



Monthly Report



May 2016

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Project Summaries

Research Behaviour Change

Segmentation and High Performance Farmer

Draft HPF report from workshop for farmer attendees was completed and will be send early June. No other activity for the month although 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 project plan for 1.2 was prepared and ready for distribution and presentation at the PSG Strategy Day. Following PSG discussions at the Strategy Day, Project 1.2. was identified as a project which should decrease activity until potential value from further work is identified. Further discussion was held at the PSG meeting the following day specifically around the source and availability of data for “stage one” of the remaining research planned, being the quantification of the red meat supply chain costs, and potential opportunities.

We are in the process of finalising a further revised project plan which focuses on “stage one” and the specific data required and investigation into potential sources of this data. Once complete, the project plan will be circulated to the Advisory Group, along with the UMR report, for comment and assistance with sourcing data, where required.

Sector Capability

Summary

Secondary School trials with the new **agriculture resources** is on track, with feedback being gathered for NZQA submission. **TeenAg clubs** throughout New Zealand are running lots of activities, involving skill building and guest speakers. The **Red Meat Network** operating in tertiary institutes launched 3 new networks. The **Rural Business Network** had five network meetings, with the mid Canterbury meeting attracting 111 people, Pita Alexander was the keynote speaker. The **Computer Upskill programme** for farmers will commence in many regions in mid-June. **Understanding Your Farming Business**, the programme for women, has trialled a fourth module, a graduation event, which includes the male partner and has been successful. The PSG approved the resource development stage for the **Pathways to Farm Business Ownership** project.

Attracting Talent

Agriculture in Education

The resource for the primary school pilot is currently in development, this will be linked to the NZ curriculum to support the farm visit programme.

One more secondary school has joined the trial of resources, therefore now a total of 15 schools. Core education have sent the first evaluation out to teachers participating in the resource trial. The evaluation is to support the submission to NZQA.

A meeting was held in the North Island and South Island during May with universities, agriculture training provider groups and the Ministry of Education. The intention was to inform these groups about the secondary resources being developed and trialled. We explored ways we can work together to work towards the sustainability of this programme. One combined project in each island has been identified.

Develop Emerging Talent

The **Leadership Pathway Programme** is for executive committee members of TeenAg clubs. We have exceeded our registration target of 100 students and have 129 enrolled. Certificates have been sent to the students who have completed the first term module. The term 2 module learning about team culture has been distributed.

The **Red Meat Network** is for students in tertiary study. Otiwhiti cadet station had their first meeting of the year with Gary Massicks speaking to the students about the broader agricultural sector and preparing for job interviews. Massey University also had their first meeting for the year with Gerard Hickey from First Light Foods speaking. The students were treated to Wagyu beef as well. Lincoln University had Mike Petersen as their speaker. The Red Meat Network has a facebook page which enables the students participating in the network across New Zealand to link up.

The **Rural Mentor Programme** has 43 clients receiving on going mentoring who signed up last year. The Rural Mentor programme will be advertised by NZYF at Fieldays along with the Rural Business Network.

Leadership and lifelong learning supported through nationwide networks

TeenAg clubs across New Zealand have been very active. A few examples of activity are; Woodford House went on a Field trip to Smedley Station to learn about the life of a cadet. Gisborne Boys High School attended the Bull sales and a stock agent explained what to look for in a prize bull. Central Hawkes Bay College had a training day on how to run a club and planned the executive elections. Many clubs had industry guest speakers.

The **Rural Business Network** had five hub network meetings during May. Mid Canterbury had 111 attendees, with Pita Alexander as the speaker. His topic was 'suggested business actions and approaches, while in low gear, uphill and into a head wind'. Waikato hosted Rob Waddell as the speaker with his topic being 'determination and commitment'. 53 people attended the Waikato event. Northland hosted Mark Inglis as the Speaker, his topic was 'obstacles and opportunities'. 60 people attended the Northland event. Otago hosted Rob Hewett as the speaker, his topic was 'our challenges and opportunities for the agri-sector business'. 43 people attended the Otago event. South Canterbury hosted Charlotte Glass as the speaker, with her topic being farming with 'emerging environmental constraints'. 14 people attended this event.

Capability Development

National Roll out of Computer Upskill Programme – The dates have been set for the two Computer courses across the regions, with several starting mid-June. Advertising material in flyer format has been distributed, and the RMPP website contains all the information for booking the programmes. A press release is due in June.

