

UPDATE ON 2019/2020 WORK

CEO's Note

As I reflect on the state of the sheep and beef sector, it's clear the year has been marked by unprecedented regulatory change but at the same time insatiable global demand for our products. As farmers, we certainly have a lot to be proud of and a remarkable story to tell our fellow New Zealanders and the world. We have half the ewe numbers we farmed in 1990 yet we're exporting about the same amount of lamb. We're farming with two million less hectares, but reducing our environmental footprint and our greenhouse gas emissions. At the same time, we've conserved 1.4m ha of native bush (25% of NZ's total), and farm 180,000 ha of forestry. That's what I call farming excellence. Many New Zealanders recognise this too with recent research showing huge respect for what we do.

While returns are currently good, we know you're concerned at the tsunami of regulatory uncertainty sweeping our sector including climate change, water, soils, biodiversity, animal welfare and biosecurity. As your organisation, we feel it too and we're working hard to advocate on your behalf and provide you with the tools and support you need.

This document provides a summary of our work this year. Key achievements have been the launch of Taste Pure Nature in California, a huge focus on influencing policy development on climate change and water. A major success was the government's agreement to a collective Primary Sector proposals on measuring agricultural emissions and offsets at the farm level and our engagement with over 3,500 farmers during the Essential Freshwater consultation process.

Next year, we're prioritising five areas of farmer facing activity – areas that you have told us are a priority and where we can make the most difference.

1. Scaling up of Taste Pure Nature internationally and domestically
2. Continued environmental policy advocacy and supporting active on-farm planning and catchment communities
3. Launching our new Farming Excellence R&D and extension strategy and integrating RMPP activities especially the Action Network
4. Growing industry trust and reputation with the New Zealand public and telling our farmers' stories
5. Successfully integrating BLG into B+LNZ to drive better genetics performance.

We recognise that we can't do this alone so we will be continuing to work closely with the B+LNZ Farmer Council, and other organisations such as MIA, Federated Farmers, DairyNZ, and other primary industry partners such as MPI.

This is a time of opportunity matched by challenges.

However, there is one attribute in our sector that gives me tremendous confidence for the future - our industry is the most adept to change of any primary industry I've seen. By working together, we can achieve continued success. Our team at B+LNZ is passionate about your success and we look forward to working with you this coming year. As always, we value your feedback, so please get in touch.



By Farmers. For Farmers

Our Strategy

Vision

Our desired future for NZ's sheep and beef producers

Profitable farmers, thriving farming communities, valued by all New Zealanders

Purpose

How and why we do what we do

Insights and actions driving tangible impact for farmers

Priorities

How we generate impact

-  **Unlocking market potential**
-  **Enhancing our environmental position**
-  **Supporting farming excellence**
-  **Government & public insight & engagement**
-  **Building a great organisation**

Levy expenditure after deducting other income

Priorities	Forecast 2018-19 \$,'000	Draft Budget 2019-20 \$,'000
 Supporting farming excellence (incl. final year RMPP funding \$4 million)	15,300	14,700
 Unlocking market potential	8,100	9,100
 Enhancing our environmental position	2,700	5,300
 Government & public insight & engagement	3,800	3,600
 Building a great organisation	2,100	2,100
Total Levy Expenditure	32,000	34,800

Draft budget 2019-20

SHEEPMET LEVY

	Per Head	Cents Per Kilo ¹
Supporting farming excellence	\$0.41	2.28¢
Unlocking market potential	\$0.21	1.16¢
Enhancing our environmental position	\$0.13	0.70¢
Government & public insight & engagement	\$0.09	0.51¢
Building a great organisation	\$0.04	0.25¢
	\$0.88	4.90¢
Income		
Levy	\$0.70	3.89¢
NZMB Interest	\$0.04	0.25¢
Reserves Drawdown for RMPP	\$0.10	0.55¢
	\$0.84	4.68¢
On Going Levy Stream Deficit Funded from Reserves	(\$0.04)	(0.22¢)

