



Monthly Report



October 2016

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Project Summaries

Research Behaviour Change

Segmentation and High Performance Farmer

No significant activity for the month.

Supply and Procurement

Deloitte is currently in the process of analysing the NAIT data which includes:

- Stock movements between postcodes on a weekly basis from 2012 to 2016.
- Historical record of stock movements of animals born in 2012 between postcodes including the number of movements per animal, the date of that movement, the postcode of each of the movements and the location type (e.g. farm, saleyard, processor).

Deloitte is currently engaged with Beef and Lamb to test the methodology and analysis of the NAIT data as well as discussing the detailed P&L information that Beef and Lamb hold on the 530 farms that they track.

The Beef and Lamb bovine information will be used to compare and contrast the findings from the NAIT data. The Beef and Lamb ovine information will be used to analyse ovine movements in conjunction with other information from meat processors due to not having the benefit of a NAIT-like database.

Sector Capability

Attracting Talent

Agriculture in Education

Ten primary schools have trialled the resource that was developed to introduce farming to students. The teachers have given feedback to the writers. The primary schools are now visiting farms.

The NZYF Field Officers are engaging with secondary schools to get more schools on board using the secondary school resources for 2017. The English resource and assessment for NCEA level 1, for creative writing has already gained NZQA approval.

Develop Emerging Talent

The **Red Meat Network** is for students in tertiary study. The network hosted four events during October. These are the last network events for these groups for the year. Colin Eady from Agriseeds spoke to the Lincoln students, he offered two internships to the students that attended, in which both were taken up by the end of the month. Craig Mitchell, of Angus pure spoke to the Massey students. Paul Harris of Silver Fern Farms spoke to the Waikato students. Jacqueline Rowarth has facilitated the Waikato group in 2016, and this was her last meeting, as she is leaving the university. Anne Todd, a past employee in the environmental portfolio for Timaru District Council and Orchardist, spoke to the Telford students.

The Leadership Pathway Programme is for Secondary school students who take a leadership role in TeenAg clubs. The students complete three modules of learning throughout the year to develop their leadership skills. To date 58 of the students have completed all the modules for 2016, with more coming in each day. Three more modules will be written in 2017 which will include planning, self-confidence and self-awareness and communication. We will then have a total of six modules that can be used on a two-yearly cycle.

Leadership and lifelong learning supported through nationwide networks

TeenAg clubs – Rodney College ran an interesting interactive open event for the public during October. The focus was on animal husbandry and stock judging. The students organized guest speakers and had 40 people attend. TeenAg ran competition events at the Gisborne and Hawkes Bay shows. Competitors worked through a range of modules. 15 teams entered the Gisborne Show event and 30 teams entered the Hawkes Bay event.

The **Rural Business Network** had 2 hub meetings in October. In Invercargill, Sir Graeme Harrison, ANZCO Chairman, spoke about the importance of supporting trade negotiations and encouraging foreign investment. 33 people attended. In Hamilton, Dr Tom Richardson, CEO of AgResearch spoke about the future of research. 41 people attended.

The National Advisory group of volunteers for the Rural Business Network met in Hamilton. This group is composed of all the Chairs of each hub. This is an annual meeting to discuss the feedback received and compare ideas from each of the hubs. It was agreed to cease the South Canterbury hub as attendance has been poor. These members will be encouraged to attend the mid Canterbury hub. It was decided to commence a hub in the Marlborough region, as there has been interest shown for a hub here. Along with this, a Taranaki hub will commence in November, which will bring the total to 12 hubs in 2017.

Capability Development

National Roll out of Computer Upskill Programme – Following the debrief and feedback session for the 2016 programme, management are preparing a paper for the December PSG meeting to seek funding to roll the programme out to regions that were not covered in 2016.

Understanding Your Farming Business – The programmes for 2016 will be complete as of 3 November, with the Rotorua and National Park Wahine Maia, Wahine Whenua graduations on the 2 and 3 November respectively. On 17/18 October 22 facilitators (new and existing) attended a facilitation and coaching session training course. Jeanette Long and Lindy Nelson facilitated the two day programme. The current programme is being reviewed and updated by Jeanette.

A media story about the Wahine Maia, Wahine Whenua pilot programme is underway, targeting Farmers Weekly. The dates have been set for the 2017 programmes. Once the flyer is finalised, we can advertise the programmes through our partner network.

