

**YOUR
VOTE** |  **STRONGER
TOGETHER**



2015 SHEEPMEAT AND BEEF LEVY REFERENDUM

Levy Proposal



2015 SHEEPMEAT AND BEEF LEVY REFERENDUM

Section One

Why we need to hold a referendum

What it means for farmers

Proposed levy rates

Proposed activity 2016-22

B+LNZ successes

Section Two

Case studies of farmers using B+LNZ tools
and B+LNZ programme activity

Regional roadshow calendar

Section One

New Zealand sheepmeat and beef producers have an opportunity to vote on whether to continue to support the collection of a levy on sheepmeat and beef. This levy enables the work of Beef + Lamb New Zealand to continue.

WHY VOTE?

Under the Commodity Levies Act 1990 (CLA), Beef + Lamb New Zealand (B+LNZ) is required to ask sheepmeat and beef producers (including dairy farmers through their cull cows) if they wish to continue funding activities and programmes for a six year period from 2016-22. The current sheep and beef levy orders (the mechanism that allows a levy to be collected) run out in February 2016.

More than 50 per cent of voting farmers, by both number voting ('one farmer, one vote'), and their number of stock units (weighted vote), need to support continuing a levy for a new levy order to be approved. This voting process is applied separately for each of the sheepmeat and beef levy. If farmer support is not provided, the work of B+LNZ will stop.

If the levy orders are supported by farmers, B+LNZ will apply to the Minister for Primary Industries after the vote for approval of two new levy orders, one for sheepmeat and one for beef. The Minister requires a clear indication of farmer support to approve the levy orders for the 2016-2022 period. This referendum provides this indication of support.

WHAT WOULD A 'NO' VOTE MEAN?

A 'no' vote would mean that all activities supported by the levy voted against, would stop. Separate votes are held for each of the sheepmeat and beef levy.

WHO VOTES?

All sheep and beef producers are able to participate in the levy referendum. Beef producers include dairy farmers via the cull cows from their dairy herd. No levy is collected on bobby calves. Farmers must have owned livestock on 30 June 2015 to be eligible to vote.



Post



Fax



Online

HOW CAN I VOTE?

It's easy to vote. Just complete and post or fax the enclosed ballot paper to the address or fax number shown on the ballot paper. You can also vote online by following the link at www.electionz.com/blnz2015

REFERENDUM TIMELINE



HOW MUCH ARE THE SHEEPMEAT AND BEEF LEVIES?

Proposed levy rates from 2016-2022 are shown below. There will be no increase to either the sheepmeat or beef levy in 2016-2017.

Any change to levy rates above current levels and within the defined Maximum Levy Rate¹ would be subject to consultation and require strong farmer support. The CLA requires a Maximum Levy Rate to be set.

SHEEPMEAT

Levy Rate
(to 30 Sept 2017)

60c/head

Maximum Levy Rate
(2016-22)

75c/head



BEEF

Levy Rate
(to 30 Sept 2017)

\$4.40/head

Maximum
Levy Rate
(2016-22)

\$5.50/head



WHAT ARE FARMERS CURRENTLY PAYING?

Sheep and beef farmers on average² currently pay \$1,560 in levies each year, made up of \$1,160 of sheepmeat levy and \$400 of beef levy. Dairy farmers on average³ currently pay \$410 each year⁴. To work out exactly what a farmer pays multiply the number of sheep and cattle slaughtered each year by the levy rate, i.e. \$0.60/head for sheep and \$4.40/head for cattle.

HOW MUCH LEVY IS COLLECTED EACH YEAR?

The total forecast levy collection for sheepmeat for the 2015-16 financial year (the year in which the new levy period begins) is \$14 million and for beef is \$10 million.

Levy income is supplemented by grant funding received from the New Zealand Meat Board⁵ (NZMB) and in the 2015-16 year is forecast to be \$2.89 million from interest income used for Beef + Lamb New Zealand Genetics.

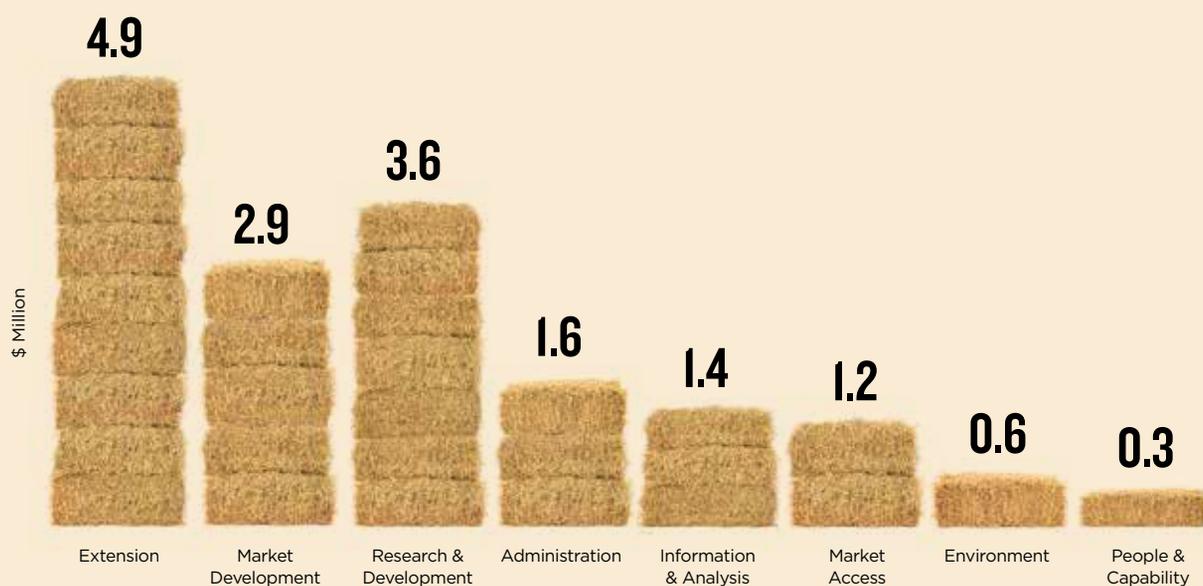
With this additional NZMB grant income, total B+LNZ investment is forecast to be \$27 million (\$11 million for beef and \$16 million for sheepmeat) in the 2015-16 year as shown on pages 6 and 7. \$5 million from a capital grant from NZMB Reserves is paid to the Red Meat Profit Partnership.

This farmer investment also attracts significant additional investment from Government, Crown Research Institutes e.g. AgResearch, meat exporters and tertiary institutions. In 2013/14 this amounted to a further \$34 million of co-investment into projects where B+LNZ was also an investor.

1. The Maximum Levy Rate is the highest levy that can be applied during the period of the levy order (2016-2022).
2. Defined as, All Farm Classes Average, B+LNZ Farm Survey 2014-15, comprising 2,800 head of sheep and 309 head of cattle at 30 June.
3. From DairyNZ and B+LNZ Economic Service, the average dairy farm comprising 415 milking cows at peak.
4. Note for comparison - the average dairy farm paid approximately \$5,630 per year in milksolids levy to DairyNZ for the 2014-15 financial year.
5. See section on New Zealand Meat Board for more information.

