

BALDWIN Gray
PUTARURU



Phone: 027 239 0497
Email: baldwin@xtra.co.nz

Dear Northern Farmers. Marilyn and I farm 713ha near Putaruru, our family's been here 70 years and there's been a fair bit of land use change over that time. I grew up working in the woolshed, my parents had 1800 ewes and 250 Friesian bulls. These days we're dairying, contract growing 180ha of maize and selling 700 Wagyu, Angus and Speckle Park crossbred calves. Our pine trees grow where they should - steep sidings and gullies.

The below table summarises my more significant directorships.

Company	Sector	Turnover	Fixed Assets	Tenure
Ballance	Fertiliser	\$890m	\$390m	9 years retired 2018
Farmlands	Retail/Card/Fuel	\$2.6bn	\$250m	2 years and current
LIC	Genetics/software	\$250m	\$310m	8 years and current
Trinity Lands	Kiwifruit/Dairy	\$59m	\$470m	9 years and current

Beef and Lamb seems well run, but a bit more urgency is required. If I'm in there on your behalf, here's what you can expect to be aired in the board meeting.

- Environmental regulation issues like carbon, water and biodiversity need more cross sector advocacy regardless of land use. If the politicians see sheep, beef, cropping and dairy farmers disagreeing, they'll switch off and make their own rules.
- The national beef herd struggles to provide sufficient store stock, yet bobby calves are needlessly slaughtered. Dairy-beef genetics which give the sheep and beef sector fast growth and profitable carcass traits are needed whilst retaining easy calving. I know what goes on in a big genetics business.
- Red meat marketing is too timid against a tide of hogwash about veganism, impossible burgers, pigs and chooks. After 30 years, butter has won against margarine because it just tastes better. I want the same for our red meat, but we can't wait 30 years. I'd appreciate your support.

COUP Martin
ARIA



Phone: 027 232 5254
Email: macoup35@gmail.com

I want New Zealand farmers to enjoy a better future. Consumers are increasingly valuing natural, sustainably grown food and New Zealand farmers are ideally placed to meet this growing segment of the market.

As a current director of Beef + Lamb New Zealand (B+LNZ) seeking re-election, I want to continue to focus on ensuring we – as farmers – have access to the knowledge and skills we need to redesign our farming systems, we need to continue to be a strong voice in Wellington and around the country to ensure that the agricultural sector has policy outcomes that will work for us.

This will likely involve some refinements to how we approach soil, land, water and livestock management – changes that will support the story behind New Zealand red meat, while positively impacting on our own businesses.

We need to ensure that our rural communities remain strong and vibrant.

Relevant background

My wife Wendy and I farm 800ha at Aria in the King Country. We run 3500 sheep, 150 cows and heifers and 400 Friesian bulls.

I have been on the Beef & Lamb Board and the NZ Meat Board for the past 3 years as well as King Country River Care and Farmers for Positive Change. Previous roles include Board member of WRONZ and National chair of B+LNZ Farmer Council

I completed the Kellogg Rural Leadership programme in 2011 and Institute of Directors' Strategy, Finance & Governance Essentials programme in 2013.

Why vote for me?

As a levy-funded organisation, farmer engagement underpins B+LNZ's effectiveness. Recently B+LNZ has had to pivot to an organisation that advocates strongly for farmers to protect our future which I fully support.

Farmers expectations of directors is high. I have the motivation, time and attitude to deliver to those expectations.