



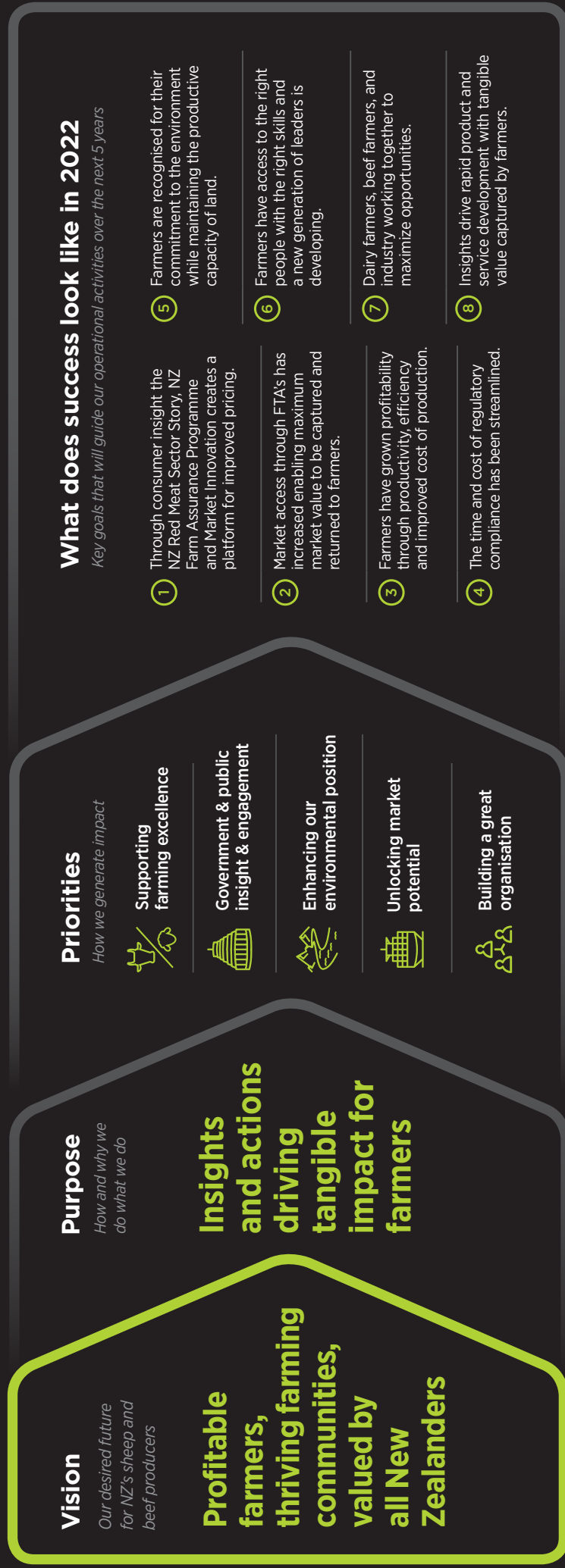
BEEF + LAMB NEW ZEALAND

AGINNOVATION CONFERENCE

2018



Our Strategy 2017-22





Welcome to AGINNOVATION 2018

Programme

7.00am	Registration open	10.30am	Welcome and housekeeping
8.00am	AgInnovation Breakfast begins	10.40am	Pick 'n' mix Session 1
8.20am	Welcome and housekeeping	11.30am	Pick 'n' mix Session 2
8.30am	The future of Red Meat for NZ – thinking outside the box Dr Anna Campbell, Managing Director AbacusBio	12.20pm	Networking Lunch
9.15am	The New Zealand Red Meat Story Nick Beeby, GM Market Development Beef + Lamb New Zealand	1.10pm	Pick 'n' mix Session 3
10.00am	Morning Tea	2.00pm	Pick 'n' mix Session 4
		2.50pm	RMPP Action Network – is it for me?
		3.50pm	Conclusion
		4.00pm	Networking Hour – finger food and cash bar

Pick 'n' Mix Sessions

ROOM 1 SILKS ☑

10.40am Pick 'n' mix Session 1 (Pick one)

Insight - Action - Impact: How a deep understanding of people and issues can make a difference for farmers
Jeremy Baker, Beef + Lamb New Zealand

ROOM 2 MARTON/FEILDING ☑

Emissions to air and water - learning from sheep and beef monitor farms and farmers Dr Robyn Dynes, AgResearch

ROOM 3 TERRACE ☑

The Innovative Farmer
Mat Hocken, Grassmere Dairy & 2017 Nuffield Scholar

11.30am Pick 'n' mix Session 2 (Pick one)

