

BEEF + LAMB NEW ZEALAND
SOUTHERN SOUTH ISLAND

PROGRESSIVE AG CONFERENCE

2022



Our strategy



By Farmers. For Farmers™

Vision

**Sustainable
and profitable
farmers,
thriving rural
communities,
valued by
New Zealanders**

Priorities



Supporting farming excellence

Our farmers run sustainable, profitable, farming systems.



Championing the sector

Our farmers are celebrated as the world's best red meat producers.



Increasing market returns

Our farmers receive increased value from our sustainable farming systems and natural grass-fed beef and lamb.

The how

We support farmers to achieve this by delivering the world's best research, innovation and extension .

We position the sector to be respected and supported by New Zealanders and have policies that enable our farmers.

We identify and create market opportunities, dismantle barriers, and grow consumer preference for New Zealand beef and lamb.

Key enablers

Our people | Partnerships | Technology and data



PROGRESSIVE AG CONFERENCE 2022

Room 1 = Trust Room
Room 2 = Gazebo Room



Pick N Mix Sessions
45min total time
per session

Programme

11.30am - 12.30pm	Registrations - Stalls, tea and coffee
12.30pm	All seated, welcome, Health and Safety and day outline
12.45pm	Trust Room: Key Note Speaker Elise De Compte - What are we doing nationally and globally? Focus on: Taste Pure Nature
1.30pm	Questions Facilitators - John Ladley and Andrew Morrison
1.45pm	Pick N Mix Session 1 Room 1: Succession planning: a taster - Paul Duynhoven & Tony Hammington Room 2: Sheep Genetics: opportunities with climate change - Tricia Johnson, Ag Research
2.45pm	Pick N Mix Session 2 Room 1: Breeding sheep for reduced methane - John McEwan Room 2: Reduced winter cropping studies - David Steven
3.30pm	Trust Room: Key Note Speaker Tom Hooper - Wool Source: commercial viability of the new deconstructed wool particle products
4.15pm - 5.00pm	Questions and Close Facilitators - John Ladley and Andrew Morrison
5.00pm - 6.15pm	Social Hour begins - cash bar
6.30pm - 9.00pm	Doors open for evening - Ticketed event - Dinner Guest Speaker - Dan Steele, Blue Duck Station and Nuffield Scholar

Stands present over afternoon for farmers to talk to (11.30am - 5.00pm): B+LNZ Genetics, OSPRI, PrimaryITO and Southland Rural Support Trust.

Please note that podcasts from most sessions speakers covering the questions from the sessions will be recorded following the event for you to go back to at a later date.

Conference information

Conference venue

Heartland Croydon Hotel,
100 Waimea Street, Gore

Key people

Dean Sinnamon - B+LNZ Central
South Island South Extension
Manager 027 433 9336

Theresa Laws - B+LNZ Regional
Coordinator 027 203 9978

Graham Evans - B+LNZ Southern
South Island Farmer Council Chair
027 222 7381

This conference has been put together by farmers for farmers, with the advice and guidance of the Southern South Island farmer councils. This is an exciting and fresh line up of topics and presenters. We trust that this conference really does add value to your farm business, or the farm you work on. It is up to you to harness the information and implement it on farm to generate the return on levy investment in this 2022 B+LNZ Progressive Ag Conference. Enjoy your day.

Registration desk

Please contact the registration desk for any information or assistance required during the conference. It is located in the venue foyer.

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 and pagers

Please silence or switch off all mobile phones or pagers 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

A rolling smoko will be available throughout the day. Please help yourself to a cuppa as you need it.

