

Transforming the Dairy Value Chain



A Primary Growth Partnership Programme

QUARTERLY PROGRESS SUMMARY: Jan – Mar 2016

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Presentations, Publications & Training Courses

- 12 industry publications accepted
- 3 conference presentations
- 33 industry workshops, events or training programmes delivered
- 3 industry codes of practice or other resources
- 60 students working towards Masters, PhDs and other tertiary qualifications as part of the programme.

Key highlights and achievements

- Fonterra launched ANMUM™ into the New Zealand market in March. The brand is supported by a significant amount of scientific research, which is highlighted by advertising that refers to “*Fonterra’s paediatric nutrition experts*”. Much of that expertise is enabled by the TDVC PGP investment, particularly research into the product’s health and well-being benefits.
- DairyNZ, with industry partners, has developed comprehensive programmes to support and improve capability in key farm management areas where rural professionals provide advice to farmers within a whole farm context. There are now six formal and four informal certification or accreditation systems operating, as well as six capability-building programmes covering nutrient, effluent and animal husbandry areas.
- A perfect storm of hot, dry summer and grass grub has provided key new insights for pasture persistency field trials. The way in which cultivars recover from this shock will provide information not seen to date. It has also emphasized the importance of soil biology in pasture performance. The quality of the programme’s pasture research was highlighted during a workshop in March. The forum concluded that the TDVC had accelerated knowledge around ryegrass persistence and highlighted crucial knowledge gaps that needed to be filled. A senior agronomist from one of the major companies commented that: “*Nowhere else in the world would it be possible to hold an event of this nature, in an atmosphere of willing co-operation and desire to learn, with the range of participants that were present, to review and comment on science of the quality that was presented.*”
- The programme’s Train the Trainer project to build capacity and capability in the industry’s farmers and rural professionals (RPs) has passed a key adoption milestone: more than 2900 improvement plans have been co-developed by farmers and RPs – that’s 25% of all dairy farmers. Research has demonstrated that farmers who use project tools to go from average to excellent farm management can boost profitability by \$50,000 per farm.
- Riparian management guides have now been completed for all 13 regions around the country. These are regional resources to be used by farmers and rural professionals to guide good environmental management on dairy farms. This is a major milestone for DairyNZ as part of the Sustainable Dairying Water Accord and would not have been possible without the investment from the PGP programme.
- The farmer wellness and wellbeing work is moving towards a sustainable basis. Since delivery began in 2015 more than 500 rural professionals and farmers have gained skills in recognising and responding to farmers under stress. Six organisations put facilitators through the Train the Trainer programme in February 2016. These organisations have begun providing workshops in their communities and

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organisations at their own cost. About 3000 farmers have been through a Health PitStop as part of the programme's aim of keeping industry participants productive and healthy.

- Nearly 200 kiwifruit industry personnel have attended training courses delivered as a result of research results from the Zespri programme (*kiwifruit structure*).
- Studies on the taste and food texture preferences of consumers in Fonterra's key markets have identified what appear to be new opportunities for product development. This will enable future growth of Fonterra's value-added consumer products.
- The international expert panel for Food Structure Design has praised the TDVC PGP's "*high-calibre research*". The panel – which met in February to review work in the programme – believes the industry and economy are starting to benefit from the higher returns in value-added products being enabled by the research and innovation, and that it is helping Fonterra to move out of the "*commodity spiral*".
- New analytical methods for the measurement of ceramides – a dairy-derived component known to play a role in brain development and function – have been validated and published. This is an important step to investigating the nutritional benefits of these milk components and their possible use in products.
- The ongoing value of the programme was demonstrated to a large and wide audience through a number of communications, including articles and features about the transformation of the industry in significant rural publications NZ Farmer, Rural News, NZ Dairy Exporter magazine, and online. Also, people were given an insight into the human face of the research through profiles in NZ Farmer online and in print. These covered many of the TDVC PGP partners, including:
 - <http://www.stuff.co.nz/business/farming/79527245/scientist-in-it-for-the-long-haul>
 - <http://www.stuff.co.nz/business/farming/78533781/a-chat-around-the-kitchen-table>
 - <http://www.stuff.co.nz/business/farming/78787609/unravelling-the-riddle-of-soft-fruit>
 - <http://www.stuff.co.nz/business/farming/79046504/variety-the-spice-of-his-life>

Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$3.3	\$3.2	\$6.5
Programme To Date	\$60.1	\$61.0	\$121.1