

USER GUIDE: B+LNZ KNOWLEDGE HUB

The Beef + Lamb New Zealand Knowledge Hub is a one-stop shop for nearly every resource you might need to farm sheep and beef successfully in New Zealand.

The Knowledge Hub is a free online collection of more than 800 videos, podcasts, factsheets, resource books, user guides and learning modules. Thanks to an excellent search function, you can easily cut to the exact information you need.

WHO CAN ACCESS THE KNOWLEDGE HUB?

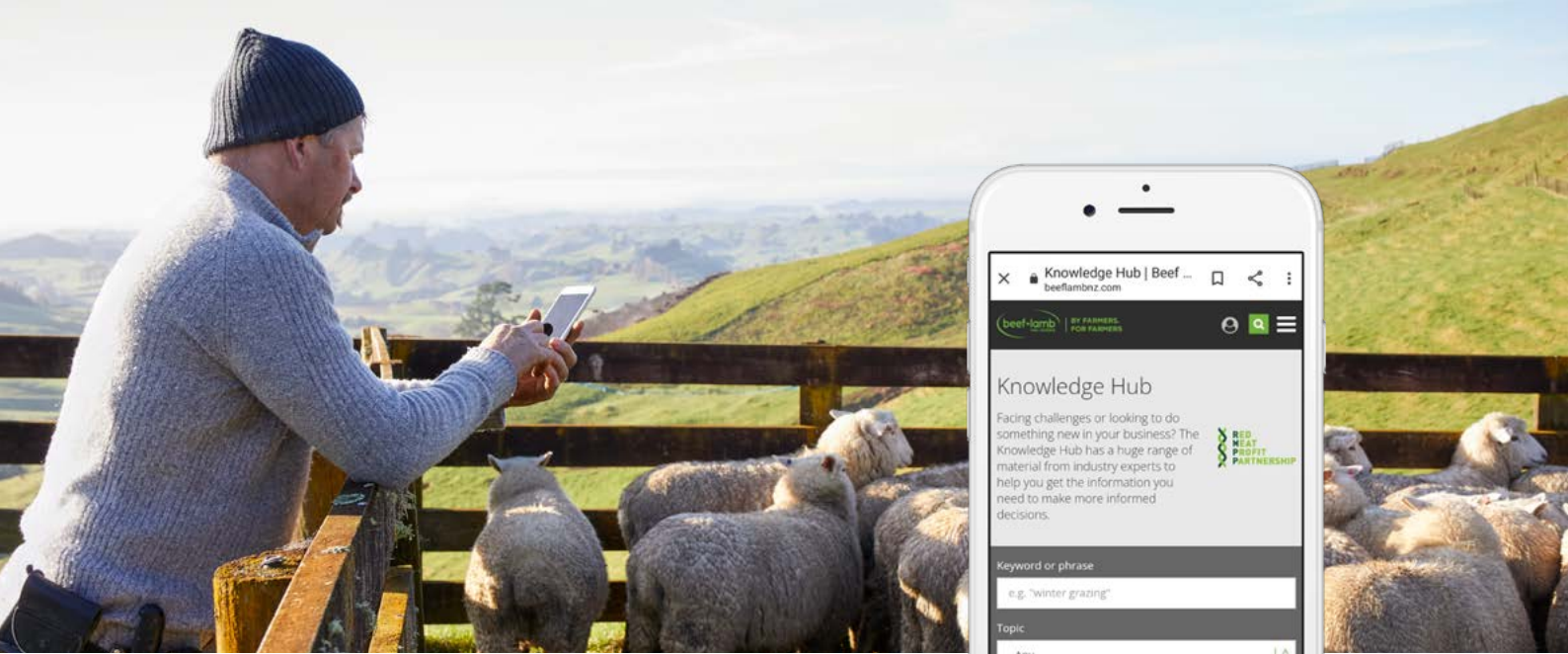
The Knowledge Hub is free for anyone to use.

While it is made for sheep and beef farmers, it is also a valuable resource for agri-business professionals, students, educators and anyone wanting detailed information about sheep and beef farming in New Zealand.