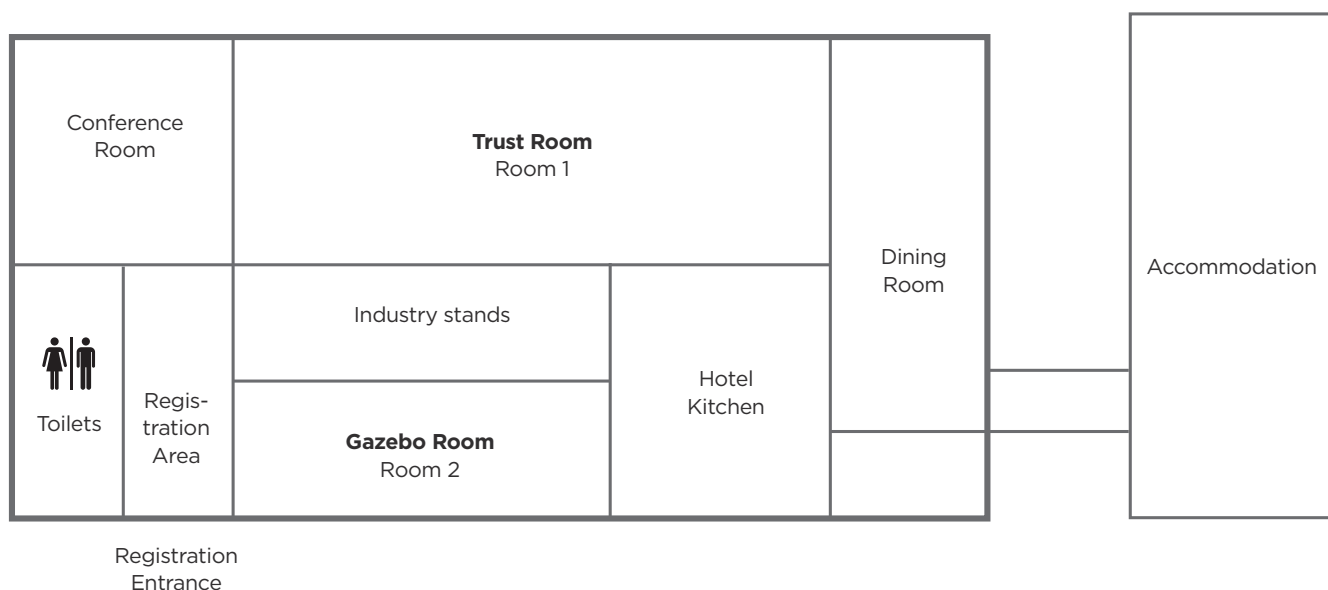
Liability

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.

Venue map



Carpark



Emergency Assembly Point



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 Progressive Ag conference is Theresa Laws: phone 027 203 9978. All incidents, accidents, injuries must be reported to the B+LNZ Health & Safety point of contact.

While on site please remain in the areas in which the B+LNZ Progressive Ag 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 Gore Hospital, 9 Birch Lane, Phone 03 209 3030.

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 B+LNZ staff and farmer council members 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. Move in single file and not pass others along the route
4. Report immediately to the evacuation assembly point outside the main entrance of the function centre, on the grass
5. DO NOT ATTEMPT TO RETURN TO THE BUILDING FOR ANY REASON until the “all clear” is given by the Senior Fire Officer present
6. 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



Elise De Compte

*Marketing Manager
New Zealand Red Meat Story
Beef + Lamb New Zealand*

As the Marketing Manager of New Zealand Red Meat Story, Elise is responsible for the development and implementation of the Taste Pure Nature marketing programme. Her career has focused on growing B2C brands in the primary industry across local and international markets.

Beef + Lamb New Zealand – what are we doing nationally and globally? Focus on: Taste Pure Nature

Since launching the Taste Pure Nature country of origin 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. Elise will provide an update on the programme's performance to date, what recent consumer insights and global dynamics mean for the New Zealand grass-fed story, and some of the strategic initiatives the programme has lined up to unlock greater value for New Zealand's red meat sector.

CLOSING KEY NOTE SPEAKER



Tom Hooper

CEO Wool Source Limited

Tom is the CEO of Wool Source Limited, a company that is focused on the commercialisation of new uses for strong wool. Tom has a background in leading commercialisation processes internationally and has successfully led startups through high growth phases and into large scale volume production.

He has worked extensively with the New Zealand Government, private equity and Iwi groups, and spent 13 years in the UK and Europe running some of the UK's fastest growing companies.

Tom came back to New Zealand 12 years ago with his young family and spent 5 ½ years running the Canterbury Development Corporation after the Christchurch earthquakes.

He lives in Lincoln with Kirstie and has a son at Canterbury University and a daughter at Lincoln High School.

Wool Source: commercial viability of the new deconstructed wool particle products

Wool Source has as its product range the outputs from the 'New Uses for Strong Wool' research programme which has been jointly developed by WRONZ and MBIE. Tom and the Wool Source team are focused on international market engagement and partnership development for a range of particles, powders and pigments that are all derived from strong wool.