SHEEPMEAT LEVY

Sheepmeat programme expenditure including NZMB funding for the 2015-16 year

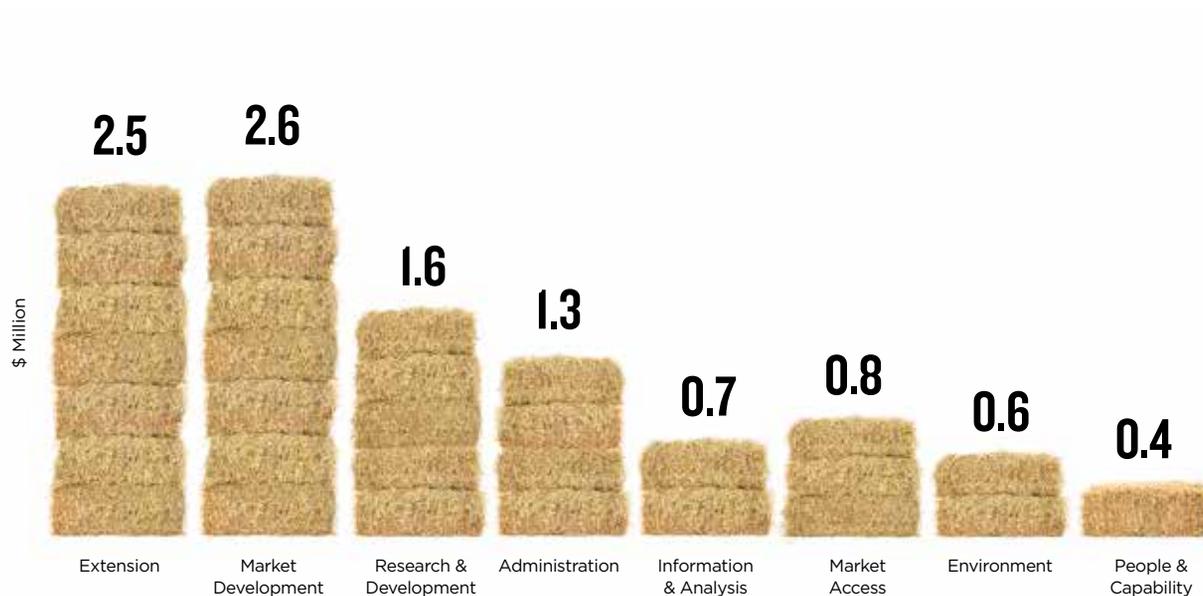


	Per Head	Cents Per Kilo ¹
Levy Paid	\$0.60	3.3
NZMB Funding	\$0.10	0.6
	\$0.70	3.9
Expenditure		
Extension	0.21	1.2
Market Development	0.13	0.7
Research & Development	0.15	0.9
Administration	0.07	0.4
Information & Analysis	0.06	0.3
Market Access	0.05	0.3
Environment	0.03	0.1
People & Capability	0.01	0.1
	\$0.71	4.0
Deficit from levies	(\$0.01)	(0.1)

1. Sheepmeat "Cents Per Kilo" based on a 18kg carcasse weight.

BEEF LEVY

Beef programme expenditure including NZMB funding for the 2015-16 year



	Per Head	Cents Per Kilo ¹
Levy Paid	\$4.40	1.6
NZMB Funding	\$0.25	0.1
	\$4.65	1.7
Expenditure		
Extension	1.11	0.4
Market Development	1.12	0.4
Research & Development	0.71	0.3
Administration	0.56	0.2
Information & Analysis	0.32	0.1
Market Access	0.35	0.1
Environment	0.25	0.1
People & Capability	0.17	0.1
	\$4.59	1.7
Surplus from levies	\$0.06	0.0

1. Beef "Cents Per Kilo" based on a 280kg carcase weight.

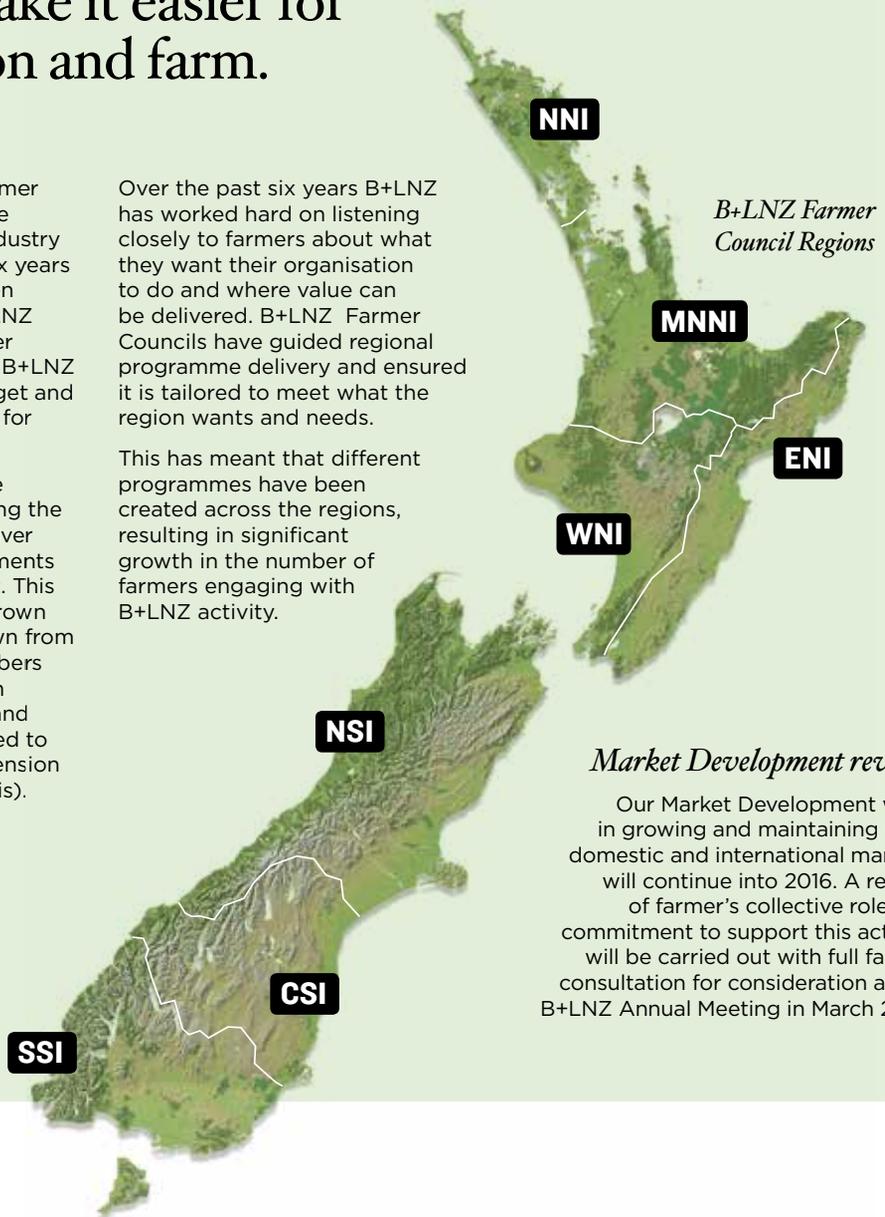
Beef + Lamb New Zealand is the farmer-owned and farmer-funded organisation, created by farmers to make it easier for them to get on and farm.

B+LNZ has a board of six farmer elected representatives, three from each island, and two industry nominees. During the past six years B+LNZ has also created seven B+LNZ Farmer Councils. B+LNZ Farmer Councils are volunteer farmers who work alongside B+LNZ to advise and guide the budget and delivery programme of work for farmers in their regions.

B+LNZ Farmer Councils have been instrumental in designing the projects and way B+LNZ deliver and guide where levy investments will have the greatest impact. This farmer-led model has now grown so that advisory groups drawn from B+LNZ Farmer Council members also help determine direction for use of levies in research and development and work related to the environment (policy, extension and economic impact analysis).

Over the past six years B+LNZ has worked hard on listening closely to farmers about what they want their organisation to do and where value can be delivered. B+LNZ Farmer Councils have guided regional programme delivery and ensured it is tailored to meet what the region wants and needs.

This has meant that different programmes have been created across the regions, resulting in significant growth in the number of farmers engaging with B+LNZ activity.