1. Sheepmeat "Cents Per Kilo" based on an 18kg carcase weight.

BEEF LEVY

	Per Head	Cents Per Kilo ¹
Supporting farming excellence	\$2.03	0.73¢
Unlocking market potential	\$1.66	0.59¢
Enhancing our environmental position	\$0.94	0.33¢
Government & public insight & engagement	\$0.56	0.20¢
Building a great organisation	\$0.41	0.15¢
	\$5.60	2.00¢
Income		
Levy	\$5.20	1.86¢
NZMB Interest	\$0.14	0.05¢
Reserves Drawdown for RMPP	\$0.70	0.25¢
	\$6.04	2.16¢
On Going Levy Stream Deficit Funded from Reserves	(\$0.44)	(0.02¢)

1. Beef "Cents Per Kilo" based on a 280kg carcase weight.



ENHANCING OUR ENVIRONMENTAL POSITION

Strengthening our farmers' reputation in New Zealand and globally through sustainable environmental management



Key achievements and focus in 2019:

- Intensive engagement on national climate change, water, and biodiversity policy development and regional water processes
- Working to provide farmers with the tools to adjust and respond to change through new workshops on climate change, freshwater and winter grazing
- Increased support for catchment communities, and significantly lifting the number of farmers with farm environment plans.

The environment has been one of our top priorities and we have continued to increase investment in this area using the money provided by last year's levy increase. The environment and potential regulatory changes are the biggest issues on farmers' minds. We are advocating on farmers' behalf to ensure the development of sound, science-based policy. Once the policy framework is clearer, we will be working to ensure farmers have the right tools to implement these changes.

Climate change

Climate change has been one of the major areas of focus and we have been engaging intensively in two key policy processes and working hard with other agricultural groups in support of farmers. This is a complex area that policy-makers and industry groups across the world have been struggling to find solutions to. Our approach to dealing with this complexity is to ensure we base our policies and advocacy on the best available science so that our positions are sound and defensible. Taking a principled and analytical perspective gives us the best possible chance of achieving an outcome that can work for farmers and the wider primary sector.

Zero Carbon Bill

The first process is the Zero Carbon Bill, which sets the targets for reductions in greenhouse gases by 2050, and was passed by Parliament on 7 November. B+LNZ worked closely with other agricultural organisations this year to advocate for a scientific and equitable approach to the methane targets. We support many elements of the Zero Carbon Bill, however we remain unhappy with the 24–47% methane reduction range as this range is asking methane to “cool” the planet while other gases are just being asked to provide no additional warming – which is not fair or equitable.

We are committed to playing our role to address climate change. We have reduced our absolute emissions by 30% since 1990. We have signed up to *He Waka Eke Noa* through which we will continue this process by taking a farm-level approach to addressing our agricultural emissions and ensuring farmers get credit for the sequestration happening on their farms. We welcome Minister James Shaw's indications in the house that as part of the legislation, the Independent Climate Change Commission has the power to review the range. We will press for this to happen as soon as possible.

Climate Change Commitment – He Waka Eke Noa

The second process relates to setting up a framework for how those agricultural emissions will be reduced. In conjunction with our primary sector partners, we successfully advocated for the Government to support a farm-level approach to reduce agricultural emissions through *He Waka Eke Noa*. By working with the government, we now have the best opportunity to develop a framework that is practical and simple for farmers, rewards positive change and supports the sector to reduce and offset farming's emissions. Please visit: www.beeflambnz.com/climatechangecommitment

Afforestation

There is absolutely a place for forestry and farmers are very supportive of the integration of trees within a farming operation, but there is growing concern in some regions about increasing



ENHANCING OUR ENVIRONMENTAL POSITION



numbers of productive sheep and beef farms selling into forestry and the potential impact this may have on regional communities. B+LNZ has undertaken analysis to understand the extent of the conversion happening, what is driving it, and the impacts on regional communities that we can share with farmers, other industry groups, and decision makers. You can read our Wairoa case study on our website www.beeflambnz.com/research-afforestation-impacts-wairoa and there are other case studies in the pipeline to show that this is not an isolated situation. We will continue to advocate for changes to a number of policies such as the Overseas Investment process and Zero Carbon Bill to reduce this artificially driven demand for large scale of conversion of productive land into forestry.