ETS - Carbon value of erosion control plantings. Margaret Willis, Woodnet
Crown Forestry - Billion Trees Programme. Could it be for you? Stuart Orme, Woodnet

Can how I feed my calf influence its growth, development and lifetime performance? Dr Sue McCoard, AgResearch

The Lean Farmer - simple lean tools that will save you time and money
Jana Hocken, Improve8

12.20pm Beef + Lamb New Zealand Networking Lunch

1.10pm Pick 'n' mix Session 3 (Pick one)

Taking back the reins - farmer driven catchment collectives Corina Jordan, Beef + Lamb New Zealand

Flystrike and Lice on sheep – Results from a postal survey of farmers
Bill Pomroy, Massey University

Genetics Toolbox – what's in it for me? Annie O'Connell, Beef + Lamb New Zealand Genetics

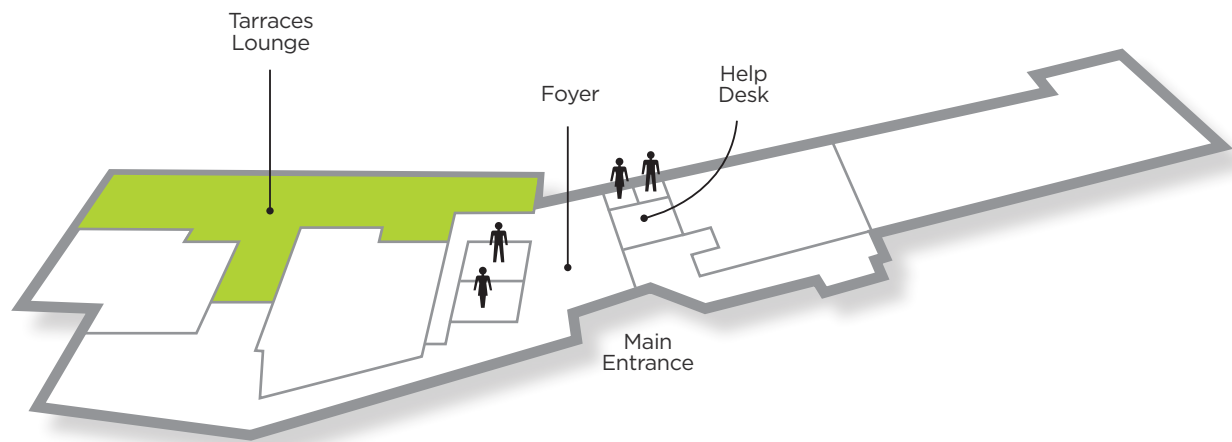
2.00pm Pick 'n' mix Session 4 (Pick one)

Environmental impacts of cattle on hill country Rebecca Hickson, Massey University

How do we keep attracting the best people? Stuart Taylor, OB Group Farms

Innovation via Biosecurity 2025 – tools to protect NZ's livestock
Jonathan Rudge, MPI

Ground floor map



Conference venue

Awapuni Function Centre, 67
Racecourse Road, Palmerston North

Key people

Jason Griffin – B+LNZ Western
North Island Extension Manager
027 431 0225

Lauren Cameron – B+LNZ Eastern
North Island Extension Manager
027 431 7626

Rachel Jukes – B+LNZ Regional
Coordinator 027 2039800

Bevan Proffitt – B+LNZ Farmer
Council Chair (WNI) 027 2490885

Paul Crick – B+LNZ Farmer Council
Chair (ENI) 0274 504085

This conference has been put together by farmers for farmers, with the advice and guidance of the Western North Island and Eastern North Island farmer councils. This is an exciting and fresh line up of topics and presenters. We trust that this conference really does add value to your farm business, or the farm you work on. It is up to you to harness the information and implement it on farm to generate the return on levy investment in this 2018 B+LNZ AgInnovation Conference. Have fun.

Registration desk

Please contact the registration desk for any information or assistance required during the conference. It is located in the venue foyer and open at the following times: Wednesday 2nd May 7.00am – 4.00pm.

Parking

All day parking is available free at the venue.

Name lanyards

For security reasons and entry to all conference sessions, name lanyards issued at registration should be worn throughout the conference:

Green: Beef + Lamb New Zealand Staff and Farmer Council members
Orange: Presenters **Blue:** Attendees

Mobile phones and pagers

Please silence or switch off all mobile phones or pagers during conference sessions.

Dress code

The conference dress code is tidy casual.