B+LNZ Farmer Council Regions

Market Development review

Our Market Development work in growing and maintaining both domestic and international markets will continue into 2016. A review of farmer's collective role and commitment to support this activity will be carried out with full farmer consultation for consideration at the B+LNZ Annual Meeting in March 2016.

PROGRAMME ACTIVITIES

B+LNZ will continue to deliver the programmes that farmers have said are important and that have been developed and implemented over the last six years. Based on farmer feedback, B+LNZ is also **proposing to increase its activity in these areas:**

Our Strategy

A confident and profitable sheep and beef industry

FOR THE SECTOR
VISION

Help farmers make informed business decisions and promote their collective interests

PURPOSE OF B+LNZ

PRIORITIES

Supporting informed business decisions

- + **Investing** in research and development that meets the needs of farmers and the sector
- + **Developing** farm and farmer capability
- + **Delivering** knowledge that drives farm performance

Promoting collective interests

- + **Attracting and retaining** talent for the sector
- + **Supporting** the sector's market opportunities
- + **Advocating** for farmers' ability to operate
- + **Building** our sector's confidence and profile within communities

PRINCIPLES

Know our farmers

Build partnerships to deliver

By farmers. For farmers



Environment

Helping farmers manage increasing environmental commitments and cope with increasing climatic challenges like droughts and adverse weather events.



Health and Safety

Advocating for farmers development of regulations and working alongside others to ensure farmers can farm safely.



Farmers Voice

Partnering and supporting other farmer organisations such as Federated Farmers and DairyNZ to develop a strong primary sector voice on the big issues affecting farmers.

B+LNZ SUCCESSES

Some highlights from across the programmes

356

FARMER EVENTS
DELIVERED IN 2013/14

*Extension activity
on more than*

130

B+LNZ PROJECT FARM SITES
THROUGHOUT NZ 2013/14

*B+LNZ Genetics
launched a*

\$44M

5 YEAR PARTNERSHIP
WITH GOVERNMENT AND
FARMERS OVER 5 YEARS

*Seven regional Farmer Councils
established involving more than*

100

FARMERS DETERMINING
LOCAL ACTIVITY BY REGION

39

LAND AND ENVIRONMENT
PLANNING WORKSHOPS
HELD IN 2013/14

More than

4200

SECONDARY SCHOOL
STUDENTS HAVE PARTICIPATED
IN GET AHEAD AGRICULTURAL
CAREER PROGRAMMES

THIS IS WHERE B+LNZ IS WORKING

As well as focusing on activity that can be applied directly to farm businesses, B+LNZ also works in areas that farmers can't individually. The levy investment gives farmers a voice with government policymakers, on key issues such as environment and health and safety. It also maintains global relationships that are important for food producers.

Behind the farmgate B+LNZ works throughout the country. Last year (year ending September 30, 2014) B+LNZ held over 356 events with 17,269 attendees.

WHO DOES B+LNZ WORK WITH?

B+LNZ works with an increasing network of organisations to deliver benefits on behalf of farmers. This gives us reach well beyond the scope and capability of the core B+LNZ team. These relationships take many forms, and include:

Farms and Farmers

B+LNZ Farmer Council, meat processors, Federated Farmers, AgResearch, commercial service providers, banks, Massey University, Lincoln University, New Zealand Veterinary Association, farm consultants, Federation of Māori Authorities, Ministry for Primary Industries, Red Meat Profit Partnership, Regional Councils.

People and Community

Primary ITO, DairyNZ, Primary Industry Capability Alliance, AgriWomens Development Trust, Universities, Red Meat Profit Partnership, Federation of Māori Authorities, Taratahi, Ministry of Business, Innovation and Employment, Ministry for Primary Industries.

Markets and Customers

Meat Industry Association, Ministry of Foreign Affairs and Trade, New Zealand Trade and Enterprise, Tri-Nations Lamb Group, Five Nations Beef Alliance, US-NZ Council.

17,269

ATTENDEES TO B+LNZ
EVENTS IN 2013/14

*Collaborating with 6 processors
and 2 banks in the Red
Meat Profit Partnership a*

\$63M

PROJECT OVER 7 YEARS

337

PARTICIPANTS IN (2014)
PROGRAMMES DEVELOPING
WOMEN IN THE SECTOR

Tariffs saved

\$161M

ON SHEEP AND BEEF
TRADE IN 2013/14

Over

800

IN-STORE LAMB TASTING DAYS
IN GERMANY IN 2013/14

More than

19,000

WEBSITE HITS ON THE B+LNZ
WEBSITE PER MONTH (2015)

DOES B+LNZ ATTRACT OTHER FUNDS FOR ITS PROJECTS?

Attracting funding support from other sources to make B+LNZ's farmer levy funds go further is an important part of B+LNZ's approach. In the 2013-14 year, for projects into which B+LNZ committed levy funds, a further \$34 million was attracted from Government, Crown Research Institutes e.g AgResearch, meat exporters and tertiary institutions in projects either managed solely by B+LNZ, or where B+LNZ was a participant alongside others (e.g. research consortia such as Pastoral Genomics). Co-investment alongside others in the primary sector builds real scale and collaboration that any one group or interest would find difficult or impossible to achieve alone.

HOW DOES B+LNZ KNOW IF IT'S SUCCESSFUL?

Over the past six years, B+LNZ has worked to develop targets and measure performance of its programmes. This is used by both the Board and B+LNZ Management as a key tool to ensure B+LNZ is effective and delivering value to farmers. A scorecard is published in B+LNZ's Annual Report, along with targets for the following year.

Data is collected through monthly farmer phone surveys to understand whether farmers are aware of B+LNZ's programmes and satisfied with the work of B+LNZ. This allows B+LNZ to quickly adjust its activity or approach in regions when necessary.

THE NEW ZEALAND MEAT BOARD AND THE USE OF RESERVES

The New Zealand Meat Board (NZMB) is a statutory body separate to B+LNZ and governed by the Meat Board Act 2004. The functions of the board are primarily:

- establishing and operating quota management systems
- managing NZMB reserves, including funding to assist in the meat industry's response to any major industry crisis (known as the Contingency Fund), and funding for industry good activities.

The Meat Board Contingency Fund won't be depleted. There is \$57.5 million that's ring-fenced and cannot be touched. This is to support re-entry into export markets if ever there should be a major animal disease outbreak.

In addition to its levy-funded activities, B+LNZ can apply for NZMB grant-funding from NZMB Reserves. All applications made by B+LNZ for NZMB Reserves funding are independently assessed by NZMB in line with its Reserves Policy which includes farmer consultation annually. Current funding from NZMB interest income is for B+LNZ Genetics (\$2.89 million p.a. proposed for another four years), and over the life of the Red Meat Profit Partnership until 2022 (up to \$10 million from NZMB Reserves).





Section Two



SUPPORTING NEW ZEALAND'S SHEEP AND BEEF FARMERS

The life of a New Zealand sheep and beef farmer has its challenges – be it weather extremes or pricing volatility. Both of these are out of direct farmer control. That's why B+LNZ has been focusing its efforts on providing tools, services and information that support what's within farmer control.

B+LNZ has been expanding farmer extension programmes over the past six years to a point where they supported 356 farm extension events with 17,269 attendees. The demand for the practical work B+LNZ does to support farmers and their farming operations has grown significantly, and B+LNZ is proud to have seen this grow and be well supported. These events allow farmers to learn with and from other farmers about the techniques and tools that can improve returns and help to make better decisions to support their farm business. Examples of how farmers and others have got value from B+LNZ's tools and services are shown over the following pages in this document through farmer case studies.

We're always looking for efficiencies and driving farmers' investment further, as well as re-aligning B+LNZ to be closer to farmers and do more with less. Since 2009, B+LNZ expenditure has decreased by more than \$7 million due to industry changes and the loss of the wool levy at the last referendum in 2009. However, by creating a strong grass roots network through B+LNZ Farmer Councils to better connect to farmers and what they need, B+LNZ's outputs delivered for farmers have increased significantly. For example, B+LNZ has increased extension programmes and almost tripled the number of farmers who attend them. The 33 monitor farms in 2008, have evolved into more than 130 project farms.

