



QUARTERLY PROGRESS SUMMARY: January – March 2015

Red Meat Profit Partnership (RMPP)

Summary of progress during this quarter

Overall

- The focus this quarter has been on getting the projects up and running, with the appropriate input from the project teams, advisory groups, farmers, trusted farm advisors and the programme steering group/board.

Research

- Issued and communicated the 3 component parts of the research that was completed in November 2014 to RMPP partners plus industry associated partners such as; Federated Farmers, Deer Association and Farm IQ plus farmer field days. Research component parts being;
 - understanding characteristics of high performance farmers,
 - understanding motivations & barriers to change (on farm) and
 - understand best approaches to drive extension (knowledge and technology uptake)

Farm to Processor

- This project which is being led by Andrew Gibbs (Deloitte) is reviewing the supply chain between farm and meat processor to identify potential financial gains and pathways. The first stage of the pilot analysis programme has been completed whereby the processor partners have submitted their input covering; Loyalty; Contractual Terms; Quality and Animal Welfare; Procurement Agents and Sale Yards; Timing of Supply; and Transport. This will be reviewed in the next quarter and the farmer focused research will be implemented.

People – Sector capability

- Two of the proposed six projects commenced in schools and universities. These projects are designed to attract more students in the red meat sector (on farm, Agri-businesses and Ag science) – those being;
 - Emerging Talent Identified and Cultivated - Coaching and support programmes for secondary and tertiary students to attract more students in the red meat sector
 - TeenAg – Driving membership clubs in secondary school along with a competition series.
- The on-farm skill project commenced. The objective of this project is to offer farmers and their partners the opportunity to upskill in areas that will have relevance the RMPP programme. The first sub-project has been workshops for women in the farming partnership and has focused on farm financials, benchmarking and business planning. Ten of these workshops have been initiated throughout the country.

Extension - Sector capability

- The majority of the pilot farms have been identified by the meat processor partners who will drive this programme with RMPP project management support. Various other trusted advisors will also be included. These pilots which will be up and running in the next quarter will test the extension approaches identified in the research. The objective being to identify what extension approaches work best to deliver uptake and profitable returns. This is currently a two year pilot programme and will ultimately inform / guide the development of a revised national extension network.
- ANZ as part of its role has initiated 10 business of farming workshops with farmers and advisors. These workshops have largely taken place on the host farm and have focused on productivity and associated ROI from initiating various activities such as new pasture programmes.

Systems and data integration

- This project is advancing on four key fronts;
 - **Standards work (Animal, Land Application, Finance)** – RMPP has been working with CAANZ and the Dairy PGP to identify standard terminology and approaches in the abovementioned areas.
 - **Systems & data platform:** the approach and ownership models are near completion for the three component parts; presentation layer, datalinker (integration) and database. The datalinker component which in essence enables and facilitates integration of multiple external systems is being jointly managed by RMPP and the Dairy PGP.
 - **Benchmarking:** various industry partners and farmers have had input to the benchmarking dashboard – the above system will enable this as well as the wider distribution of on-farm tools to assist in productivity focus. The target is to complete this in the next quarter.
 - **Electronic Animal Status Declaration (eASD):** the objective with this project is to improve the current ASD process (paper based) and evolve to an electronic platform. Given RMPP have six meat processors as partners, it was agreed that RMPP offered a good environment to manage this change. RMPP are working with OSPRI and MPI to deliver this. The process mapping and the business plan are near completion – the business plan will be submitted in May.

Red Meat Base line Quality Assurance

- This initiative is focused on developing a standardised QA programme for the red meat industry – in this quarter the meat processors have worked together to develop the baseline QA standard and pilot protocols. This has been facilitated by Assure Quality and includes the QA representatives from each of the partner meat processors.

Key highlights and achievements

Completion of the Research

- All three stages of the initial research were completed in the last quarter of 2014. This covered;
 - understanding characteristics of high performance farmer,
 - understanding motivations & barriers to change (on farm) and
 - understand best approaches to drive extension (knowledge and technology uptake)
- The focus in this quarter was to ensure that the RMPP partners and associated partners were well versed in the research and key findings. The focus now will be to broaden the communication.

