O(13)7830

International Sheep Meat Forum

"Innovation in uptake and practice change"

James Parsons
Farmer Elected Director

Beef + Lamb New Zealand

- Industry-good organisation for sheep and beef sector – Commodities Levy Act
- Owned by farmers
- Funded by levy ($0.60 per sheep and $4.40 per beef animal at slaughter)
- NZ$28m budget
- Delivers activities through four programme areas: **Farm, Market, People** and **Information**

Farm Programme

- **40% of budget**
- **Research**
  - Forage, Sheep, Beef, Internal Parasites, Dairy Beef Integration
- **Development**
  - Tools & Services for Sheep & Beef Farmers
- **Extension**
  - Field days, workshops, Project Farms
- **Genetics -** (2.5% productivity p.a.)
  - Sheep Improvement Ltd (SIL), Central Progeny Test, Ovita – B+LNZ Genetics

Social Media

- **Facebook** – Individual farms
- **Twitter** – Key staff
- **Text messaging** – Lucerne/Pest
- **Conference calls** – Scene + Herd (podcasts available on-line)

Seminars

agresearch
Ruakura
Our Farm – The implications
Discontinued with breeding cows based on gross margin per kg of N leached
Need to grow young animals as rapidly as possible –no 2nd wintering
If it is not in OVERSEER it doesn't exist for me
Top B+L quintile for beef production – I can't produce any more

Delivery Ready Workshops: *Environment Planning*

Delivery Ready Workshops: *Feed Budgeting*

Delivery Ready Workshops:
Better Ram Buying

Delivery Ready Workshops:
Better Beef

Delivery Ready Workshops: *Body Condition Scoring*

Delivery Ready Workshops: *Climate Change*

Sheep & Beef Tools

- Benchmarking Tools
- Sheep Calendar
- Lambing Calculator
- Pasture Growth Forecaster

http://www.beeflambnz.com/

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How can we help?

HOME Welcome

NEWS & EVENTS Find out what's happening

LOCAL In your region

FARM Research & tools for your business

MARKET Improving access & demand for NZ meat

PEOPLE Skills, training & education

INFORMATION Economic data & industry analysis

Your farm...

World-class R&D, tools and resources for your farm

We provide industry leading research, tools and resources to help you get the most value from your business.

- Research & development
- Farmer-initiated technology & transfer
- Farm productivity
- Genetics

What we do | Your farm | Your region | Your levy | Your info

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Pasture Growth Forecaster

FARMAX YOUR ADVANTAGE

District Forecast | Project farms | My Forecast | About this tool | About Farmax

Farmax
My Forecast
Sign In | Register

Your District: Whakatane

Short Forecast

Select your District

South Island »

Pasture Growth Forecast for Whakatane

(kg DM/ha)

NIWA Taihoro Nukurangi — Forecasts use NIWA climate data

Using these numbers

Shown above is the pasture growth predicted from NIWA climate forecasts and the current soil moisture.
You can use these numbers in your feed budget to plan grazing for the next week or two. If you are a **Farmax** subscriber, you can also look at **long term trends** and variability, and get a **custom forecast** for your farm.

Typical range | 5 day forecast | Forecast for days 6-14

www.beeflambnz.com

interactive tools

Project Farm Programme

Monitor Farm

Community Group, single farm business plan, 3 year programme, 4 field days per year

Project Farm Programme

Farming for Profit

Community Group, issues based, industry focus, multiple farms,

4 field days per year

Project Farm Programme

Profit Partnership

Species driven (sheep or beef), profit driven, commitment to 5% increase in farm profit small group, annual public field day

Project Farm Programme

Demonstration Farm

Single focus, science initiated, step change concept, higher risk, potential to add high returns, annual field day

Discipline Not Knowledge

Source: Beef + Land New Zealand Economic Service
Sheep & Beef Farm Survey

QUESTIONS?