



Sustainable Beef Farming in New Zealand



Terry Meikle
Regional Manager – North
America

**Global Roundtable for
Sustainable Beef**
Sao Paulo, Brazil
4 November 2014

1. Who We Are

2. The Challenge of Improvement

3. Red Meat Profit Partnership

- Industry-good organisation, farmer-owned
- Funded by producer levies
 - NZ \$25.7m in levies in 2013
 - Requires a referendum, last in September 2009, next in 2015



FARM

MARKET

PEOPLE

INFO

STRATEGIC OBJECTIVES (WHAT WE DELIVER)

Deliver research, development and technology transfer for whole farm systems

Deliver market strategies to improve access, demand and positioning for New Zealand meat and related products

Provide leadership to improve the standing of the sheep and beef sector to attract and retain skills

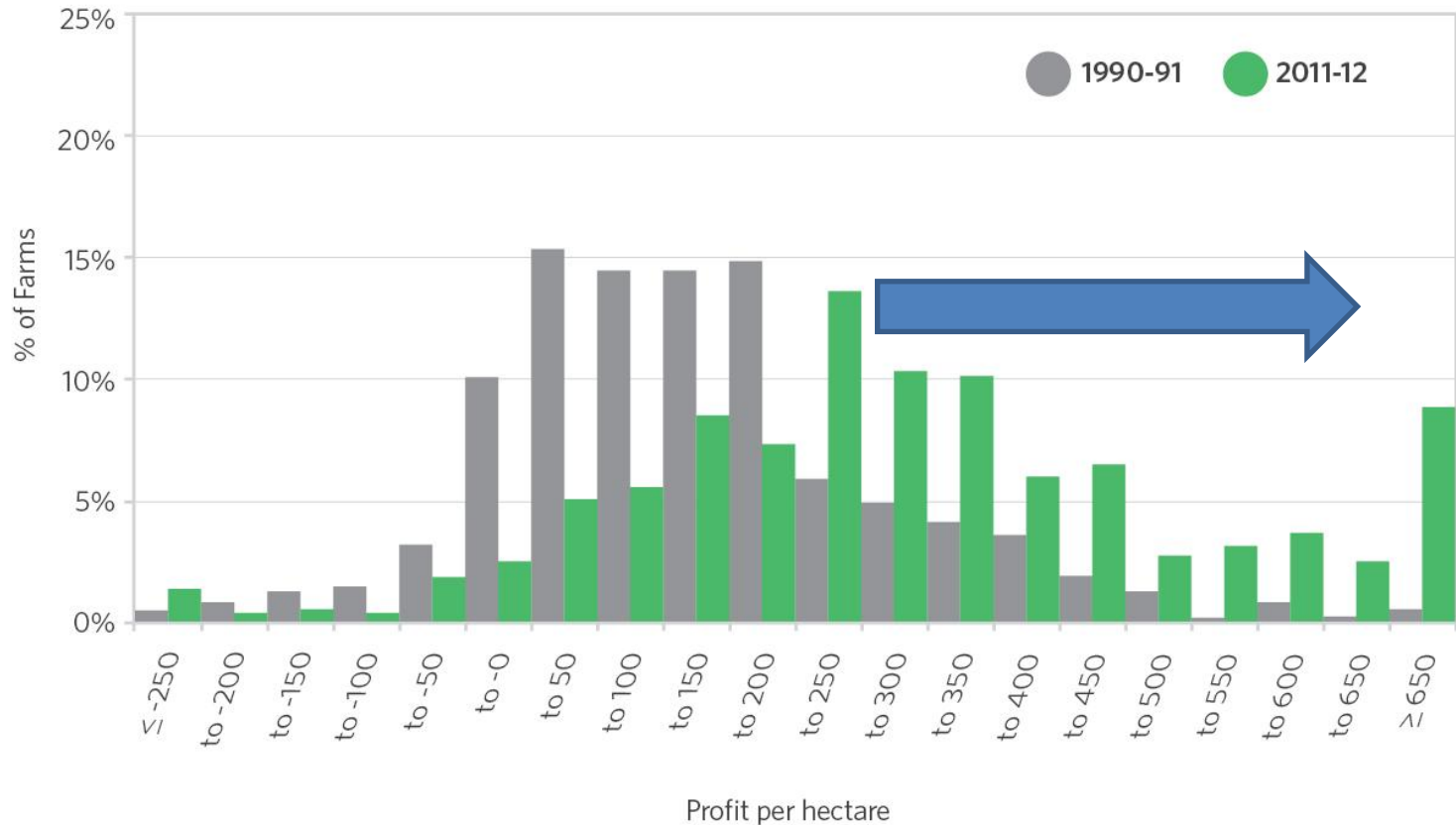
Provide credible information and analysis to support better decision making