B+LNZ monitor farmer satisfaction with our performance through ongoing tracking surveys by an independent research company. This helps understand what's working and what's not by region, and gives the opportunity to adapt programmes that are valued by sheep and beef farmers. This research shows that farmer satisfaction with B+LNZ's work has increased and the organisation will continue to use feedback tools such as this through the next six year period.



FARM OVERVIEW

250ha of predominately hill country at Broadwood, Northland. Finishing beef bulls on pasture from 16 months.

FARM REGION



Northern North Island

FARM TYPE

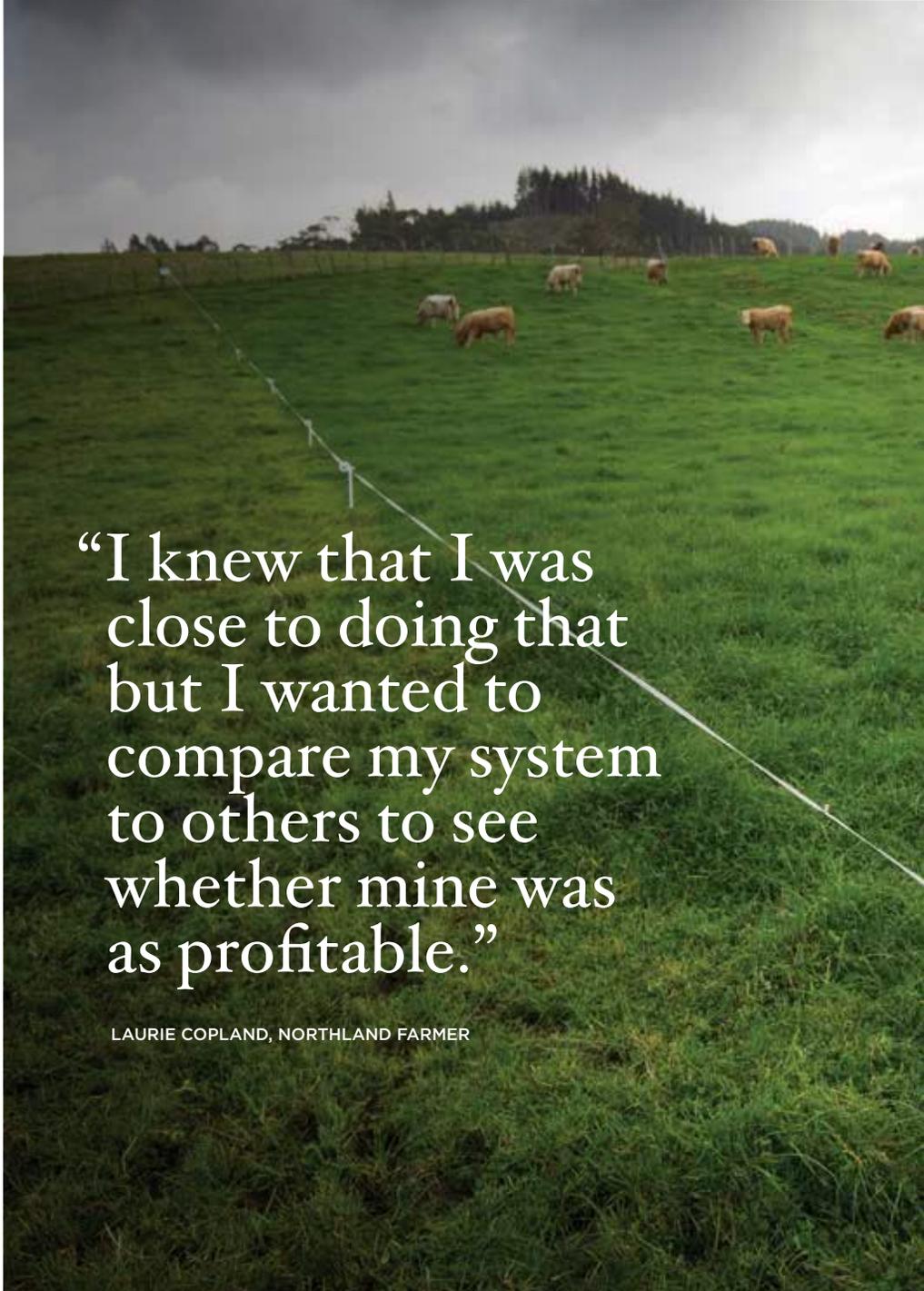


North Island Hill Country

BEEF + LAMB NEW ZEALAND RESOURCES USED

B+LNZ's Finished by 20 Months project.

LEVY STREAM



“I knew that I was close to doing that but I wanted to compare my system to others to see whether mine was as profitable.”

LAURIE COPLAND, NORTHLAND FARMER



BEEFING IT UP

Being part of a beef finishing project helped confirm to Laurie Copland that he was running the most profitable beef finishing system for his type of farm.

Laurie farms 250ha of difficult hill country and flats at Broadwood in Northland. For several years he has been running a low stocking rate bull beef finishing operation and while he knew he was achieving good growth rates, Laurie was not entirely sure that his was the most profitable system for his property.

By volunteering to participate in B+LNZ's 'Finished by 20 months' project, Laurie was able to compare and benchmark what he was doing against farmers running different systems within the region.

The project was also supported by the Ministry for Primary Industries' Sustainable Farming Fund and the Hine Rangi Trust.

Laurie explains that at the outset, the project was focusing on growing cattle at an average of 1kg/day from weaning to finishing.

The benchmarking part of the project confirmed that Laurie's low stocking-rate system, running 2.1 bulls/ha, was indeed the most efficient and profitable for his type of country. This has given him the confidence to extend his cattle finishing operation.

Laurie finishes home-bred and bought-in beef bulls and aims to have as many as possible finished on the high pre-Christmas schedule at a minimum carcass-weight of 300kg.