Smoking

Smoking areas are provided outside the venue. No smoking inside.

Valuables

Please keep your valuables safe. The organisers of the event cannot be held responsible for any loss or damage to personal items while attending. Any found property should be handed to a B+LNZ staff member or to the registration desk.

Catering

Wednesday 2nd May: 'Full day package' delegates: breakfast, morning tea, lunch and nibbles at conclusion. 'Half day package' delegates: morning tea, lunch and nibbles at conclusion. Delegates with special dietary requirements, who advised us prior to the event, should make themselves known to serving staff at all meals and refreshment breaks.

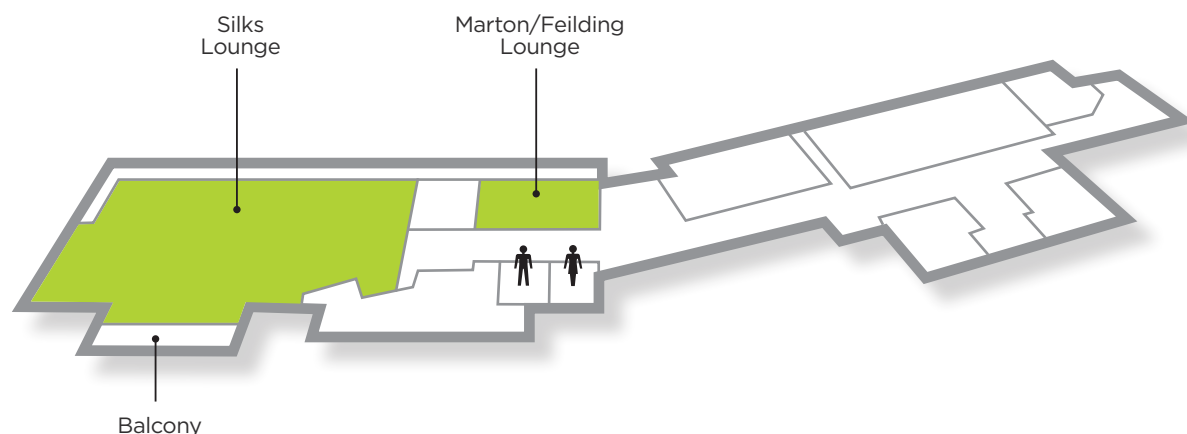
Banking

EFTPOS facilities are available at the reception desk for payment but not cash.

Liability

In the event of circumstances beyond the control of the conference organisers, no responsibility will be accepted for any losses incurred.

First floor map



Recording and Audio of Presentations

All attendees please respect the content of the presentations on the day and do not record any visual or audio of the conference. Beef + Lamb New Zealand (B+LNZ) will endeavour to provide recordings of some sessions on their website following the conference once the relevant permissions have been granted.

Health & Safety

Please report to the reception on your arrival and note there will be a B+LNZ staff member on site at all times during the event.

The B+LNZ Health & Safety point of contact for the AgInnovation conference is Rachel Jukes 027 2039800. All incidents, accidents, injuries must be reported to the B+LNZ Health & Safety point of contact.

There are elevators to all upper levels. Please use these if for any reason the stairs are unsuitable for your purposes. In the event of evacuation, please use the stairs only.

While on site please remain in the areas in which the B+LNZ AgInnovation event is held.

Comply with all posted signs in the building and car park.

Please be aware other contractors and organisations are using the building at the same time. B+LNZ have no control over the health and safety provided by other users.

B+LNZ have a Host Responsibility Policy in relation to alcohol at events. This policy is on display at the event; please take the time to read it.

The nearest medical centre is Cook Street health centre, 138 Cook Street, West End 4410, phone: 06-356 8033

The Palmerston North Hospital is located at 50 Ruahine St, Roslyn, Palmerston North 4442, phone: 06-356 9169

B+LNZ take the health and safety of all delegates seriously. If you should feel unwell, or notice any activity at this event you consider unsafe, please bring it to the attention of a B+LNZ staff member.

Fire or Earthquake Emergency

In the event of a fire, a continuous alarm will sound throughout the building. Please proceed in an orderly fashion to the nearest fire exit. All exits are indicated by Exit signs along with Means of Escape.

Evacuation Notices are displayed throughout the building. The facilities are fitted with manual fire alarm

systems. If you should notice smoke, any person has the authority to initiate the fire alarm without waiting.

Please follow the instructions of the fire warden and B+LNZ staff and farmer council members who will be guiding you.

