interest expenditure, which is not included in FOE, has doubled since 2021-22 to an average \$105,800 per farm.



In 2024-25, profitability (EBITRm/ha) is forecast to increase due to higher forecast farm-gate prices for sheep and beef cattle. The increase in profitability is from a low base, with 2023-24 being one of the lowest farm profit seasons on record (in real, inflation-adjusted terms). Finishing farms (FC5) benefited from beef cattle revenue in 2023-24 and started their recovery earlier than Hard Hill and Hill Country farms.

The Western North Island Electoral District runs from Taupō to Wellington. *The B+LNZ Taranaki-Manawatū survey region is presented here as it largely aligns with the Western North Island electoral district and is indicative of farms in the region (however, it excludes survey farms in Taupō and Ruapehu districts). 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.