



Monthly Report



July 2016

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Project Summaries

Research Behaviour Change

Segmentation and High Performance Farmer

There is no activity for the month although as previously advised consideration has been given in the Annual Plan for the coming year on how we might use this group within other parts of the programme.

Supply and Procurement

Feedback was received on 15 July from some members of the Advisory Group regarding the proposed methodology for the 'stage one' research on 'quantifying the size of the prize'. Blue Sky Meats, ANZCO and Silver Ferns Farms expressed interest in supporting the research by providing data.

Activities have begun around sourcing data for the research and the following correspondence /discussions have taken place:

- 11 July 2016 – First contact with OSPRI regarding access to NAIT data;
- 13 July 2016 – Initial meeting with Beef & Lamb on data availability;
- 14 July 2016 – Kill sheet data request to BSM, ANZCO and SFF;
- 20 – 28 July 2016 – Follow up of data requests with BSM, SFF and ANZCO;
- 21 July 2016 – Meeting with OSPRI on access to NAIT data;
- 25 – 28 July 2016 – Drafting of supporting memo and official data access request to NAIT;
- 29 July 2016 – Receipt of first draft of data from BSM;
- 1 August 2016 – Call with SFF COO on data usage and assurances; and
- 2 August 2016 – Submission of memo and data access request to NAIT, awaiting feedback.

We note that there has been a fair amount of delay in receiving and sourcing information for the research which has been beyond the control of Deloitte. While we continue to follow up on our data requests on a frequent basis there is a high likelihood that we will be delayed in providing a report by the end of August 2016. In the interim, we continue to work on other aspects of the report and have begun analysis on draft BSM kill sheet data received.

Sector Capability

Attracting Talent

Agriculture in Education

The Primary School activity matching schools with farms is starting to ramp up now ready for spring. Resources for schools to use are being finalised and along with the farms.

New Zealand Young Farmers (NZYF) Field Officers are engaging with secondary schools to ensure teachers have an understanding of the curriculum resources available.

Develop Emerging Talent

The **Red Meat Network** is for students in tertiary study. Five network meetings were held in July. Alex McGrath from ANZCO and Natalie Bowie from RMPP spoke at the Lincoln University Hub. Boyd McDonald from Lonestar Farms spoke to the Telford students. Many took the opportunity to discuss job opportunities with Boyd. Gerard Hickey from First Light Foods spoke to the Waikato University Hub. The Waikato students enjoyed sampling Wagyu beef. Troy McDonald spoke to the students at Otiwhiti Station. Mike Petersen spoke to the students at Otago University.

The **Rural Mentor Programme** is currently identifying a mentor and mentee on the programme to develop a story to use to promote the programme.

Leadership and lifelong learning supported through nationwide networks

TeenAg clubs – Te Puke High School attracted the most students for an event in July with 179 students attending a discussion with NZYF members about jobs/careers in the sector. Many clubs throughout New Zealand hosted industry speakers during July.

The **Rural Business Network** had 2 hub meetings in July. North Canterbury hosted Nathan Fa'avae, who spoke about tales of adventure in business and life. 52 people attended. In Northland, Mike Petersen spoke on New Zealand's state of play on the global stage. 40 people attended.

Capability Development

National Roll out of Computer Upskill Programme – eight courses have been completed to date with nine courses currently in progress. There are a further six courses yet to start that are full. The most success has been in Canterbury and Southland due to tutor marketing and the information in the B+LNZ e diary. Recent ideas for marketing are coming from the participants themselves. Individuals putting course info onto their Facebook pages looks to have huge potential.

Understanding Your Farming Business – the final programmes for the year will commence again at the end of August. There are still a couple of places on the Rotorua and National Park programmes. The Agri-Womens Development Trust (AWDT) who are contracted to run the programme, are currently working on a four year plan to roll the programme out faster and wider.

Farm Business Ownership Pathways – ANZ and Rabobank are currently sourcing potential farmers to participate in case study development. Fact sheets showing key farm business options have been drafted. We are still to contract organisations to develop the self assessment tool questions and the template agreements.

