



# Monthly Report



**December 2016**  
**January 2017**

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# Project Summaries

## Research Behaviour Change

### Segmentation and High Performance Farmer

No significant activity for the month.

## Supply and Procurement

Following the main draft report discussed in the December PSG meeting, Deloitte have completed a smaller draft for feedback and discussion. Further work is being completed to clarify and simplify the message and this will be circulated to PSG once completed.

## Sector Capability

### Attracting Talent

#### Agriculture in Education

The NCEA resource and assessment for statistics has been given NZQA approval, this is a NCEA level 2 maths resource. All three NCEA resources that were developed and trialled in 2016 (covering English, Maths and Science) have now gained NZQA approval. This means schools/students that use these assessments can gain achievement credits when completing them successfully.

Core education and the RMPP Project Manager ran an upskilling session with the New Zealand Young Farmers Field Officers in December, to ensure they are all comfortable speaking with school teachers regarding the resources available.

To date 60 Secondary Schools have signed a Memorandum of Understanding to use the agriculture secondary school resources in 2017. Our target for 2017 is to have 75 secondary schools using the RMPP resources.

Two further resources for years 9 and 10 are in development and will be trialled in 2017.

#### Develop Emerging Talent

The **Leadership Pathway Programme** is for Secondary school students who take a leadership role in TeenAg clubs. There has been no activity in the schools during January. However, new modules have been written and accepted for 2017, and a streamlined application process put in place that will track the students in 2017 and in the future.

The **Red Meat Network** is for students in tertiary study. There were no meetings in December and January due to students concentrating on exams and then the summer holiday period. Patrick Aldwell who facilitates the Kellogg Rural Leaders programme, is assisting with planning for 2017. His help is especially appreciated for the non-agricultural universities Otago and Auckland, as our approach will be different to appeal to a more urban market.

The **Rural Mentor Programme** has been advertised in the CountryWide magazine. No data is available yet to gauge the success of this.

#### Leadership and lifelong learning supported through nationwide networks

**TeenAg clubs** – There was no activity within the TeenAg clubs during December/January. However, the New Zealand Young Farmer Field Officers have been planning their school call cycles for February.

The **Rural Business Network** hub committee members are looking at how to keep advertising fresh for 2017. Twitter followers have increased 30% since September, and facebook is becoming more popular. The Waikato RBN hub have made a 15 second video interview with their next speaker to try something new. This video clip is added to all the advertising. Five hubs have speakers confirmed for February meetings.

## Capability Development

### Understanding Your Farming Business

There are eight programmes commencing in February and March 2017. Wairoa and Waipukurau are the first towns to commence for 2017, on 8 and 9 February. Both are over subscribed. However, with experienced facilitators each programme has accepted 18 women. Otago and Southland programmes are proving to be the most popular with the May commencement programme numbers already reaching capacity.

RMPP are working with the Agri-Womens Development Trust to encourage a group of Gisborne programme graduates to enroll in the Diploma in Agri-Business Management, which is a natural progression to Understanding Your Farming Business.

### Pathways into Farm Business Ownership

The fact sheets, template agreements and video case study has been finalised. An animated case study is in the final stages of production. The Self Assessment Tool is under going further review. The topic and concerns around farm succession within the red meat sector is currently on the radar of many organisations. Many organisations (such as the banks, accountants, B+LNZ, Federated Farmers and insurance agencies) are all looking at running various events to try and address the issues and opportunities. This fragmented approach however, is not helpful for farmers as it means we are delivering one-off events and providing no adoption support. The Advisory Group for this project will come together again in Feb/March to discuss the need for a national strategy that will help drive a more aligned set of activities and adoption support processes.

### Facilitation (and Extension) Training

A Facilitation Training Development Group was put together to progress programme development with their first meeting held in January. The group spent the day developing the overarching programme then worked on the 'Facilitator Support' training course. The Programme will (at this stage) include the following:

- Facilitation support training – to give farmers the skills to run small group activities in break out sessions, to assist a lead facilitator.
- Lead Facilitator training – to provide Rural Professionals new skills to improve how they facilitate groups, along with an introduction to the new RMPP Extension model.
- Learning and Extension Programme Design and Facilitation Training - to provide training to Rural Professionals to improve their understanding of designing and managing an extension programme, which also includes advanced facilitation skills.