RESOURCES IN THE KNOWLEDGE HUB

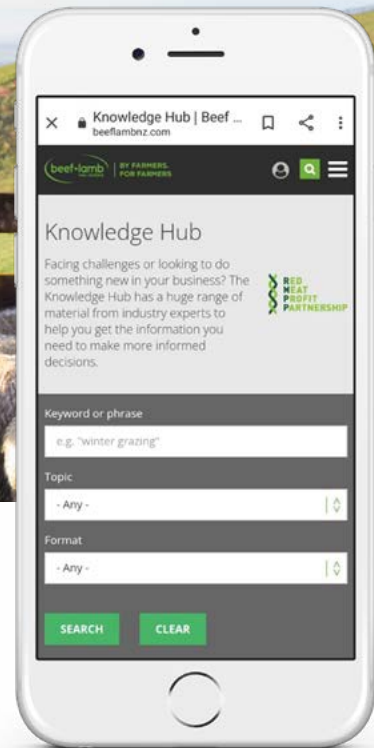
The Knowledge Hub has three key features, which make it work especially well:

1. The **search engine** is your shortcut to find what you want, quickly. You can even use the topic and format filters to narrow down your search.
2. Information is presented in **different formats**, so – regardless of your preferred method of learning – the Knowledge Hub caters for you. Do you want to watch a video, listen to a podcast, download a detailed booklet, skim read a factsheet, or have a go at a learning module? You choose.
3. The **depth of information** available. Some people may want a quick overview of a topic, while others want a lot of detail. It's all within the Knowledge Hub and you drill as deep – or shallow – as you wish.



HOW TO USE THE KNOWLEDGE HUB

- 1 Go to the Knowledge Hub home page
WWW.KNOWLEDGEHUB.CO.NZ



- 2 There are **four ways** to access information within the Knowledge Hub:

A SEARCH

B TOPIC

C FORMAT

D SCROLL

beef+lamb new zealand | BY FARMERS. FOR FARMERS

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Knowledge hub | Data & tools | Compliance | Events | News & views | Your levies at work

Knowledge Hub

Facing challenges or looking to do something new in your business? The Knowledge Hub has a huge range of material from industry experts to help you get the information you need to make more informed decisions.

RED MEAT PROFIT PARTNERSHIP

Keyword or phrase: e.g. "winter grazing"

Topic: - Any -

Format: - Any -

SEARCH CLEAR

Featured

Other Climate change

PDF Greenhouse gas management and mitigation for sheep and beef farmers

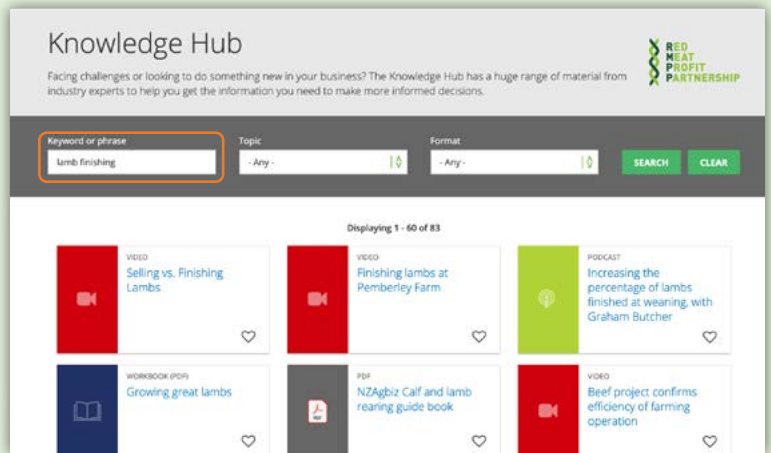
Q: WHICH OPTION SHOULD YOU USE?

Know what you're looking for?

A USE SEARCH

Tip: The search function works on key words (not questions).

E.g. If you want information on how to finish lambs, you could search "finishing". But, this will throw up all finishing-related resources (sheep and cattle). However, "lamb finishing" will refine the resources to those you want. DON'T write "how do I finish lambs?", as the engine can't process questions. Instead, it will serve up lots of irrelevant resources, because it will also search the words "how", "do" and "I".

