



# BULLETINI

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## A message from our CEO

The past six months have been ones of contrasting fortunes for the sheep and beef sector. Farmers have benefited from a relatively mild winter, good growing conditions and strong lamb, mutton and beef prices.

However, the spread of *Mycoplasma Bovis* over the course of the year and the phased eradication programme is causing uncertainty for beef farmers.

There has been a lot of interest in the sector, in particular around the environment and animal welfare.

Meanwhile, we've been keeping a close eye on the trade front with Brexit and the tensions between the United States and China.

This all underlines the importance of Beef + Lamb New Zealand's strategy as we seek to achieve our vision of profitable farmers, thriving farming communities and a sector which is valued by all New Zealanders.

TURN TO PAGE TWO 



### TASTE PURE NATURE

The *Taste Pure Nature* origin brand will help NZ leverage our unique grass-fed, free range farming systems in export markets.



### ENVIRONMENT STRATEGY

B+LNZ's Environment Strategy sets out a progressive long-term vision for the sector, including being net carbon neutral by 2050.

### NATIVE VEGETATION

New research has shown that sheep and beef farms are home to 2.8m ha. of native vegetation, the largest amount present outside public conservation land.



FROM PAGE ONE

## A message from our CEO

There has been some pleasing progress on key priorities this year.

In March we published New Zealand's most comprehensive piece of research into alternative proteins and the impact their rise could have on our red meat sector.

The study identified that alternative proteins are likely to become a major competitor to some of our red meat products, particularly minced beef. It also, however, identified opportunities as there is growing global demand for grass-fed, free range, GMO-free and hormone free red meat with consumers prepared to pay a premium.

That's a space in which New Zealand has a natural advantage over the rest of the world, and we're excited by the opportunities. At the same time, these consumers have high expectations around the environmental and animal welfare impacts of the production of the food they're eating.

It's why in May, Beef + Lamb New Zealand unveiled our *Taste Pure Nature* origin brand and our Environment Strategy. These two initiatives are all about positioning New Zealand's red meat sector to be in the best possible position to take advantage of the exciting opportunities ahead for us, while rising to the challenges they bring.

*Taste Pure Nature* will be used as a global brand platform to underpin our exporters' marketing programmes and aim to put New Zealand's red meat at the top of international consumers' shopping lists.

Consumers want to know the meat they're eating has been ethically raised and produced in an environmentally sustainable way.

Although our farmers are already some of the world's best performers in this regard, we also know that we're not perfect. Regular news stories, such as those earlier this year that challenged winter grazing practices, highlight some of the areas we need to work on.

That's why our Environment Strategy is vital. The vision is for New Zealand's sheep and beef farmers to be world-leading stewards of the natural environment and sustainable communities.

We are supporting farmers to improve their environmental practices not just because it is the right thing to do, but it is important to all New Zealanders.

We also need to better understand the relationship between our farms and the environment too.

One example of this was with the publication in July of research from the University of Canterbury's Professor David Norton which revealed sheep and beef farms are home to nearly a quarter of New Zealand's native vegetation - some 2.8 million hectares.

Of that, 1.4 million hectares is native forest, most of which has been regenerating since 1990.

Along with playing a critical role in preserving New Zealand's biodiversity, it exhibits the proactive conservation work farmers have been doing and opens up interesting possibilities around the

role these native forests play in carbon sequestration.

Our focus for the remainder of the year is on implementing our strategy, while at the same time ensuring we have farmers' backs on key issues.

Nearly everyone in the organisation is working on an environment project to support farmers in some way and this will remain a high priority. We are close to finalising the activation plan for *Taste Pure Nature*, which we are hoping to launch in January next year in export markets.

We will continue to provide support to farmers who are dealing and recovering from the impacts of *M. bovis*, and our trade team is working alongside the Government to preserve our access to our key UK and European markets in light of the proposal to split New Zealand's sheep and beef quota and encouraging early ratification of CPTPP to lock in tariff savings as soon as possible.

It's an exciting time to be a sheep and beef farmer in New Zealand. There are incredible opportunities ahead for us, but at the same time some real challenges for farmers. We're focused on supporting industry to grasp those opportunities while at the same time managing downside risks.

Sam McIvor,  
Chief Executive Officer

## FARMER CONFIDENCE AND OUTLOOK FOR THE SECTOR

Sheep and beef farmers are the most confident they have been for many years on the back of continued strong global demand and prices for sheepmeat and beef.

68 per cent of sheep and beef farmers surveyed by B+LNZ in August indicated they were confident about the sector, the highest level since B+LNZ's first launched the research in November 2010.

This positive mood contrasts with gloomy headlines on business confidence elsewhere in the economy, as well as recent inaccurate claims made by the Productivity Commission about the "marginal" nature of the sector.

The positive attitude is being driven by the excellent returns farmers have enjoyed over the last two years, which are expected to continue this year, despite some potential headwinds. We also need to be mindful of some resistance to the strong prices in our global markets.

