



BEEF AND SHEEP

Organisations

- [Beef + Lamb New Zealand \(B+LNZ\)](#)
- [Extension 350](#)
- [Red Meat Profit Partnership \(RMPP\)](#)
- Other...

Vision

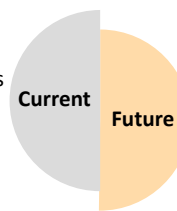
- New Zealanders respecting the place of New Zealand beef and lamb as a product in our national diet, and acknowledging the industry as a part of our country's culture and fabric
- Sustainable and profitable farmers, thriving rural communities, valued by New Zealanders

B+LNZ

12%
Of NZ's sheep are located in Northland/Waikato/BoP

These include:

- RMPP
- Fonterra
- Agri-Women's Development Trust
- Dairy Women's Network
- Northland Rural Support Trust
- Federated Farmers
- DairyNZ
- Processors



- Te Hiku Sheep and Beef Farming Collective?
- Catchment communities
- Agri professionals
- Collaborating with processing companies to promote & grow export opportunities
- ... are there others?

Collaborators



Initiatives

National Northland

Previous

- B+LNZ – NAIT workshops, partnered with OSPRI to boost farmer understanding of NAIT system; Sheep Production Field Days on sheep breeding, nProve & Body Condition Scoring

Current

- Northland Inc, DairyNZ, B+LNZ, MPI, Northland Regional Council – Extension 350, long-term farmer-learning-from-farmer programme

- B+LNZ – Generation Next; Action Groups; B+LNZ Awards; supporting catchment communities & farm planning (including sustainable natural resource planning) via farmer-facing events, webinars, podcasts etc.; supporting winter crop planning programme; growing better beef & sheep campaigns; launching 'Taste Pure Nature' brand

Planned

- B+LNZ – Dairy Beef Progeny Test Webinar; Farming for Profit Field Days; NAIT Roadshows; Resilient Pastures for Resilient Farmers; Facilitating Learning and Change Programme

20%
Of NZ's beef is produced in Northland (2017)

Approx. 93%
Of commercial sheep and beef farms are owner-operated

Challenges

- **Climate change** – leads to heat stress, more episodic droughts and floods, animal diseases (ticks, parasites); Northland's grass species become challenging to manage
- **Significant Natural Areas** – how to sustainably manage Northland's large areas of indigenous habitat within a pastoral-based farming system
- **National shortage of consultants with diversified farm systems expertise** – difficult to increase the number for various reasons
- **Biosecurity** – e.g., M. Bovis
- **COVID** – impacting market access etc.
- **Transport** difficulties and expense due to remoteness
- **Access to water** in Northland

Opportunities

- **Extension 350** – possibility of cluster groups continuing beyond the formal programme (people remaining in contact, continuing to learn/grow)
- **Environment & production** – specific interest noted from farmers in these topics at recent Northland field days
- **Infrastructure** – Northland has two modern beef processing plants
- **Markets** – growing export opportunities and access to global markets, e.g., China
- **Building diversified resilient landscapes** – e.g., beef / sheep into arable and / or forestry ('the right animal in the right place, the right plant in the right place')
- **Building catchment communities** to strengthen wellbeing, cohesion

Potential cross-sector collaboration



- **Develop He Waka Eke Noa strategy collaborations** – could B+S work with forestry to meet He Waka Eke Noa goals?



- **Build drought resilience into farm systems** – rather than rely on big irrigation systems
- **Collaborate on biodiversity, flood mitigation etc.** – work with forestry and environmental services/organisations on riparian planting/fencing to improve water quality, stabilise banks, encourage biodiversity (e.g., develop eco-corridors to provide shade, drought relief...), & improve public perception of farming
- **Recognise and develop diversified farming systems** – how could primary sectors work together? E.g., identify & showcase farms that are already doing this; use extension services to upskill people; develop a Farm Environment Plan that covers all produce types on a property



- **Collaborate to find workers** – build their knowledge and capability
- **Incentivise advisory upskilling, collaboration and employment** – could B+S work with government to overcome challenges in the advisory sector? (According to recent Primary Industries Advisory Services System and Workforce Research, 2021)



- **Investigate agritourism opportunities** – could B+S work with tourism and/or wine sectors to promote agritourism e.g. luxury farm stays, cattle station experiences?



- **Use social media influencers and channels** – could the beef and sheep sector use these to reach a wider international audience, e.g. China?
- **Encourage farmers to get on board to support international market access and value-add** – e.g. build their social license by launching the 'Taste Pure Nature' campaign domestically, developing accreditation programmes and providing farmer support

References