REMEMBER – the first action upon discovering a fire is to raise the alarm and dial “111”

General Rules for Evacuation

1. Do not attempt to take valuables, bags or other materials with you
2. DO NOT RUN
3. DO Not use the Lifts
4. Move in single file and not pass others along the route
5. Report immediately to the evacuation assembly point outside the main entrance of the function centre, on the grass
6. DO NOT ATTEMPT TO RETURN TO THE BUILDING FOR ANY REASON until the “all clear” is given by the Senior Fire Officer present
7. In the event of the fire alarm being activated, please follow instructions from the Awapuni staff

All information provided is correct at the time of printing. The organisers reserve the right to make changes to the programme as necessary.



Dr Anna Campbell

Managing Director AbacusBio

Anna has a scientific background from which she has transitioned into business leadership and governance. She is Managing Director of AbacusBio, an agri-technology company, with offices in Dunedin and Edinburgh, where she leads a team of over 30 specialised consultants and several graduate students.

Anna is also a Director of Otago Innovation Limited, Genomics Aotearoa, the Otago Cricket Association and a Trustee of Otago Boys' High School.

The future of red meat for New Zealand – thinking outside the box

Protein opportunities for New Zealand fall into four categories: “real food” as we know it now; composite and functional food; plant-based meat substitutes and cellular derived or synthetic protein. Extreme views point to the end of livestock farming as we know it. Is this being alarmist? Will a real food - made in New Zealand position be enough for long-term prosperity of the sheep and beef industry?

In her presentation, Anna will give some background as to the science behind these new trends, but most importantly, she will explore solutions for food innovation within New Zealand that includes red meat products.



Nick Beeby

*GM Market Development
Beef + Lamb New Zealand*

As General Manager of the B+LNZ Market Development team, Nick drives the pace of, and leads the B+LNZ market development programmes.

The programme has been through a significant change, led by the sector (farmers, meat companies, and industry stakeholders) and now focuses around customer insight, market innovation, and developing and implementing the Origin Brand and New Zealand red meat story.

Nick was born and raised on a family farm in Hawke's Bay and has over 10 years' experience in the New Zealand primary sector where he has worked in both New Zealand and Europe.

The New Zealand Red Meat Story

Nick will present the journey of building our new country of origin brand. We should expect to hear about the role origin plays in the pathway to purchases and how NZ is perceived internationally. Nick will also share the country of origin brand and story, and introduce the high level go-to market plan.

ROOM 1: SILKS LOUNGE



Jeremy Baker

Beef + Lamb New Zealand

Jeremy Baker is the Chief Insight Officer at B+LNZ. He has wide experience in strategy, analytics and senior leadership roles in industry, education and government, including previously being Deputy Vice-Chancellor at Lincoln University. He is focused on providing B+LNZ and sheep and beef farmers with the tools and insights they need to tackle the issues that matter to the sector.

Insight - Action - Impact: How a deep understanding of people and issues can make a difference for farmers

Beef + Lamb New Zealand has refocused through its Strategy 2017-2022 so that it can tackle the issues that matter to farmers. This includes increased effort on identifying risks and opportunities facing the sector, and making sure that B+LNZ and farmers are well positioned to address them. The presentation will cover the issues being monitored, and share current priority areas of work. The session will finish with discussion of risks and opportunities from a farmer perspective.

ROOM 2: MARTON/FEILDING



Dr Robyn Dynes

AgResearch

A farm systems scientist with AgResearch (Lincoln), Robyn's research interests span the current and future challenges facing NZ farming systems. Originally from sheep, beef and arable background, Robyn started her research career in Western Australia, with sub clover and Merino sheep, it was here she developed interests in sustainable livestock systems in diverse landscapes under increasing environmental pressure. Robyn's research interest now cover dairy, mixed livestock and integrated livestock-cropping systems, with a current focus on systems impacts on greenhouse gases, nitrate leaching and role of new technologies for farming.

Emissions to air and water - learning from S&B monitor farms and farmers

Research within 'Forages for Reduced Nitrate Leaching' programme and NZ Agricultural Greenhouse Gas Research Centre has provided new insights into greenhouse gas emissions and nitrate leaching. An important part of these programmes has been S+B Monitor Farms. We will highlight key research findings and view through the lens of our monitor farmers. We will highlight data from the monitor farms—catch crops show promise from research, what are the practical options are there for Monitor Farms? Highlands has a long history in increasing efficiency of production and GHG emissions intensity has improved consistently over time—what does the future hold?