Collaboration with other PGP programmes

- There are multiple areas where RMPP is collaborating with other PGP programmes – they are;
 - Research: FarmIQ via their common partner Silver Fern Farms have been given access to the research.
 - People (sector capability) – when reviewing the RMPP programmes, DairyNZ has been widely consulted given the similarity in projects.
 - Systems and data integration:
 - The data-linker (integration layer) is a common project between the RMPP and the Dairy PGP programmes
 - The standardisation (**Animal, Land Application, Finance**), has common elements between RMPP and the Dairy PGP
 - IT Platform – when reviewing the requirements and appropriate applications, RMPP has consulted closely with FarmIQ, DINZ PGP, as well other relevant industry entities that had databases.

Upcoming

Overall

- The key objectives this quarter are;
 - Have all the projects up and running.
 - Intensify communications with the launch of the website plus articles on key projects, including the research. The objective being to engage the wider farming community now tangible activity is commencing.
 - Initiate a “Cost Benefit Analysis” (CBA) within the RMPP programme. NZIER have been appointed to manage this process. Objective being to implement a benefit tracking / realisation process. This will assist in guiding the RMPP management, Advisory Groups and Steering Group to manage the programme in an informed and objective way.

Research

- Drive communications of the current research
- Investigate potential of initiating more research with High Performing Farmers to specifically understand “what” it is they are doing. This will complement the first round of research with High Performers which focused more on the “drivers”.
- Initiate and completed farmer research relating to the “farm to processor” project to gain farmers perspective on the farm to processor supply chain.

Farm to Processor

- Fully review and analyse the information submitted by the RMPP partner processors
- Once the farmer research (outlined above) is complete, a full and detailed position will be drafted – the output will identify the potential financial gains and pathways to achieve them. This will be done within context of the current industry model.

People – Sector capability

- Complete and have up and running an additional two projects, those being;
 - Introducing the red meat sector into secondary schools curriculum and,
 - Rural business networks

- Continue with the on-farm upskilling in areas that will have relevance the RMPP programme. This will include the workshops for women in the farming partnership, focusing in on farm financials, benchmarking and business planning. Additionally, a project will commence to upskill farmers in the IT area. This has been piloted and is ready to roll-out.
- A full review will be completed on additional requirements for up-skilling, specifically in support of the Extension and Systems and Data Integration projects.

Extension - Sector capability

- All 66 pilot farms (aligned with RMPP partner processors) will be running – these will test the various knowledge / technology transfer approaches.
- The ANZ and Rabobank initiatives (seminars / workshops with farmers) will continue – they will cover areas such as;
 - productivity and associated ROI from initiating various activities
 - farm succession
 - farm ownership.

Systems and data integration

- This project is advancing on four key fronts;
 - **Standards work (Animal, Land Application, Finance)** – complete the review process via CAANZ and make recommendations to the wider rural finance network (banks and CA firms) throughout NZ. Their input will be requested.
 - **Systems & data platform:** Finalise and gain approval by the RMPP partners/ PSG to the “approach and ownership” model.
 - **Benchmarking:** complete this process and identify the optimum benchmarks to proceed with. These will be guided by farmers to ensure RMPP is demand driven.
 - **Electronic Animal Status Declaration (eASD):** Gain sign off to the business case – this covers the proof of concept and a pathway to full implementation.

Red Meat Base line Quality Assurance

- Initiate a pilot programme to test the baseline QA. This will be conducted with 50 farms from around the country - representing land classes and farm types.

NZ Story

- This project will commence this quarter and target implementation in the 3rd quarter (July – September)
- The objective of this project is to initiate a common sheep and beef story that will be used/ communicated in a standard way by processors and exporters. The scope is; provenance, quality (supply chain) and health and wellbeing (nutrition).

Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$577,176	\$577,176	\$1,154,352
Programme To Date	\$1,973,246	\$1,973,246	\$3,946,492