

Farming Excellence Strategy

September 2020

Beef + Lamb New Zealand's recently launched Farming Excellence Strategy reflects the changing needs of farmers operating in an increasingly complex environment.

Designed to support the organisation's vision of profitable farmers, thriving farming communities valued by all New Zealanders, the Strategy takes a six-step approach to ensure investments made on behalf of farmers deliver value back to them and the communities in which they live.

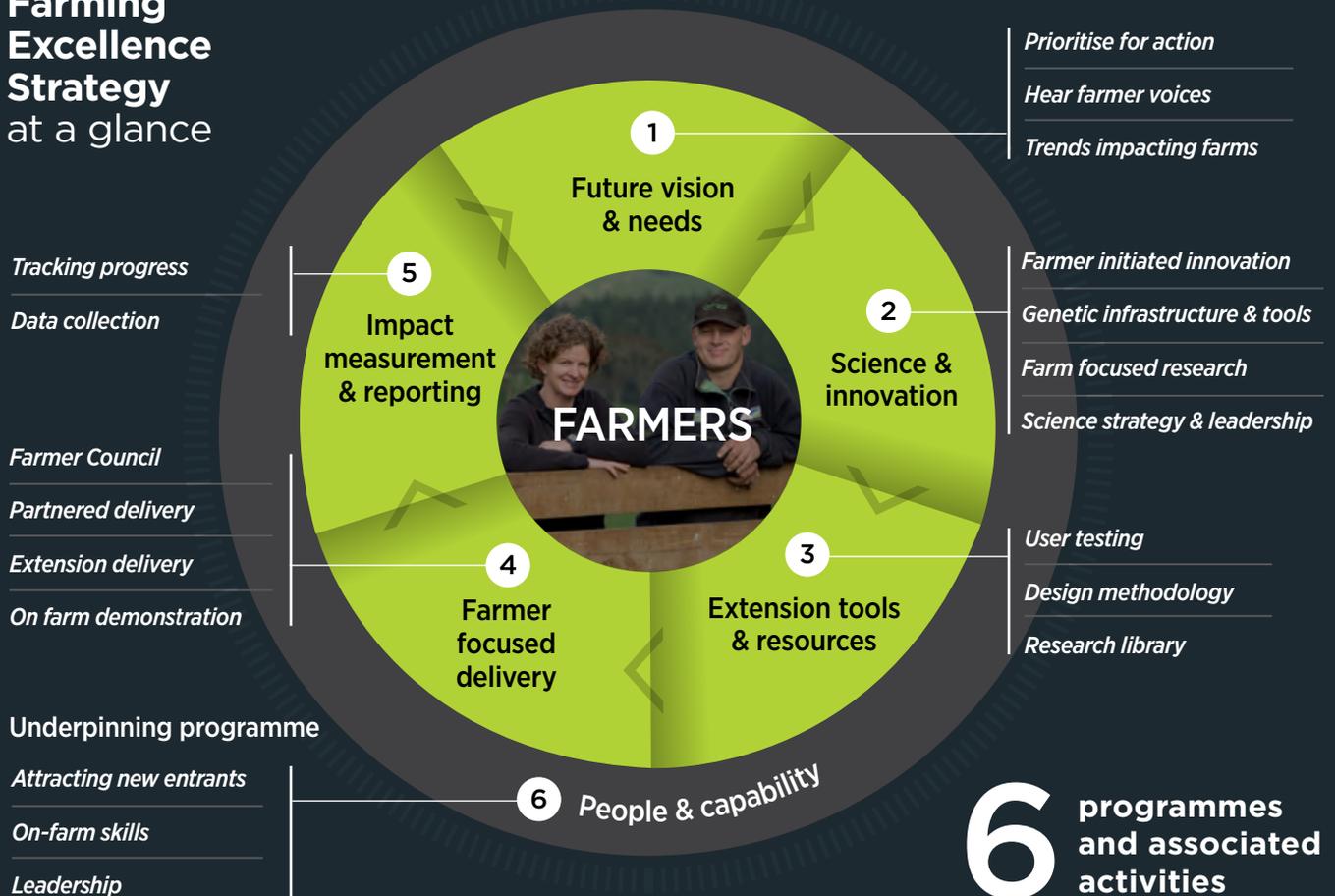
The Farming Excellence Strategy ensures farmers have the tools, resources, information and support they need to run profitable businesses which are at the heart of thriving rural communities.