Development of tools

We are investing in a number of projects so farmers will have the tools to manage their agricultural emissions. We have launched our Farm, Trees and Carbon workshops to provide advice to you about how farmers can integrate trees - whether native or exotic - into their farms.

Alongside this we have been working with Enviromark, Overseer and others to develop a system for farmers to understand on-farm emissions, and even seek carbon neutral accreditation, and invested in research to measure the sequestration on sheep and beef farms from native and production forestry to establish our net carbon position.

WATER

Essential Freshwater consultation

We have been engaging intensively with our partners, officials and the government over the government's essential freshwater proposals. More than 3,500 sheep and beef farmers attended dozens of freshwater meetings, including 25 hosted by Beef + Lamb New Zealand (B+LNZ) during the consultation period.

We support the intent of the government's proposals and are working to address the sheep and beef sector's specific issues. We support effective freshwater policies and the need for clear, science-based environmental bottom lines that protect human and ecological health, as well as frameworks that empower farmers and communities to work together to achieve these.

The main concerns that have been raised by sheep and beef farmers are that the current proposals would reward the highest nitrogen leaching operations and penalise the farming systems with the lightest environmental touch. The Government is, in effect, placing higher costs on our most environmentally sustainable and low impact farming systems.

The proposals would lock in existing land uses and prevent the small changes in farming systems on low-emitting farms that would be needed to offset the additional costs to comply with other parts of the proposed regulations.

Underneath all of our activity in this space are the core principles that link land-use to the natural capital of the land it is undertaken on - its topography, climate, soils etc. - and that links action on-farm directly to freshwater outcomes.

Regional water policy engagement

A key area of work has been presenting submissions into the Waikato Plan Change One process. This process is being watched closely by many across the country and will likely influence policy thinking at the national level and across other regions. B+LNZ has focused particularly on proposals around nutrient allocation, stock exclusion, and riparian planting.

Winter Grazing and other resources

We have significantly lifted our work on winter grazing, updating our resources and advice to farmers, developing a new winter grazing workshop, and working as part of a pan-sector group to engage with the government on potential new winter grazing policies.

Catchment Communities programme and Farm Environment plans

There are now 70 community groups connected with B+LNZ operating in various catchments around New Zealand. B+LNZ has been working to support these groups to get up and running, develop their focus, and ensure ongoing technical and administrative support.

B+LNZ is also bringing together catchment groups to share information on their work and this includes connecting groups online.

Take-up of farm environment plans is also improving, with 49 percent of sheep and beef farmers having an active land and environment plan in place, up from 36 percent in 2017. We're also upgrading our Farm Environment Plan template to cater for changing policy needs and ensure full coverage of soils, water, climate and biodiversity and on supporting every farmer to have an active plan by the end of 2021.

Good progress is also being made on the Freshwater Improvement Fund project that we are partnering with the Ministry for the Environment to demonstrate the environmental progress that can be made by linking farm and catchment planning. There have been four new Catchment community groups in the Hawke's Bay in the Maraekakaho area, the Wairarapa in the Wainuioru catchment, in Otago in the Thompson's Creek catchment near Alexandra, and in the Mimiha catchment in Southland.



GOVERNMENT AND PUBLIC INSIGHT AND ENGAGEMENT

Backing our farmers on the issues that count



Key achievements and focus:

- Significant collaboration with industry partners such as MIA, Federated Farmers and DairyNZ
- The completion of an in-depth analysis of public perceptions of the sheep and beef sector
- Significant engagement across all areas of government in key policy areas like climate change, water, afforestation and biodiversity
- On-going intensive engagement in the *Mycoplasma bovis* response
- Input into the NAIT review.