B+LNZ's New Season Outlook for 2018-19, forecasts lamb, and mutton prices to remain firm at historically high levels for the coming year. This has been helped by tighter sheepmeat supply from Australia, an expected weakening of the New Zealand dollar, and continued strong demand in key markets like China and the US.



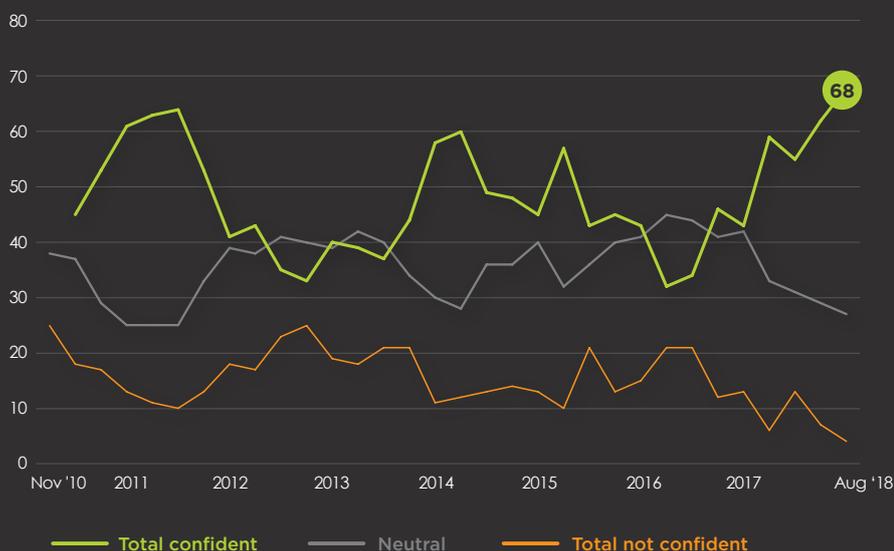
Total lamb exports are estimated to remain at around \$3.1 billion in 2018-19, after breaking the \$3 billion mark for the first time in the 2017-18 season. Beef exports are forecast to be around \$3.4 billion in 2018-19, slightly lower than this year.

Despite these very strong conditions, average sheep and beef farm profit before tax is forecast to fall slightly by 2.8 per cent this coming season to \$129,700 per farm, due to increased input costs.

However, it is important to note this will still be the third highest level for average farm profit since the 1970s.

[→ READ REPORT](#)

### Industry confidence



## LEVY CONSULTATION

In August, B+LNZ announced farmers had strongly supported a proposal to increase the sheepmeat levy by 10 cents to 70 cents and the beef levy by 80 cents to \$5.20.

The additional levies will be invested in accelerating four key programmes: international activation of the *Taste Pure Nature* origin brand and the Red Meat Story, helping the sector lift its environmental performance and reputation, telling the farmer story better and strengthening B+LNZ's capability to address biosecurity risks.

Almost 1,900 submissions were received over the six-week consultation period with 63 per cent of respondents backing an increase. There was a similar level of support across sheep, cattle, and dairy farmers.

Almost two thirds of respondents (64 per cent) also indicated support for the strategic direction of B+LNZ, which is an encouraging message from our farmers.

Along with the indications of support for the levy proposal and the priority areas, farmers also provided valuable feedback about B+LNZ more generally.

[→ FIND MORE HERE](#)

# BIOSECURITY

## MYCOPLASMA BOVIS UPDATE

A key focus for B+LNZ over the last year has been working with government and DairyNZ on the phased eradication of *Mycoplasma bovis* (*M. bovis*).

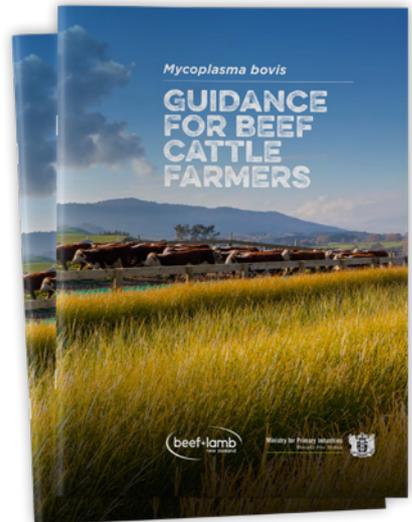
Discussions are ongoing with DairyNZ over the level of industry contributions to the phased eradication programme. Both parties are approaching the discussions from a principled perspective. We expect to be in a position to provide a further update soon.

Alongside government, the Rural Trust, and DairyNZ, we are working to increase our support for affected farmers to navigate the compensation process. This will be through additional information and the recently announced establishment of a support service to assist farmers to make claims.

We have also boosted efforts to provide to provide practical on-farm advice to manage biosecurity risks specific to *M. bovis*, including a comprehensive *M. bovis* booklet that was sent to all farmers in June.

