

BEEF + LAMB NEW ZEALAND

AGINNOVATION CONFERENCE

2022





Welcome to AGINNOVATION 2022

Programme

Room 1 = Silks
Room 2 = Marton/Feilding
Room 3 = Terraces



Pick N Mix Sessions
40 min total time
per session

9.15am Registration and morning tea

10.00am Welcome

10.10am Introduction
Andrew Morrison, B+LNZ Chair

10.30am Opening keynote speaker
Change is opportunity – Sir Ian Taylor, Animation Research Ltd

11.15am Pick N Mix Session 1

Room 1: Optimising the value chain – Gerard Hickey, First Light Farms
Room 2: Breeders and finishers working together to manage triple drench resistance in a lamb finishing system – Mike McCreary, Kumenga Farm & Andrew Dowling, PGG Wrightsons
Room 3: 'How are you? I'm here to listen' – Katherine Dixon, Hill Country Futures Programme and Angela McFetridge, Beef + Lamb New Zealand

12.00pm Pick N Mix Session 2

Room 1: Technology and innovation in processing plants – Marcus Beadell, Silver Fern Farms
Room 2: Native shrubs on hill country – James Millner, Massey University
Room 3: Our journey of: diversification, value-add, navigating a volatile market environment and succession – Cameron Ravenwood, Fernglen Farm

12.45pm B+LNZ Networking Lunch

1.45pm Pick N Mix Session 3

Room 1: Opportunities of change: the bulldozer and playdough of life, business and Ag in the world today – Mel Poulton, SATE
Room 2: Satellite farming: the size of the prize – Laura Keenan, Lincoln University
Room 3: A journey of common sense – Evan and Linda Potter of Waipapa, National Ambassadors for Sustainable Farming and Growing

2.30pm Pick N Mix Session 4

Room 1: Unlocking value: the power of creativity, innovation and storytelling – Michael Wan, B+LNZ Market Development
Room 2: Agricultural Greenhouse Gas Research in New Zealand – Sinead Leahy, AgResearch
Room 3: Good 2 Great: Building and empowering teams. Learnings from the successful 2021-22 Wairarapa pilot – Steve Grevatt, Andrew Freeman, Paul Crick (Growing Good to Great Program). Jenny Gray, Team Building Company

3.15pm Closing Keynote speaker
A little out of my depth – Davey Hughes, Swazi Apparel

4.00pm Networking hour supported by ASB

5.00pm Conclusion



Conference information

Conference venue

Awapuni Function Centre,
67 Racecourse Road,
Palmerston North

Key people

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

Renee Cummins - B+LNZ Regional
Coordinator 027 203 9744

Alison Forbes - B+LNZ Regional
Extension Associate 027 274 3966

Christine Christensen - B+LNZ Farmer
Council Chair (WNI) 027 637 1428

Ben Tosswill - B+LNZ Farmer Council
Chair (ENI) 021 192 5715

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:

Tuesday 5 July 9am – 5.00pm

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. We would
appreciate at the end of the day if
you could please return these to the
reception desk for us to use again.

Mobile phones

Please silence your mobile phones
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

Tuesday 5 July: morning tea, lunch
and networking hour canapes.
Delegates with special dietary

requirements, who advised us prior
to the event, should make themselves
known to serving staff at each meal
and refreshment break.

Liability

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

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.

