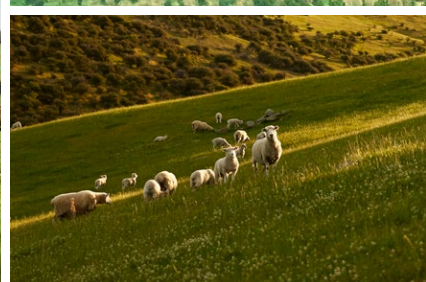
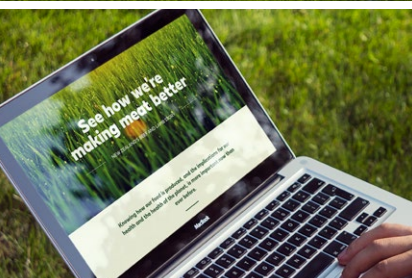


# Beef + Lamb New Zealand working on behalf of farmers



Here's a snapshot of recent work funded by sheepmeat and beef levies



## Championing the sector

*B+LNZ promotes our farmers as the world's best red meat producers – we build respect and support among New Zealanders and advocate for Government policies that enable rather than restrict farmers.*

### Telling our sector story

- Releasing new Life Cycle Analysis (LCA) research that shows NZ beef and lamb has one of the lightest carbon footprints for red meat in the world, and is arguably climate neutral for lamb.
- Running the highly successful inaugural Beef + Lamb New Zealand Awards and supporting initiatives like Open Farms and Meat the Need to promote positive stories about farming.
- Promoting the evidence-based [www.makingmeatbetter.nz](http://www.makingmeatbetter.nz) website and social channels.
- Supporting the Pasture-Raised Advantage research that confirms the nutritional advantage of red meat over plant-based alternatives.
- Sponsoring the Ballance Farm Environment Awards, which recognise and celebrate good farm practices and promote sustainable land management.
- Being a gold sponsor of the 2022 Ahuwhenua Trophy for Excellence in Māori Farming Award.

### Advocating and tangibly influencing policy development

- Pushing for changes to a raft of policy areas and raising concerns about the scale and pace of the Government's change agenda, which has led to poorly crafted rules.

### Wholesale conversion of sheep and beef farmland to carbon farming

- Commissioning independent research on the scale of whole-farm sales into forestry and the impact on rural communities. Working with 50 Shades of Green we have led the public conversation to raise awareness of the issue and call for solutions - particularly for specific limits in the ETS on the amount of offsetting fossil fuel emitters can do.
- Repeated meetings with Ministers and officials, and the Climate Change Commission, seeking limits on forestry offsets. Met with opposition MPs about our concerns, and with environmental NGOs who are increasingly vocal in their criticism of Government policies.
- Working to get the National Environmental Standards for Plantation Forestry reviewed to put the onus on carbon farmers.

### Methane targets

- Working with Federated Farmers and DairyNZ to get the methane reduction targets reduced in 2024 and for the Government to start to report annually on warming as well as emissions.
- Release of LCA for NZ sheepmeat and beef that uses GWP\* in order to build understanding of the science.
- Attending international climate change conferences to push for fairer outcomes for agriculture and promote the use of GWP\* metric.
- Working with international counterpart organisations to have them promote GWP\* to their own governments.



### ***Agricultural emissions pricing***

- Keeping agriculture out of the ETS and, with 11 other agriculture sector groups in He Waka Eke Noa, developing a balanced alternative that achieved unprecedented cross-sector support.
- A major focus has been getting better recognition of on-farm sequestration and a methane price as low as possible (starting at 5 cents and rising to no more than 8 cents by 2030).
- Running more than 100 face-to-face and online meetings for farmers to find out more and ask questions.
- Pushing the Government to make changes to its proposal, supporting farmers to make submissions. Ongoing work to ensure the viability of our sector is not threatened.

### ***Biodiversity National Policy Statement***

- Continuing to push for delays in the introduction of the Biodiversity NPS and to narrow the definition of a significant natural area (SNA).
- Getting officials on-farm to see implications.

### ***Essential freshwater***

- Helping farmers navigate the rules while continuing to advocate for sensible changes, including to upcoming Freshwater Farm Plan regulations. We achieved some wins such as getting the original grandparenting rules and fencing requirements rolled back.
- Getting the pugging and sowing date requirements removed under the intensive winter grazing rules.
- Working to get the still-flawed low-slope map for stock exclusion reassessed and we also are pressing for a review of the slope rule for winter grazing.

