



Monthly Report



June 2016

CONTENTS

Description	Page
Monthly Project Summaries	3
Research Behaviour Change	3
Segmentation and High Performance Farmer	3
Supply and Procurement	3
Sector Capability	3
Attracting Talent	3
Capability Development	5
Extension Design	6
Farm to Processor	7
Data and Systems	8
Data Integration	8
Benchmarking	8
Decision Tools	9
Production and Provenance	10
NZ Red Meat Story	10
NZ Farm Assurance	10

Project Summaries

Research Behaviour Change

Segmentation and High Performance Farmer

No activity for the month although as previously advised consideration in Annual Plan for coming year on how we might use this group within other parts of the programme.

Supply and Procurement

A revised “stage one” project plan was prepared and circulated, together with a summary of findings to date (processor and farmer views), to the Project 1.2 Advisory Group for comment on the proposed methodology and where improvements could be made. Initial feedback from the Advisory Group unfortunately focused on the perceived value – or not – of continuing all work in the supply and procurement space as opposed to providing input on the proposed methodology and data sources.

A further email, clarifying our request for comment and highlighting that the “stage one” research on ‘quantifying the size of the prize’ has been approved to proceed by the PSG, will be circulated by the chair of the Advisory Group (together with a Processor representative). Following on from this clarification, we are hoping to receive good feedback on the proposed methodology. In the interim, we intend to begin to source data from NAIT, Beef & Lamb’s Economic Service and Processors who are willing to share kill sheet information.

Sector Capability

Summary

The **science based agricultural resources** will be presented at the Science Teachers Conference. Several **TeenAg clubs** attended a programme of activity at Fieldays. The **Rural Business Network** had three network meetings, with around 30 attendees at each. The **Computer Upskill programme** for farmers commenced with Waikato, Canterbury and Southland being the most popular regions for bookings. **Understanding Your Farming Business**, the programme for women, has had a lot of media attention throughout local New Zealand newspapers.

Attracting Talent

Agriculture in Education

New Zealand Young Farmers (NZYF) attended the new Education hub at Fieldays, taking the opportunity to speak to teachers and students regarding the new agriculture secondary school resources that are being trialled. Core education are aiming to submit the assessments to NZQA in August to gain NZQA accreditation for the NCEA achievement standards and assessment material. The NZYF Education Manager will be speaking at the Science Teachers conference in regard to the agriculture science resources that have been developed for general curriculum. This conference is in the school holidays.

Develop Emerging Talent

The **Leadership Pathway Programme** is for executive committee members of TeenAg clubs. The programme is broken into 3 modules, one for each term. Many clubs have already completed the term 2 module. The term 3 module is currently in development.

The **Red Meat Network** is for students in tertiary study. Derek Daniells spoke at the Telford network in June. The Telford students are a little hesitant to ask questions, unlike the university based students. Mike Petersen spoke at the Massey University network.

The **Rural Mentor Programme** which is run by Business Mentors New Zealand has completed a survey with the mentees. It has been identified that farmers prefer mentors from the rural sector, therefore a drive to train more 'rural' mentors is in action. Timing in the farming calendar also needs to be considered as farmers on the programme will not engage on a regular basis.

Feedback from mentees:

"Still going really well with my mentor. Mentor has really helped with setting up benchmarking and standards to mark against. Really busy time of year at the moment so haven't met as much lately, but still working really well together."

"I had my first meeting with Graeme a bit over a couple of weeks ago. I really enjoyed it and found it very useful and productive. I'm really looking forward to our next meeting. You did an absolute top job of pairing me with Graeme, couldn't think of a better person to be matched up with."

Leadership and lifelong learning supported through nationwide networks

TeenAg clubs across New Zealand have been very active. As always. A few examples of activity are; Hamilton Boys High club, Mercury Bay, St Peters College, and Waikato Dio, all attended Fieldays and competed in competitions and activities in the Education hub. Several clubs invited industry guest speakers to understand different careers in the agriculture sector.

The **Rural Business Network** had 3 hub meetings in June. Southland has a new Committee, their first meeting attracted 29 attendees with Bex Warburton speaking on 'What today's agriculture climate means for tomorrow's farmers and service providers. Hawkes Bay had Mike Barton speaking on 'farming successfully within nutrient limits' with 28 attending. In Manawatu, Chelsea Millar spoke on 'developing the primary sector's social capital' with 30 attending.