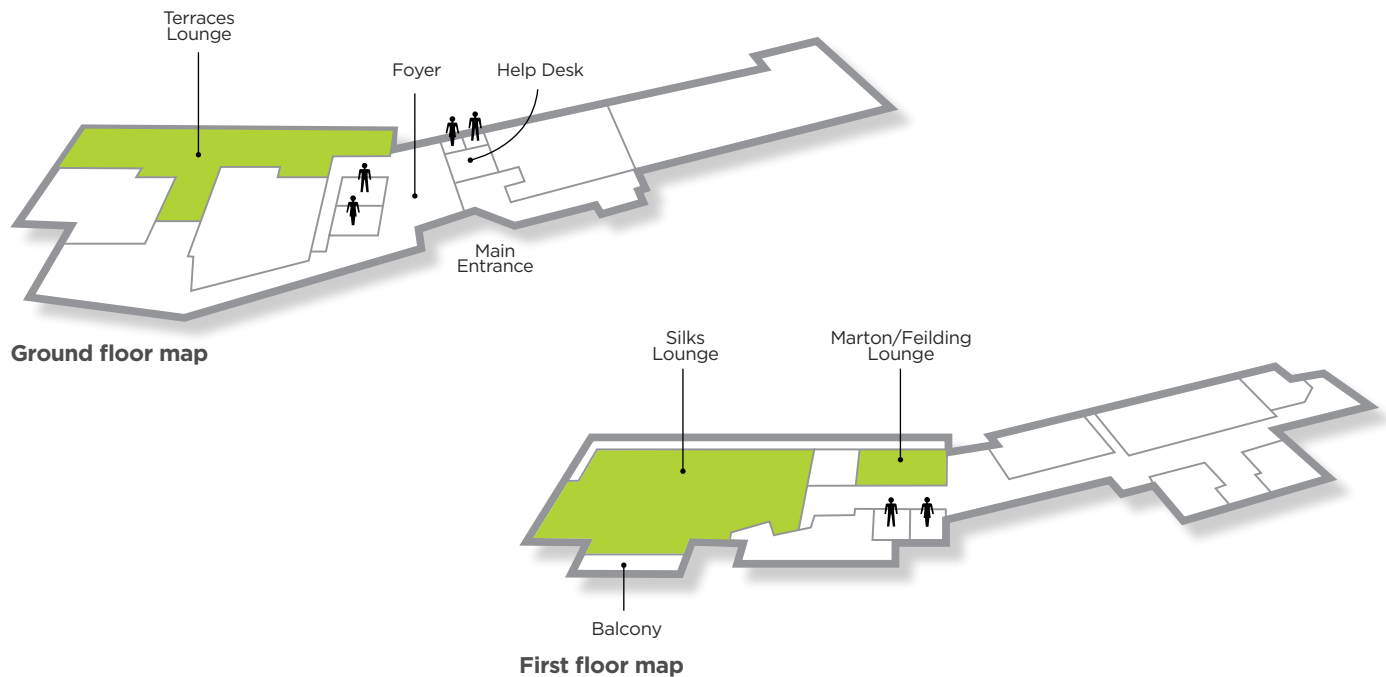
To ask questions using slido



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Venue map



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 Jason Griffin **027 431 0225**. 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.

B+LNZ events operate under the Government's COVID-19 traffic light system – for updated information about requirements see the event page on our website.

www.beeflambnz.com/events

If you have cold or flu symptoms, or are a household contact of a positive case, please do not attend this event.

The nearest medical centre is: The Palms, 445 Fergusson St, Palmerston North. Phone 06 354 7737

The Palmerston North Hospital is located at 50 Ruahine St, Roslyn, Palmerston North. 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 Awapuni staff 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 staff

