

Our Strategy 2017-22



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

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

What does success look like in 2022

Key goals that will guide our operational activities over the next 5 years

- 1 Through consumer insight the NZ Red Meat Sector Story, NZ Farm Assurance Programme and Market Innovation creates a platform for improved pricing.
- 2 Market access through FTAs has increased enabling maximum market value to be captured and returned to farmers.
- 3 Farmers have grown profitability through productivity, efficiency and improved cost of production.
- 4 The time and cost of regulatory compliance has been streamlined.
- 5 Farmers are recognised for their commitment to the environment while maintaining the productive capacity of land.
- 6 Farmers have access to the right people with the right skills and a new generation of leaders is developing.
- 7 Dairy farmers, beef farmers, and industry working together to maximize opportunities.
- 8 Insights drive rapid product and service development with tangible value captured by farmers.

Principles

How and why we do what we do

By Farmers
For Farmers

Partner
for impact

Insights driven

Know our
communities

Outcomes
not outputs

Values

*What we believe.
The essence of B+LNZ*

Positivity and
Confidence

Fronting up

Caring about
quality and impact

Pushing
boundaries

All voices count

Priorities in detail



Supporting farming excellence

Providing insights, tools and services that build better farm businesses

- Sector R&D Strategy implemented
- B+LNZ Genetics – next generation
- New and collaborative extension system
 - › Farmer Action Groups*
 - › Farm benchmark system*
 - › Future farm programme
 - › Online knowledge hub*
- Review People & Capability investment for future direction
- Dairy engagement strategy to;
 - › Achieve better integration
 - › Pan pastoral issues cooperation



Government & public insight & engagement

Backing our farmers on the issues that count

- Insight driven policy development
- Monitor and influence key policy/regulatory processes;
 - › Health & Safety
 - › Animal Welfare
 - › Animal Identification (NAIT)
 - › Biosecurity (e.g. GIA)
- Partner others to improve sector health & safety performance
- Engage public on key reputational issues to increase understanding and support
- Proactive issues management for key industry risks



Enhancing our environmental position

Strengthening our farmers reputation in NZ and globally through sustainable environmental management

- Sector environment strategy implemented
- Policy and regulation fit for purpose
- Farmers tools to optimise and measure environmental change
- Urban communities are engaged and trust farmer environmental initiatives
- Partner others to measure and report sector progress
- An authentic environmental story is told and has measured impact



Unlocking market potential

Championing our world class farmers, and unlocking the sector's full market potential

- Market Development
 - › Market /Consumer Intelligence
 - › Red Meat Sector Story implemented (domestic and international)
 - › The New Zealand Farm Assurance (NZFAP) adopted by all farmers*
 - › Market innovation programme with secator collaboration
- Trade Access
 - › Success with FTA's and no loss in market access due to BREXIT
 - › Reduction of Non-tariff barriers
 - › International farmer alliances enhance trade



Building a great organisation

Striving to deliver the best outcomes for farmers

- Develop greater insights capability
- Co-design disciplines to drive strategies products and services
- Increase farmer and stakeholder engagement from 50 to 80% with particular emphasis on Maori Agribusiness
- Strengthened project management ensuring disciplined planning, prioritisation, timely delivery and accountability
- Create stronger public and government relations and engagement capability
- Monitor and measures against targets to show effectiveness of our activities

*linked to B+LNZ investment in the Red Meat Profit Partnership