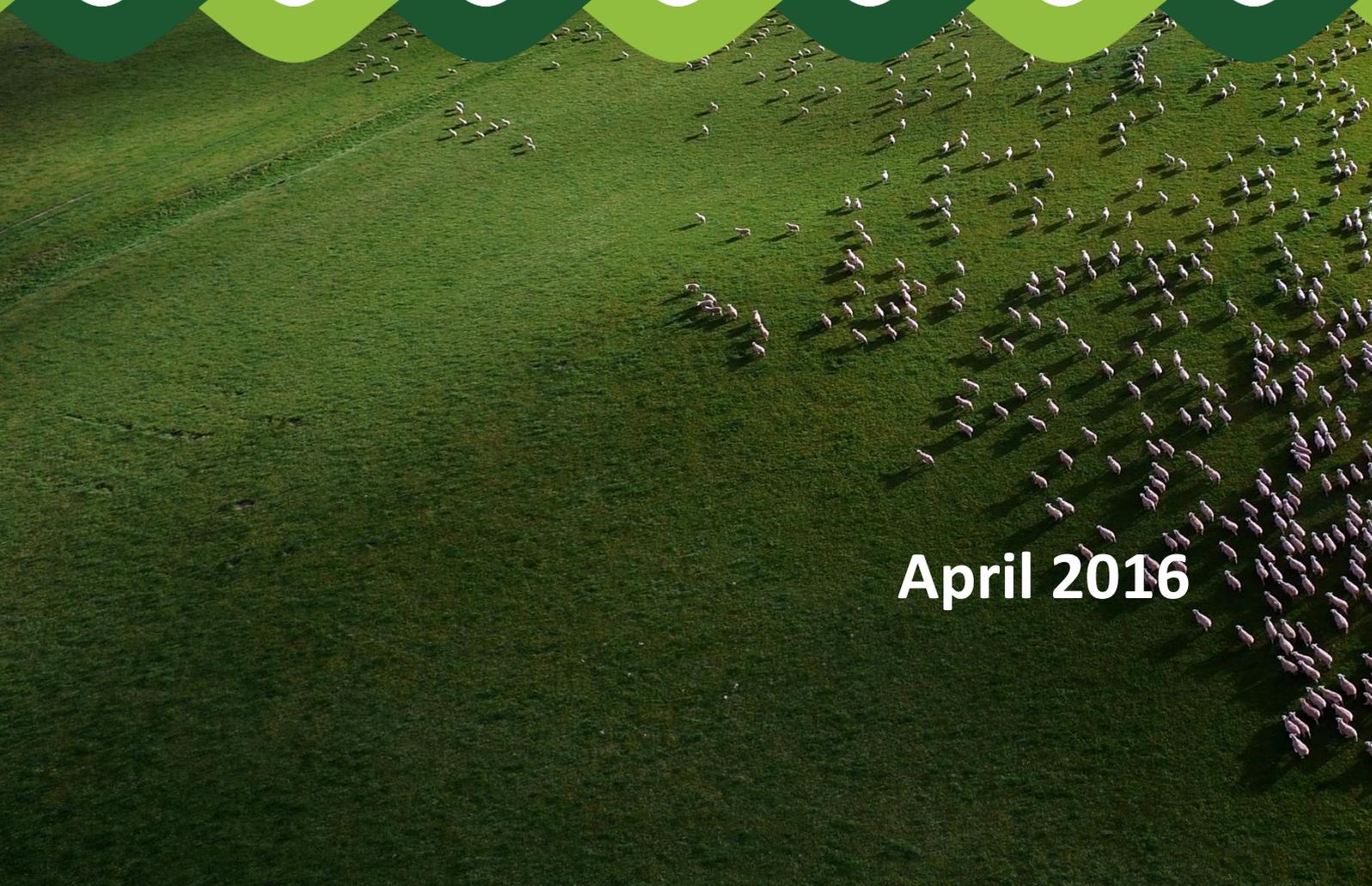




Partner Monthly Report



April 2016

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Project Summaries

Research Behaviour Change

Segmentation and High Performance Farmer

The transcription from the high performing farmer's day held in late March is almost complete and we are expecting that will be available for partners by mid May. We are now considering how we can better utilise this group of farmers within the wider programme.

The slide pack from the RMPP segmentation survey has been provided to all partners, and is also available on the RMPP sharepoint shared folders site. There has been some quite positive media attention focussed around the material which has resonated well with the industry. UMR continue to be invited to speak at various gatherings around the country to present the findings from this and the characteristics of high performing farmers.