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

OPENING KEY NOTE SPEAKER

**Sir Ian Taylor**

*Founder/Managing Director
Animation Research Ltd*

Ian's back story is a fascinating journey, from growing up in a house without electricity in the 1950s, to being part of a company recognised globally as being at the leading cutting edge of technology and innovation. A former television presenter for TVNZ children's programmes like Play School, SpotOn, and New Zealand's Funniest Home Videos, his very public life started when he joined the band Kal-Q-Lated Risk in 1967 as lead singer. After a stint in the army in the 1970s Ian went on to complete an LLB degree from the University of Otago before setting up Taylormade Media, a television production company in 1989. The following year he established Animation Research Limited, which quickly became one of the top computer animation companies in New Zealand and known internationally for its work, particularly in television advertising and sports graphics. Its sports division, 'Virtual Eye', provides award winning graphics globally across a wide range of sports. This year marks almost 30 years since they developed the first graphics for The America's Cup back in San Diego in 1992. In 2014 they won a prestigious Sports Emmy for "Outstanding New Approaches to Sports Coverage," and they have been recognised by the New Zealand Hi Tech Trust with a special "Life Time Achievement Award." At personal level Ian was inducted into the New Zealand Technology Hall of Fame in 2009 and was named North & South Magazines 2010 New Zealander of the Year. He was awarded an Honorary Fellowship of the Institute of IT Professionals (HFIITP) in 2010 (under its former name New Zealand Computer Society), the top honour of the tech sector in New Zealand. In the 2012 New Year Honours, Ian was appointed a Companion of the New Zealand Order of Merit for services to television and business. In 2013 Ian was named Outstanding Maori Business Leader of the Year. On 13 February 2019, Ian was named Innovator of the Year at the annual New Zealander of the Year Awards. Awards organisers cited Ian's business intuition and expertise as an exemplar of innovation in New Zealand. In 2020 Ian was named the Deloitte 200 "Visionary Leader of the Year." What fewer people may know is that it hasn't all been plain sailing.

ROOM 1: SILKS



Gerard Hickey

First Light Farms

Gerard Hickey established First Light Foods Ltd in 2004 to meet a global market need for differentiated, premium, added value meats. He has 25 years' management and governance experience in the meat industry, creating and directing niche export opportunities. He has undertaken executive training at INSEAD and attended the Food Executive programme at Cornell University. Gerard has a unique and comprehensive understanding of the full red meat value chain, from genetics, farming and branded sales, through to the consumer. In First Light Foods, their value chains involve ethically-produced venison and grass-fed Wagyu beef, with the latter earning significant endorsement both domestically and internationally.

First Light Farms - optimising the value chain

The past two years has brought about significant change in the red meat industry. First Light has not been immune from these and has had to adapt quickly to overcome the challenges faced.

These adaptations have included the need to optimise their value chain - increasing returns from all parts of their animals, focusing on the premium end of their customer base and seeking efficiencies in their supply chain.

Gerard will take the audience through these actions and illustrate how First Light has emerged stronger and better prepared for the future.

ROOM 2: MARTON/FEILDING



Mike McCreary

Kumenga

Mike and Liz run a bull and lamb finishing farm 'Kumenga' in the South Wairarapa, finishing 1,300 bulls and 20,000 lambs annually. Change in their lamb finishing system suddenly resulted in a lot of parasites and triple drench resistance. With a massive risk to their business, they needed to find out what was causing this and what they could do about it.



Andrew Dowling

PGG Wrightson Ltd

Andrew is a vet with PGG Wrightson with an interest in looking at the farm system to manage production issues. "Our long term solutions do not come in bottles."

Breeders and finishers working together to manage triple drench resistance in a lamb finishing system

Diagnosing triple drench resistance in a lamb finishing system could have major implications for both the finisher and the breeder selling store lambs. If the finisher can no longer grow lambs then who will buy them? Reconnecting with the breeders also created the opportunity to talk about other factors that have a significant impact on finishers' farm system; weaning management, vaccinations, quarantine drenching, pneumonia, planning when lambs would arrive. We will present what has changed in the farm systems, what we have learnt and if we have managed to introduce drench susceptible worms into the farm system.

ROOM 3: TERRACES



Katherine Dixon

Hill Country Futures Programme

Katherine Dixon is the co-founder of Nature Positive, a provider of research and advisory services for integrated nature and climate solutions. She leads a research team in the Hill Country Futures Programme; a five-year research programme led by B+LNZ that is focused on future proofing New Zealand's hill country farms, their farm systems and rural communities.



Angela McFetridge

Beef + Lamb New Zealand

Angela McFetridge is a rural human centred designer. She has evolved her work to create the means for farmers to have an active voice in research. Ange is well connected in rural communities and advocates for better understanding to increase trust amongst stakeholders so that we can grow healthy relationships and progress.