ROOM 3: TERRACE



Mat Hocken

Grassmere Dairy & 2017 Nuffield Scholar

Mat Hocken is a 4th generation family farmer from the Manawatu. Mat farms 1,000 dairy cows with his family in Colyton. He was previously Federated Farmers Dairy Chair for Manawatu-Rangitikei. Mat studied law and commerce at Canterbury University, NZ and was admitted to the Bar as a barrister and solicitor. Following his undergraduate studies Mat completed a Masters at Cambridge University, UK in politics.

The Innovative Farmer

Mat completed a Nuffield international scholarship in 2018 focussing on innovation in agriculture. His research was released in April 2018. His international travels drew attention to the challenges facing the agriculture and food industry, as well as the exciting innovations being developed to meet these challenges. Mat's aim is to inspire a new generation of farmers and growers to engage in innovative platforms to solve the challenges and prepare agriculture for a successful future.

ROOM 1: SILKS LOUNGE



Margaret Willis & Stuart Orme

Woodnet

With 8 years' experience working closely with the ETS, Margaret has developed a thorough understanding and history of administration, policy and opportunities. She also covers alternate/marginal land use assessments as well as contributing to forest valuations with Woodnet.

Stuart Orme heads the Woodnet team who have developed into a solution orientated group focused on adding value across the forestry value chain for their clients. He is a Registered Forestry Consultant (MNZIF) with extensive experience in the forestry field. He is also one of NZ's foremost experts on marginal land options and the ETS as well as being a licensed salesperson (REAA 2008) for forestry sales and purchases.

ETS - Carbon value of erosion control plantings.

Erosion control Hardwood plantings can gain good carbon in the ETS. Learn about potential and how to meet forest land criteria for existing and new plantings, as well as other vegetation. During the session Margaret will also cover the ETS in a nutshell, although not easy to fit in there.

Crown Forestry - Billion Trees Programme. Could it be for you?

Crown Forestry - Billion Trees Programme. Government offer is on the table for land areas totalling 200 hectares or more. Understand the opportunity being offered for Land rental and carbon. It could be for you.

ROOM 2: MARTON/FEILDING



Dr Sue McCoard

AgResearch

Dr. Sue McCoard is a senior scientist in the Animal Nutrition & Physiology Team and Science Impact Leader for Animal Science at AgResearch Grasslands. Her research aims to understand the role of nutritional programming of key tissues and organ systems during early life, and underpinning mechanisms, on economically important traits for productivity in sheep and cattle including survival, growth, health and lifetime productivity. Outcomes of this research include the development of new technologies/strategies with a focus on strategic feeding and management to enhance the productivity and efficiency of livestock production.

Can how I feed my calf influence its growth, development and lifetime performance?

Almost all dairy heifer replacements and more than one third of beef cattle in New Zealand are artificially reared. The survival, growth, health and lifetime performance of these calves is equally important to dairy and beef production systems. Nutritional programming is a process through which variation in the type, quality or quantity of nutrients consumed during early life exerts a permanent effect on the developing young. Recent research investigating the impacts of altered nutrition in early life (colostrum, milk, solid feed, specific amino acids) on organ development, immune function and lifetime growth performance will be discussed.

ROOM 3: TERRACE



Jana Hocken

Improve8

Jana is an experienced and proven lean practitioner. With a background in mechanical and industrial engineering, Jana has over 16 years of global experience initially working with Toyota Australia and Toyota Europe in senior engineering roles before moving into lean consulting. She has worked across all industry sectors from defence to finance helping companies to become more productive using lean methodologies. In 2013 she became involved in her husband's 1000 head dairy farm and quickly saw the benefit lean can have in farming. During 2016, she discussed lean with Open Country Dairy, and subsequently developed the first comprehensive Lean Training program designed specifically for dairy farmers. After rolling out the hugely successful program to over 100 farmers across NZ in 2017, it validated that there was a real need for Lean in farming.

The Lean Farmer - simple lean tools that will help you save time and money

Lean thinking will help farmers improve many of the problems they face every day. Long work hours, high staff turnovers, repeat problems, things not done right first time, breakdowns, wastage, safety and high costs are all factors that cause unnecessary stress for farmers. Learning how to see waste, work more efficiently, create engaged teams, be more productive and solve problems effectively will save time and cost, improve business performance and create a better farm.

ROOM 1: SILKS LOUNGE



Corina Jordan

Beef + Lamb New Zealand

Corina is the Environment Policy Manager for Beef + Lamb New Zealand, and has over a decade and a half of natural resource management and freshwater ecology experience. Her specialist areas include the development of integrated policy frameworks to sustainably manage land and water resources, and engagement across multiple stakeholders and communities in addressing complex natural resource management issues and opportunities. Her work includes empowering farmer leadership in the promotion and integration of sustainable farming practices, and in providing for healthy vibrant rural communities.