Knowledge Network – this is the new name for what was historically called the learning pathway. The farmer reference group suggested this title. Currently genetics material is being developed tailored to the farmer that will be trialled with the ANZCO group. Next to be trialled will be business planning tools and material The material being developed will sit in the information hub that Data and Systems is creating a proof of concept for.

Key next steps – at a glance	Completion Date
Attracting Talent	
Participant annual survey of the Rural Business Network	August 2016
Capability Development	
Understanding Your Farming Business – Workshops for Maori women. (Gisborne, Rotorua, National Park)	September 2016
Rural Professionals engagement programme	August/September 2016

Extension Design

The processors' pilot facilitators have been asked to provide a quarterly report (one different company each month) which covers farmer and facilitator feedback. Observations and learnings which reflect themes that have emerged are:

- Involving farm consultants as facilitators:
 - Two of the processors have involved a farm consultant as a means of facilitating the pilot group. This puts the processor in more of a 'connector' role, with a separate facilitator to run the group. Different approaches to extension are being tested and the formal evaluation process will capture their learnings.
- Combination of technical specialist and high performing farmers:
 - Feedback from processors highlights the combination of technical specialist and high performing farmer presentations. This works extremely well in getting farmers engaged in an issue/information.
- Role of benchmarking:
 - The on-going need and role of benchmarking – many of the groups (and individuals) involved are keen to explore this further (some will focus more on financial benchmarks while others will be using production benchmarks).

Alongside the farm pilots, a number of activities are in the planning stage or are being developed. These include:

- The second round of evaluation is underway with UMR interviewing pilot farmers, and Lincoln University interviewing processors and rural professionals involved in the pilots.
- The Rabobank workshop series has been completed with approximately 800 attendees throughout NZ. The attendee survey was undertaken which will be followed up within six months' time. The learnings from this work coupled with the ANZ workshop series and a number of other summaries and reports will help inform the development of the Business Capability Knowledge Network, which will commence after the Genetics Knowledge Network work has been evaluated.
- Work is well underway with the Genetics Knowledge Network. This involves B+L Genetics, B+LNZ, ANZCO, farmers and RMPP personnel. The up-coming ram buying season is being targeted in which to test the combination of resources, activities and decision making toolkits. A structured evaluation process is currently being developed which will describe the impact on farmer behaviour of the Genetic Knowledge Network process. It is intended that this initial work will inform a framework which will be transferrable to other topics of interest.
- Pilot Farm activities:
 - A North Island pilot farmer get-together held by SFF in Masterton to update farmers on the work being done
 - The initial meeting of a new group initiated by ANZCO. This group includes several individual pilot farmers from the North Island, with another three farmers added to form a group.
 - A follow-up meeting on feed planning with the ANZCO South Island pilot group
 - A meeting of the Alliance young farmers group in Southland

Key next steps – at a glance	Completion Date
NZIPIM & AgFirst Conference presentations	8-10 August
Project evaluation providers meeting – meeting between UMR, Lincoln University and RMPP to continue refining the evaluation approach	11 August
Greenlea annual pilot farmer meeting	18 August
Crow Howarth + RMPP meeting – discussion to explore accountant’s role in extension	30 August

Farm to Processor

The Farm to Processor Project has been delayed and now has been reprogrammed to follow the completion of Supply and Procurement Project, if approved.

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	August 2016
Awaiting completion of full Supply and Procurement Project for second Stop/Go point	October 2016

Data and Systems

Summary

The first **Data Linker** pilot data transfer has been successfully completed. Transitioning the **eASD** proof of concept to a broader pilot continues to be investigated. **Benchmark** models are being extended to beef and moving to on-line tools. **RGW** on-farm trials have been completed. Development of the **Information Hub** proof of concept is underway. Two RMPP funded **Decision Tool** apps are nearing launch.

Data Integration

Data Linker. The first pilot data transfer between pureFarming and B+LN Genetics has been successfully completed. This identified some minor areas for improvement in the data schemas. However, we cannot progress other pilot group data transfers until Alliance and ANZCO are in a position to undertake the development work required to connect their internal systems to Data Linker. Dialogue continues with both organisations regarding this.

eASD. Identification of the best way to extend the eASD Proof of Concept to a broader pilot phase is in progress. This is likely to involve a discussion with a range of processors to ensure a good understanding of different operational methods and needs, before commencing any development required to test an end to end scenario.