'How are you? I'm here to listen.'

Imagine if you had a way to become more understood and to feel more heard? This has been a large part of work which has been undertaken by the Hill Country Futures Programme. We have listened to farmer voices to design a tool that focuses on farmer wellbeing. Now it's time to share this research and our developments with you. In this workshop we will explain who we talked to and how we co-designed this tool. We would like you to join us and test it out; Tell us, have we done a good job? Are there more improvements that could be made? The Hill Country Futures is an \$8.1M programme is a five year partnership programme between MBIE, B+LNZ, PGG Wrightson Seeds and Seedforce. The programme is focussed on future proofing the profitability, sustainability and wellbeing of New Zealand's hill country farmers, farm systems and rural communities.

ROOM 1: SILKS

**Marcus Beadell**

*Regional Operations Manager
Silver Fern Farms Limited*

Marcus supports the operations of Silver Fern Farms' four southern manufacturing sites with over 2,000 personnel at peak production and processing over two million lambs, calves, beef and venison per year. It's a role that looks to the future in one of the most exciting and challenging time in the industry. With more than 30 years of engineering and manufacturing experience in a number of sectors from oil and gas, wood products, aluminium smelting and automated materials handling equipment; he brings a diverse experience of operations, lean manufacturing, industry 4.0 and engineering.

Technology and innovation in processing plants

How do our red meat processing facilities respond to an increasing demand for higher quality grass-fed products in the face of record employment, changing expectations of working patterns and life choices today's New Zealanders are making? This presentation discusses some of the processing related technology and innovation solutions that SFF are implementing to remain the customers' and suppliers' choice for high quality animal proteins. We ask where are the robots and why they are only part of the solution to achieving a future world-class processing capability in New Zealand?

ROOM 2: MARTON/FEILDING

**James Millner**

Massey University

James works for the School of Agriculture & Environment, Massey University. His research interests include crop production and farm forestry. Current research in farm forestry includes the use of trees in sustainable hill country production systems, part of the B+LNZ Hill Country Futures programme. Previous research was focused on plantation manuka for production of high methylglyoxal (UMF) honey.

Native shrubs on hill country

An outline of the research undertaken at Massey University and other sites over the past three years evaluating the establishment and early growth of several native browse species and the quality of the foliage produced. Analysis of the implications of planting natives on productivity and profitability will also be explored and planned future work will be outlined.

ROOM 3: TERRACES



Cameron Ravenwood

Fernglen Farm

Cameron Ravenwood was born and bred on a sheep and beef farm on the east coast of the Wairarapa. The love for all things agricultural, animals and sport led him to Lincoln University to undertake a Bachelors and Masters in Global Agribusiness and Marketing over four years. Whilst studying, Cameron led his family down an alternative option for land use and investment, eventuating from this was the establishment of Fernglen Farm, our sheep milk brand. Now just over three years old, this is the child that occupies the majority of his and his family's time.

Our journey of: diversification, value-add, navigating a volatile market environment and succession

Changing the mindset from commodity producers to value adders, Cameron will take you through their journey of the establishment of their sheep milk brand; Fernglen Farm. This six and a half year project that has got them thinking more and more about what the future of farming will look like and what they will need to do to be successful in years to come. Cameron will share learnings from their journey to date in diversification, adding value, connecting with the final consumer, navigating a volatile market environment and he will touch on succession in farming.

ROOM 1: SILKS



Mel Poulton

SATE

Mel is a food and fibre producer, running a sheep and beef farm business based in the Tararua District in the lower North Island. She is also New Zealand's Agriculture Trade Envoy. It is a unique role, to bring a farmer's perspective to international trade in food and agriculture and to build partnerships with farming organisations and companies offshore. SATE is tasked with promoting a greater understanding of, and advocating for, New Zealand's agricultural trading interests, including dairy, meat, wool, horticulture, arable, and wine.