→ [READ BOOKLET](#)

B+LNZ representatives participated in the MPI run national *M. bovis* roadshow to ensure all farmers have the information they need. We have also hosted a separate series of interactive workshops aimed at raising awareness of on farm biosecurity in conjunction with other industry partners. These workshops help farmers to begin or further develop formal biosecurity plans for their farms.



According to recent research by UMR undertaken for B+LNZ, 57 per cent of farmers have taken precautions against the disease, although only 40 per cent have an active biosecurity plan. One of the main reasons farmers said they don't have a plan is that they are unsure where to begin. Over the coming months, B+LNZ is planning to hold further biosecurity workshops to support farmers to build practical and robust biosecurity plans.

**For further information, please contact:**

**Chris Houston**  
Manager - Technical Policy  
Phone: +64 21 562 871  
[chris.houston@beeflambnz.com](mailto:chris.houston@beeflambnz.com)



# ENVIRONMENT

## ENVIRONMENT STRATEGY LAUNCHED

B+LNZ has received positive feedback from farmers, interest groups, and government about the sector's environment strategy launched in May. The environment is firmly at the heart of everything farmers do.

Our farmers know that they're not just farming for themselves, but see themselves as looking after the land for future generations and for wider New Zealand. Good environmental management is also a key selling point for our exports (and of the *Taste Pure Nature* origin brand) and so it is vital that we get this right.

The environment strategy lays out a progressive long-term vision for the

sector based around four priority areas: healthy productive soils, thriving biodiversity, carbon neutrality, and cleaner water.

These goals are underpinned by a comprehensive implementation plan that includes research; projects; and policy engagement across the four areas.

The fundamental underlying philosophy of our sector is the need to match farming practices and land use to the land's capabilities.

Significant progress has been made, and we provide an update on some of the key areas below.

→ ENVIRONMENT STRATEGY

## OUR VISION:

*World-leading stewards of the natural environment and sustainable communities*



### CLEANER WATER

**Goal:** Sheep and beef farmers actively manage their properties to improve freshwater. New Zealanders can gather food from and swim in freshwater surrounding our farms.



### CARBON NEUTRAL

**Goal:** Farmers continue reducing carbon emissions, moving towards a carbon neutral sheep and beef sector by 2050.



### THRIVING BIODIVERSITY

**Goal:** Sheep and beef farms provide habitats that support biodiversity and protect our native species.



### HEALTHY PRODUCTIVE SOILS

**Goal:** Land use is closely matched to soil potential and capability. Farmers are working to improve soil health, carbon content and productivity while minimising soil loss.



# ENVIRONMENT

## FARM ENVIRONMENT PLANS AND CATCHMENT WORK

The two most fundamental elements of our environment strategy are the objectives of every sheep and beef farmer having a farm environment plan by 2021 and supporting the development of catchment approaches by farmers to achieve environment outcomes.

There are many different environment plans already out there. Rather than creating another option on top of that, B+LNZ is developing a “process standard” focused on supporting farmers to get started on the environment journey and to continue to develop and improve.

Approximately 40 per cent of sheep and beef farmers currently have environment plans. We are focused on lifting that as quickly as possible and ensuring farmers have a practical and useful plan.

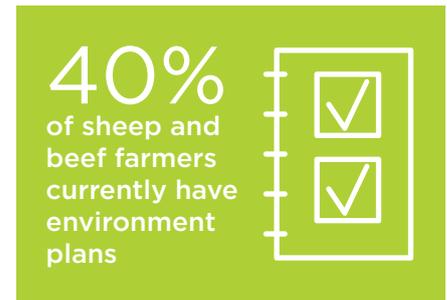
The process standard will break down the steps farmers need to take to develop an environment plan and will support them with implementation and with continuous improvement. We will identify

existing farm plan templates across the sector that meet the standard and work with our catchment project and the Red Meat Profit Partnership Action Network to drive uptake.

The other most important part of the environmental plan is supporting the establishment of catchment communities to enable farmers to address environmental issues on a wider scale.

### This project will be delivered in two phases:

- Phase 1: Develop resources to meet the immediate needs of existing and emerging catchment groups.
- Phase 2: Implement a programme that supports the formation of new catchment groups, and records sector progress. This includes sharing learning across groups nationally to maximise progress. We have already identified the important role facilitators of catchment groups have made and had success in sharing knowledge from successful catchment groups with new ones.



We have been impressed by the number of existing catchment groups across the country (that often include dairy, sheep and beef, and horticultural properties) and the progress they have made. There is also strong interest in setting up new groups. Sheep and beef farmers have often been at the forefront in the initiation and progress of these catchment community groups.

In the sections that follow there are examples of projects we have been working on at the catchment level that focus on particular improved outcomes. We are looking to take the learnings from these various initiatives and share them across other groups.



# ENVIRONMENT

## BIODIVERSITY

In June, B+LNZ released a report led by Professor David Norton of University of Canterbury on the extent of native vegetation on sheep and beef farms.

