Outcome Logic Model for NZSTX - Nov 2013

Long-term outcomes

Long-term sustainability of the sheep farming industry through:
shifting production to true FFM animals
producing high value goods specifically for targeted end usage

Impact on wider economy (medium-term outcomes)

Greater productivity

Increased value of products

Market growth or protection

Increased volume of FFM animals processed

New, higher value products and co-products produced

Enhanced reputation

Increased certainty of supply and consistency of product

Effect of activities (short-term outcomes)

Increased ability to produce FFM goods for a targeted end audience

Improved animal health and environmental practices

Improved brand differentiation and recognition

Improved supply chain management

Increased uptake of FFM products and processes

Change in industry mindset/culture and practices

Increased understanding of FFM products by consumers and buyers/sellers

Critical mass in procurement via NZM facilitation

Enablers: inputs, activities and outputs

Awareness raising, information provision, and support to challenge mindset of farmers, brand partners and consumers

Relationship building with brand partners and value chain participants

Contract pricing and procurement processes to ensure sustainability of the supply chain

Development and validation of fit-for-market (FFM) fibre, meat and co-products

Production science and enhanced sheep research in NZ

Marketing effort and brand development

Value chain collaboration and integration activities

Problems addressed

Declining value in the sheep industry

Lack of alternative products and income sources for sheep farmers

Intensification of agricultural production is placing a strain on natural capital on which the industry relies

Consumer demand for higher quality, healthier and environmetally-friendly farm products

Addressing an engrained commodity culture

Narrow range and limited product versatility of fine wool merino sheep. Strong demand for product but limited supply.

Price volatility in sheep meat and wool

Spillovers

Supporting rural communities through profitable farming

Increased knowledge of NZ Inc.

Collaborative partnerships across the primary sector including leveraging other PGP programmes

Extension of thinking for strong wool sector

Strengthening R&D and improving linkages between researchers, commercial organisations and markets

Introducing international expertise and capability to the NZ primary sector