

## Red Meat Profit Partnership (RMPP) Quarterly Report Summary

### October – December 2014

This marks the end of the first full year for RMPP. The focus in the past year has been to establish the projects to a stage that we can commence implementation. This will be staged throughout 2015. A research programme was commissioned to establish an objective and informed platform to guide the projects. This was completed in November 2014. The research, which is the most in-depth study conducted in this area within the New Zealand sheep & beef sector, involved over 1000 farmers and trusted farm advisors. It focused in on three key areas;

1. Understand barriers to and motivations for on-farm practice change. Based on this, identify best channels/ approaches to initiate change.
2. Identify drivers/ characteristics of high performance farmers – what do they do that sets them apart from others.
3. Within Extensions (information and technology transfer) identify what has worked well and why plus what has not and why – from this outline the critical success factors and approach.

This information has been used extensively in the projects to ensure that the RMPP is being farmer led – it is critical that we deliver something that the customer wants and will assist them drive productivity and profitability on their respective farming businesses.

Based on the above, the RMPP team and Partners are focused on implementing the below plan in 2015.

Project	Status / key next steps	Implementation
Research	<ul style="list-style-type: none"><li>• Complete all 3 streams</li></ul>	November 2014
Extension design	<ul style="list-style-type: none"><li>• Commence on-farm pilots (80+) to test extension models</li></ul>	March – May 2015
Data & Systems	<ul style="list-style-type: none"><li>• Recommendation on structure/approach</li><li>• Operational (benchmarking)</li></ul>	May 2015 November 2015
People	<ul style="list-style-type: none"><li>• Implement programme within schools</li><li>• Commence farmer development to align with Extension Design and Data &amp; Systems</li></ul>	March 2015 February 2015
Standardised on-farm QA	<ul style="list-style-type: none"><li>• Pilots in-field</li></ul>	May 2015
NZ / Industry story	<ul style="list-style-type: none"><li>• Commence industry implementation</li></ul>	Mid 2015
Farm to processor	<ul style="list-style-type: none"><li>• Recommendations based on industry review</li></ul>	March – July 2015

Now that the programme is moving to implementation, there is significant focus being placed on communications – this will include the RMPP website which will go live in March.

There has been focus to-date on engaging with various industry groups to ensure RMPP actively involves the industry. This includes, amongst others; CAANZ, NZVA, Farmer Council, NZIPIM, leading farm consultants, Federated Farmers, Lincoln University and Massey University. Additionally, there has been substantial interaction with other PGP's where RMPP has alignment. In some cases RMPP will be working closely with others, such as in the Data & Systems area whereby RMPP will work together with DairyNZ to develop a pan-industry solution for part of the project. This has increased our effectiveness and reduced potential duplication.