Supply and Procurement

Revised project plans (per focus area), taking into account farmer views from the survey findings and insights obtained during research and discussions with processors, were designed for the Supply and Procurement Project and presented to the PSG in April. The PSG provided feedback on the plans noting that further work is needed to better define the outcomes and provide transparency around the benefits and value to farmers if changes were made.

This feedback has been taken into account to prepare a revised project plan which first focuses on quantifying the "cost" of the supply chain to the industry and potential "size of the prize" before launching into specific research on the three focus areas being uncertainty and timing of supply, procurement agents/sale yards and transport. Given that Supply and Procurement is a research project, it is anticipated that further detail and transparency around outcomes, improvements and potential benefits to farmers will be available once the research is complete. If available, and approved, these outcomes would be implemented through the Farm to Processor Project.

The further revised project plan and UMR report will be presented to the Advisory Group for comment and recommendations in May 2016.

Sector Capability

Attracting Talent

Agriculture in Education

The resources and assessment material for secondary schools is now being trialed in 14 secondary schools during 2016. MOUs are being signed with these schools, to ensure we gain the feedback required. Briefs are being developed for teacher conferences, to ensure as many teachers as possible are aware of this RMPP project for uptake into more schools in 2017.

A meeting is scheduled in the North Island and South Island during May with potential stakeholder groups and the Ministry of Education, to commence progress towards a sustainability plan for this work.

Develop Emerging Talent

The **Leadership Pathway Programme** is for executive committee members of TeenAg clubs. We were aiming for 100 students this year enrolled in the programme. 120 registrations have been received to date. 70% of the students have completed the first term module based on goal setting and leadership styles. The content for term two covers team culture and team behaviour.

The **Red Meat Network** is for students in tertiary study. Lincoln University held their first meeting in April. Half of the Lincoln students have returned after being in the network in 2015. The students have decided who they would like to have as their speakers for 2016. Mike Petersen will be the first speaker in May. Alistair Kenyon, a North Canterbury vet spoke at Telford's first meeting. Waikato University students also met in April, Erica van Reenen, a Rural Consultant spoke to them. The students were very interested in her background and career path.

Leadership and lifelong learning supported through nationwide networks

TeenAg clubs had a focus on planning and fundraising during April. Many club members have won a spot in the TeenAg competition finals at the Young Farmer Competition. As an example of activity for the month the Wairarapa College club held a brainstorming event with the club executive to plan activity for the remainder of the year. They have organised a guest speaker from a Young Farmer Club to talk about his career pathway, and a speaker from the shearing industry.

In 2016, 45 TeenAg club members have gone onto Lincoln University and joined the Lincoln University Young Farmer Club. 59 TeenAg club members have gone onto Massey University and joined the Massey Young Farmer Club. Hence, both clubs have a higher membership on the previous year.

The **Rural Business Network** had one meeting in April in the new Gisborne hub. Jacqueline Rowarth from Waikato University was the guest speaker, the topic was Intergeneration workforces - the passion and the pain. 38 people attended. 29 were sheep and beef farmers.

Capability Development

National Roll out of Computer Upskill Programme – The tutors came together for a training session on 28 April in Wellington. Each tutor is now setting their training dates and a marketing plan for each region will be developed. Many of the tutors already know a ready market of farmers to tap into.

Understanding Your Farming Business – During April, seven programmes completed their workshop series. Graduation events will be held in May for those programmes, where the male partner is invited to the event to gain a better understanding of what the workshop series covers and how to integrate it into the farming business.

Entry /Exit farming models – There was a research workshop with 18 young farmers in Methven to gather feedback on pathways to farm ownership, barriers into a farm business, resources they have used to date, ideas for what would help them in the future. A meeting is scheduled with the Rabobank Succession team on 3 May and the Advisory Group on 4 May.

Key next steps – at a glance	Completion Date
Attracting Talent	
Five Rural Business Network events (Northland, South Canterbury, Otago, Mid Canterbury, Waikato)	May 2016
Capability Development	
Understanding Your Farming Business -Graduation events for seven programmes.	May 2016
Dates set for Computer Upskill workshops in the regions.	May 2016
Entry Exit farming model update to PSG	May 2016

Extension Design

The Meat Company pilot facilitators have been asked to provide a quarterly report (one different company each month) which covers farmer and facilitator feedback on the pilots for the first quarter of 2016. Observations and learnings which reflect themes that have emerged are:

- Improving farm practices:
 - ‘being involved in RMPP has motivated a few of the farmers to begin their own on farm measurements and draw their own conclusions on some of the practices they were undertaking’.