### ***Regional policy – working across NZ, including:***

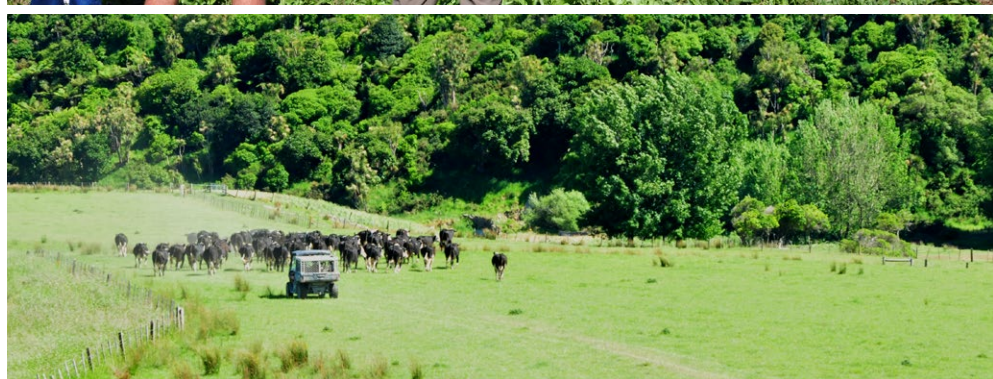
- Pushing for better outcomes for farmers in the Waikato involved in the Environment Court proceedings relating to Plan Change 1.
- Taking a strong stance in the Otago Regional Policy Statement (first to be notified under new freshwater processes – we're gearing up for other regions).
- Participating in Environment Court hearings relating to an Environment Southland plan change.

Formal submissions made in the past year:

- Proposed changes to intensive winter grazing regulations discussion document
- Proposed changes to wetland regulations discussion document
- Proposed changes to wetland regulations exposure draft
- Proposed changes to the National Environmental Standard for Drinking Water
- National Policy Statement for Indigenous Biodiversity exposure draft
- Managing Exotic Afforestation Incentives discussion document
- Emissions Reduction Plan
- Draft National Adaption Plan
- Greater Wellington Regional Policy Statement Change 1
- Te Tai o Poutini Plan Exposure Draft (West Coast)

### ***Livestock traceability and biosecurity***

- Working with the Government and dairy industry to eradicate *M. bovis*.
- Calling for and getting increased border controls in light of Foot and Mouth Disease overseas.
- Supporting improved and easier livestock traceability through tools such as e-ASD.
- Monitoring the performance of and supporting OSPRI with TB eradication and NAIT traceability.







# Supporting farming excellence

*B+LNZ supports farmers to achieve sustainable, profitable farming systems – we deliver the world's best research, innovation, and extension.*

## Tailored extension programmes and resources

- Running community-driven Farming for Profit days (including smart spending and farming options, planning, successful partnerships, animal health, diversified finishing systems).
- Providing accurate and informative webinars, podcasts and a wide range of other resources to thousands of farmers.
- Updating B+LNZ's free comprehensive farm plans to help farmers meet business, consumer, environmental and regulatory needs.
- Running regular workshops like Wormwise, Feedsmart and Better Beef Breeding, to support farmers with farm production and profitability.
- Supporting thousands of farmers to know their Greenhouse Gas (GHG) numbers, understand the implications of emissions pricing and develop emissions management plans.
- Delivering more than 250 GHG calculator and action plan workshops in the past year.
- Running regular workshops to support farmers with new environment regulatory changes like winter grazing and farm planning.

## Research and its application

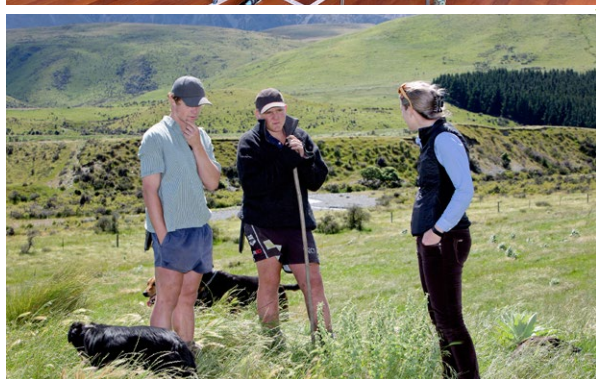
- Developing a tool to help farmers reduce their methane production without reducing feed intake.
- Revitalising Wormwise, the national worm management strategy. Including workshop delivery, short informative Facebook videos and a stakeholder newsletter.
- Partnering to explore alternative forages and farm systems for profitability and sustainability.
- Developing the first new test for facial eczema in animals in more than 50 years.