Taking back the reins - farmer driven catchment collectives

Increasing public pressure around agricultural land uses and environment impacts, changing consumer requirements around ethical sustainable food, and tightening domestic regulation, offer both challenges and opportunities for the red meat sector. In response, B+LNZ and the sector is shifting gears. Empowering farmer leadership in understanding and addressing these complex issues, and scaling up individual action through community catchment initiatives, is an essential step in ensuring our farming sector and our rural communities remain vibrant and future proofed.

ROOM 2: MARTON/FEILDING



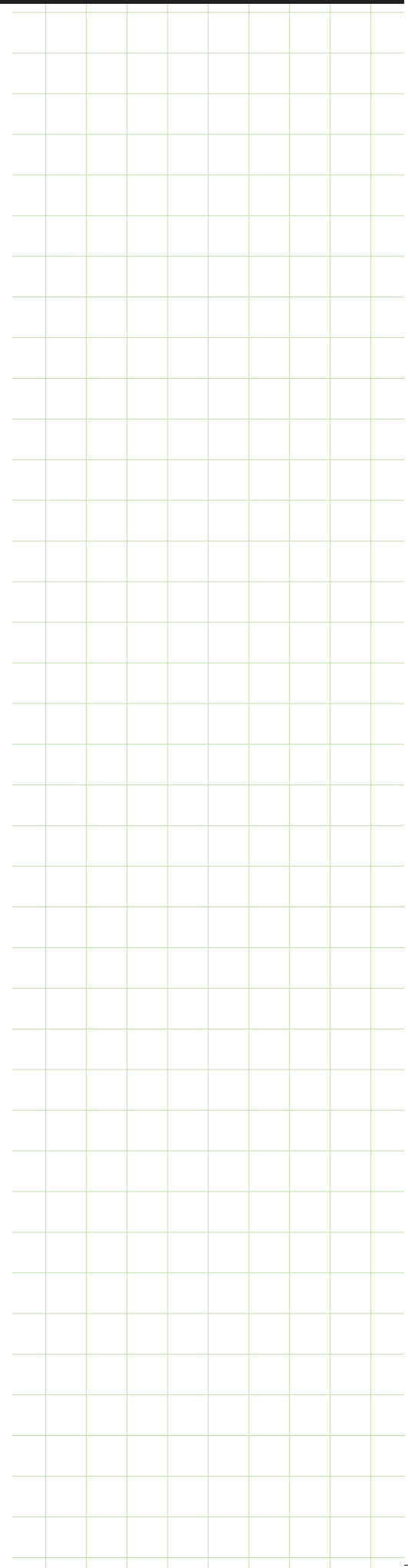
Bill Pomroy

Massey University

Bill is Professor of Veterinary Parasitology in the Vet School at Massey University. He graduated as a veterinarian in 1976 and has been at Massey University since 1982. His interests are principally focused on parasites of production animals. As a follow-on from this survey, a PhD student will be undertaking a project to develop a risk analysis model for flystrike and this student's goal will be to use real-time weather data to enable more accurate predictions about the risk of flystrike, especially the start and end of the risk period over the warmer months.

Flystrike and Lice on sheep - Results from a postal survey of farmers

A questionnaire was sent out with the special edition of "Country Wide Sheep" to 14,000 farmers in October 2016. There were 1254 questionnaires returned. This presentation will highlight farmers' views on the importance of flystrike and lice. It is notable that overall 83% of farmers consider flystrike is "important/ very important" and 76% have the same view for lice. This presentation will summarise current proportions of sheep that are becoming struck, what control options are being used and how that varies with location and wool type. Similar information will be presented for lice and louse control. The survey was undertaken for New Zealand Merino as part of their PGP project "Wool Unleashed".



ROOM 3: TERRACE



Annie O'Connell
Beef + Lamb NZ Genetics

Annie most recently worked as a farm operations manager for a dairy sheep entity (AntaraAg), after more than 15 years at AgResearch working in the fields of reproductive physiology and sheep genetics. With a particular passion for sheep performance recording, Annie is responsible for the sheep progeny tests involving 200 rams tested on 8 sites throughout NZ, 7 of which are commercial farms and rams representing one quarter of the ram supply to industry annually. Annie also helps facilitate genetic tool development for breeders and commercial farmers to get more from ram selection and purchase.

Genetics Toolbox – what’s in it for me?