Understanding Your Farming Business – Eight programmes completed in May, with the fourth module. The fourth module has been added in 2016. This has been designed as an evening graduation, and was about strengthening the farming partnership by supporting and convincing the farming partner to think about adopting new business ideas or practices which have been gained by the participant during the programme.

The event was designed to incorporate the practices and knowledge that industry has about how to support pathways to change which was gained in the UMR research.

This fourth module also further cemented relationships between the women. There was a greater uptake of on- going commitment to stay together as a group for future educational opportunities.

A press release went out after the completion of this module.

Farm Business Ownership Pathways – The PSG have approved the next stage of this project which is to develop some case studies, self-assessments, and fact sheets, and test them with groups of farmers. A suitable developer will be contracted to develop material.

Rural Professionals Engagement – The PSG approved a paper to commence an engagement programme with Rural Professionals. This will occur July/August, with five workshops planned throughout New Zealand. The workshop will share relevant information from the Extension Design Programme and UMR research. The intention is to commence engagement, before gaining feedback on what type of development programmes are needed for Rural Professionals working in the sheep and beef sector.

Key next steps – at a glance	Completion Date
Attracting Talent	
Rural Mentor Programme and Rural Business Network to have a stand at Fielddays. (Part of NZYF stand).	June 2016
TeenAg competition at New Zealand Young Farmer Contest	July 2016
Capability Development	
Understanding Your Farming Business – planning a workshop for Maori women	September 2016
Computer Upskill workshops in the regions commence	June 2016
Rural Professionals engagement programme	July/August 2016

Extension Design

Summary

Recent focus has been on developing strategies in several project areas. These will sit within the **National Extension System**, which has a strawman proposed for discussion at the next Advisory Group meeting. The strategies being developed are the **Learning Pathways**, the **Rural Professionals** and the **Maori Engagement strategies**. Both the Learning Pathways and the Rural Professionals strategies are being guided by the learnings of the farm pilots through the various extension approaches being employed within them. The Maori engagement strategy will be developed from learnings from the Awhina Group farm pilots. The learnings are being gathered and collated within the **Nvivo** software platform which will give the ability to search key words and phrases to draw together insights across the different evaluation processes.

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

- Alliance and Greenlea processor representatives worked together to facilitate a short North Island tour of beef systems. One of the Alliance pilot farmers took part in this, visiting Greenlea pilot farmers (amongst others).
- One of the SFF pilot farms was profiled in Country Wide, outlining their success with Beef EQ, in particular in understanding what have they done on farm to increase their Beef EQ hit rates. This farm was already performing well but has still been able to make changes to help increase their bottom line
- Two of the ANZCO pilot farmer groups met this month. One continued their series of on-farm visits to group members; the other group were focused on feed planning. Tom Fraser led a session with this group on Q-graze. Sufficient computers were available for farmers to use one each which gave a high level of engagement across all the attendees (rather than sharing a computer). All the farmers tried a simple feed budget and explored q-graze. ANZCO commented, *“Everyone was very engaged once they were allowed to have a go themselves and make the numbers and information relevant to their own properties. ... this made a big difference compared to the formal FeedSmart Workshop.”*
- The first workshop for Blue Sky Meat suppliers was held in Invercargill on the 25th May. Ten farm business were represented, along with Blue Sky Meats and guest speaker, Simon Glennie. There was interest from farmers in setting up a pilot group, with several possible areas to focus on including succession.

Some learnings over this month

- Need for a team approach with extension:
 - This relates to working with pilot farmers and running activities as well as to the wider RMPP team. When reflecting on a recent group discussion event one of the processors commented, *“Need someone to facilitate and someone else to take notes and observe the learnings. Too difficult to do both.”*
 - Another of the processors has been matched up with a farm consultant to help run the pilot group in order to provide this type of support and keep things moving with the group. A consultant can make sure activities are still organised even when a processor may be a busy with other work.