The research, which was based on satellite imagery, found nearly 25 per cent of New Zealand's native vegetation (2.8 million hectares) is on sheep and beef farms, the largest amount outside of public conservation land.

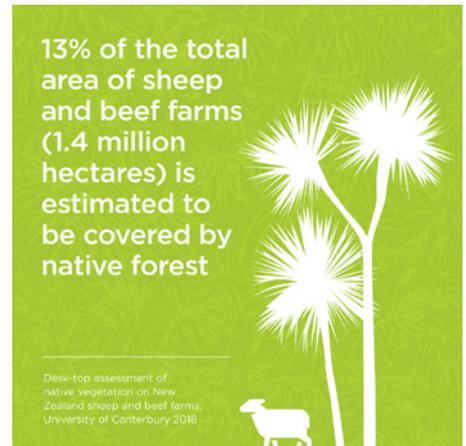
The report also revealed that 17 per cent of New Zealand's native forest (1.4 million hectares) is on sheep and beef farms. Much of this is native forestry and believed to be regenerating and therefore sequestering carbon.

Not only does this report highlight the vital role our farmers are playing to support New Zealand's biodiversity, the report is also of significance for the current policy discussions about biodiversity, and climate change.

B+LNZ is now working with Professor Norton on a second phase of the research to investigate the condition of the native vegetation on sheep and beef farms, and how coverage has changed from the 1960s to present day.

B+LNZ is developing practical resources for farmers wanting to improve biodiversity including through on-farm steps such as fencing, pest control, planting etc.

Given the extent of biodiversity on sheep and beef farms, we are keen on engaging closely with the Government on the development a National Policy Statement for Biodiversity.



### Key biodiversity policy priorities for the sector include:

- Government recognition of the great work happening behind the farm gate, and farmers' contribution to enhancing New Zealand's native biodiversity.
- Policy that enables and incentivises biodiversity enhancement at a farm and catchment scale, rather than an approach that focusses on protection at the farm level limiting land use flexibility and often causing native vegetation and wetlands to be seen as a liability rather than an asset.



→ SUMMARY REPORT

# ENVIRONMENT

## CLIMATE CHANGE

Climate change is one of this country's largest environmental challenges and B+LNZ is actively involved in policy development on how New Zealand should respond to it.

As part of our environment strategy, the sector has set a target of being carbon neutral by 2050. Major progress has been made towards this goal and the New Zealand red meat sector is uniquely placed globally to achieve a goal like this.

Since 1990, sheep and beef farmers have reduced their emissions by 30 per cent. This is a result of a mixture of productivity improvements and stock reductions. While sheep and beef cattle numbers have reduced by 50 per cent and 23 per cent respectively, we are producing almost the same amount of lamb for export due to major improvements in lambing percentages, feed and genetics resulting in increased weight of lambs at slaughter.

The recent "Norton Report" which identified 1.4 million hectares of native forest on New Zealand sheep and beef properties is of major significance. This native forestry, combined with an estimated 180,000 hectares of plantation forestry on sheep and beef properties, is likely to be offsetting a

significant proportion of the greenhouse gas emissions produced by sheep and beef.

How much of the forest is pre-1990 and therefore not eligible under the current ETS is yet to be determined, nonetheless, these trees are sequestering carbon and their contribution needs to be recognised.

Absolute greenhouse gas emissions from sheep and beef farms

↓30%

Exceeding New Zealand's international commitment of 11% below 1990 levels by 2030.

B+LNZ is currently doing work to estimate the amount of sequestration from these trees, and the University of Canterbury is undertaking research under the National Science Challenge but this may take some time.

B+LNZ has been engaging closely with the Parliamentary Commissioner for the Environment, the Productivity

Commission, the drafting of the Zero Carbon Bill legislation, and the Interim Climate Change Commission.

We strongly support a split gas approach which recognises the different roles short and long-lived greenhouse gases play in climate change. There have been a number of reports this year that demonstrate the different impact of methane on warming and this area of science is developing rapidly.

In a recent report from the Parliamentary Commissioner for the Environment, Dr Andy Reisinger suggested for methane from ruminant livestock in New Zealand to generate no additional warming, methane emissions would need to reduce by between 10-22 per cent.

This is because methane is a short-lived gas, whereas long-lived gas emissions from carbon dioxide and nitrous oxide must be reduced to zero or below to stop them from creating additional warming.

Other key priorities for the red meat sector as part of the current policy discussions include: recognition of the reductions in emissions that the sector has made since 1990, and full recognition of the sequestration of native and plantation forestry on farms.



# ENVIRONMENT

## WATER QUALITY

Progress is being made on a number of initiatives specially aimed at improving water quality.