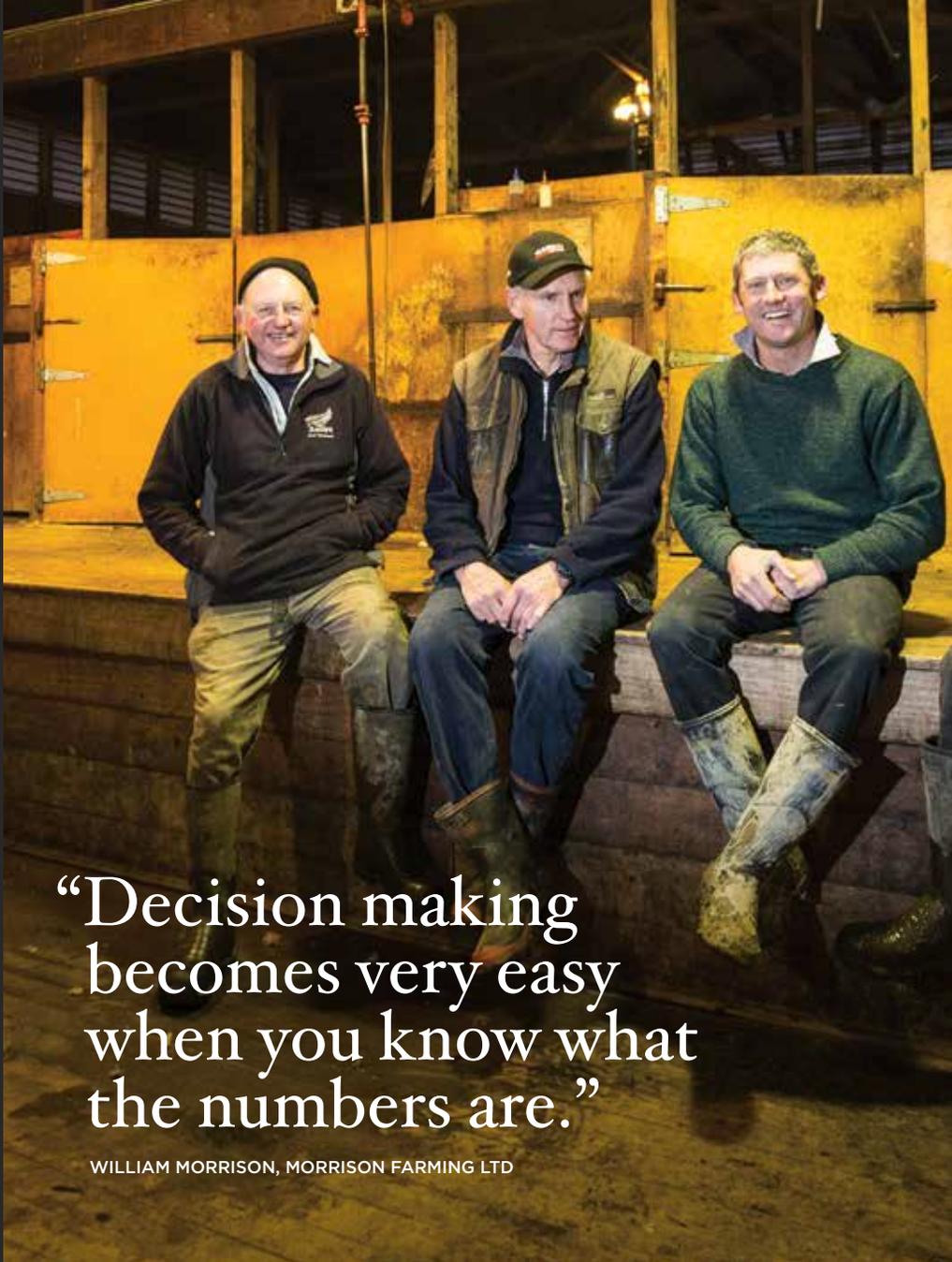
He runs a low stocking rate because the soils on Laurie's farm are susceptible to damage in wet weather and this low stocking rate allows him to feed the cattle well. He focuses on maintaining feed quality and quantity using short-rotation ryegrasses and regularly weighs his cattle to ensure he hits weight targets.

Laurie's farm was one of three involved in the 'Finished by 20 months' project which found through monitoring cattle growth rates, regularly measuring pasture growth and pasture demand and then planning appropriate animal health interventions that farmers can achieve lifetime live weight gains of 1kg/day.



FULL STORY AND VIDEO ONLINE

beeflambnz.com/copland



FARM OVERVIEW

Morrison Farming Ltd, totals 1430ha (1030ha hill, 400ha flat) wintering 16000 su, 50:50 sheep to cattle ratio.

FARM REGION



Western North Island

FARM TYPE



North Island Hill Country

“Decision making becomes very easy when you know what the numbers are.”

WILLIAM MORRISON, MORRISON FARMING LTD

**BEEF + LAMB
NEW ZEALAND
RESOURCES USED**

Farm Survey Data, Quarterly Updates, Pasture Growth Forecast, Management Briefs, Land Environment Plan and Farm Facts Booklet. B+LNZ is also a funder of the Kellogg Rural Leadership programme.

LEVY STREAM



Sheepmeat



Beef





WATCH THE VIDEO

beeflambnz.com/morrison



ADAPTING CORPORATE STRUCTURES TO DRIVE THE FAMILY FARMING BUSINESS

Draw a stereotype of a twenty-first century farmer and William Morrison would be it. University-educated, well-travelled and as savvy on social media as he is in the shearing shed, William is a Director of Morrison Farming Ltd, a farming operation that has adopted and adapted corporate structures and disciplines to enable their sheep and beef business to grow.

This growth has allowed succession and added scale and scope to what was a traditional family farm.

The four Directors, which comprise William's brother Richard, their father John and a relative Graham Morrison, have a management meeting every Tuesday night and a Board meeting is held once a month.

Meaningful data and information is critical to the management and governance of the Morrison's large-scale and diverse operation.

Critical to the decision-making process within the business is the objective use of numbers and data. William points out that numbers takes the emotion out of the process.

The family have found B+LNZ's Economic Service's farm information to be invaluable when doing the budgets and considering land purchases.

The Morrisons use B+LNZ's Economic Reports to revise their budgets and while they had to adjust their lamb prices down twice last season, William says it allows them to keep their budgets realistic and on-target. Land and Environment plans have been developed through the B+LNZ planning tool too.

Every Sunday they use data from the B+LNZ Pasture Growth Forecaster, which runs alongside Farmax, to give the management team an idea of what they can expect in terms of dry matter production for the following week.



FULL STORY ONLINE

beeflambnz.com/morrison



FARM OVERVIEW

545ha 30 minutes east of Masterton. Dryland, moderate hill country with 140ha of flats. Running predominantly sheep: 1950 mixed-age Coopworth-Romney ewes, 850 two-tooths, 1,100 ewe hoggets, 650 trade hoggets as well as 60 breeding cows, 30 in-calf heifers and related young stock.

FARM REGION



Eastern North Island

FARM TYPE



North Island Hill Country

BEEF + LAMB NEW ZEALAND RESOURCES USED

B+LNZ Ewe Body Condition Scoring Handbook, B+LNZ Ewe Body Condition Scoring Workshop.

LEVY STREAM



Sheepmeat





LIFTING PRODUCTIVITY THROUGH BODY CONDITION SCORING



WATCH THE VIDEO

beeflambnz.com/johnston

“It is better to put the feed into those lighter ewes, especially in a year like this.”

SAM JOHNSTON, WAIRARAPA FARMER

Body Condition Scoring—it's free, it's fast and for Wairarapa farmer Sam Johnston this simple management tool has proved to be a game-changer.

By striving to keep all his ewes at a Body Condition Score of three throughout the year he has lifted productivity while dropping ewe numbers. He has also reduced lamb wastage and is better utilising feed by feeding it to the ewes that actually need it.

Sam and his wife Sarah farm 545ha of moderate hill country east of Masterton. It was drought conditions two years ago that prompted Sam to consider Body Condition Scoring as a management tool. He was looking for ways to reduce the financial impact of the drought and after researching B+LNZ's dry management resources and attending a B+LNZ Body Condition Scoring workshop he put what he had learnt into practice.

Rather than running the ewes in their age groups, they are run in mobs according to their body condition. The ewes are constantly shuffled around to ensure they stay at an optimum body condition score throughout the year.

This management strategy has seen both scanning and lambing percentages increase significantly. Prior to the implementation of Body Condition Scoring the Johnston's ewes were scanning an average of 164% and lambing an average of 142%, they are now scanning up to 177% and lambing up to 158%.



FULL STORY ONLINE

beeflambnz.com/johnston

FARM OVERVIEW

442ha (350ha effective)
on Banks Peninsula.
Wintering 1620 ewes, 770
hoggets, variable numbers
of carry-over cows and
trading cattle. Sheep
breeding and finishing.

FARM REGION



Northern South Island

FARM TYPE



South Island Hill Country

BEEF + LAMB NEW ZEALAND RESOURCES USED

B+LNZ Demonstration
Farm model, B+LNZ
Sheep for Profit
Partnership programme.

LEVY STREAM



Sheepmeat



Beef





“That’s the benefit of the group. You are forced to challenge yourself.”

HAMISH CRAW, BANKS PENINSULA

THE CRAW FAMILY IS NOT ONE TO REST ON ITS LAURELS

Over the past 20 years they have transformed their Banks Peninsula hill country farm from a traditional store property into a high producing breeding and finishing unit. This has been done through the use of improved sheep genetics and establishing legume-based forages on their cultivatable land.