- For the RMPP team, this learning has been focused on three areas, the extension design, people capability and benchmarking and data project. We have realised that by working together we will achieve a better outcome, particularly when focusing on resource development for the industry.
- Development of learning pathways:
 - One of the outcomes of working together as an RMPP team has been the start of a process for working out how to effectively deliver extension activities for a key topic. This would involve working through the learning outcomes required for the topic, checking available resources (amending as needed) and developing new ones as needed. The first topic which will be used to develop the learning pathway will be genetics.
- Developing capability on-farm leads to change:
 - Work with SFF pilot farmers has focused on getting them all onto FarmIQ. This has enabled farms to have access to their own information. For one farm business reported that having real farm data to report to management has become valuable enough that they are now rolling Farm IQ out to all of their properties. SFF commented that for many of the pilot farms in SFF project a requirement of having to weigh and record information into a computer system has been a big learning curve (the key in the future will be how can they use this information to make informed decisions).
- Gathering and analysing the project learnings
 - The Extension Design team have begun trialling the use of some qualitative data analysis called NVivo. It's designed to help organise, analyse and find insights in unstructured, or qualitative data. We will be using the software to better analyse the research conducted by UMR Research and Lincoln University within the pilot programme. The intention is to use NVivo across the life of the Extension Design project to gain some richer insights from the research, such as whether farmer practice change has occurred and to measure the effectiveness of the extension framework.
- Farm Business skills (Business literacy)
 - The ANZ Business of Farming workshops series have begun and the focus, from an evaluation perspective, is to build an understanding of the Farm Business (literacy) learning pathway. Learnings from the farm pilots are informing the development of this work and RMPP personnel are attending each workshop to engage with farmers and build a picture of what a learning pathway could look like.

Key next steps – at a glance	Completion Date
National Fieldays – RMPP forum including farm pilot presenters	June 15, 16, & 17 June
Pilot Working Group meeting – Conf call. National Workshop planning, On-farm practice change summary	24 June 2016
Farmer Reference Group meeting – Learning Pathway feedback, benchmarking and farmer engagement (farmer friendly language)	27 June 2016

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 Supply and Procurement Project	August 2016

Data and Systems

Summary

Core **Data Linker** development is complete, but the pilot is now delayed due to Data Provider inability to commence development. The **eASD** proof of concept is effectively complete and evaluation will now be done. New **Benchmark** models are finalised and will be socialised to a wider group for feedback. The **RGW** project has a go/no go decision point for farm trials early June. The RFI process to identify a digital partner to develop the proof of concept **Information Hub** will be completed in June. Development of the **Sheep and Beef Feed planner** has been completed.

Data Integration

The **Data Linker** pilot project has hit something of a roadblock. While the data consumers involved in the pilot have, or are in the process of readying their systems to accept data, and a test exchange of animal and breeding value data between pureFarming and B+LNZ Genetics will be done in June, processors are unable to undertake the development work in the original timeframes. As a result the testing of kill sheet data transfer, which most pilot data consumers require, will potentially be delayed until late 2016. This has a number of ramifications over and above the delay. These are:

- Frustration and loss of confidence by pilot data consumers who have committed time and resources in preparing their systems
- Without a proven model it will be harder to engage other data providers and consumers
- Delays will raise question marks in the wider sector around The Data Linker project viability
- Potentially delays to the delivery of the planned benchmark tools

We will continue to communicate with the pilot data providers in an effort to speed this up and as a plan B, review the landscape for possible alternatives.

The Data Linker company is now established and regular board meetings are taking place. Terms and conditions covering the Use of Data Linker and a Data Sharing agreement have reached final draft form and will be distributed more widely to seek feedback.

The **eASD** Proof of Concept development is now finished. Submission levels have increased a little by bringing on board ANZCO and Progressive plants, but given the time of year are not expected to increase further. While it would be nice to have a greater level of transactions, we are comfortable that the current level has achieved the PoC goals. A survey has been issued to farmer participants to seek feedback and evaluate the outcome from their perspective. Processor feedback will be sought via the Advisory Group meeting in June.

Those processors not involved in the PoC will now be invited to participate in a pilot beyond the PoC to apply a level of stress testing to the system and increase engagement levels. A business case to move to a full scale development and rollout is being developed by OSPRI.

Benchmarking

The new **Benchmark** models (carcass defect, kgs/ha and live weight gain) have been completed and are in final review stage before we take to a wider audience. Initial feedback on the quality and value has been positive.

ANZ will commence using the kgs/ha model in their business planning workshops in June.

The models will be presented to the Advisory Group meeting on 20th June and we will seek input at that time on how we can best obtain pilot farmer feedback on the value of these models.