Knowledge network (Proof of Concept) - three topics are being trialled for the information hub, with Pikelin well underway with development, using industry experts for each topic. The topics are:

- Business planning
- Genetics
- Feed planning/allocation

Understanding Your Farming Business for men – Management are surveying farmers and rural consultants to gain their view on the need for business skills training for men. Management are also researching what is already available. The early findings are that training should be for the farming couple and/or farming team, which was similar advice from the Advisory group.

Key next steps – at a glance	Completion Date
Attracting Talent	
Launch of new Rural Business Network hub in Taranaki.	November 2016
Evaluation of programmes New Zealand Young Farmers run for RMPP.	November 2016
Capability Development	
Understanding Your Farming Business Workshops completion for 2016.	November 2016
Understanding Your Farming Business for men - research complete	November 2016

Extension Design

Lincoln University extension evaluation summary

The initial extension framework to be investigated consisted of nine extension approaches including a description of the context in which each approach was suitable for use. The extension framework was derived from a review of successful extension projects in Australasia. The framework and approaches were to be trialed on extension design projects. A monitoring and evaluation framework was developed for evaluating the Extension Design project.

Evaluation of the end of year one behavioral evaluation of the Extension Design project was also based on the monitoring and evaluation framework developed at the start of the project, although it was adjusted to reflect that they extension framework and approaches initially proposed had not been used as expected.

The evaluation found that:

- The extension approaches that the representatives were using in practice were largely based on whether they were working with the farmers on a group or one to one basis. Some representatives were moving farmers involved in the project on a one to one basis to a group basis as they believed it to be a more valuable learning format and a more efficient use of the representatives' time;
- Within the extension format, either group or one to one, representatives were “mixing and matching” extension methods to best achieve the farmers or the groups' objectives;
- Representatives are undertaking a range of roles (needs analyst, connector and facilitator) to differing degrees depending on the extension approach they are using with their participating farmers. The extension approach that representatives are using in turn reflects both their time available and skills and experience in extension.

Year two of the trial extension project

The trial extension project is being run by meat company partners across New Zealand. Several changes are being made to these projects. The changes being made are based on the learning from the first year of running the project, particularly from the evaluation results from UMR and Lincoln University. A summary of some of the key changes are:

- Adding more farm businesses into established groups so that groups have the right number of people present at discussions (aiming for 8 – 10 farm businesses for each group)
- Starting new groups by combining farm businesses who had been involved in the project as individuals into a group
- Exploring different ways of moving groups towards being self-sufficient (i.e. without RMPP funding)

Facilitation training

As part of developing a RFP process (Capability Development) we took the opportunity to have a training day with Jeanette Long from Ag Consulting Co (Australia) on 21 October. Participants (meat company partners involved in extension, B+LNZ, Crowe Haworth, RMPP) had the chance to learn from Jeanette's experience in this area, as well as explore extension approaches. Participants indicated that one day is not enough for this type of training, and follow-up (e.g. in the form of coaching) would be useful. It was also clear that two levels of training would be needed, one for beginners, the other for people who have more experience working with groups.

Key next steps – at a glance	Completion Date
Rural professionals workshop 1	14 November
Evaluation plan for new activities	30 November
Planning for extension training	December 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 “stage one” of the Supply and Procurement Project for the first Stop/Go point	November 2016
Awaiting completion of full Supply and Procurement Project for second Stop/Go point	January 2017

Data and Systems

Data Integration

Data Linker continues to attract new participants, although primarily in the Data Consumer role. We are still lacking Data Providers, with RMPP partners continuing to be positive in commitment, but slow to implement.

CRS Software (CashManager) have recently confirmed their desire to utilise Data Linker, both as a Data Consumer (kill sheet data) and Data Provider (financial data). Fonterra/LIC have indicated strong interest in utilising Data Linker for their AgriGate JV. Interest has been strong from Australia, with Sheep CRC confirming they will use Data Linker for their new Animal Health and Welfare service and possible interest now also coming out of Chile.

eASD pilot phase software development has commenced. In parallel, a workshop with transport operators is being run to gain a complete understanding of current processes and challenges relating to a paper ASD. This will better inform the development team, create a working relationship with early adopter transport companies, enable us to identify how we can practically replace paper with electronic ASD in the trucking context and identify any concerns or opportunities this creates for transport companies. OSPRI have visited Silver Fern Farms Finegand plant to review current in yard processes and IT systems and have identified additional opportunities for integration which may offer further benefits to processors.

Benchmarking

A proposal identifying the best technical solution and costs for delivery of the RMPP **benchmarks** is due mid-November. Work also continues to ensure we can deliver robust lost revenue figures in the carcass defect benchmark model. We are also working with AsureQuality and B+LNZ to incorporate FE into the carcass defect benchmark model. It has been decided we will hold fire on developing carcass defect reports for beef until we are satisfied this can be done successfully for sheep.