- Supporting farmer learning outcomes:
 - ‘killing sheet analysis was the key to engagement for the young farmer group. It benchmarked their lamb production performance against a larger group. For some this was a significant reality check and at odds with their perception of how they were doing’.
 - ‘the importance of being able to adjust workshops/events while doing them, depending on how it is going and noticing what the participants understand etc. One expert involved said that the workshop they had run was “...too ambitious for the original plan with all soil mapping etc. by first workshop – adjusted his plan as could see this. Will need to adjust plans for next workshop. They were surprised at the lack of knowledge in some areas (e.g. drainage, ripping, pugging) as some of this information has been around for 30 years – what is the reasoning behind this lack of knowledge?”
- Accessing relevant and timely expertise:
 - “farm consultants have provided real value in terms of direction and advice. The ability for the processor to facilitate this is extremely effective.”
 - the farmer said, “met with John Stantial to put together the feed budget for the farm. The budget indicated that we would run out of feed at a certain point, and that is exactly what happened”.
 - another farmer commented that it will help change him from being a hindsight farmer to one that is more aware of what is coming.
 - that significant gains have been seen through using high performing farmers to show what they achieve from a practical point of view; as well as exploring mentoring for one of the pilot farmers, saying that this has “worked spectacularly well”.

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

- ANZ Business of Farming workshops. The operating model which is emerging from the farm pilots is being tested through a series of business planning workshops. The ANZ are gathering a number of farmers in a group and working through a specific area of focus – namely business planning. The farm business professional-support eg accountants, are invited along to the workshop and a business plan will be worked through by the farmers. This will be facilitated by a respected professional. There will be follow up in the months after the workshop. Both Richard and Denise will evaluate the process and the farmer response/ feedback to the workshop which will be used to inform the development of the following workshops. The first workshop will be held on the 19th May in the Hawkes Bay.
- Alliance Meats are running a Maori agribusiness pilot group with the Awhina Group. Alongside this, an initiative will be undertaken which aims to engage with Maori Agribusiness at several levels from Governance through to operational level, and the management layers within these. The purpose of this is to develop and test a model which can be translated to other Maori AgriBusiness. This is still in the scoping stage.
- A farmer reference group is being established through B+LNZ. This group will help with the co-development of RMPP activities by feeding back on strawman/concepts being developed by RMPP management. It is anticipated that this group will hold its first meeting by Mid/ late June.

- RMPP management has met with the other pastoral based PGP’s and shared the extension learnings gained from the farm pilots to date. The DINZ Advanced Parties approach is similar to RMPP and there are significant learning to be shared. RMPP is also working with Wagyu/First light in guiding the development of their extension strategy, based on the learnings from RMPP. It is anticipated that Wagyu will test the emerging extension model on a new and different audience delivered through parties with several degrees of separation from the RMPP work to date. It is anticipated that the same evaluation process currently being employed within RMPP will be used for this PGP which will provide the ability to compare and contrast approaches and outcomes.
- The RMPP management are currently testing the usability of the social science software package nVivo. This package enables qualitative data to be collated across different mediums and reports, to consolidate learnings aligned to key words and themes. It will also provide the ability to quantitatively analyse those learnings.

Key next steps – at a glance	Completion Date
First ANZ Business of Farming workshop – Hawkes Bay	19 May 2016
Pilot Working Group meeting – face to face	20 May 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

The **eASD** proof of concept is nearing completion with successful outcomes. New **Benchmark** models have been developed and undergone initial review. Core **DataLinker** development is complete and work underway in preparation for first pilot data transfer. The **RGW** algorithms have been enhanced ahead of animal trials in May. The RFI process to identify a digital partner to develop the proof of concept **Information Hub** is in progress. An on-line **sheep and beef feed planner** has been developed.

Data Integration

DataLinker development generally remains on track. Refinements have been made to the core engine as peripheral development work has commenced. Both the Carcass and Livestock Transaction Data schemas have been fully defined and work has commenced on two further schemas, Animal Data and Breeding Values.

B+LNZ Genetics have completed the development work required to import carcass data via Data Linker and both pureFarming and Farmax have commenced this work. Alliance, ANZCO and FarmIQ have not yet commenced development, but are committed to doing so. Note. Data cannot be exchanged until Alliance and/or ANZCO have undertaken this development work as carcass data is the first data set to be shared via Data Linker.

Work continues in defining simple online licence terms and conditions which will cover the supply and use of data. Good progress is being made, but the natural tensions that exist between Providers and Consumers of data are creating some challenges, which remain to be fully resolved.