Public perception of red meat and the red meat sector

There has been significant interest and commentary about the future of red meat in relation to people's diets and health and environmental concerns driven in particular by the EAT Forum.

With the global population expected to grow by one billion by 2030, it is vital we have conversations about the sustainability of our food supply.

B+LNZ has completed comprehensive research on public perceptions of the red meat sector in collaboration with B+LNZ Inc and the Meat Industry Association (MIA), with funding from AGMARDT.

Public perceptions are positive but there were increasing concerns about the environmental impacts of red meat production. The research highlighted there is very little knowledge among New Zealanders about how sheep and beef cattle are raised in this country, in particular, our free range grass-fed systems, very low water usage; significant reduction in greenhouse gas emissions; and major biodiversity on our farms compared to global production systems, particularly those based on grain.

The research also showed a lack of knowledge of the economic contribution sheep and beef farmers have to both regional and national economies.

B+LNZ is now working with B+LNZ Inc and MIA on a joint strategy aimed at lifting the reputation of and trust in our sector. In parallel with this, we are already funding a number of projects such as research on the sector's environment footprint; and leading funding to establish an "Open Farm" programme that will provide an opportunity for New Zealanders to engage directly with farmers across the country. The research also told us Kiwis want to hear from farmers so an important part of the strategy will be equipping and supporting farmers to tell their stories.

Mycoplasma bovis

Biosecurity remains a concern for many farmers with the *Mycoplasma bovis* (*M. bovis*) phased eradication programme underway. Following farmer support for a levy increase last year, B+LNZ has employed an additional resource to lift our capability on biosecurity and animal welfare.

We're always looking for ways to better support farmers in the response and welcome your ideas.

The latest report from the independent Technical Advisory Group (TAG) concluded that achieving eradication is feasible, and supports the changes the Programme has made over the past six months.

We will continue to sit at the table with government and DairyNZ to ensure this eradication programme represents value for money and has the greatest chance of success, and that farmers are represented every step of the way.

The phased eradication of *M. bovis* is complex and challenging and we know affected farmers and rural communities are hurting. We always want to hear directly from farmers affected by the response on how it can be improved so we can raise these issues and act on them.

Biosecurity

We all know the introductions of pests and diseases onto farms can be devastating, but implementing simple management practices can reduce the risk to businesses and families.

B+LNZ, with the support of DairyNZ, is rolling out Biosecurity workshops throughout the country to help build farmer awareness of the steps they can take to protect themselves, their neighbours and others in the sector.

The first workshops were held in Waiau, North Canterbury, and Blenheim in July, and additional ones are planned. Keep an eye on the events section of B+LNZ's website or your weekly ediyary to see when a workshop will be held in your area, or contact your local B+LNZ extension manager to request one.

Animal Welfare

Regulations requiring the use of pain relief for dehorning and disbudding came into effect on 1 October 2019, and it is important that you are aware of this requirement. We recommend discussing pain relief with your vet to make it as simple as possible to comply.

Over the past year, we have advocated for farmers with MPI on the next tranche of animal welfare regulations that will bring 'significant surgical procedures' into an infringement notice regime. It is good to see that MPI's proposals will allow competent farmers to treat bearings, in particular. The Farmer Council has given us some good advice throughout this process which helped ensure the policy is practical.



Key achievements and focus in 2019:

- Launch of the Taste Pure Nature origin brand in the United States and beginning work on a future strategy for China
- Identifying the future trends which will impact on our sector, making significant progress on a project to identify new pathways to market
- On-going work to prepare for Brexit
- Input into the EU/NZ FTA negotiations.

Taste Pure Nature

Taste Pure Nature launched in late March with a pilot rollout in California. The initial launch was well received, generating 176 articles with potential media impressions (people seeing the articles) of 137.4 million. The main Taste Pure Nature video was also viewed in the United States over one million times, and digital advertisements shown over 18 million times.