The 'Facilitator Support' training course will be trialled with the Beef + Lamb New Zealand Eastern North Island Farmer Council on 10 February 2017, and with the Beef + Lamb New Zealand Steering Group of the Farming for Profit Committee in late February in Masterton. Development of the other two programmes will begin in mid February with piloting expecting to commence in April.

### Resource Development for the Knowledge/Info Hub

Currently two resources are being developed as part of the 'Proof of Concept' stage for the Hub. The resources are for Business Planning and Feed Planning. The Business Planning resource will be an interactive tool that will enable farmers to build a business plan with goals and actions. Testing so far has been incredibly positive with two rural professionals asking how soon they can use it with their clients. The feed planning resource is a learning module that involves Tom Fraser walking farmers through the steps to developing a feed budget. They will see and hear Tom as he talks them through the process, just like they would at one of his workshops.

Both resources explore new ways of delivering information to farmers and has broken down some preconceived ideas that ‘farmers can’t learn from a computer’.

Key next steps – at a glance	Completion Date
<b>Attracting Talent</b>	
Launch of new Rural Business Network Hub in Taranaki	February 2017
<b>Capability Development</b>	
Understanding Your Farming Business Workshops for women commence for 2017	February 2017
Facilitator Support Training Course trialled in Wairarapa	February 2017
Finalise list of further modules/topics to be developed for the info hub	February 2017

## Extension Design

### Business Case

The extension design project has completed the first full year of activities and evaluation. The results show that 82% of the farms reported on-farm practice change which is supported by six case studies being completed as part of the evaluation of the project. This has prompted discussion on what it would take to roll out the extension design project, and what this would look like at a farm level. During the December and January period, a business case for rolling out the project has been drafted.

The business case has been reviewed by the Advisory Group and discussions held on what rolling out the RMPP extension programme might mean for processors, amongst other discussion points.

The business case and implementation plan will be provided to the PSG for discussion and refinement, and the principles contained in the business case will form the basis for discussion at the at the National Workshop in early March.

### National Workshop

The National Workshop will run on the 6 and 7 March in Christchurch and will involve pilot farmers, high performing farmers, the Advisory and Pilot Working Groups, and RMPP personnel. The schedule has been designed by RMPP personnel with Think Place to include a range of on-farm technical topics that farmers will engage with, as well as the design thinking sessions which will inform the rolling out of the extension programme. Careful consideration has been applied to meet the needs of RMPP in rolling out the extension pilots and for farmers to invest their time into the workshop.

## Pilot planning

The meat companies are completing planning for their extension activities in 2017 to continue the work being undertaken in the pilot. Planning for the next round of evaluations and feedback into the extension model is also underway. ANZCO has run the first two meetings of their new North Island group. This group have been formed from several one on one farm pilots who have come together.

Key next steps – at a glance	Completion Date
National Workshop – facilitator training	24 February
Follow up Rural Professionals workshop	21 February
National Workshop	6 - 7 March

## Farm to Processor

The Farm to Processor Project has been delayed and now has been removed from the RMPP programme. Schedule 5 has been amended to reflect the change.

Key next steps – at a glance	Completion Date
Awaiting completion of “stage one” of the Supply and Procurement Project for the first Stop/Go point – delivery of a brief paper looking at the opportunities within the sector.	February 2017

## Data and Systems

### Data Integration

**Data Linker:** We are seeing some positive movement on Data Linker adoption with one RMPP processor partner actively working on this and a dairy related group of organisations investigating the feasibility of sharing milk statement data. It is hoped this will lead to Data Linker being adopted by these organisations, although it is likely to be at least 3 or 4 months before we see any outcomes.

Prospective Data Linker users are being contacted by Rezare in the 1<sup>st</sup> quarter to get an update on their position and to try and create some traction on uptake.

It is becoming more apparent that adoption often requires CEO/top level management buy in. To achieve this, it is necessary to ensure an understanding of how Data Linker functions (at a conceptual level) and the value this offers. However, the value proposition is unlikely to be the same for all organisations and may require several conversations to identify where the Data Linker opportunities lie. Andrew Cooke's recent blog on data sharing tackles some of the concerns that may exist and how Data Linker can alleviate these.