Capability Development

National Roll out of Computer Upskill Programme – Programmes have run in Mt Somers, and Kinohaku to date. There was a mix of attendees in age range from early 20’s to 60. Course have commenced in Southland.

Understanding Your Farming Business – No programmes were run in June. A media release that went out after the May graduations has resulted in round 12 articles in local papers across New Zealand.

The programmes in Gore, Hawkes Bay and Gisborne that commence in August are all booked out.

Three programmes designed for Maori women will be run in Gisborne, Rotorua, and National Park commencing in August/September. There are still a few places on these courses.

Farm Business Ownership Pathways – Currently working with a variety of organisations to get quotes for development of the resources and materials.

Key next steps – at a glance	Completion Date
Attracting Talent	
Participant annual survey of the Rural Business Network	August 2016
TeenAg competition at New Zealand Young Farmer Contest	July 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 presentation of Extension System strawman to the Advisory Group was the most significant achievement of the month. A design workshop was held with an output of an agreed extension system model to move ahead with, and begin exploring the national system. The model demonstrates the interactions between the different RMPP project areas, and will enable partner organisations to identify their roles at a national level and on local basis. Work has also begun in developing learning pathways, with the topic of Genetics as the starting point. This work will bring together the people capability, data and systems and extension design project areas, and will be tested within the farm pilots with involvement by external organisations (Beef and Lamb Genetics).

A number of pilot farmer activities were undertaken in June, these included:

- Most of the pilot farmers have received financial reports from Baker Ag. This work was considerable and highlighted a range of challenges. Alliance Group took the opportunity of Chris Garland being in Southland to have a group meeting with their young farmer's pilot group. This was an opportunity to start some discussions on financial benchmarking and explore what other follow-up activities would be useful.
- RMPP held three farmer forums at the National Fieldays in Mystery Creek which involved pilot farmers and their meat processor. The audience numbers were disappointing but the feedback from those who attended was positive.
- The first farmer reference group meeting was held with eight farmers participating. These farmers have had no direct involvement in RMPP activities to date. Feedback from the farmers was provided on a range of areas which include language/ terminology, learning pathways and a response to the benchmarking work to date. The learnings from this meeting were immediately applied to the development of the Genetics learning pathways.
- The Genetics Learning Pathway working group met and started developing a framework for use in the topic of Genetics. A learning package was drafted for use with an ANZCO farm pilot group during the up-coming ram buying season.
- The Advisory Group met and discussed an Extension System strawman. General agreement was reached for moving forward.

Learning highlights:

- Changing roles within the sector to support extension:
 - One processor has indicated that their livestock buyer role can evolve to facilitate change for those farmers wanting or desiring change. Discussions at the Pilot Working Group and Advisory Group indicate that this is possible but there will be a need to develop skills in facilitation and connection amongst these groups.
- Farm business plans are important tools:
 - Farms with sound business plans/models appear to have an advantage towards building productivity and profitability: Feedback from one of the processors has been that those farm businesses that have spent time working on business plans seem to be able to capture benefits from being involved with groups/specialists. This is mirrored in the high performing farmer feedback and is emphasising the need for development of business planning skills amongst farmers and for rural professionals to be supportive of this
- Confirmation on the need for specialists/experts:
 - feedback from the pilots are continuing to demonstrate the positive interactions with specialists and how this helps with the direction of the farm business

- Activities that enable peer to peer learning are key:
 - farm visits have been a feature of a number of recent pilot farm activities and the feedback indicates that being able to interact with farmers in similar positions allows development of ideas and action back on-farm

Key next steps – at a glance	Completion Date
Commencement of UMR behavioural evaluation – year 2	5 July
Genetics working group meeting – follow up and content and delivery discussion	11 July
Pilot Working Group meeting – face to face discussion on national workshop, farmer groups scaling, capturing on-farm change	18 July

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

Data Linker progress slower than anticipated, but the first data transfer test is to be done by end July. The **eASD** proof of concept has been extended by a month and investigation into possible wider pilot is in progress. The **Benchmark** models have been reviewed and approved. **RGW** on-farm trials have been completed. Initial steps towards development of the **Information Hub** are under way.