In partnership with NIWA, B+LNZ is developing a delivery ready toolkit to help deepen farmer understanding of freshwater ecosystems and the key indicators of water quality. This workshop and corresponding resources will introduce farmers to water quality, and help them to understand and respond to water quality issues within farming systems and in the region they farm. The workshop was trailed with Waikato farmers in July and was well received by farmers and regional councils alike. We are looking to roll the workshops across the rest of the country in 2019.

Work is progressing well on our project to provide access to farmer decision tools such as LUCI and Mitigator. The LUCI project, delivered in partnership with Victoria University and Ravensdown Environmental is piloting a catchment approach to helping farmers minimise environmental impact using farm and catchment scale

computer modelling. The project is being delivered in the Pourakino catchment (Southland) and the Patoka catchment (Hawkes Bay) and work is on track to be completed in October. The project will be evaluated at completion and learnings shared with the sector.

Through funding from the Ministry for the Environment's Fresh Water Improvement Fund B+LNZ is starting work with four catchments to undertake catchment scale and farm scale (LEP/FEP) planning. Learning and insights will be communicated with and between catchment groups and with other groups as opportunities arise. Each catchment group will be given a mentor freshwater scientist to help them set up a community (citizen) science monitoring programme, interpret the results and then relate the results back to farm management activities within the catchment.

Catchments identified so far include Maraekakaho (Hawkes Bay); Wainuioru (Wairarapa); and Mimihau (Southland).



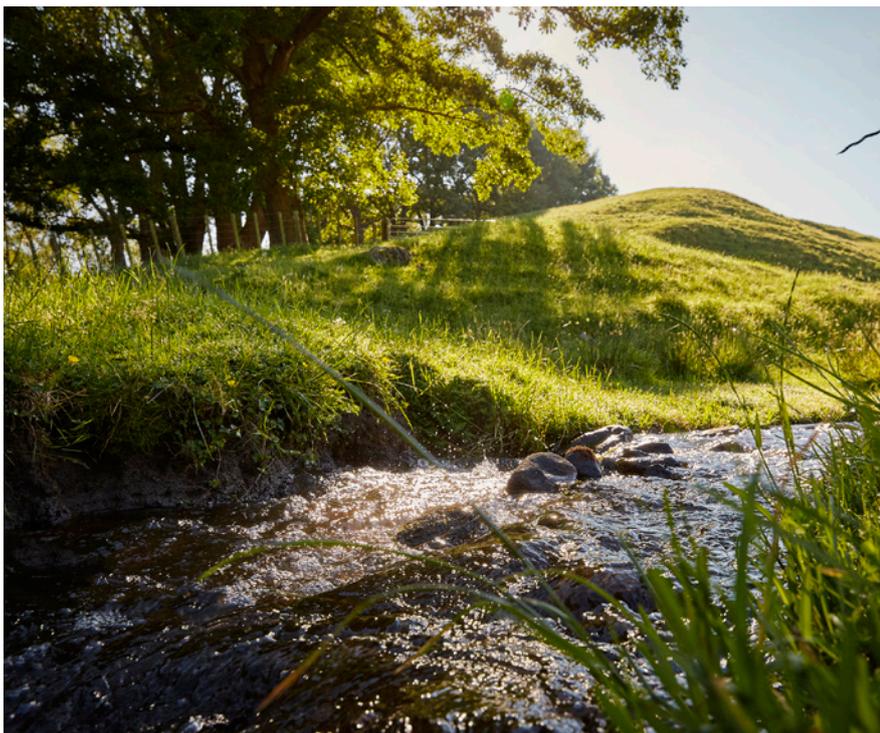
## WINTER GRAZING

Winter grazing practices have been in the news recently. We have been increasing our work with farmers in the last year to encourage best practice across the sector, and this work is being stepped up further.

We recognise that winter is a time of increased environmental vulnerability in relation to the winter management of cattle on crops, and it is a priority for us to ensure this activity occurs safely, humanely, and within environmental limits.

This winter B+LNZ ran a major campaign with regional councils and DairyNZ to provide advice to farmers on the best grazing practices. We held a number of wintering fielddays in Southland, Otago, Canterbury, Hawkes Bay and Horizons, and have projects in Southland, Otago, and the Manawatu where we are working with farmers to improve wintering practices.

We are now building on this work with more targeted messaging and workshops/fielddays. B+LNZ is also working on the policy front to ensure the regulatory framework delivers positive environmental outcomes and supports farmers in achieving these.



# MARKET DEVELOPMENT



→ SUMMARY REPORT

## ALTERNATIVE PROTEINS

Alternative proteins have been a topical issue this year. In March, we released a comprehensive report that looked at the implications of alternative proteins for our sector

It found that alternative proteins are likely to become a major competitor to some of New Zealand's red meat products and the sector must respond with a clear strategy.

Although alternative proteins are currently manufactured in small volumes, large scale production of burger patties and mince is likely to be a reality within five years.

Muscle cuts of beef like rib-eye are further away, and sheepmeat is not even on the radar of developers as it's a niche product.