**eASD:** Launch of the eASD pilot at Silver Ferns Farm's Finegand plant is now scheduled for 20 February. This is later than originally planned, in part due to the impact on software development and roll-out preparation resulting from staff turnover within the OSPRI team.

Training for Silver Fern Farms staff and participating farmers is in progress, training videos are being developed, OSPRI help desk staff are being upskilled on eASD and relevant transport companies notified in preparation for the launch.

Adoption by other processors, such as Five Star Beef, will now be done once the pilot rollout is bedded in at Silver Fern Farms.

### Benchmarking

**Online KPIs:** PSG approval to proceed with development of the kgs/ha and live weight gain as online tools will be sought at the February PSG meeting. Assuming approval is forthcoming, development will commence in February, with completion targeted for end May. These will be made available as soon as possible after completion via the Information Hub which launches 1 June.

We are continuing our efforts to confirm the carcass defect KPI can provide robust lost revenue figures. To achieve this, we need data relating to wastage and disease which is captured in plant. However, current in plant processes do not capture enough information to enable this to be done. We are therefore investigating via AsureQuality, the feasibility of capturing sufficient volume of the additional data required. Assuming this can be done, we should be able finalise the carcass defect KPI model around May this year.

**Standard KPIs:** Outputs from the December workshop were collated and distributed back to the attendees for review. Feedback has now been received and is currently being reviewed to determine the changes and additional work required before we can publish the KPI set. So far we have identified that we will at least need to agree standard definitions for some of the inputs before we can publish.

## Decision Tools

**Rapid Group Weighing:** The RGW Investment Committee met in December to review the outcomes to date and determine whether to pursue this initiative further.

It was generally agreed that the trial results were not good enough and the practical steps required to achieve improved accuracy would make a mobile rapid group weighing platform impractical. It was however agreed to make one further attempt (theoretical, sheep) based on full gate width rather than the narrow platform used in the trial to date. AgResearch are currently considering how to do this and we await their proposal. It is not anticipated it will require significant effort to undertake this theoretical trial.

It was agreed that while rapid group weighing was not practical for cattle, work would be done to investigate the feasibility of a mobile single animal weighing platform for cattle, based on existing Tru-Test dairy equipment. We hope to be able to do this with an RMPP farm which is already weighing cattle as part of their RMPP pilot farm project and have approached Progressive Meats on this.

**Information Hub:** Development of the proof of concept infrastructure and content has been completed and final user testing done. Positive feedback was received from the farmers who participated in the user testing and all the success factors we set were met. This confirms earlier farmer feedback that the proposed digital learning tools do deliver valuable information in an easy to access and understand manner.

In view of the positive feedback from the user testing and demonstrations to other industry groups, we are confident in proposing the scaling to a full-scale Information Hub. A paper seeking approval to proceed with the full-scale development will be presented to the PSG once costs for the remaining software development and content creation have been finalised.

Key next steps – at a glance	Completion Date
Data Integration	
Develop and implement eASD pilot	End April 2017
Work with processors to ensure participation in Data Linker trial	On-going
Benchmarking	
Standard KPIs – finalise additional requirements to publish	End March 2017
Convert kgs/ha and live weight gain benchmark models into on-line tools	End May 2017
Finalise carcass defect model lost revenue calculation	End May 2017
Decision Tools	
Final theoretical trial for sheep/full gate	End February 2017
PSG approval to develop full scale Information Hub	Mid-February 2017
Development of full scale Information Hub (MVP)	End April 2017
Development of full scale Information Hub content (MVP)	End May 2017

## Production and Provenance

### NZ Red Meat Story

A key action of the new sector approach to market development is developing the story of New Zealand red meat farmers. The primary purpose of developing the story is to provide meat processors/marketers and their customers, tools to influence consumers by developing deeper relationship with them. To be effective the story needs to capture both the emotional and rational arguments that support New Zealand beef and lamb, i.e. it will include:

- Why—the purpose that drives our farmers
- How—the proof points of our natural production systems
- What—our product attributes.

The benefits of the story however, are not just related to Market Development. They also include:

- Farmer pride: providing the human face of farmers, enabling them to tell their story
- Domestic reputation: improve reputation of the sector with the public.