A workshop to identify a core set of **standard benchmarks** (or KPIs) for the red meat sector is planned. Representative from key areas of the sector will be involved.

Decision Tools

The **Rapid Group Weighing** trial has been completed and a report provided by AgResearch. While progress has been made in improving the underlying algorithms, there remains sufficient degree of inaccuracy in the mean weights being calculated to cause concern. The number of animals which can weighed at any one time to obtain these results has had to be limited to 2, for both cattle and sheep. Issues of stability of the weighing platform and control required to maintain a clean flow of animals raises concerns as to the practicality of implementing a mobile in gate solution.

Possible options for improving the accuracy have been identified and the Investment Committee will now be convened to determine the next steps.

Following a joint B+LNZ and RMPP review workshop it is proposed that the **Information Hub** will effectively be an element of the revamped B+LNZ website. This approach has advantages in terms of driving utilisation given the existing farmer reach and awareness of the B+LNZ.

Multiple rounds of farmer testing have been undertaken on the Information Hub concept and feedback from these sessions incorporated into the proof of concept development.

The Information Hub proof of concept will utilise two topics, business planning and forage, both of which scored highly in the UMR research, to test both the Information Hub effectiveness and Knowledge Network concept. Work is underway, utilising industry experts, to develop (or rework) content which will be used to test the digital element of the proposed extension model. Additionally, we are engaging with B+LNZ to identify how physical extension delivery will integrate with the digital.

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	
Finalise carcass defect model lost revenue calculation	End November 2016
Undertake standard benchmark workshop	Mid December 2016
Convert kgs/ha and live weight gain benchmark models into on-line tools	End January 2017
Decision Tools	
Go/No Go decision on RGW trial	End November 2016
Complete Information Hub Proof of Concept development	Mid November 2016
Develop content for Information Hub Proof of Concept	Mid December 2016
Test Knowledge Network concept through Information Hub Proof of Concept	End January 2016

Production and Provenance

NZ Red Meat Story

The NZ Red Meat Story is designed to enable the leveraging of greater value from the farm assurance programme and compliance systems which underpin the New Zealand farm production systems and will provide integrity to the New Zealand red meat industry 'story'. This shifts the 'lens' of these systems from compliance to one of supporting and ensuring product 'positioning' to capture maximum value.

To achieve this goal the initial piece of work is to develop and consolidate sector information based on needs analysis i.e. stocktake of compliance systems. This work is underway with a forecast first draft ready in December 2016. Specifically, this work will map out the compliance network, and consolidate sector information based on a needs analysis i.e. the stocktake of compliance systems. This stocktake includes input from staff across the Ministry of Primary Industries, Meat Industry Association, Quality Assure, Beef + Lamb New Zealand and Red Meat Profit Partnership. This work will identify the systems which are currently in place, what they do, where they fit in, and who controls what. From this information RMPP will be able to identify if there are any GAPS and the key messages and proof points that will resonate with regulators, customers, and consumers.

This work dovetails into the sector market development strategy and provides the opportunity to leverage more value from the Farm Assurance Programme.

Key next steps – at a glance	Completion Date
Undertake a desktop analysis of the current compliance landscape (v1 prototype)	November
Test and add to the v1 prototype through data gathering from key contacts - commercial and government	November
Map the compliance landscape and systems- what are the systems, what do they do, where do they fit along the supply chain, who controls their content and auditing?	November
Preliminary identification of gaps	December

NZ Farm Assurance

The current status of the programme is:

- NZ-FAP Standard Version One completed and ready for implementation
- Supporting Handbook, Audit Guide and Checklist completed
- Documents submitted to JAS-ANZ for ISO17065 recognition
- NZ-FAP Governance group established, first meeting held 20 October 2016
- Initial auditor training and calibration has been completed
- ANZCO, Greenlea, Progressive Meats, Te Kuiti Meats and Ovation implementing in 2016
- Starting discussions with Duncan Processors

Key next steps - at a glance	Completion Date
Complete Pilot Programme	Completed
AG meeting in Christchurch to review/confirm NZ-FAP Standard for implementation and also next steps	Completed
Pilot Programme Reviewed by third party, report to AG	Completed
NZ-FAP submitted to JAZ-ANZ for ISO17065 Scope Extension	Process Started
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+L to develop NZ-FAP environmental module	Underway

Communication Timetable of Activity (August – December 2016)

