Logic Model for the *Transforming the Dairy Value Chain* PGP Programme

Long-term Outcomes For New Zealand
2020-

- NZ dairy industry's international competitiveness in global market maintained
- Increased exports and economic growth (increase in dairy contribution to NZ's GDP)
- Enhanced international reputation
- Value of dairying resources unlocked & maximised

The New Zealand economy will benefit through ...

Medium-term Outcomes For Sector
2015-2023

- Maximised, sustainable economic growth across New Zealand's dairy industry, without increasing the environmental footprint through better farm practice and reduced costs of production
- Accelerated improvement in dairy sector performance
- Increased dairy industry profitability & resilience
- Greater on-farm productivity
- Better informed & skilled sector
- More sustainable, secure use of resources
- Increased volume & value of exported dairy products
- Growth in markets & market share

If successful this will result in ...

Short-term Outcomes For PGP Partners
2012-2019

- Improved production and resilience of cows
- Adoption of good on-farm practice and new farming technologies
- Dairy sector's capacity and capability meets industry needs
- Higher milk volumes processed & safe production of quality dairy products
- Increased rate of genetic gain of New Zealand's national dairy herd.
- Improved infrastructure supporting farmer decisions and better advice available to farmers
- Interest is built in dairy farming as a career option
- More efficient dairy processing - faster, less cost, reduced waste
- New, market-led, products & ingredients

If the PGP programmes' innovative activities are successful ...

Activities & Outputs
2010-2017

- Genetic traits are incorporated into the National Breeding Objective
- Industry-owned accreditation & certification systems developed for Nutrient, Effluent, Animal Welfare, GHG, Farm Business Management
- Networks, improved access to information and training opportunities are developed for farmers and their advisors
- New options created to improve manufacturing processes and the control of product quality
- New options created for adding value to milk through the ability to tailor structure, texture, sensory and nutritional properties of dairy products and ingredients
- New scientific evidence developed to enhance the value of products with superior nutrition and health benefits

PGP Programme Themes 1 & 2

PGP Programme Themes 3, 4 & 5

Enablers & Inputs

- Increased investment in dairy industry innovation activity
- Developing networks, collaborations, partnerships across the dairy industry and researchers
- Building on existing food science research capability & knowledge

Problems & Opportunities

- A number of issues that may prevent sustainable growth of New Zealand's dairy sector need to be addressed. There are opportunities to increase on-farm productivity while maintaining dairy farming's environmental footprint, increase efficiencies past the farm gate and diversify current dairy products and manufacturing processes.

Additional Benefits *for the sector and New Zealand*

- Environmental benefits
- Improvements in natural water quality
- Social benefits, e.g. more vibrant rural communities
- Enhanced global reputation for NZ agricultural systems
- Enhancing NZ's reputation as a source of high-quality, safe food
- Increased collaboration and sharing of ideas across sector
- Creation & expansion of NZ research communities
- Increased educational opportunities in science, technology and engineering relevant to dairy
- Emulation of new knowledge & approaches across the sector
- New networks, cross-over knowledge benefits to other sectors