Over the past few months B+LNZ and the Red Meat Profit partnership (RMPP) have been developing the building blocks for the New Zealand red meat story. We know that we cannot tell this story authentically without listening to and learning from farmers and others in the red meat sector. To do this B+LNZ staff members have visited over 45 farmers throughout New Zealand (spanning 130,000 ha) to learn about their stories and understand what makes their farm special and therefore New Zealand beef and lamb special. We have also done the same with customers of New Zealand meat companies around the world. These conversations that we have had have been turned into key insights, and will be developed into the themes of the story.

Alongside this work from B+LNZ, RMPP have worked with their partners to develop the National Quality Assurance programme and developed an understanding of the compliance network by working with the Ministry of Primary Industries (MPI), and others with the aim of understanding the various aspects of our farming systems which proves its integrity i.e. identifying the proof points which align to, or support, the themes of our farmers story.

RMPP and B+LNZ are holding a sector workshop on 1 – 2 March 2017, primarily with the aim to bring all of this work together, and seek feedback on the farmer themes and proof points, whilst identifying any gaps between the two. The workshop will also be used to gain sector input into the design of the red meat story, ensure alignment between farmers, processors, and industry stakeholders, and finally develop the brief for a creative agency.

Key next steps – at a glance	Completion Date
Industry workshop	March 2017

## NZ Farm Assurance

The Advisory and Governance Groups both met on the 21 January looking to make a fast start to 2017.

The key areas of focus for the Advisory Group for the year will be:

- Identification process for NZFAP certified farms. Objective to enable enhanced traceability of farm assured livestock.
- Review of Animal Welfare measurements, look to work with existing groups where possible.
- Review of Environmental components. Objective to have all NZFAP farms achieving equivalence to B+L NZ Land and Environment Plans One (LEP1).
- Health and Safety Awareness.
- Farmer Risk Management awareness (food safety, health/safety animal welfare and environmental).
- Ensure integration with other RMPP projects where applicable.

Governance Group focus for 2017:

- Governance and performance management of NZFAP.
- Management of Conformity Assessment Body (CAB) contract.
- Oversea NZFAP implementation.
- Ensure growth of new NZFAP member companies.

Key next steps - at a glance	Completion Date
NZ-FAP submitted to JAZ-ANZ for ISO17065 Scope Extension	Underway
Work with partner group to establish implementation timelines	Ongoing
Work to include other company's and entities in NZ-FAP	Ongoing
NZ-FAP implementation by partner group as required	Underway
Working with B+LNZ to develop NZ-FAP environmental module	Underway
Develop a NZFAP Certification Status project scoping document	Underway
Programme implementation commencing	February 2017

## Communication Timetable of Activity (January 2017 – October 2017)

	Detail	January	February	March	April	May
Newsletters	Partner Newsletters/E-diary	As and when	As and when	As and when	As and when	As and when
	Specialist Newsletters	Federated Farmers Friday Flash (Weekly). Info as and when AgriOne newsletter. Info as and when AWDT Newsletter	Federated Farmers Friday Flash (Weekly). Info as and when AWDT Newsletter Promote Wanaka show through Beef + Lamb e-diary? Agrigate – MPI PGP newsletter	Federated Farmers Friday Flash (Weekly). Info as and when AgriOne newsletter. Info as and when AWDT Newsletter	Federated Farmers Friday Flash (Weekly). Info as and when AWDT Newsletter Agrigate – MPI PGP newsletter	Federated Farmers Friday Flash (Weekly). Info as and when AgriOne newsletter. Info as and when AWDT Newsletter
	RMPP e-newsletter		Edition 5		Edition 6	
Media	Press Release	Feedsmart app – farmer who has used it (TBC) Pilot Extension first year evaluation research Going from 16 to 78 schools involved 58 through leadership course (badges) Leadership Pathway.	eASD full launch Information Hub (TBC) Computer courses wrap up (and new courses for this year). 5 Star Beef – full eASD utilisation Opinion editorial by Malcolm on first year evaluation	National Farmer Workshop Pathways to Farm Business Ownership – resources completed.	Farm business health check	
	External article (reporter, partner)	Greenlea – James Donaldson (rotational grazing vs set stocking)	DataLinker - % farmers who are keen for this	National Farmer Workshop (certain media invited for first morning) Malcolm and Michael to be interview at NFW		
	Social Media	Daily Twitter posts and retweets Weekly Facebook posts and shares	Daily Twitter posts and retweets. Weekly Facebook posts and shares	Daily Twitter posts and retweets Weekly Facebook posts and shares	Daily Twitter posts and retweets Weekly Facebook posts and shares	Daily Twitter posts and retweets Weekly Facebook posts and shares