They are now looking to take the farm to the next level by lifting dry matter production and feed quality on their medium hill country.

Hamish and Annabel Craw farm the 420ha property near Little Akaloa on the eastern side of Banks Peninsula in conjunction with Hamish’s parents Sue and Alastair.

Annabel explains that their goal in lifting dry matter production was to limit their exposure to the vagaries of the store market and take control of how they market their lambs to maximise profitability.

Using the B+LNZ Demonstration Farm model they have now embarked on a three-year trial programme to determine the optimal spraying out method and most suitable pasture mixes for their medium hill country.

Hamish says developing a reliable technique to develop their hill country would prove to be a game changer for their summer-dry hill country where annual rainfall rarely exceeds 1000 mm.

This extra feed would be used for finishing lambs, growing out hoggets for mating and maintaining the body condition of their ewes.



FULL STORY AND VIDEO ONLINE

beeflambnz.com/craw

“THE POSSIBILITIES ARE ENDLESS”

This is how North Otago farmer Geoff Mavor describes the impact fodder beet is having on their farm system.

Geoff and his wife Rebecca run a 190ha mixed cropping, beef and sheep operation at Teschmakers just south of Oamaru in partnership with Nigel and Jennifer de Geest.

Last year Geoff grew 3.7ha of Brigadier fodder beet just to see how it went. This year he has grown 10ha which is an indication of just how successful it was.

Growing such a bulk of feed in a small area has freed up ground for other enterprises and this year the family have bought trading lambs, planted autumn-sown wheat for the first time and are growing a specialist red clover seed crop for export.

The fodder beet is used for growing out and finishing cattle for the Five Star Beef feedlot at Ashburton. This year the Mavors have 110 R2 steers eating 5.5ha of fodder beet and 105 R1 steers grazing a further 4.5ha.

Geoff says the crops have yielded a very pleasing 25T/ha and 27T/ha this year and this is despite being slow to strike due to a cold, dry spring.

For the past eight years Five Star Beef have sourced weaner calves for the family and they are contracted for fortnightly supply of 430kg-plus animals from mid-October onwards.

This year 175 R2 steers, also sourced by Five Star Beef, were added to the mix after a dairy grazing contract fell over. Geoff explains that he only puts the heavier weaners, those over 270kg, onto the fodder beet as they are the ones that do particularly well on the crop. On fodder beet the calves are growing at 0.7-1kg/day from May through August. These growth rates ensure the Mavors hit the target finishing weights earlier in October.

The Mavors are amongst a number of farmers experimenting with fodder beet and they have keenly watched developments in Canterbury through the B+LNZ Fodder Beet Profit Partnership as well as doing their own research. The partnership incorporates 13 sheep and beef farms in the Canterbury foothills.

The farmers in the partnership - which is a follow on from the Beef Profit Partnership - are striving to establish high yielding and profitable fodder beet groups.

FARM OVERVIEW

Geoff and Rebecca Mavor and Nigel and Jennifer de Geest. 190ha mixed cropping lamb and cattle finishing at Teschmakers, North Otago.

FARM REGION



Central South Island

FARM TYPE

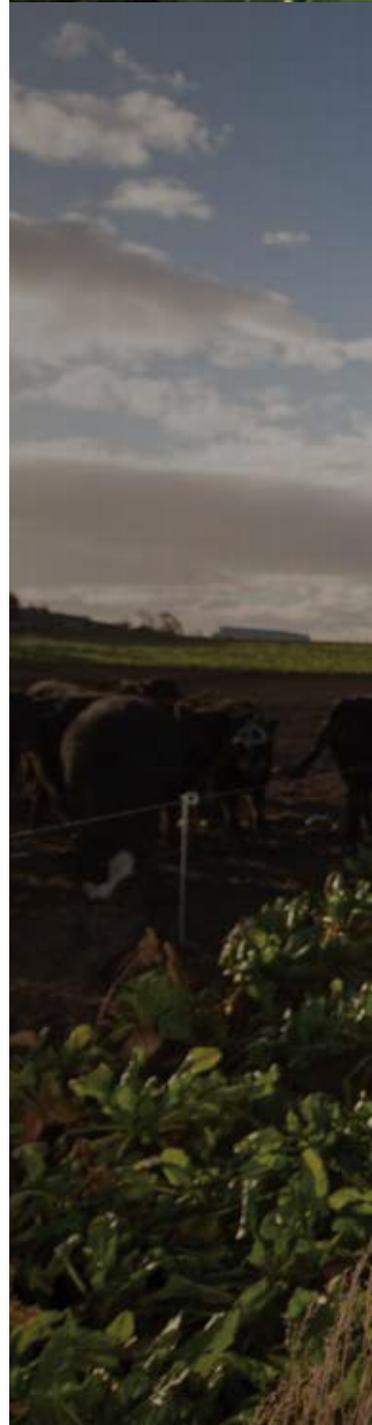


SI Finishing Breeding

BEEF + LAMB NEW ZEALAND RESOURCES USED

B+LNZ's Fodder Beet Profit Partnership.

LEVY STREAM





FULL STORY AND VIDEO ONLINE

beeflambnz.com/mavor

“Fodder beet has allowed us to hit target finishing weights earlier”

GEOFF MAVOR, NORTH OTAGO FARMER



SOUTHLAND FARMER IS ONLY TOO AWARE OF THE VALUE OF CLOVER

FARM OVERVIEW

1600ha in Eastern Southland including a 275ha dairy unit and a forestry block.
Wintering: 2000 stud Romneys, 400 stud Suffolks, 3,500 flock ewes, 1900 ewe hoggets, 800 ram hoggets, 88 beef cows, 105 beef calves, 880 dairy cows and 220 dairy calves.

FARM REGION



Southern South Island

FARM TYPE



SI Finishing Breeding

BEEF + LAMB NEW ZEALAND RESOURCES USED

B+LNZ and AgResearch Clover Root Weevil workshops and vials of parasitised weevils.

LEVY STREAM



Sheepmeat



Beef

With its ability to fix upwards of 100kg/ha of nitrogen per year, Andrew describes clover as being critical to New Zealand agriculture and it is certainly a vital component on Nithdale, the 1600ha sheep, beef and dairy operation he runs alongside his wife Heather.

Andrew was concerned about the impact Clover Root Weevil could have on their business and was on the look-out for signs of the weevil as it made its presence felt in Southland.

Two years ago they started noticing the tell-tale marks in their clover leaves that are left by the Root Weevil and once they started looking it was apparent the weevil had become well established on their farm.

Last year Andrew attended a B+LNZ and AgResearch workshop about the Clover Root Weevil and returned armed with 13 pottles each containing around 100 weevils which had been parasitised by a parasitic wasp.

The wasp's life-cycle revolves around the Clover Root Weevil. The adult wasp lays its eggs inside the weevil, the eggs hatch and the wasp larvae eat the weevil's internal organs before bursting out as fully-formed adult wasps.

The parasitised weevils were released on both the Tripp's dairy unit and sheep pastures.

Fortunately the Tripps have not noticed a significant drop-off in clover production and while the weevil is still making its presence felt, they believe once the parasitic wasp becomes even more established the impact the weevil will have had on their business will be minimal.

A calculation done of B+LNZ South Otago Monitor Farm farmers estimated the cost of lost production due to a lack of clover to be around \$30,000 per farm per year.

Beef + Lamb New Zealand Genetics is the Government-backed subsidiary of B+LNZ Ltd that has combined existing sheep and beef genetics research and innovation investments through the consolidation of SIL, the B+LNZ Central Progeny Test and Ovita. A \$44 million investment over five years is working for improved accuracy in genetic evaluations and greater adoption of genetic tools and information - as well as adding new traits that make the sector more profitable.