	2016	August	September	October	November	December
Newsletters	Partner Newsletters/E-diary	As and when	Greenlea – spring edition ANZCO -spring update to QA farmers. Snapshot in all B+L e-diaries	ANZCO – Farmer newsletter –	Beef & Lamb NZ newsletter (UYFB dates, NZIPIM breakfast)	
	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	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	Federated Farmers Friday Flash (Weekly). Info as and when AgriOne newsletter. Info as and when Sheep & Beef Vets newsletter (6 monthly) AWDT Newsletter Fed Farmers Farming Review (Theme- securing your future)
	RMPP e-newsletter	Edition 2	-	Edition 3	-	Edition 4
Media	Press Release		Te Keo, ANZCO pilot farmer, Wairarapa Red Meat Network (Emma Higgins, Rabo) Farmers Weekly – Oped on Pathways to Farm Business Ownership	NZ Farm Assurance Programme	Curriculum in Schools – partner schools piece NZ Farmer Column (Greenlea, Alliance) Pathways in Farm Business Ownership – collaboration piece Parris’ mentor – from their angle (TBC) ANZ planning workshops (Gisborne)	NZ Farmer Column (ANZCO, one other partner?) Feedsmart app – farmer who has used it (TBC) Pilot Extension first year evaluation research
	External article (reporter, partner)	Southland Girls Teen Ag Meat companies working together AWDT Southland article ANZ – Opinion Editorial	Alliance Pilot Farm – Parris’, Tuatapere ANZCO Pilot Farm – Mt Somers	Malcolm/Michael speaking to Southland Times	Beef + Lamb – FeedSmart app AWDT – 2017 UYFB Dates launch	

	2016	August	September	October	November	December
			Rabobank – Report from Matt Costello due out		Greenlea – David Kidd, Routine weighing angle Greenlea – Vicki Gower, Benchmarking angle Computer courses – wrap up for 2016 (NZX agri)	
	Social Media	Daily Twitter posts and retweets Weekly Facebook posts and shares	Daily Twitter posts and retweets. MPI to do run of RMPP tweets 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	Presentations to: Beef & Lamb Farmer Council NZIPIM Conference AgFirst Conference National Party AgCaucus briefing Beef & Lamb Technology Expo Greenlea pilot farmer workshop	Presentations to: Beef & Lamb Extension conference MPI Lunchtime session NZ Meat Board Rabobank ‘Pathways to Farm Business Ownership’ seminar Attendance at:	Presentations to: Alliance pilot farm group (Invercargill) International Beef Alliance (Rotorua) Nth Canterbury MPI day (TBC) Grains Research Development Corporation (Chch) Attendance at: Rural Business Network, National Advisory Group, (Hamilton) Guild of Ag Journalist Awards (Wellington)	Presentations to: Hawke’s Bay Regional NZIPIM branch meeting Federated Farmers. 3 x meetings (Territory Managers, Meat & Fibre executive and Communications team) World Farming Organisation: Global Greenhouse Gas Research Alliance (pilot farmer in Marton) Beef + Lamb Farmer Council exec (Chch) Animal Welfare? (TBC) PWG about social media Attendance at: MPI PGP Expo (Theme: Our food & fibre future) Primary Schools linking with farmers launch	Presentations to: PAC Meeting Attendance at: Rabobank launch of reports (TBC) Workshop: Benchmarking (TBC)

	2016	August	September	October	November	December
					Canterbury A & P Show (Minister Guy talking Feedsmart app) Northland RED workshop	
	Additional plans completed	NZ Farm Assurance Programme		One pager project plans (draft)	Extension UMR pilot research comms plan Communication Crisis (draft)	One pager project plans (final)
	Reporting	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	Monthly report to partners Monthly summary to partner communications team
	Website	Overhaul of content, links and all pages.	Overhaul of content, links and all pages.	Overhaul of content, links and all pages.	Overhaul of content, links and all pages.	Maintenance of site
	Public documents		Booklet One pagers on each project	Booklet One pagers on each project	Farmer specific cover letter with booklet and 'save the date' for National Workshop 2 page spread for Beef + Lamb Annual Report	Pilot farmer thank-yous (booklet, press articles, national conference?)
	Partner catch ups	Communications strategy day (Wellington)	Communications catch up (phone) Jan Keir-Smith, Beef + Lamb NZ Janet Wright, ANZCO	Russell Cavanagh and Todd Grave, Blue Sky Meats Rua Crofsky and Feilding Team, Rabobank Justin Courtney, Silver Fern Farms	Communications catch up (phone) John Bennet - ANZ	