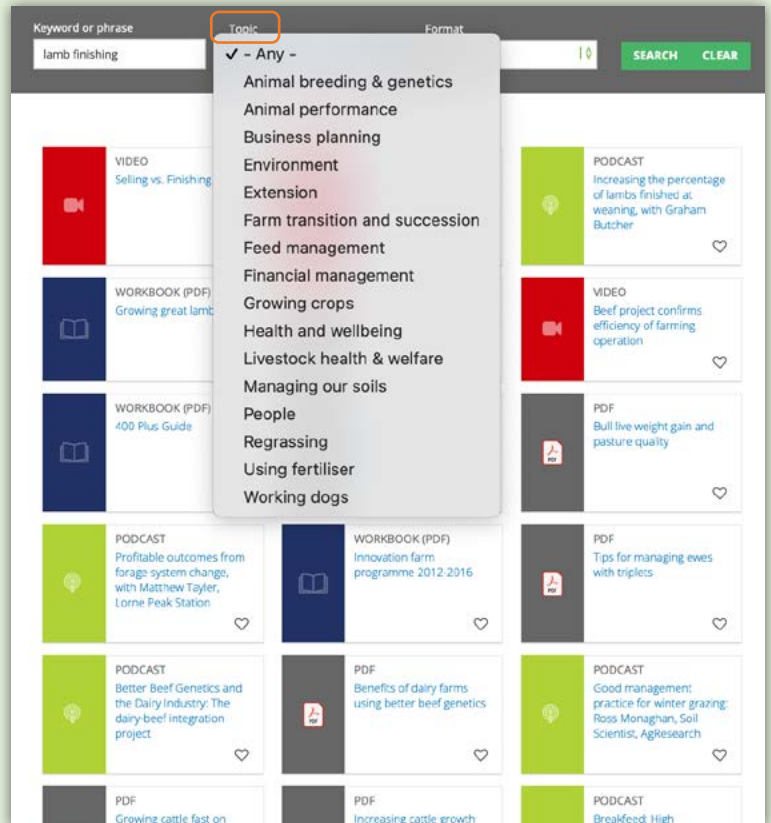


Not sure what you're looking for, but have a rough idea

B SEE ALL BY TOPIC

Tip: Click on the arrow to the right of the white "topic" box and a drop-down menu appears.

"By topic" is a great option for when 'you don't know what you don't know'.



C FORMAT


Tip: Elect your preferred format to see what else is available. Or use this in combination with A & B to filter through the results.


Just browsing for interest

D SCROLL


Tip: Scrolling is more insightful than you may think. The featured resources change with the seasons and include topical issues facing farmers at that point in time. Resources that are new to the Knowledge Hub - like the latest podcasts and videos - also feature here.


3 Having successfully found the pool of resources you're looking for, you then decide how you'd like to absorb the information. Most topics have resources available in several different formats:


 Video clip

 Factsheet

 Podcast

 Learning module

 Booklet

 External resource

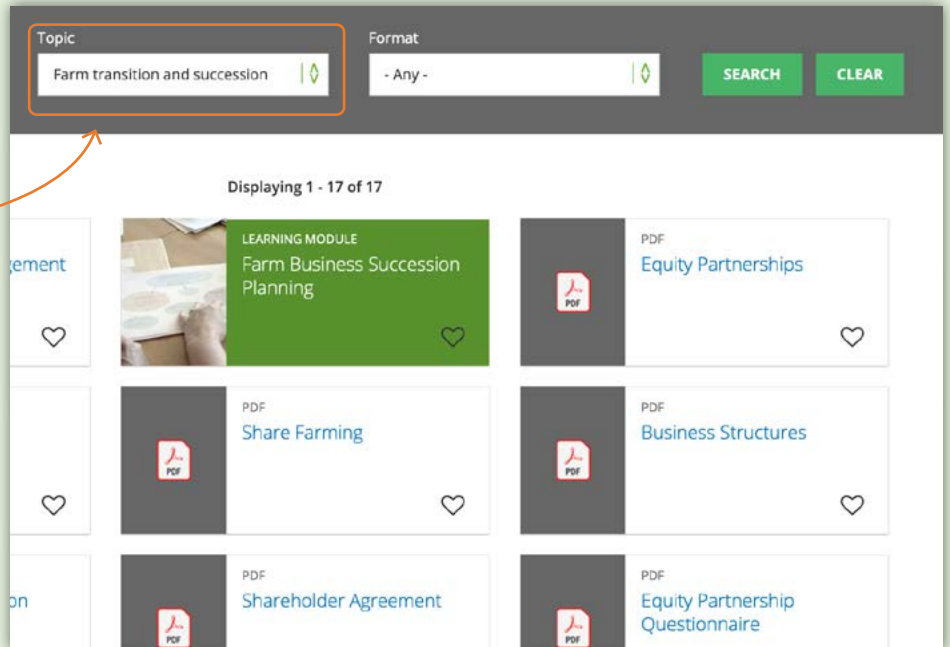
4 Let's explore.