Purchasing rams is an annual investment in your farm profitability for the next 10 or more years. It’s important to choose wisely. Not all rams are created equal and there is not one ram that is best for all environments. Therefore, selecting the right rams for your property starts with an assessment of the key needs of your farm – termed a ‘genetic plan’. Finding the right breeder to source rams with the 2-3 key priority traits you have identified is next and B+LNZ Genetics has designed tools to help you get in touch.

ROOM 1: SILKS LOUNGE



Dr Rebecca Hickson
Massey University

Associate Professor Rebecca Hickson is a scientist at Massey University specialising in beef cattle production and animal breeding and genetics. Her research interests include all aspects of beef cattle performance, including breeding cows and dairy beef production. Originally from a sheep and beef farm near Tolaga Bay, Rebecca has been working at Massey for the past 11 years.

Environmental impacts of cattle on hill country

Scientists have been monitoring beef cattle in hill country at Massey University’s Tuapapa farm. This talk presents aspects of their impact on and their interaction with the environment. Information presented includes water quality monitoring, pugging, and cow movement and camping behaviour. Mitigation strategies will be discussed.

ROOM 2: MARTON/FEILDING



Stuart Taylor
OB Group Farms

Stuart Taylor is the General Manager for the OB Group of farms in the Rangitikei Region. The dairy farm complex currently milks around 3500 cows employing 30 people. Originally from a family dairy farm in Northland, Stuart has previously worked in Equador converting dairy farms, then in Waikato for JD & RD Wallace Ltd as Assistant General Manager of their 12,000 dairy cow business. In 2016 Stuart completed the Kellogg Rural Leadership Programme, focusing on practical approaches to attracting and growing good people.

How do we keep attracting the best people?

Stuart will share his experience turning his business into one which grows careers and lifestyle for his employees. Ninety percent of success in leading people is what the leader does – not the capability of the people. Good people develop better people. The good make great. And from good people you get solutions to everything else that is important in farming. We are 100 percent reliant on the people who run the farm, so for us, people are our priority. On our farms rosters are adapted to suit each team member’s lifestyle, farm roles factor in goals and aspirations, and overall farm goals are shared to help give a sense of direction for the business.

ROOM 3: TERRACE



Jonathon Rudge

Ministry Primary Industries

Jonathan Rudge has led two separate working groups that were tasked with coming up with work plans with actions to deliver the goals and outcomes for two Strategic Directions (Tool box for tomorrow and Tomorrow's skills and Assets) under the Biosecurity 2025 programme.

Previously Jonathan worked as the Senior Policy Advisor at OSPRI. During his time at OSPRI Jonathan has worked on both NAIT and TB Plan operational policy review and development including, being the principal policy capability for the 2015 review of the TB Plan.

Innovation via Biosecurity 2025 – tools to protect New Zealand's livestock

The Biosecurity 2025 Direction Statement, launched in November 2016, provides a system wide framework for all New Zealanders to work together to make New Zealand's biosecurity system more resilient and future-focused.

Jonathan will be presenting on how implementation of Bio2025 depends on integrated biosecurity science incorporating diverse fields of research and knowledge is collaborative and based in co-innovation with end users, and that the science outputs are relevant, practical, accessible and timely.

This session will provide the opportunity for participants to consider how this approach, using some illustrative examples, can provide practical technological solutions for on-farm biosecurity.

SILKS LOUNGE 2.50PM

Red Meat Profit Partnership Action Network – Is it for me?

David and Sarah Smith of Mt Watkins in Otago were facing some challenges in their farming business. They wanted to improve the performance of their ewe breeding flock and bull finishing system and address soil fertility. Through the RMPP pilot programme they came together with 5 other farm businesses and soon realised the others were facing similar challenges.

The experience of the Smith's and the 74 other farming businesses in the pilot programme, helped us shape RMPP Action Network. We will see you at the session and share more of what David and Sarah have achieved and spark your thinking on what you might be able to tackle in your farm business as a member of an Action Group.