Data Integration

DataLinker progress is a little behind the planned schedule, but data transfer will be tested between pureFarming and B+L Genetics in July. The majority of Data Consumers involved with the pilot group require carcass data, which means we are reliant on the processors who have indicated they will participate in the pilot. Both Alliance and ANZCO have reconfirmed their commitment to this, but other priorities are impacting their ability to act on this immediately. We are working with both parties to expedite this.

The Data Linker board has now confirmed the business model as follows:

- Annual flat subscription at \$3,500 pa from 1 June 2018 (discounted fee applying from 1 June 2017)
- New connection fee of \$5,000 (free up to June 2018)

Based on what has been learnt during the pilot process, development of supporting material; refining technical specification, reference components and web material, is in progress.

The **eASD** Proof of Concept has been extended by a month to enable agreed additional requirements analysis to be completed. There is no change to the PoC's purpose, objectives, outcomes or approved budget.

A proposal to transition the PoC to a broader pilot phase is being prepared and will be presented to PSG for consideration.

Benchmarking

The new **Benchmark** models have been further reviewed by the Advisory Group and tested with the B+LNZ Farmer Reference Group. Both have confirmed the methodology and purpose are valid for the outcomes we are seeking to achieve, i.e. raise awareness and interest amongst farmer groups who are not currently measuring or benchmarking.

Some work remains to be done on finalising the calculations behind the lost revenue figures shown in the carcass defect benchmark to ensure this is represented correctly.

The carcass defect and live weight gain models will now be extended to beef as well as sheep.

As indicated previously, we cannot make these available to farmers until processors have made the underlying carcass data available via Data Linker.

Decision Tools

The **Rapid Group Weighing** on-farm trials have been completed. Early indications show positive results in some, but not all areas. Analysis of the trial data is now underway with a report on outcomes expected mid-July.

The red meat sector **Information Hub** will be developed by Pikselin, in partnership with Diagram. The selection process was undertaken jointly with B+LNZ, who will also use Pikselin to redevelop the B+LNZ website. The two projects will work collaboratively to ensure a consistent approach and clear definition of what each party is delivering.

Initial meetings to kick start this project have been scheduled and we have already had Pikselin attend the Extension Design project’s “Genetics Learning Pathway” workshops.

Development of the **on-line sheep and beef feed planner tool** is complete and awaits B+LNZ decision on name, branding and hosting arrangements before being launched.

Key next steps – at a glance	Completion Date
Data Integration	
Complete first data transfer trial via DataLinker	31 July
Work with other DataLinker pilot organisations to mitigate risks of being unable to participate in trial	31 August
Develop business case for eASD pilot	31 August
Benchmarking	
Finalise lost revenue calculation	30 September
Develop beef defects and live weight gain benchmark models	30 September
Decision Tools	
Establish success of RGW on-farm trials and determine next steps	30 July
Test Genetics Learning Pathway through Information Hub Proof of Concept	15 November
Complete Information Hub Proof of Concept	15 December

Production and Provenance

NZ Red Meat Story

A proposed Red Meat Sector Market Development 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, and importantly the substantiation of that story.

One of the key aspects of the plan is to have the ability to substantiate the New Zealand red meat sectors credentials. As a sector we invest significantly at the farm-gate, in our processing plants, in compliance systems to secure market entry, yet this is not used as well as it could be to support our positioning in markets. We need to align this compliance network 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.

We will achieve this by designing a substantiation system from the current compliance programmes.

The first bit of work which needs to be completed is to design a brief which focuses on synthesising what currently exists, and collate 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.	1 August 2016

NZ Farm Assurance

The next Advisory Group meeting is locked in for 21 July 2016 in Wellington. At this meeting a NZ-FAP Governance Group will be setup and the scheme rules governing the ongoing management and oversight of the programme will be developed for approval. For discussion is the request by AFFCO and their possible participation in the NZ-FAP programme. The Governance group will be made up of the partner participants in the programme. The Pilot Programme is fully underway with work 50% complete. The evaluation report will be 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	21 July 2016
AG meeting to review Pilot Programme, setup Governance Group and discuss AFFCO interest to join programme	21 July 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	October 2016