Demand for alternative proteins is being driven by a number of forces including environmental concerns relating to climate change and the ability to feed the growing world population in a sustainable way; the use of animals in food production; and the place of meat in a modern diet.

Despite these challenges, the report also revealed opportunities for our sector.

The global population is expected to grow by one billion extra people by 2030. New Zealand's total red meat production can only feed around 21 million people. There is therefore a place for both alternative proteins and natural red meat products.

The research revealed a growing demand for naturally raised, grass-fed, hormone-free and antibiotic-free red meat with consumers prepared to pay a premium for such products. This is what New Zealand produces and we have an opportunity to capitalise on it.

In the US alone, retail sales of labelled fresh grass-fed beef including domestic and imports reached US\$272 million in 2016, up from US\$17 million in 2012. Sales are doubling every year.

The report included four scenarios and potential strategic responses aimed at challenging the red meat sector's thinking and helping it to consider how to respond to these challenges. These scenarios range from red meat being pushed to the side of the plate or becoming a speciality, a reluctant choice, or the everyday preferred choice for consumers.

It is likely the industry will respond to the challenge in a number of ways, but one of the options includes driving the premiumisation of sustainably produced red meat, which is what the Red Meat Story and *Taste Pure Nature* origin brand are aimed at.



## TASTE PURE NATURE

In May, B+LNZ unveiled the *Taste Pure Nature* origin brand. There was a positive response from farmers and continued commitment and support from processing companies.

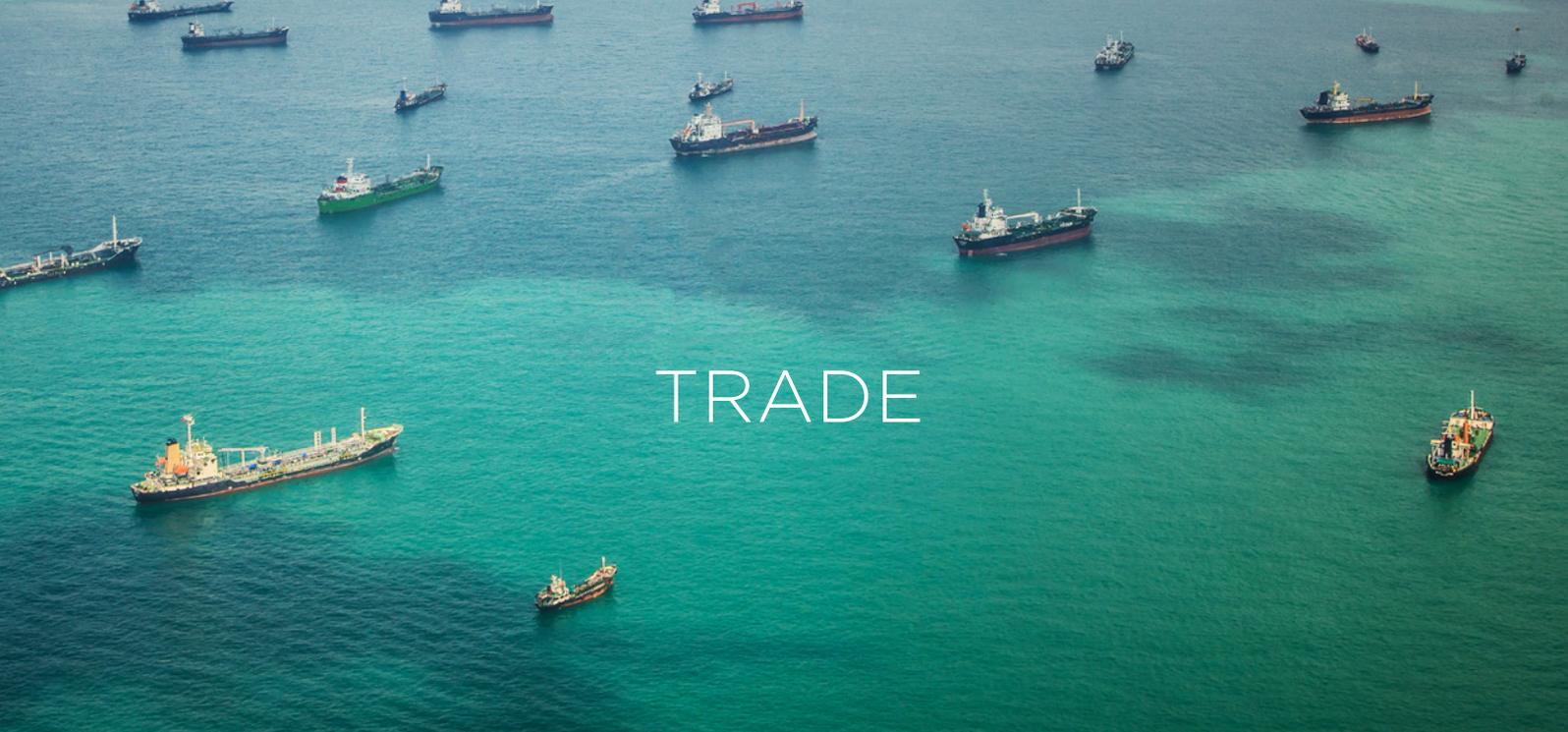
The Red Meat Story and *Taste Pure Nature* origin brand will be used as a global brand platform to underpin exporters' marketing programmes and increase consumer awareness of, and enhance the positioning, of New Zealand red meat. It was developed in conjunction with farmers and processing companies.