In due course RMPP will develop on-line benchmarks based on these models, pre-populated with kill sheet data and available through the Information Hub. The Data Linker delays highlighted above, may impact the availability of these on-line benchmarks.

It would be desirable for the wider sector e.g. accountants, farm consultants to adopt these benchmarks as the industry standard, although, since they will be available to all farmers free of charge through the Information Hub, prepopulated with kill sheet data, there may not be significant interest or value in rural professionals developing in-house tools which will lack the regional and farm type comparisons possible through the RMPP hosted benchmarks. This will be investigated following the initial awareness raising workshops being planned for rural professionals.

Decision Tools

The **Rapid Group Weighing** project had a go/no go decision (to proceed with on farm weighing trials) due end May. This has been slightly delayed, but will be made early June. Assuming go ahead is forthcoming, parallel sheep and cattle weighing trials will commence in June.

The **on-line sheep and beef feed planning tool** has been tested by a small group and some useful minor enhancements identified, which have now been incorporated into the tool. Aaron Meikle from B+LNZ will demonstrate the feed planner at the Advisory Group meeting on 20th June and seek input on how the pilot farms could test/benefit from using the tool and on wider extension opportunities.

Information Hub. A short list of potential digital partners has been identified through the first round of RFI responses. Vendor presentations and selection of preferred digital partner will be completed in June, with a planned start to the Proof of Concept Information Hub to follow early July.

The Pilot Working Group has identified two streams which we intend to trial as learning pathways through the PoC Information Hub. These are genetics and business planning. A third stream based around the carcass defect benchmark is also planned.

Key next steps – at a glance	Completion Date
Continue to work with Data Linker pilot organisations to mitigate risks of being unable to participate in pilot	June 2016
Identify way forward for eASD extended pilot	June 2016
Demonstrate to advisory group and identify opportunities within pilot farms to test benchmark models	June 2016
Assuming a “go” decision, commence RGW on farm trial	June 2016
Select digital partner for Information Hub Proof of Concept	June 2016
Demonstrate to advisory group and identify opportunities within pilot farms to extend testing sheep and beef feed planner	June 2016

Production and Provenance

NZ Red Meat Story

On 4/5 May 2016 B+LNZ organised a market development workshop, the aim of which was to discuss the proposed market development framework, and in particular develop ‘intent maps’ for the quality/integrity programme, and the market innovation programme. During the two days there were 50 participants representing 17 different organisations – from farmers, industry stakeholder groups (MIA, B+LNZ, Federated Farmers, RMPP, AGMARDT, Lincoln University), Government organisations (MPI, MFAT, NZT&E), and nine meat exporting and marketing companies.

The aim of the workshop was to develop an ‘intent map’ for each programme. An ‘intent map’ sets covers:

- What is the purpose for each programme?
- A detailed statement of the scope for each programme?
- Identification of the current state drivers for creating each programme i.e. why is this programme a priority for farmers and meat processors?
- Identification of the future state success indicators. This will become a foundation for the metrics of success.
- Identification of the critical shifts, people/process etc.
- Identification of target initiatives/problem areas.
- Conversation about how the different partners can work together.
- What are the critical capabilities required to deliver this programme.

On 4 May 2016, there were several guest speakers including Steve Smith (Craggy Range Winery and Advisory Board member for NZ story) and Neil Patton (NZTE). Together they talked about how the New Zealand wine industry had benefitted from developing a sector story, and the process that you need to go through to develop a sector story. Following on from these sessions the group workshopped how this process should be amended to capture the red meat sector. We are currently in the process of distilling the discussions and outcomes.

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 July 2016

NZ Farm Assurance

The Advisory Group phone conference was held on the 17th May confirming partner company participation in the NZ-FAP Pilot Programme. The Pilot Programme documentation, assurance process and timeline have been confirmed. The Pilot Programme will be commencing the last week of May and finish the on-farm component by the end of the first week of July.

Key next steps - at a glance	Completion Date
Meat companies to nominate pilot group farmers - now urgent	Completed
AG phone conference to confirm Pilot Programme for implementation	17 May 2016
AQ to distribute document to be included in Pilot Farmers Pack to companies for final approval	19 May 2016
Introduce NZ-FAP to Meat Company staff, auditors and Pilot Farmers	27 May 2016
Pilot Programme completed	8 July 2016
Pilot Programme Reviewed by third party, report to AG and PSG	5 August 2016