The first phase of activity has focused on building generic awareness of the Taste Pure Nature brand. In parallel, we are working with three initial partners the Lamb Company (a joint venture between Alliance, Silver Fern Farms, and ANZCO), Atkins Ranch, and First Light Foods to develop marketing plans that will leverage off the brand by partnering with them on specific initiatives such as influencer events, digital marketing campaigns, and retail promotions. These are a call to action that directly connects consumers with where they can buy the product at retail.

Other companies who have applied for licences and are approved to use the Taste Pure Nature trademark are AngusPure, Coastal Spring Lamb, ANZCO Foods, Ovation, Alliance and Silver Fern Farms.

The success of Taste Pure Nature relies heavily on collaboration with our export and marketing companies, and their support to date has been widespread and greatly appreciated.

The target customer for Taste Pure Nature is a consumer we've dubbed the "Conscious Foodie", who was identified following two years of in-depth research.

Conscious Foodies care about the provenance of their food. They want to know it was raised ethically and as naturally as possible and they want to build experiences around their food.

New pathways to market

We are working in partnership with processing companies on identifying potential new pathways to market and avenues for greater sector collaboration to realise these opportunities. Our research has shown that there is greater value to be extracted from taking more control in the value chain and getting closer to consumers, and the initiatives are aimed at working to capture more value that is returned to farmers.

Research into global mega trends influencing the red meat sector

B+LNZ has commissioned a major piece of to explore the global mega trends that could impact New Zealand's red meat sector and develop a potential roadmap to respond to them. The initial scoping phase has identified seven themes which have the greatest likelihood of influencing the sector. A workshop was held in July with farmers, meat companies, government, and B+LNZ to explore territories in detail, and develop ideas and strategies to address / take advantage of them. A final report summarising the research will be available shortly.

Trade access

Brexit remains a major focus for B+LNZ's trade team and we are working closely with the MIA, New Zealand Meat Board, and the government. Alongside the Meat Board and MIA, we have contingency plans in place to prepare for the scenario of UK leaving the European Union with or without a deal. This involved a significant amount of work updating Meat Board software and processes in a bid to eliminate any possible delays that we could control for shipments of New Zealand red meat to the UK and EU.

We continue to advocate for a sensible approach to be taken by the EU and UK to the WTO quotas. We remain opposed to the UK and EU's current proposal to split our WTO quotas for sheepmeat and beef if and when the UK leaves the EU Customs Union. B+LNZ will continue to advocate for a long-term solution that does not erode our WTO rights.

We are closely following the EU and New Zealand FTA negotiations. The negotiations are still in their early stages, and we will continue to seek improved access for our products, particularly beef.

A fundamental principle for our industry is that WTO rights are set in stone, and we will not accept any cut back of our WTO access for the promise of improved access under an FTA in the future.

We are also keeping a close eye on the United States and have employed agricultural trade expert Jason Frost, who was based in the New Zealand Embassy in Washington and has 20 years experience working on market access.

SUPPORTING FARMING EXCELLENCE

Providing insights, tools and services that build better farm businesses



Supporting farming excellence continues to be a core piece of work for B+LNZ, and our new General Manager Farming Excellence Dan Brier and Future Farm Insights Manager Kirsti Lovie have started with the organisation.

Key achievements and focus:

- Getting the Future Farm up and running
- Development of our People and Capability strategy
- Leadership on developing a cross-agriculture primary training proposal
- Progressing the Farming Excellence strategy.

B+LNZ Future Farm

In November 2018, we launched the Lanercost Future Farm in North Canterbury, which is aimed at demonstrating to farmers and others how new technologies and systems impact performance, while maintaining the highest production standards within a leading environment footprint.