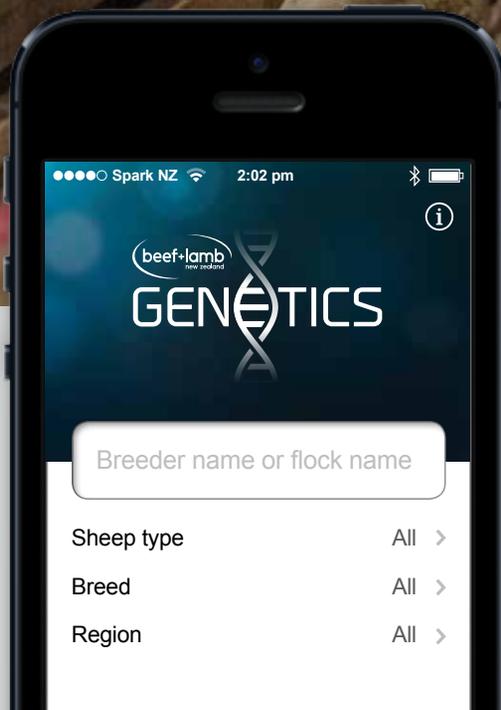
“We were expecting it to come.
It had been in Gore for four to five
years so we were on the look-out.”

ANDREW TRIPP, NITHDALE STATION



FULL STORY AND VIDEO ONLINE

beeflambnz.com/tripp



For stud breeder Andrew Tripp and Nithdale Genetics, B+LNZ Genetics is a good news story.

“It all comes down to genetic gain and if stud breeders can make gains faster the industry will move forward quicker. Tools like SIL-ACE and Flockfinder help commercial farmers see where the leading breeders are and better genetic gain by commercial farmers makes the sector more profitable.”



IT WAS ALWAYS GOING TO BE A CAREER IN AGRICULTURE FOR B+LNZ SCHOLAR CAMERON BLACK

B+LNZ scholar Cameron Black has started his career in the agricultural sector as part of BNZ's agribusiness team in Christchurch.

The 22 year old – who grew up on a 566ha sheep and beef farm at Gropers Bush in Western Southland – studied at Massey University graduating with a Bachelor of Agricultural Science. He also completed a Postgraduate Diploma in Agriculture, with a project quantifying nutrient and sediment lost through hill country grazing. B+LNZ was delighted when Cameron received Massey's "top agricultural student" award in 2013, reflecting his academic performance and contribution to extracurricular activities, such as organising professional development seminars and skills-based workshops for his class.



He says that choosing to study agriculture was easy. “I have a real passion for the industry and wanted to hone my technical skills. Agriculture is full of great opportunities and I wanted to be part of that – not to mention the desperate need for skilled young people coming into the sector.

“The BNZ job is a great opportunity to learn a lot and begin my career. It is an interesting time to be getting involved in agriculture and, although there are a number of challenges facing the sector at the moment, it has a bright future.”

Like many young people in the industry, Cameron has his eye on farm ownership in the long term.

Alongside study and now work, he is an active member of Young Farmers New Zealand and was placed third in the Taranaki Manawatu region finals of the Young Farmer Contest this year.

“Choosing to study agriculture was easy”

CAMERON BLACK, B+LNZ SCHOLAR

He’s competed in the competition for the past three years and achieved the goal he set for himself - to finish in the top four at the regional finals.

B+LNZ helps talented and motivated New Zealanders to realise their ambitions of a career in the sheep and beef industry by funding scholarships for various levels of study towards a certificate or diploma in agriculture, farm management or rural business at a polytechnic or university.



REDUCED TARIFFS SAVING RED MEAT SECTOR \$161M ANNUALLY

Improving market access for New Zealand's beef and sheepmeat exports does require a degree of patience but get it right and the long-term gains are enormous.

Securing the best deal for New Zealand sheep and beef farmers is where B+LNZ works for farmers alongside the Government negotiators.

When the New Zealand Government concluded a Free Trade Agreement (FTA) with South Korea earlier this year it was certainly cause for celebration because that deal puts New Zealand farmers on a more equal footing with competitors like the US and Australia in the South Korean market.

China is one market where red meat exporters are enjoying the benefits of a FTA.



“It’s all about making New Zealand sheep and beef exports more competitive in as many markets as possible.”

DR SCOTT CHAMPION, B+LNZ CEO

B+LNZ Chief Executive Dr Scott Champion says tariffs on New Zealand’s red meat exports to China have come down a long way and while they are not yet all at zero, in 2014 the tariff savings as a result of the FTA amounted to \$139m.

With 80 per cent of all red meat produced in this country exported, the red meat sector reaps significant rewards from all of New Zealand’s FTAs. Last year the total tariff savings on red meat sector exports amounted to \$161 million and that figure is set to grow as more deals are negotiated and brought into effect.

While FTAs are good news for this country’s red meat sector, the total tariffs paid on red meat exports

are still around \$326m. The market with the highest tariff costs for the red meat sector is Japan (\$77m) followed by the EU (\$69m) and South Korea (\$64m). The recently signed FTA with South Korea should see that tariff bill start to come down and the same will happen in the Japanese market if the Trans Pacific Partnership trade talks progress favourably.

The New Zealand Government has its sights-set on beginning FTA talks with the EU in the near future. Although sheepmeat exports to the EU are all tariff free, beef exports attract some very high tariffs.



CONSISTENCY OF NEW ZEALAND LAMB IS SECOND TO NONE

Peter Gordon ONZM has been an ambassador chef for New Zealand lamb in the UK market since 1998. He credits the success of the 17-year partnership to the product itself.

“I fully and wholeheartedly believe in the product. I am not just doing this to earn a fee. I do it because I believe in New Zealand lamb. Without integrity, campaigns fall flat. I can easily demonstrate to the public the genuine enthusiasm I have in cooking it and showing others how to do so.

“As a chef, the quality of the produce I cook with is paramount. The consistency of New Zealand lamb is outstanding and second to none.”

Peter’s love of lamb started early. “As a child, I never tired of roast lamb, which was one of our more regular meals at home in Whanganui. I always loved the taste around the bone of the leg of lamb – the lovely caramel taste – and cold lamb sandwiches with mint sauce was a great school lunchbox treat.



“I fully and wholeheartedly believe in the product. I am not just doing this to earn a fee. I do it because I believe in New Zealand lamb”

PETER GORDON, NEW ZEALAND
LAMB AMBASSADOR CHEF



THE UK IS NZ'S MOST VALUABLE EXPORT LAMB MARKET WORTH ABOUT \$500M ANNUALLY



WEBSITE

loveourlamb.co.uk

“When I moved to London, I was thrilled to bits that it was also a fairly regular part of the British diet. I recall vividly once going to Harrods Food Hall to buy ‘the best lamb they had’, as instructed by my employer. The butcher looked at me and, with a smile, said that of course the best lamb was from New Zealand. How chuffed was I?!”

The UK is New Zealand’s most valuable export lamb market – worth about \$500m annually – reflecting both the high volume and value of the cuts which find their way to UK tables.

B+LNZ and Peter recently partnered with The Times newspaper to run an eight-week food series of film clips featuring lamb recipes. The partnership opened up a direct channel to an ideal target audience for New Zealand lamb. The Times, The Sunday Times and associated online forums have a combined weekly reach of 1.5 million people.

Reflecting how different marketing campaigns are, compared to Peter’s early days as ambassador chef, he predicts the Times clips will be as impactful as TV commercials he filmed back in 1997.

The UK website, loveourlamb.co.uk, is home to Peter’s association with the New Zealand lamb brand. The site has more than 80 recipes on it and includes many short videos on how to cook particular dishes. It also has information on lamb cuts and even beer and wine matching pointers.