The focus of farming excellence has, in the past, been on driving improvements in productivity, efficiency or cost reductions. Today, factors such as consumer expectations, economic and biosecurity concerns, social license and government policies all influence the way farmers operate. These are, and will continue to be, incorporated into the Farming Excellence Strategy.

In designing the Strategy, B+LNZ looked to its levy payers and input was gathered from over 1000 farmers. Guidance was also sought from research organisations, universities, government agencies, farm consultants and farm service organisations.

The resulting six-step programme takes an integrated approach to farming excellence across the organization, where each programme feeds into the other to drive farming excellence.

Farming Excellence Strategy at a glance





1

Programme One puts discipline and structure around identifying future trends and understanding the risks and opportunities that will impact on-farm. It will present a vision of what farming practices might look in the future and the pathway to get there.



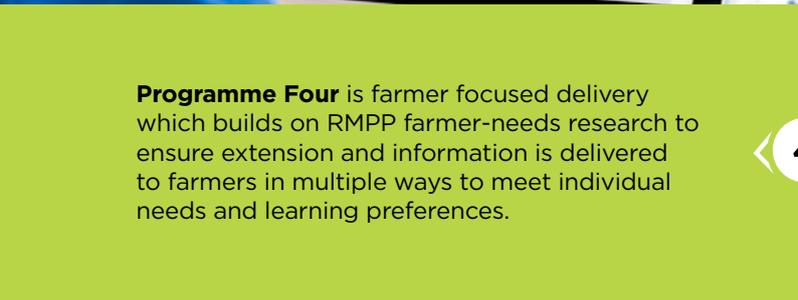
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Programme Two's focus is enhancing profitability and kaitiakitanga of animals and the environment through science and innovation. It connects and aligns the science community with the farmer requirements identified in programme one. B+LNZ will work alongside farmers to co-design and shape diverse research and education programmes.



3

Programme Three is extension tools and resources which will ensure new technologies, resources, management practices and policy requirements are packaged in way that supports and enables practice change on-farm.



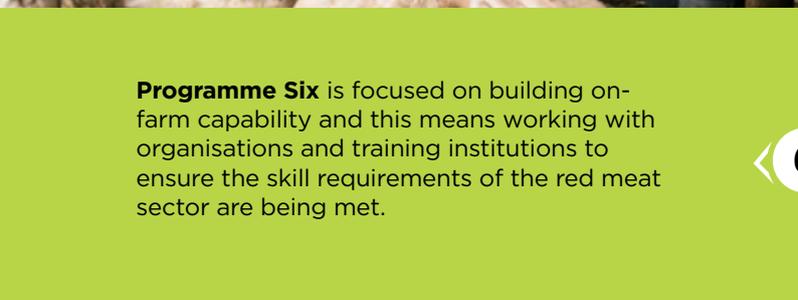
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Programme Four is farmer focused delivery which builds on RMPP farmer-needs research to ensure extension and information is delivered to farmers in multiple ways to meet individual needs and learning preferences.



5

Programme Five measures the impact of B+LNZ's extension delivery and ensures it is fit for purpose and is making a difference on-farm. The outcomes of this monitoring and measuring will be continually fed back into programme one.



6

Programme Six is focused on building on-farm capability and this means working with organisations and training institutions to ensure the skill requirements of the red meat sector are being met.



All of these programmes will be included in B+LNZ's annual operating plan and reported on in the Annual Report. Critically, this Farming Excellence Strategy is a flexible document and will evolve in-line with farmer needs and factors outside of the farm-gate. This Strategy is By Farmers, For Farmers and heralds a new era in farming excellence.



By Farmers. For Farmers™