1. Who We Are
2. The Challenge Of Improvement
3. Red Meat Profit Partnership

SECTOR CHALLENGES - FARM PROFIT VARIATION



Farm profit variability



Source: Beef + Lamb New Zealand Economic Service, Sheep and Beef Farm Survey

- GRSB
 - Joined in 2014
 - Provided input from NZ perspective
 - Regional perspective and interpretation is key
 - NZ doesn't have a regional roundtable
 - Will be active in this process – relationship to NZ law and regulation

LAWS, REGULATIONS, INDUSTRY EFFORTS



- Animal Welfare Act 1999: “Five Freedoms”
- Carbon footprinting studies
- Global Research Alliance – livestock emissions
- On-farm MPI verification audits
- Sustainable Beef Integration Programme
- Red Meat Profit Partnership

WATER SUSTAINABILITY – A HOT TOPIC



- Water – quality and quantity
- Environment extension – equipping farmers
 - Land and Environment Plans (LEPs)
 - Catchment by catchment discussion
- Economic analysis
- Water storage and irrigation
- Land and Water Forum (collaborative process)

1. Who We Are
2. The Challenge of Improvement
- 3. Red Meat Profit Partnership**

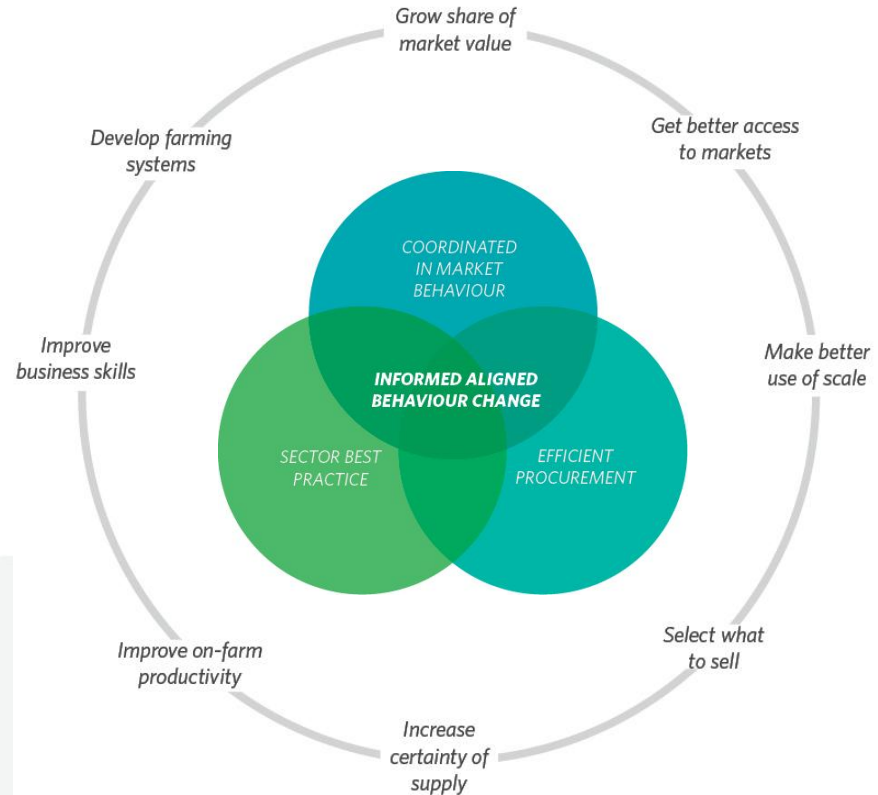
DRIVERS FOR CHANGE

Red Meat Sector Strategy findings



The strategy outlines actions under three key themes:

- Increased coordination of market behaviour
- Efficient and aligned procurement
- Sector best practice



Source: Red Meat Sector Strategy (2011)

RED MEAT PROFIT PARTNERSHIP



- Partnership to lift sheep and beef profitability and productivity
 - Government
 - Beef + Lamb New Zealand
 - Meat processing, exporting and marketing (Alliance, ANZCO, Blue Sky Meats, Greenlea Premier Meats, Progressive Meats, Silver Fern Farms)
 - Financial services (ANZ Bank, Rabobank)
- 7 year programme costing NZ\$65 million
 - 50% from government
 - 30% from B+LNZ
 - 20% from meat processing industry



RED MEAT PROFIT PARTNERSHIP



- **Project 1: Understanding Behaviour Change**
 - What are the barriers to, and motivations for, changes to farm practices? What makes ‘High Performance Farmers’? How to segment the farmer population to better deliver messages?
- **Project 2: Sector Capability**
 - Attracting talent, developing existing farmers and farm advisors. Having an effective extension programme to enable behaviour change on-farm
- **Project 3: Systems and Data Integration**
 - Develop key metrics to assist farmers decision making; promote a greater interaction of industry-wide data; develop farm business tools and calculators
- **Project 4: Production and Provenance**
 - Continuous efficiency improvement; lifting the standard of the average red meat farmer; aligning assurance programmes - addition of environmental indicators; building a positive story around New Zealand beef and lamb