



QUARTERLY PROGRESS SUMMARY: July – September 2015

Red Meat Profit Partnership (RMPP)

Summary of progress during this quarter

Overall

- It has been a quarter of continued personnel changes for the programme
- Our communications and visibility across the sector has been minimal over the last quarter and with activity increasing we will begin to be more visible with communications
- James Parsons has stepped down as a Director and will be replaced by Cros Spooner from B+LNZ. We thank James for his contribution and insights over the last few years.

Sector Capability

There is still a lot of activity around developing our sector capability.

In September the Education in Agriculture (curriculum in secondary schools) programme was launched. This programme is designed to provide resources and assessment material for teachers to trial in 2016. The aim of this programme is to expose students to agriculture through the mainstream subjects like maths and science by providing agriculture resources specific to those subjects.

The Rural Mentor Programme now has 67 requests for mentors to date. Interest continues to be received with good uptake from the B+LNZ e diary, and Agri-Womens Development Trust courses.

Pilots for Computer Night School for farmers which trialled basic and stage 2 programmes run at Taratahi and Masterton respectively.

The PSG has agreed to support the Understanding your Farming Business course run by the Agri-Women's Development Trust again in 2016. The feedback from this course has been glowing.

Farmer Focused Extension Networks

This project's main aim is to better understand the mechanisms and channels to transfer information to farmers and understand how that is the best way to ensure information transfer is clearly understood and can have an impact on farm.

Systems and Data Integration

The development of a Proof of Concept (PoC) electronic Animal Status Declaration (eASD) has commenced. This work is in conjunction with OSPRI.

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NZ Story

This project will build up key facts and statistics that can then be used by various parties when marketing NZ Products. One of the key pillars is Health and wellbeing. This work has been done in conjunction with B+LNZ, MPI and other industry stakeholders. The initial draft has been completed and will go to the advisory board for review.

Farm to Processor

Farmer research has commenced and focus groups have been held with farmer and meat processor representatives. This research will then be reviewed by the various processing partners alongside farmer representatives.

Key highlights and achievements

- Launching Education in Agriculture pilot schools event in Christchurch.
- Launch of the ANZ Red Meat Privately Owned Business Barometer
- Starting development of eASD in conjunction with Ospri

Collaboration with other PGP programmes

There are multiple areas where RMPP is continuing to collaborate with other PGP programmes – such as:

- People (sector capability) – Collaborating with the Dairy PGP on funding the Rural Business Network
- Systems and data integration: Continuing work on the data-linker (integration layer) which is a common project between the RMPP and the Dairy PGP programmes
 - Data standards (**Animal, Land Application, Finance, Effluent and Irrigation**), is a jointly funded collaboration between RMPP and the Dairy PGP
 - IT Platform – when reviewing the requirements and appropriate applications, RMPP has consulted closely with FarmIQ, DINZ PGP's, as well other relevant industry entities that had databases.
- Standardised QA is being developed in conjunction with DINZ.

Upcoming

- Increase communications in line with increasing activity across People Capability, Extension Networks and our Partners
- Cost Benefit Analysis with NZIER is continuing a draft dashboard of metrics has been developed to measure outcomes of RMPP
- Commence On-farm Baseline Assurance Programme Pilot (December 15)
- Agriculture in Schools Pilots start (February 2016)
- Trialling initial eASD PoC (December 15)

Investment

| Investment period | Industry contribution | MPI contribution | Total investment |
|---------------------|-----------------------|------------------|------------------|
| During this Quarter | \$1,245,444 | \$1,245,444 | \$2,490,888 |
| Programme To Date | \$4,042,743 | \$4,042,743 | \$8,085,486 |