Benchmarking

Benchmarks. We have decided to accelerate conversion of the kgs/ha and live weight gain benchmark models into on-line tools. Although they will not initially have automated kill sheet data feeds, as this is dependent on Data Linker, we consider it to be of value to make these available without the automated data feed.

Further work is in progress on the calculations behind the lost revenue figure in the carcass defect benchmark model to ensure we can accurately demonstrate the lost opportunity.

Decision Tools

Rapid Group Weighing. On-farm trials have been completed. Early feedback was that the trials showed positive results in some, but not all areas. We are awaiting analysis of the trial data.

Information Hub. Work has commenced on development of the Information Hub proof of concept. This will be used to deliver the digital elements of the Genetics Knowledge Network being trialled by Extension team. It is anticipated that the proof of concept will be completed by the end of October. Success measures are currently being identified.

Sheep and Cattle Feed Planner. The on-line Sheep and Cattle Feed Planner will be launched in the near future, with just the product name to be finalised before we can do this.

Ram Value Calculator. As part of the Genetics Knowledge Network pilot we are creating an on-line Ram Value Calculator. This is based on an existing B+LNZ Genetics Excel model and will be available on web and mobile. We are aiming to have this ready by the end of August, but will initially test with just the farmers involved in the Genetics Knowledge Network pilot.

Key next steps – at a glance	Completion Date
Data Integration	
Work with processors to ensure participation in Data Linker trial	31 August
Develop business case for eASD pilot	31 August
Benchmarking	
Finalise carcass defect model lost revenue calculation	30 September
Develop beef defects and live weight gain benchmark models	30 September
Convert kgs/ha and live weight gain benchmark models into on-line tools	30 November
Decision Tools	
Establish success of RGW on-farm trials and determine next steps	31 August
Complete Information Hub Proof of Concept development	31 October
Test Genetics Learning Pathway through Information Hub Proof of Concept	15 November

Production and Provenance

NZ Red Meat Story

A proposed Red Meat Sector Market Development Action Plan has now been developed by the red meat sector (led by B+LNZ). One component of this proposed Action Plan is the development of the NZ Red Meat Story. The red meat sector story will only be successful if it is truthful; this puts increased credence on the underpinning integrity.

The integrity of the red meat story can be built on RMPP project 4.2 (National Quality Assurance programme) and the many national regulations which our farmers and meat exporting partners have to meet – we call this a compliance network. We need to understand this relatively complex compliance network and understand how it can be used to support the New Zealand red meat sector story. This is not about adding cost, or creating additional compliance, it’s about using what we currently have far more effectively.

The first bit of work which needs to be completed is to design a brief which focuses on synthesising what currently exists, a collation of existing material across several agencies which will allow for proof points and key messaging to be developed.

Key next steps – at a glance	Completion Date
Develop brief for substantiation – utilising the NZ Farm Assurance programme which will support the development of the NZ Red Meat sector story.	12 August 2016

NZ Farm Assurance

An Advisory Group meeting was held on the 21 July 2016 in Wellington with full attendance making for a good meeting. The meeting discussed NZ-FAP Governance going forward including membership and scheme rules governing the ongoing management and oversight of the programme. This group will be made up of representatives from the initial meat company partners.

The meat company partners were very keen to have input into any media release which would also have to be approved by their individual company management.

There was a discussion regarding AFFCO and their possible participation in the NZ-FAP programme, all members were happy for AFFCO to join as long as they paid the correct amount in recognition for the efforts of the current partner group. The Pilot Programme work is 100% complete with the evaluation report available for review on the 23 August 2016. The NZ-FAP will be available for full implementation by the partner group from October 2016.

Key next steps - at a glance	Completion Date
Complete Pilot Programme	Complete
AG meeting in Christchurch to review/confirm NZ-FAP Standard for implementation and also next steps	23 August 2016
Pilot Programme Reviewed by third party, report to AG	23 August 2016
Pilot Programme Evaluation report to PSG	September 2016
NZ-FAP implementation by partner group as required	October 2016