<b>Other</b>	Events	<b>Presentations to:</b> <b>Attendance at:</b> <b>Workshop:</b>	<b>Presentations to:</b> <b>Attendance at:</b> SFF chef to farm/farm to chef day (21) <b>Workshop:</b>	RMPP National Farmer Workshop (6-7 March) <b>Presentations to:</b> Wanaka A & P Show (with Rabobank and other partners) Future Farmer Conference (15 March) Rural Advisory Committee (2 March) <b>Attendance at:</b> Agrifood Investment Week (Manawatu?) Central Districts FD? Beef + Lamb NZ market development workshop	<b>Presentations to:</b> East Coast Farming for Technology Expo <b>Attendance at:</b>	<b>Presentations to:</b> Beef + Lamb NZ Innovation Day (3 <sup>rd</sup> ) Manawatu NZIPIM branch meeting (3 <sup>rd</sup> )  <b>Attendance at:</b>
	Additional plans completed	One pager project plans (final)				
	Reporting	Monthly report to partners Monthly summary to partner communications team	Quarterly MPI Report Monthly report to partners Monthly summary to partner communications team	Monthly report to partners Monthly summary to partner communications team	Monthly report to partners Monthly summary to partner communications team	Quarterly MPI Report Monthly report to partners Monthly summary to partner communications team
	Website	Maintenance of site	Maintenance of site	Maintenance of site	Maintenance of site	Maintenance of site
	Public documents		Farmer Update 2017 out to all farmers in B+L database Pilot farmer booklet			
	Partner catch ups		Communications catch up (phone)	Communications catch up (phone)		

	Detail	June	July	August	September	October
Newsletters	Partner Newsletters/E-diary	As and when	As and when	As and when	As and when	As and when
	Specialist Newsletters	Federated Farmers Friday Flash (Weekly). Info as and when AgriOne newsletter. Info as and when AWDT Newsletter Agrigate – MPI PGP newsletter	Federated Farmers Friday Flash (Weekly). Info as and when AWDT Newsletter	Federated Farmers Friday Flash (Weekly). Info as and when AgriOne newsletter. Info as and when AWDT Newsletter Agrigate – MPI PGP newsletter	Federated Farmers Friday Flash (Weekly). Info as and when AWDT Newsletter	Federated Farmers Friday Flash (Weekly). Info as and when AWDT Newsletter Agrigate – MPI PGP newsletter
	RMPP e-newsletter	Edition 7		Edition 8		Edition 9
Media	Press Release	Information Hub launch (TBC)				
	External article (reporter, partner)					
	Social Media	Daily Twitter posts and retweets Weekly Facebook posts and shares	Daily Twitter posts and retweets. Weekly Facebook posts and shares	Daily Twitter posts and retweets Weekly Facebook posts and shares	Daily Twitter posts and retweets Weekly Facebook posts and shares	Daily Twitter posts and retweets Weekly Facebook posts and shares
Other	Events	<b>Presentations to:</b> NZVA conference, Blenheim (21-23) <b>Attendance at:</b>	<b>Presentations to:</b> <b>Attendance at:</b>	<b>Presentations to:</b> <b>Attendance at:</b>	<b>Presentations to:</b> <b>Attendance at:</b>	<b>Presentations to:</b> <b>Attendance at:</b>
	Additional plans					
	Reporting	Monthly report to partners Monthly summary to partner communications team	Monthly report to partners Monthly summary to partner communications team	Quarterly MPI Report Monthly report to partners Monthly summary to partner communications team	Monthly report to partners Monthly summary to partner communications team	Monthly report to partners Monthly summary to partner communications team
	Website	Maintenance of site	Maintenance of site	Maintenance of site	Maintenance of site	Maintenance of site
	Public documents					
	Partner catch-ups					