It aims to tell New Zealand's unique story and will help the sector respond to challenges such as alternative proteins.

Work is now focused on developing an activation plan in consultation with the processing companies. Companies will be able to use the brand in any of their markets, but to maximise market penetration, B+LNZ is in discussions about more actively promoting the brand, in California and key cities in China. We are also developing criteria around what product will qualify to be able to be branded under the origin label.

We are hoping to provide a more detailed update on this vital initiative soon.

→ VISIT WEBSITE



# TRADE

## BREXIT AND EU-NZ FTA NEGOTIATIONS

There remains significant uncertainty over the trade situation in our key markets. We are continuing to monitor developments in conjunction with the Meat Industry Association.

Foremost amongst these is the European Union and United Kingdom's World Trade Organisation proposal to split the WTO Tariff Rate Quotas between them.

B+LNZ has been firm and clear since the UK Brexit referendum in June 2016 that our sector will not accept any proposal that erodes the quality and quantity of our WTO sheepmeat and beef quotas. These are legally binding rights and obligations and we expect the EU and the UK to honour their legal obligations and commitments.

In recognition of the importance of this issue, in April, B+LNZ and MIA appointed Jeff Grant as a special red meat sector representative to London. This is the first joint overseas appointment by the red meat sector.

Jeff is now on the ground in London and his presence and work with our team in Brussels will be critical for our sector.

B+LNZ and MIA have also met with representatives of both the EU and UK in New Zealand, and are continuing to work closely with the Ministry of Foreign Affairs and Trade to ensure that New Zealand's market access is preserved.

We welcome the start of formal NZ-EU free trade agreement negotiations that began in June. An FTA with the EU has long been considered one of the holy grails of New Zealand's international trade agenda, and seeing it get underway is hugely encouraging.

We'll be focused on helping MFAT secure the best possible deal for New Zealand's red meat sector, while recognising that this is also a sensitive area for many EU member states.



## US TRADE POLICY

More broadly on the trade front, we're maintaining a close watching brief on the developing trade tensions between the United States and China.

Sam McIvor our CEO and Esther Guy-Meakin, our Trade Manager have visited the US (including Washington) this year to understand the dynamics in play and their implications for our sector. We are staying in close touch with the US sheep and beef industry organisations.

Jeff Grant





# RESEARCH AND DEVELOPMENT

## GREENHOUSE GAS REDUCTION WORK ADVANCES

Significant progress has been made in the past year by the Pastoral Greenhouse Gas Research Consortium (PGGRC).

The PGGRC, which is funded by eight New Zealand agricultural sector partners including B+LNZ, works in collaboration with the New Zealand Government to provide knowledge and tools to help New Zealand farmers mitigate greenhouse gas emissions.

Key achievements over the past year include:

1. The role of genetics in reducing greenhouse gas emissions has advanced to the point where it is about to be rolled out to a pilot group of ram breeders. Low methane emitting sheep were identified and research shows the low emission trait has 0.19 heritability, which is significant.
2. Work on a methane-reducing vaccine has also moved to pilot-testing phase and PGGRC is looking to further its partnership with an animal health company in coming months.
3. Methane inhibitor research is well into lead testing. Trials investigating delivery of a promising methane inhibitor compound via capsule are underway. However, a full due diligence process is required to ensure there are no toxicity or residual issues. Alongside the trial work, PGGRC is talking to potential commercial partners.

For further information, please contact: Mark Aspin, General Manager, PGGRC: [mark.aspin@pggrc.co.nz](mailto:mark.aspin@pggrc.co.nz)

## HILL COUNTRY LANDSCAPES FOCUS OF FIVE-YEAR PROJECT

Good progress is being made on a collaborative project to improve the sustainability of hill country for sheep and beef farming

The five-year project is a collaboration between Beef + Lamb New Zealand (B+LNZ), the Ministry for Business Innovation and Employment, PGG Wrightson, Seed Force and the Federation for Maori Authorities. The project will be looking at creating an understanding of regenerative land stewardship, raising the profile of Hill Country farming by building strong rural communities and developing guides for forage selection specific to hill country.

Pilot trials to evaluate suitable legumes and forages has started and this will then be rolled out to field trials in hill country areas in Canterbury, Whanganui and the East Coast. Models are also being developed to evaluate the suitability of different legumes, forages and pasture mixes in diverse environments.