Opportunities of change – the bulldozer and playdough of life, business and Ag in the world today.

Sometimes change is just a matter of adjustment by tweaking things, other times change is so abrupt or significant that it means things are never going to be the same again.

How do we respond to change? People talk a lot about resilience, but sometimes resilience on its own doesn't cut it. Rather than taking the hit and bouncing back (or bouncing forward) sometimes we need to reshape our lives and businesses altogether.

So how can we navigate change, how do we identify the opportunities, and how do we position NZ internationally?

Using reflections from the seat of the bulldozer, this session poses that we need a playdough approach to capture opportunities as we navigate a changing global and domestic context.

ROOM 2: MARTON/FEILDING



Laura Keenan

Lincoln University

Laura Keenan is a farmer, consultant and student residing in the Manawatu. After completing her B.Ag.Sci. Hons in soil science from Lincoln University she worked for Agricom as an agronomist. She has a keen interest in using improved forages to maximise live-weight gain of sheep and beef in finishing systems. Laura is also a member of the New Zealand Grassland Association executive and the New Zealand Institute of Primary Management. In 2021 she returned to part-time study at Lincoln University as part of the Hill Country Futures research programme to investigate the impact of improved forages on whole farm production and profitability.

Satellite farming – the size of the prize

Laura will present data around the changes in productivity that have occurred on NZ sheep and beef farms over the last 30 years. She will use this as the basis to describe her current research to examine how the growth of forages such as red clover and plantain can be related to temperature and moisture to give an indication of their productive potential in any given environment. She will present an example of how to collect on-farm data of pasture production and animal performance to describe the impact of improved forages on productivity. Laura will examine how greater use of improved forages could reduce greenhouse gas emissions, improve farm incomes and provide a positive future for hill country farmers.

ROOM 3: TERRACES



Evan and Linda Potter

Waipapa, National Ambassadors for Sustainable Farming and Growing

Evan and Linda Potter are passionate food producers from the Elsthorpe District twenty minutes east of Waipawa in Central Hawke’s Bay. They operate Waipapa, a mixed livestock operation encompassing deer, sheep and beef with a growing timber component. Linda grew up on Mangaheia Station in Tolaga Bay where her family farmed sheep and beef for 32 years. Evan’s family still farm in the Maraekakaho District a mixture of bulls and trade lambs. The Potters have four daughters at various stages of life.

A journey of common sense

In 2021 they were named National Ambassadors for Sustainable Farming and Growing. They will share with us their journey to date, the principals that define their business from others and where they are heading in the future. They hope to illustrate that common sense has both environmental and financial benefits while often keeping you ahead of regulation.

ROOM 1: SILKS

**Michael Wan***B+LNZ Market Development*

Michael Wan is Global Manager - New Zealand Red Meat Story at B+LNZ and is an internationally experienced, commercially driven marketer. Over the past 18 years Michael has been building brands for transformational growth and held senior roles with Synlait Milk, Hawke's Bay Tourism, New Zealand Post, Public Trust, and Cigna Insurance.

Unlocking value: the power of creativity, innovation and storytelling

Since launching the Taste Pure Nature™ provenance brand in 2019, B+LNZ has been collaborating with New Zealand exporters and in-market partners to build awareness and preference for New Zealand grass-fed beef and lamb in the United States and China.

Find out how the Taste Pure Nature™ brand marketing programme is performing, what recent consumer insights and global dynamics mean for the positioning and strategy of the New Zealand red meat story, and how creative innovation is helping to unlock greater value for New Zealand's red meat sector.