Denise Bewsell

*Extension Specialist,
Red Meat Profit Partnership*

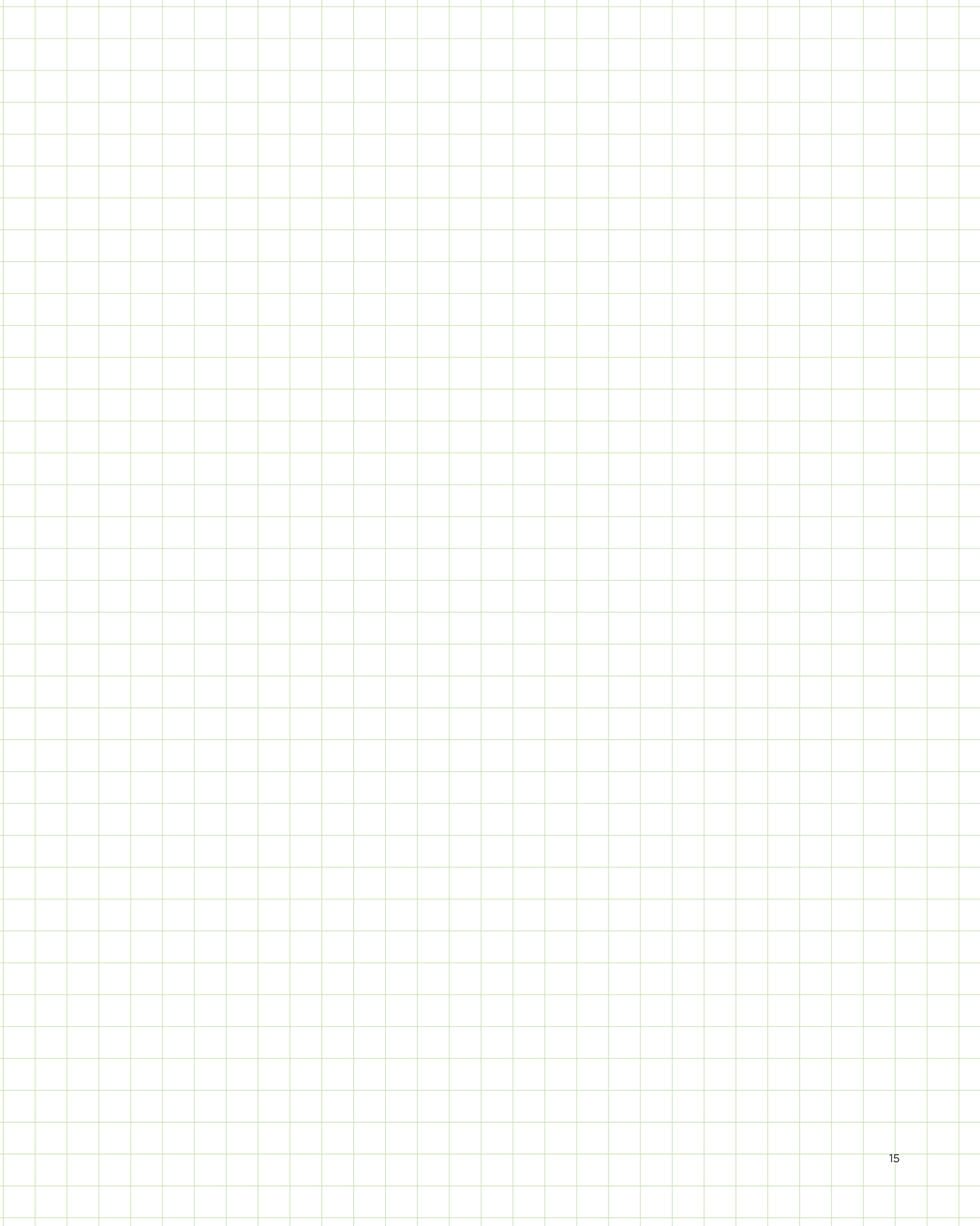
Denise has a background in agricultural extension having worked for a number of years as an extension officer in Victoria, Australia. Her interest in understanding the adoption of technology in agriculture prompted a move into extension research, working at the University of New England, New South Wales, Australia, and then AgResearch in New Zealand. Her current role in RMPP is to support the meat processor partners and others with their extension projects. These are focused on helping farmers put their good ideas into action.



Melonie Sheppard

*Stakeholder Engagement Manager,
Red Meat Profit Partnership*

From a sheep and beef background in Marlborough, Mel began her career as a farm consultant with Agriculture NZ in Wanganui. Moving to Dannevirke in 1996, she continued consulting before moving into the training of farmers and later Human Resources (HR). In 2003 Mel and her husband set up their own farm and HR consultancy business – Sheppard Agriculture. In 2010 she and her family moved to Nelson for Mel to take up a new role as HR Manager role with Lone Star Farms which had 10 sheep and beef properties (150,000 su). From 2015 Mel has been working with the Red Meat Profit Partnership in the People and Capability development team focused on farmer and rural professional development to support delivery of the RMPP Action Network.





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 www.beeflambnz.com

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