Another focus of the programme is better matching land use with land-use capability, with the programme looking to provide a more holistic approach to determining appropriate land use. This will identify areas of hill country that may be capable of supporting an increase in productivity and understanding what pasture diversity and regeneration looks like in these areas.

There has been a lot of interest in the concept of regenerative farming internationally. Part of the project is intended to develop a framework for what regenerative farming means and could look like in a New Zealand context. This will include talking to farmers, Maori Trusts, iwi and corporate farming businesses to gain an understanding of what hill country stewardship and regeneration means for them in a pastoral context.

The project has a strong social focus, including community focused research and engagement. This includes looking at the opportunities to capture greater value from product produced under strong hill country stewardship to benefit farming families, Maori and ultimately, rural communities.



# RESEARCH AND DEVELOPMENT

## FUTURE FARM PROGRAMME

Excellent progress has been made on the establishment of the Future Farm programme, with the official Open Day to be held on Friday 9 November in North Canterbury.

The North Canterbury Future Farm (NCFF) is the establishment of an operational and profitable commercial sheep and beef farming enterprise, which implements, trials and tests farming technologies and best practice management to demonstrate how such technologies and practice management can improve performance whilst maintaining the highest production standards, to high environmental standards.

The NCFF is a partnership between B+LNZ Ltd and Lanercost 2018 Ltd. The model is based on a limited partnership between B+LNZ and a farming partnership sharing 50/50 in capital, risk and return. It is similar to the successful Lincoln University Dairy Demonstration Farm.

The objective of the partnership is to operate at the highest levels in terms of profitability and regulatory compliance and be available for B+LNZ to demonstrate farm practices, decision making and farm systems integration of new technologies and practices, whilst maintaining high performance.

North Canterbury Future Farm ("Lanercost Farm"), located north of Cheviot, is a 1390ha hill country, dryland sheep and beef farm, typical of many in the region.

The practices demonstrated on the Lincoln University Dairy Demonstration farm have benefited dairy farmers in the region enormously and we believe the NCFF will be of similar value to sheep and beef farmers throughout the country.

We are very excited about the opportunity this farm represents. We are all operating in a far more complex world than previous generations and while we're very optimistic about the future of our sector, the Future Farm will allow us to observe the application and outcomes of technologies and system changes before we risk applying them to our own businesses.

B+LNZ will be providing information about the open day closer to the time.

### NORTH CANTERBURY FUTURE FARM - LANERCOST



**1310**  
Hectares

~40% steep hill country  
30% rolling downs  
30% flat to easy terrace country



**20 ha**  
QE2 covenant land



**20 ha**  
Forestry block



**800-900mm**  
Annual rainfall



**250-400m**  
Above sea level

Currently running



**3500**  
Ewes



**300**  
Beef cows

**For further information,  
please contact:**

**Richard Wakelin**  
GM - Innovation  
Phone: +64 27 246 3874  
richard.wakelin@beeflambnz.com



# RMPP UPDATE

## ALL ACTION AT THE RED MEAT PROFIT PARTNERSHIP

Beef + Lamb New Zealand is a partner in the Red Meat Profit Partnership, a collaboration between the red meat sector and government.

Two years from the Primary Growth Partnership's conclusion, RMPP is delivering a range of initiatives designed to boost the productivity and profitability of sheep and beef farmers.

This includes the establishment of the RMPP Action Network, which is supporting farmers to develop the confidence to turn ideas into action on-farm. The network is made up of farmer Action Groups of seven to nine farm businesses.

Around 800 farm businesses have already now signed up to the RMPP Action Network and are in an Action Group.

Action Groups are farmer-led and supported by trained facilitators to guide a group and help identify experts who can share new knowledge and ideas needed to achieve their goals.

Each Action Group is eligible for kick-start funding of \$4,000 per farm business, which is pooled for the group to pay for a facilitator and expert advice.

Meanwhile, the New Zealand Farm Assurance Programme (NZFAP) is being rolled out in conjunction with processing partners and the deer industry to streamline the farm audit process for farmers and to ensure everyone is working to the same baseline standard. Fifteen companies are now using the NZFAP, which underpins the New Zealand Red Meat Story and the *Taste Pure Nature* origin brand.

RMPP is continuing to invest in upskilling farmers with resources and tools such as the online Knowledge Hub and encouraging young New Zealanders to consider careers in the red meat sector. It has engaged many more farming women in farm management and planning through courses run in conjunction with the Agri-Women's Development Trust.

RMPP has also been instrumental in the development of the electronic Animal Status Declaration (eASD). Designed in conjunction with OSPRI, this technology makes the process of filling out ASDs much faster and easier for farmers.

Once a farmer has completed their first eASD, all that information is prefilled for future ones – adding efficiency and eliminating the risk of mistakes. eASD is being rolled out across the country.

RMPP remains on track to finish within budget and to deliver real, meaningful change for our red meat industry.



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