There are some positive discussions underway with the next potential group of early adopters, which includes some large industry players. Nothing is concrete yet, but it seems there is a reasonable expectation some of these will come to fruition.

Interest in Data Linker has been expressed by FIR and SheepGenetics Australia, with Rezare visiting these organisations while in Australia to provide further information.

The first Data Linker Ltd board meeting was held on 5th May.

eASD Proof of Concept development has effectively been completed and released, including both Android and Apple mobile app versions now being available. Submission levels continue to be relatively low, but additional processing plants (ANZCO and Progressive) and farmers have now been added to counter this issue.

Options for an extended pilot phase are being reviewed to provide wider exposure and “stress” test the system with greater volume and a business case for full scale deployment, including farmer to sale yards, farmer to farmer and rural data connectivity solution is being prepared.

In preparation for development of the **Information Hub**, an RFI has been issued to identify a digital partner who will both develop the Proof of Concept and in the longer term be B+LNZ’s preferred supplier of web services. The aim is to have identified a suitable vendor by end May.

Benchmarking

Development of the three new **Benchmark** models has progressed well.

The revised carcass defect model has been used to generate reports for RMPP pilot farms and we await farmer feedback on this. We are confirming how each processor treat defects to ensure we can standardise the “loss of income” figure we intend to report for top three defects.

The Kgs/ha model has been reviewed by relevant people at ANZ and B+LNZ Economic Service. All have confirmed this to be a good tool and we are incorporating some final suggested changes ahead of initial use with ANZ pilot farm business planning workshops.

The Live Weight Gain model is complete apart from a few minor suggested enhancements.

It must be remembered that these are only at the model stage. To provide these as benchmarks to the wider sector, kill sheet data will have to be supplied on a regular basis from each processor (ideally via DataLinker), the models converted into working benchmark tools and the online Information Hub developed as a portal to host these. It is likely to be late 2016/early 2017 before this is in place.

Decision Tools

The **Rapid Group Weighing** project is tracking as per schedule. The algorithms used to calculate animal weights over the scale have been tested against data from the 4 element scale and as a result further improvements made. Accuracy greatly improves as the number of animals on the scale decreases, so the animal limit will be reduced from 6 to 4 for the next trial. The next field trial is scheduled to commence mid-May at Ruakura farm.

An **on-line sheep and beef feed planner tool** has been developed and is currently being tested by a number of B+LNZ Extension Managers. Following their feedback and any minor enhancements being required, this will be offered to a wider group for testing ahead of being made publically available.

Key next steps – at a glance	Completion Date
Data Integration	
Commence data transfer trial via DataLinker with 2 organisations	May 2016
Work with other DataLinker pilot organisations to mitigate risks of being unable to participate in trial	May 2016
Work with RMPP processor partners to confirm commitment to supply benchmark data via DataLinker	May 2016
Identify way forward for eASD extended pilot	May 2016
Benchmarking	
Select digital partner for Information Hub Proof of Concept	May 2016

Key next steps – at a glance	Completion Date
Commence testing of new benchmark models	May 2016
Identify opportunities in pilot groups to test learning pathways via proof of concept web portal	May 2016
Decision Tools	
Extend trial group of sheep and beef feed planner	May 2016

Production and Provenance

NZ Red Meat Story

B+LNZ have organised a market development workshop to take place in early May. The aim of the proposed market development workshops is to develop ‘intent maps’ for the quality/integrity programme, and the market innovation programme. Representatives from 17 different organisations – farmers, industry stakeholder groups (MIA, B+LNZ, Federated Farmers, RMPP, AGMARDT, Lincoln University), Government organisations (MPI, MFAT, NZT&E), and nine meat exporting & marketing companies will be invited.

The aim of the workshop is to develop an ‘intent map’ for each programme. The ‘intent map’ will cover:

- 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.

Key next steps – at a glance	Completion Date
B+LNZ led market development workshops	May 2016

NZ Farm Assurance

The Advisory Group phone conference was held on the 6th April with the objective of confirming partner company participation in the NZ-FAP Pilot Programme. As a follow-on from this meeting the Alliance Group have informed me by email that they will not be participating in the Pilot Program at this stage. There will be follow-up with the Alliance Group to confirm their stance on the programme.

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. Preparation for the Pilot is nearly complete:

- DINZ have confirmed their additions to the standard and these have been approved by the Advisory Group.
- The draft NZ-FAP Standard has been completed along with the Programme Handbook and audit checklist.

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	27th May 2016
Pilot Programme completed	8 July 2016
Pilot Programme Reviewed by third party, report to AG and PSG	5 August 2016