DOMESTIC PROMOTION

Sheep and beef farmers invest with New Zealand retailers and meat processors to ensure New Zealanders know a healthy diet includes beef and lamb – it’s the food of champions.

Olympians Lisa Carrington, Sophie Pascoe and Sarah Walker, aka the Iron Maidens are Beef + Lamb New Zealand ambassadors and they are the face of television and billboard campaigns that keep New Zealand beef and lamb in front of New Zealanders.

Domestic promotion also includes consumer information about meat cuts, recipe cards and information packs for school teachers and health professionals – informing them of the benefits of including lean beef and lamb in a healthy diet.

Digital marketing plays a significant role in sharing recipes and cooking information on www.recipes.co.nz. The fortnightly ‘What’s for Dinner’ e-newsletter goes to a database of 20,000 consumers.

The B+LNZ Excellence Awards are keenly contested by this country’s best chefs and the gold plates that hang on the walls of over 180 restaurants nationwide signal top quality New Zealand beef and lamb dishes are served there.

REGIONAL ROADSHOW CALENDAR



NORTH ISLAND

Wednesday 12th August

- 6.00pm Holiday Inn, 10 Tyron Street, Rotorua

Thursday 13th August

- 9.30am Te Puke Netball Centre, Cnr Queen Street & Cameron Road, Te Puke
- 1.00pm Ohinewai Hall, Tahuna Road, Ohinewai
- 5.30pm Wellsford RSA, 1 Olympus Road, Wellsford
- 7.30pm TET Stadium, 62 Portia Street, Stratford

Friday 14th August

- 10.00am Riverside Lodge, 1 Riverside Lane, Te Kuiti
- 1.00pm Awakino Hotel, SH3, Awakino
- 6.00pm Te Awamutu Rugby Club, 420 Albert Park Drive, Te Awamutu

Tuesday 18th August

- 4.30pm Workingmens Club, 34 Kuku Street, Taihape **Farmer Council AGM**

Wednesday 19th August

- 4.00pm Central Park Motor Inn, Cnr Maata & Hakiha Streets, Taumarunui

Friday 21st August

- 1.00pm Manfeild Park Stadium, South Street, Feilding
- 3.30pm Oruawharo, 379 Oruawharo Road, Takapau, Waipukurau **Farmer Council AGM**

Monday 24th August

- 12.00pm Pirinoa Hall, Lake Ferry Road, Pirinoa
- 2.30pm Martinborough Hotel, The Square, Martinborough
- 3.00pm Far North (Kaitaia) RSA, 18 Matthews Ave, Kaitaia **F4P meeting**
- 5.30pm Gateway Motor Lodge, 290 High Street, Solway, Masterton

Tuesday 25th August

- 11.00am Alfredton Hall, 15231 Route 52, Alfredton
- 2.30pm Pongaroa Hall, Route 52, Pongaroa
- 5.30pm The Vault Café, 113 High Street, Dannevirke
- 6.30pm Kaikohe & District Memorial RSA, 158 Broadway, Kaikohe

Wednesday 26th August

- 9.00am Whangara Farms, 2070 SH 35, Whangara, Gisborne **Sustainable Beef Day**
- 1.30pm Wairakaia Station, 1953 Wharerata Road (SH2), Muriwai, Gisborne
- 4.30pm Matawai Hotel, Main Road, Matawai
- 6.00pm Tangiteroria Hall, Tangiteroria

Thursday 27th August

- 9.30am Raukura Station, Richardson Road, Tiniroto, Gisborne **Monitor Farm Day**
- 6.00pm Poverty Bay Golf Club, Awapuni Road, Gisborne

Friday 28th August

- 10.00am Frasertown Tavern, 736 Sutton Street HW38, Frasertown
- 1.00pm Blue McMillan's Woolshed, 3460 SH2, Tutira
- 3.30pm Havelock Community Centre, 30 Te Mata Road, Havelock North

Come and talk to B+LNZ's Chairman or your local Farmer Director about the 2015 Sheepmeat and Beef Levy Referendum and what it means for you.

Monday 17th August

- 12.30pm Gore Town & Country Club, 9 Bury Street, Gore
- 7.00pm Rosebank Lodge, 265 Clyde Street, Balclutha

Tuesday 18th August

- 10.00am Tait Communications Conference Centre, 245 Woolridge Road, Harewood, Christchurch **Environment Conference**

Wednesday 19th August

- 2.00pm Oak Tree Inn Tavern, Gorge Road, Clinton
- 7.00pm Rangiora Golf Club, Golf Links Road, Rangiora
- 7.30pm Te Anau Club, cnr Pop Andrew Drive & Jackson Street, Te Anau

Thursday 20th August

- 1.00pm East Otago Events Centre, Main Road, Waikouaiti
- 2.00pm Wallacetown Tavern, 93 Dairy Street, Wallacetown
- 7.00pm Mackenzie Community Centre, Main Street, Fairlie
- 7.00pm Hotel Ashburton, 11 Racecourse Road, Ashburton
- 7.30pm Heriot & District Community Centre, Nith Street, Heriot

Friday 21st August

- 7.00pm Greta Valley Tavern, 9 Tavern Drive, Greta Valley

Monday 24th August

- 2.00pm St Johns Rooms, Beaumont Highway, Lawrence
- 7.00pm Scenic Hotel Marlborough, 65 Alfred Street, Blenheim
- 7.00pm Ranfurly Hotel, 10 Charlemont Street E, Ranfurly
- 7.30pm Balfour Hotel, 84 Queen Street, Balfour

Tuesday 25th August

- 7.00pm Tapawera Hotel, 84 Main Road, Tapawera
- 7.00pm Luggate Hotel, 60 Main Road, Luggate

Wednesday 26th August

- 7.00pm Ashley Hotel, 74 Tasman Street, Karoro, Greymouth
- 7.00pm Kurow Hotel, 55 Bledisloe Street, Kurow

Thursday 27th August

- 7.00pm Heartland Hotel Fox Glacier, 11 Cook Flat Road, Fox Glacier
- 7.00pm Waihao Forks Hotel, SH 82, Waihao Downs, Waimate

Friday 28th August

- 2.00pm Otautau Hotel, 167 Main Street, Otautau
- 7.30pm Wyndham Community Centre, 44 Balaclava Street, Wyndham



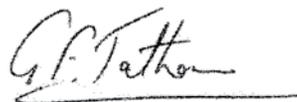
SOUTH ISLAND

KEY ● Chairman's meeting ○ Farmer Director's meeting

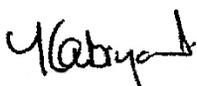
The Beef + Lamb New Zealand Board has approved the Levy Information to support the 2015 Sheepmeat and Beef Levy Referendum.



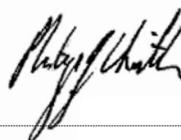
**James Parsons, Chairman and Farmer Director,
Northern North Island**
09 438 8563 | 021 206 3208



**George Tatham, Farmer Director,
Eastern North Island**
06 372 3609 | 027 244 4900



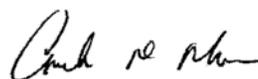
**Kirsten Bryant, Farmer Director,
Western North Island**
06 342 7755 | 027 275 1690



**Phil Smith, Farmer Director,
Northern South Island**
03 315 8677 | 027 222 7927



**Anne Munro, Farmer Director,
Central South Island**
03 685 5772 | 027 228 9627



**Andrew Morrison, Farmer Director,
Southern South Island**
03 207 1856 | 027 664 4620



Sam Lewis, Processor-Exporter Appointee
07 870 2425 | 021 815 658



Mark Clarkson, Processor-Exporter Appointee
03 358 2200 | 027 432 8896

Want to find out more?

Visit our online referendum page at www.beeflambnz/referendum
or simply call us on **0800 BEEFLAMB** (0800 233 352)



View video
presentations



Find a
meeting
near you



Ask us a question,
or engage in an
online forum