



QUARTERLY PROGRESS SUMMARY: October – December 2015

Red Meat Profit Partnership (RMPP)

Summary of progress during this quarter

Overall

- The programme will have a full complement of staff by end of January 2016.
- 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.
- Bob Cottrell and Wayne Allan have been appointed as Directors.

Sector Capability

Activity levels continue to remain high within the sector capability area.

In September the Education in Agriculture (curriculum in secondary schools) programme was launched. Resources are now in the design process to ensure a professional look and feel. A training session was run with the NZYF Field Officers in December to understand their interaction with the pilot schools.

The Leadership Pathway Programme is for executive committee members of TeenAg clubs. Applications were received during January even though students were on school holidays. The programme for the first term will concentrate on goal setting and how teams work. Our target is 100 students in this programme in 2016.

The Red Meat Network is for students in tertiary study. It was trialled at Waikato and Lincoln University in 2015 and will extend to Otago University, the Telford campus of Lincoln University, Otiwhiti cadet station and Massey University in 2016. Facilitators from industry have been secured for each network.

Industry Insights is a one on one mentor programme for tertiary students. This programme will increase to 40 students in 2016. Much work has been put into securing industry leaders who will act as mentors.

Understanding Your Farming Business – the programme for women in the farming partnership for 2016 will commence in Masterton and Alfredton on 10 and 11 February. Most programmes are full already for the year.

Farmer Focused Extension Networks

This projects 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.

Planning is underway to test several extension models that are refinements of the original model. One is a user pays model, one a Maori cluster model and one a connector model. In addition, discussions have begun with other PGP's to guide and support them in their extension work. These groups have market ready innovations that will be supported by the RMPP developed evaluation processes and extension methodology. They will be evaluated on the same basis as RMPP pilots, but with a 'greenfield' audience and should provide valuable insights around the uptake of new innovations to the market place.

Systems and Data Integration

In conjunction with OSPRI, Phase 1 (web version) of the development of a Proof of Concept (PoC) electronic Animal Status Declaration (eASD) development has been completed, including user testing feedback and this has now gone into live pilot mode with GreenLea and six supplier farms. Phase 2 (mobile version) development has commenced with the intention both Android and Apple versions being available for pilot in late March.

Development of the DataLinker framework is scheduled to complete by late February. Phase 2, development of the components organisations will use to send/receive data will be developed in March/April, with initial implementations of data transfer commencing between pilot organisations by late April/May 2016.

NZ Story

Following on from the three workshops in early December with industry an stakeholder group, farmers, and a meat processor group a framework for the a future market development programme has been developed. A central part of this framework which has been identified is the role of the Red Meat profit Partnership (RMPP) in bridging the 'gap' between B+LNZ and meat processors. A series of meetings with individual meat processor CEO's has now been arranged to gather further insight and feedback on this framework.

Key highlights and achievements

- eASD completed development of web version.
- Inclusion of DINZ within NZ Farm Assurance Standards.
- Large numbers of attendees across multiple sector capability programmes.

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
- Extension Networks; discussions have been had with FarmIQ, Ravensdown, and DINZ PGP's around provision of guidance and support with extension activities allowing RMPP to gain further insights into uptake of new innovations.
- 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, and 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.
- Initial benchmark development.
- Agriculture in Schools Pilots start (February 2016).
- Continued rollout of eASD PoC and development of mobile solution.

Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$692,739	\$692,739	\$1,385,477
Programme To Date	\$4,735,482	\$4,735,482	\$9,470,963