So far, the focus has been on getting the farm up and running and getting the infrastructure, staff and livestock in place. We've released a summary of learnings from the lease process, which can be found on the Future Farm website www.futurefarm.co.nz

Over the next 12 months, we will start to test new technologies and farm systems. Farmers have told us the Future Farm needs to perform at a high level to be relevant and to be able to really see the impacts of new technologies. Kirsti Lovie will focus on ensuring the wider farming community is kept up-to-date with production and financial information from the Future Farm, as well as specific projects taking place.

Keep an eye on the Future Farm website www.futurefarm.co.nz for the latest updates.

Farming Excellence Strategy

We are developing a strategy for the delivery of a Farming Excellence programme over the next three to five years.

The focus is on identifying areas inside the farm gate that farmers would like to have a greater influence on to drive improved productivity and profitability. As part of this, B+LNZ is also identifying the role it has in delivering against these needs.

Led by John Ladley, B+LNZ General Manager South Island, the development of the Farming Excellence strategy is an across-business effort. UMR completed a piece of research based on nine farmer focus groups and a survey of 1,050 farmers to understand farmers' needs around extension and the best way for farmers to receive the resources and information we have available.

As the strategy is developed, the delivery of extension programmes will be reviewed. We will consider the most effective means of delivering extension programmes either by B+LNZ, or partnering with other organisations to extend the reach to farmers and be more efficient and effective.

People and Capability

Farmers emphasise that the future success of our industry relies on attracting talented and motivated young people and equipping them with the skills to be successful.

B+LNZ has reviewed where we are investing our time and energy to get the best outcome for our farmers and the people entering the industry. Farmers told us that they wanted us to focus on initiatives that would build capability behind the farm gate. We are now implementing that approach. Practically, that means B+LNZ will continue to support agriculture in schools in several ways. We're focused on those students who are making career decisions (generally those in Years 12 and 13) and those people that influence their choices – teachers and guidance counsellors. As an example, we work with Young Farmers to provide "Teacher's Day Out" - an opportunity to take teachers onto farms so they can see the opportunities available to their students while also providing teaching resources to make it easy for teachers to talk about farming in the classroom.


B+LNZ is a strong supporter of the St Paul's Collegiate Agricultural programme, acting as a hub to build more agriculture courses in secondary schools across New Zealand and getting recognition from NZQA for agriculture as a valid secondary school subject with University Entrance status.

For school leavers, B+LNZ will continue to support cadet farms around the country and assist in the development of new cadet farms. This is an area we hope to see grow. Alongside our farmer extension programmes, we work with and support Kellogg's Rural Scholars and the AgriWomen's Development Trust to promote the next generation of farming leaders.

Food & Fibre Skills Action Plan

B+LNZ welcomed last month's launch of the new Food & Fibre Skills Action Plan 2019-2020. This government and primary sector initiative aims to fix the skills gaps facing farmers and growers. Through our involvement in the Skills Leaders Working Group, we, have taken a leadership role on reforming the approach to primary sector skills and training.

Our chief insight officer Jeremy Baker will be chairing the establishment group responsible for the implementation of the strategy. During this initial phase, we will be focused on the establishment of the Workforce Development Council, helping to set up a new Centre of Vocational Excellence for the primary sector, and continuing our own initiatives to support on farm training and development for sheep and beef farmers.



SUPPORTING FARMING EXCELLENCE



Māori Engagement

B+LNZ has completed a stocktake of the Māori sheep and beef sector to better understand who and where our Māori levy payers and stakeholders are. This piece of work, led by B+LNZ's Sector Capability Manager Doug Macredie, will help us to find and engage with our Māori stakeholders in a more effective and efficient manner. It will also help us access new funding streams to help lift farming excellence. B+LNZ will continue our strong relationship with the Ahuwhenua Trust after another successful Māori Farm of the Year competition and the Federation of Māori Authorities.