FARM SUCCESSION:

Say you want to strike up a discussion with the family about farm succession. A great place to start would be:

By topic

The drop-down menu has an option for "Farm transition and succession". Within that, there are videos, a learning module, factsheets and a booklet. You can filter between these types by using the Format drop down menu. You'll discover documents that you hadn't realised existed, let alone could be accessed so easily (such as shareholder agreements, company constitutions and equity partnership questionnaires).



FEED SHORTAGE:

You know you're approaching a period where feed demand will exceed supply. Within the Knowledge Hub, you could explore "By topic" and choose "Feed management" from the drop-down menu.

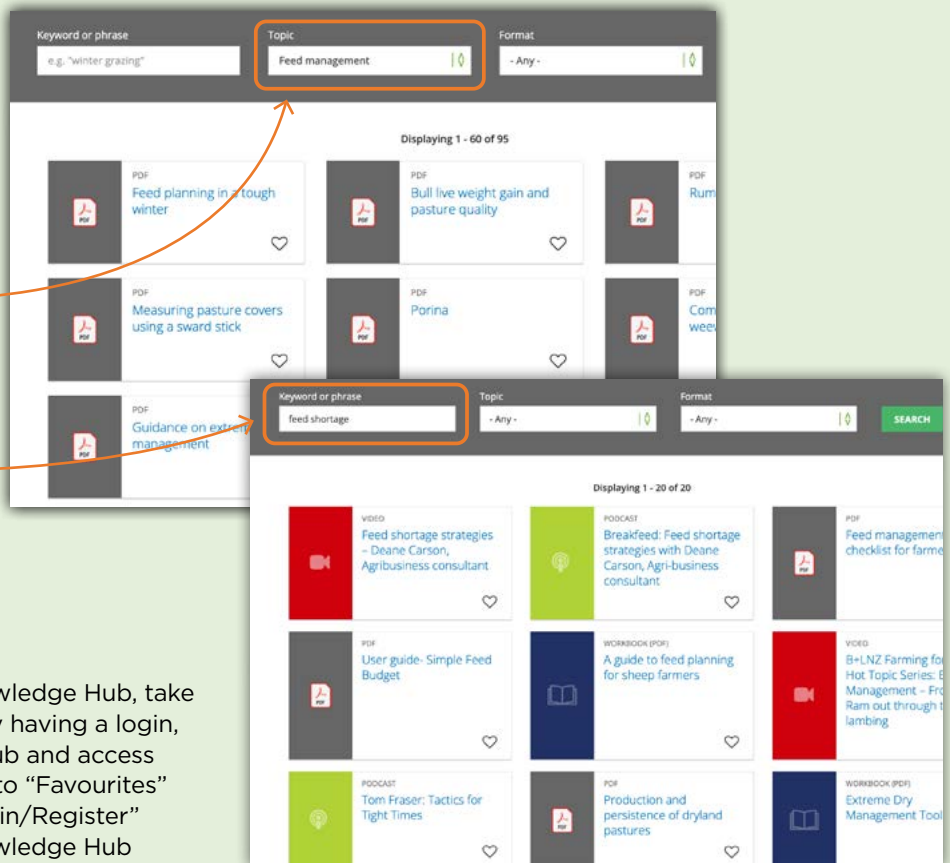
By topic: Feed management

OR you could use the "Search" function and type in "feed shortage".

Search: "feed shortage"

In this case, the "Search" function is most efficient, as it took you directly to resources related to a feed "shortage" - rather than all feed-related resources.

Tip: If you're a regular user of the Knowledge Hub, take two minutes and set up an account. By having a login, you can personalise the Knowledge Hub and access handy tools, such as saving resources to "Favourites" by clicking on the heart icon. The "Login/Register" button is at top and centre of the Knowledge Hub webpage, up in the black strip.



CONCLUSION

"There is heaps of really cool, very useful, information available in the Knowledge Hub. Be sure to use the search function because it is a great help to find what you want and what you need. I can't recommend the hub highly enough. It's added significantly to both my farming knowledge and my operation's bottom line."

William Morrison
Farmer, Marton