## Investment in genetics

- Building a genetics system for beef and running the dairy beef progeny test to help dairy farmers use bulls to create good beef calves.
- Continuing the central progeny test and the world-leading NZ genetic evaluation programme.
- Developing nProve, an online tool for commercial farmers to identify breeders producing rams that suit their specific operation.
- Rolling out low methane sheep genetics to NZ's sheep farmers, making them the first in the world to be able to select for low methane producing sheep.

## Looking to the future and helping farmers look after themselves

- Partnering with organisations like Primary ITO and cadet farms to attract, develop and retain skilled people, running leadership and skills programmes like GenNext and promoting our Employment Hub.
- Developing tools to assess farmer wellbeing (FarmSalus) and supporting wellbeing through initiatives like Surfing for Farmers.







## Increasing market returns

*B+LNZ works to ensure our farmers receive increased value from our sustainable farming systems and natural grass-fed beef and lamb – we identify and create market opportunities, work to dismantle trade barriers and grow consumer preference for New Zealand beef and lamb.*

### Global trade and cooperation

- Increasing our presence internationally, following borders reopening, to strengthen and build relationships. Key staff visited the UK and US mid-year, and in October CEO Sam McIvor was invited to be part of a business delegation to the US with other CEOs, investors, tech entrepreneurs and leaders of some of NZ's biggest corporates and iwi organisations.
- Representing NZ beef producers' interests at the Global Roundtable for Sustainable Beef (GRSB) conference in Colorado as a founding member of the NZ Roundtable for Sustainable Beef.
  - Utilising GRSB's global reach to advocate on areas of interest to all beef producers including GWP\* and the importance of beef in nutritious diets.
- Connecting with our international counterparts as a Global Sheep Producers Forum (GSPF) member in Toronto in November and working with international partners in major beef exporting countries through the International Beef Alliance (IBA) to reduce barriers and facilitate global beef trade.

### FTAs

- Working on the finalisation of Free Trade Agreements with the UK and EU, which mean increased access for our exports. When they come into force, 73 percent of the sector's trade will be covered by FTAs.

### UK FTA

- Signing the UK FTA means NZ's beef and sheepmeat exports to the UK will be fully liberalised over time, with no duties from the 16th year.
- A major outcome of the UK FTA is increased access for beef. Beef will initially be subject to duty-free transitional quotas increasing in annual instalments from 12,000 tonnes until it reaches 60,000 metric tonnes in year 15.

### EU FTA

Despite not getting the outcome we had hoped for, the EU FTA includes:

- An increase of 38,000 tonnes carcass weight equivalent of sheepmeat access, which will see an extra 12,667 tonnes upon entry come into force with the rest linearly increasing over seven years.
- A 10,000 tonnes carcass weight equivalent of new beef quota with 3,333 tonnes in year 1 with the rest increasing linearly through to year 7, an in-quota tariff rate of 7.5 percent.

### Taste Pure Nature

- Through partnering with an impressive and growing list of meat and exporting companies, Taste Pure Nature campaigns continue to grow awareness and aspiration to buy NZ grass-fed beef and lamb in the US and China.
- Our tracking shows exciting increases in awareness and preference from customers across both countries.
  - US: Awareness of NZ's unique farming practices now sits 19 percent higher than our 2019 benchmark, and aspiration to buy NZ grass-fed beef and lamb has increased by 18 percent and 10 percent respectively. Our paid media has reached over 116.9 million people in 2022 alone.
  - China: NZ held and strengthened its leading position as the most seen / heard about country of origin for beef for 44 percent of consumers surveyed. Awareness and aspiration to buy continue to trend upwards overall in comparison to benchmark findings from 2019. We reached more than 35 million consumers with a Pure Box vending machine campaign in Shanghai and Chinese social media platforms have generated over 2.4 million impressions.
- Supporting B+LNZ Inc to increase the sector's trust and reputation domestically. A campaign will be launched mid-2023.