ROOM 2: MARTON/FEILDING

**Sinead Leahy***AgResearch*

Sinead is a Principal Science Advisor at the New Zealand Agricultural Greenhouse Gas Research Centre. Originally from Ireland, Sinead came to New Zealand in 2006 to work with the Rumen Microbiology team at AgResearch. The team has a focus to develop practical and effective approaches to reducing methane emissions from livestock. In 2016, Sinead moved to the NZAGRC to support the international work programme of the Centre. More recently, Sinead has been working to support the Centre's domestic science programme and in working with rural professionals to help raise awareness of agricultural greenhouse gases on farm.

Agricultural Greenhouse Gas Research in New Zealand

The reduction of the agricultural greenhouse gases, methane and nitrous oxide will play an important role in New Zealand's transition to a low-emissions economy. A limited range of options currently exist to reduce emissions from pasture-based livestock farming systems. However, several promising options are under development which have the potential to considerably reduce on-farm emissions. This presentation will give participants an update on the latest science on some emerging agricultural greenhouse gas mitigation technologies.

ROOM 3: TERRACES

Steve Grevatt

*Co Founder
Growing Good to Great Program*

Steve has an in-depth knowledge of the Primary Industries, Business and Vocational Education Training (VET) through his previous experiences and roles as a farmer, consultant and as current Chair of the Primary Sector for the Wairarapa Regional Leadership Skills Group. People are the key to our industry and creating great workplaces where people grow and develop are equally as important as growing grass/livestock efficiently.

Andrew Freeman

*Co Founder
Growing Good to Great Program*

Lawyer turned sheep and beef farmer in the Wairarapa for 17 years including Beef + Lamb New Zealand innovation farmer. Andrew is now a full time mediator and facilitator specialising in rural conflict resolution, family and farm transitions, and team building in both the private and public sector.

Paul Crick

*Co Founder
Growing Good to Great Program*

Paul has an extensive 30 year background in agriculture and education both nationally and overseas; from working and managing large-scale properties in New Zealand's North and South Islands to farm consultancy in Chile and Brazil along with developing the next generation of NZ farmers in his previous executive role of Director of Farms for Taratahi Agricultural Training Centre.

Jenny Gray

*Director/Founder
Team Building Company*

Jenny Gray is an experienced facilitator working across sectors including farming. Her expertise is understanding people's behaviour, communication and work styles along with building and maintaining positive work environments and teams. Jenny is particularly passionate about developing and supporting leaders.

Good 2 Great: Building and empowering teams. Learnings from the successful 2021-22 Wairarapa pilot

The Good to Great Program was established as a small sector capability group funded by MPI as a pilot to grow sector capability, through growing ourselves and people in our businesses.

The pilot involved over 15 agricultural businesses involving business owners, managers, 2IC's and for some sessions, the whole team. The focus of the group was about self-awareness, communication, and other soft skills that influence and impact our interactions with the people around us, day to day. This presentation will give attendees an update on some of the key learnings and reflections of the pilot.

CLOSING KEY NOTE SPEAKER



Davey Hughes

Founder/Owner

Swazi Apparel

International hunter, conservationist, raconteur and best selling author Davey Hughes is the founder and owner of Swazi Apparel. He takes his work seriously, testing new designs while hunting and adventuring in such far-flung locales as Mongolia, Alaska and Svalbard. With a huge passion for the environment, not just here in New Zealand where he is active in conservation projects but overseas in Africa, South America and the Russian Far East, where Swazi have been involved in efforts to save the Amur (Siberian) Tiger.

TV viewers may have seen him captured on TV3's 60 Minutes, or the "Border Patrol" series. His trademark long blond hair and bushy appearance break the rules of how a successful businessman should dress and behave.

A little out of my depth

People often talk about creating change, either in their business or personal lives, in order to seek new opportunities, move in a different direction, or simply leave old baggage behind. However, in most cases that change does not materialise. What then remains the catalyst for change and how best first to recognise it, then implement it? Does change require a brave new way of thinking, or is it merely "Change by chance" as circumstances unfold around us and we go with the flow.

Davey Hughes, founder of Swazi Apparel, talks about how he became an early change champion and how you can benefit from knowingly making the most of change, at work or home.

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