Science, Research, and Development

Our industry is underpinned by good science and we are continuing to ensure that our research institutes and universities are working on projects which will deliver for our farmers. The three main areas of focus are farming systems (including the important Regenerating Hill Country Landscapes Partnership programme), animal health and production and the environment. As a core partner in the Pastoral Greenhouse Gas Research Consortium, B+LNZ continues to play an important role in the search for methods to reduce methane emissions from ruminants on pasture.

Genetics

Beef + Lamb New Zealand Genetics (BLG) has been integrated into B+LNZ as a separate business unit following the end of the partnership funding programme between B+LNZ and the Ministry of Business Innovation and Employment, with B+LNZ now taking over sole funding of BLG's activities.

BLG's ongoing work will continue and overtime B+LNZ is looking to better integrate BLG's activities to drive benefits for our Environment and Farming Excellence programmes. A significant focus is now being put on the beef industry to ensure farmers have the right information and tools for better beef production.

Red Meat Profit Partnership

The Red Meat Profit Partnership (RMPP), a Primary Growth Partnership, is playing a key role in helping lift the performance of the red meat sector across the country. RMPP's range of resources and tools are helping farmers measure farm business performance and make decisions based on robust evidence.

There is also now a large network of farmers and sector advisors collaborating to improve on-farm productivity and profitability thanks to the RMPP Action Network. More than 1,500 farm businesses are members of Action Groups and are benefiting from the \$4,000 per farm business seed funding to pay for facilitation and access to top level expert advisors.

RMPP has launched tools such as their Key Performance Indicators to help farmers measure their farm business performance, while the online business planning tool BizPlan is supporting farm businesses to identify goals and develop an action plan to assist in achieving these.

Work is now underway on planning ahead of the conclusion of the Primary Growth Partnership next year including transitioning

selected programmes to B+LNZ. As part of the transition of the Action Network to B+LNZ, the Action Network team has recently moved into B+LNZ. As a key partner in RMPP, we are developing a plan to not only support the successful Action Network programme after September 2020, but also ensure that this farmer-driven programme is fully integrated into our extension programmes. More information on the RMPP Action Network is available at www.actionnetwork.co.nz

The Knowledge Hub, hosted on Beef + Lamb New Zealand's website, is also being updated with new material.

Health and safety update

Ensuring farmers, their families and their workers come home safe and well at the end of every day is a priority for B+LNZ.

We have been investing in initiatives to support our farmers to improve health and safety on their farms. More than 4,000 farmers have already participated in stage one of our Farm Safety Management Systems (FSMS) workshops, but accident rates unfortunately still remain high.

In response to demand from farmers, we will continue to run the existing FSMS workshops, but we have also launched a follow up workshop, which focuses on helping farmers with on-farm implementation of their health and safety plans.

Dairy specific focus

B+LNZ has been working on a number of initiatives in 2019 that are either directly focused on delivering value back to our dairy levy payers, or broader initiatives that have a strong dairy component to the work.

Some highlights this year include, the second year of results in the dairy-beef progeny testing project. This project that was launched in 2016 is starting to deliver some great insights into bull selection and breeding. A copy of the latest results released in September can be found here: www.tiny.cc/blg-dbpt

There are a number of initiatives in the market development space that will be of value to the dairy-beef component of New Zealand's exports. The launch of Taste Pure Nature in California will be of long-term value as most of New Zealand's beef exports to the US are currently grinding beef. The market development team is also working with processing companies to identify potential new market opportunities for bobby calves.

B+LNZ has continued our close collaboration with DairyNZ this year on issues like *M. bovis*, biosecurity, winter grazing, climate change and water. There are a number of workshops that B+LNZ has launched this year that we see as being of value to dairy farmers and have been looking to increase our marketing of these events with DairyNZ. Examples of this are the 'Farms, Trees and Carbon workshops'; 'winter grazing workshops in Southland'; and National workshops on biosecurity. We are conscious that there is often less visibility to dairy farmers around the work that B+LNZ is doing on your behalf and we will shortly be releasing a booklet that highlights the projects and work underway, as well as previous major projects.