ROOM 1: TRUST ROOM



Tony Hammington

*Business Consultant
Succession Specialist*

After a career in rural banking for over 30 years, that included 7 years as the National Succession Facilitation Manager, Tony is a Facilitator/Consultant with Peer Review, based in Gore.

Tony:

- Helps create solutions
- Brings financial intelligence
- Puts people back in control of their business
- Provides courage to make the changes required, then get it done.

His skills and experience in the facilitator role has helped take families and business owners through a measured process to achieve sustainable business outcomes across generations. He has coached sustainable businesses and resilient family communication behaviours, built on trust and collaboration.

The independence of the facilitator role helps retain objectivity in projects on crucial conversations that are defined by having high stakes, a range of opinions, and an emotive component.



Paul Duynhoven

Principal at Auctus Advisory Limited

Paul Duynhoven is a Chartered Accountant with a rural focus and more than 13 years of experience. Born and bred in Taranaki, he grew up on a dairy farm near New Plymouth. He completed University studies in Hamilton graduating with a Bachelor of Management Studies in Accounting (Honours). After University Paul returned to New Plymouth and obtained his Chartered Accountancy qualification gaining experience and some strong fundamentals in rural accounting working for two local firms. Opportunity for further experience presented outside of Taranaki and Paul spent two years in Manawatu and two years working for Auctus Advisory in the Waikato. 18 months ago opportunity presented internally and Paul returned to New Plymouth and was appointed as a Principal of Auctus Taranaki in January 2021. Paul is highly skilled in farm accounting and has experience working with farming clients around New Zealand. In 2019 Paul completed the Kellogg Rural Leadership Course undertaking a research project on succession planning.

Succession planning: a taster

Succession planning is a process that is hugely important to all the stakeholders involved with the family farming operation. Done well, it can set a family up for an intergenerational farming legacy. Practical realities have made this process more challenging than before but starting early and ensuring that some key fundamentals are covered off can ensure a successful outcome is reached.

ROOM 2: GAZEBO ROOM



Dr Tricia Johnson

Senior Scientist, AgResearch

Dr Tricia Johnson is a Senior Scientist in the Animal Genomics Team based at AgResearch Invermay. Her research focuses on identifying novel traits for genetic selection that are relevant to the New Zealand sheep industry as it evolves, historically this has included lean meat yield, meat quality and feed efficiency. More recently she and her colleagues undertook a piece of work looking to the future of where the New Zealand sheep industry needs to be heading.

Sheep Genetics: opportunities with climate change

There are many headwinds that are confronting the industry both in terms of its need to adapt to a changing climate but also addressing the industries social licence to operate. Whilst they are headwinds, through genetic selection the challenges can be tackled head-on and the outcome can ultimately be profitable sheep that are easier to farm, which Tricia knows the importance of first-hand being married to a sheep and beef farmer in East Otago.

ROOM 1: TRUST ROOM



John McEwan

Principal scientist, AgResearch

John McEwan is a scientist in the AgResearch Animal Genomics team based at Invermay Mosgiel. Most of his research has involved the genetic and now genomic improvement of sheep, including disease resistance and carcass quality. In more recent years, the focus has shifted to the reduction of ruminant methane emissions including the development of selection lines differing in their emission levels. John was involved in implementing animal model BLUP selection technology to the New Zealand sheep industry, the initial sequencing and assembly of the cattle, sheep, goat and deer genomes and the development of various SNP chips. More recently, he has been involved in developing low cost genotyping by sequencing methodologies in a wide variety of species, including its use for microbiome profiling.

Breeding sheep for reduced methane

It has been known for some time that some individual animals produced more or less methane than others. The question is 'can we breed for this?' The other question is 'How did they produce more or less methane?' It has been established that low methane production is a heritable and repeatable trait.

ROOM 2: GAZEBO ROOM



David Steven

*Senior Scientist
Farm Systems & Environment*

David Stevens graduated from Lincoln University with a Masters degree in crop agronomy, and gained a PhD from North Carolina State University in animal nutrition. He works in the AgResearch Farm Systems and Reproduction Team researching farm systems, animal nutrition and pasture and forage management.

Reduced winter cropping studies

The AgResearch Farm Systems and Reproduction Team works across all aspects of ruminant productivity, from sheep to red deer, from pastures to concentrate feeding, and from physiology to animal health and to applying that knowledge to grazing farm systems. Currently we are investigating the whole farm implications of winter with less crops, in an effort to further reduce the environmental impact of southern sheep, beef and deer farming systems.



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