

Transforming the Dairy Value Chain



A Primary Growth Partnership Programme

QUARTERLY PROGRESS SUMMARY: April – June 2015

Transforming the Dairy Value Chain

Summary of progress during this quarter

- Completion of the programme progress review
- Development and approval of the business plan for F16+

Presentations, Publications & Training Courses

- 6 scientific publications accepted and a further 2 submitted
- 8 conference presentations and posters
- 56 industry workshops, events or training programmes delivered
- 20 industry publications, guides, codes or other resources

Key highlights and achievements

- Very positive response by farmers to farmer wellness presentations throughout the country. Over 2300 people (including 1500 farmers, 640 rural professionals, and 80 industry directors and councilmen) have attended 42 presentations. Feedback from one event included the following comments:

I was at the farmers' forum yesterday. I just wanted to pass on that you did a great job and it was a timely reminder that I need to take better care of myself. Don't worry, I'm not on the brink of a meltdown, but your presentation reminded me that my current workload and stress levels aren't sustainable. It gave me some fresh motivation to set aside more time for quality rest and time with my wife and kids away from work. Thank you.

Thank you for your workshop, it is the first time I have felt like the industry is actually concerned about farmers instead of just how much production and profit we can make for the economy. I left feeling understood!

- A revised Herd Test Standard has been approved and published that enables farmers using distributed milking systems to participate in herd testing, this will allow farmers using these systems to be able to make more informed decisions about breeding and culling based on each cow's production performance.
- Nutrient management guides for the Northland, Canterbury and Bay of Plenty Regions have been published and over 260 rural professionals have been engaged in a number of training sessions.
- Successful pilot of a "Cow Skills" training programme, with participants assessed as showing a marked improvement in animal handling skills after training.
- Successful pilot of a leadership development programme for TeenAg members to develop leadership skills in year 10-13 students who are considering careers in agriculture.
- Completion of phase one work on the science of UHT creams which has successfully identified a number of factors impacting the stability and performance of these products, provided technical insights to inform the production of existing and new products, and delivered a new prototype that is now in the NPD pipeline.

Programme Progress Review

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The progress review of the programme has been completed and the report published on the MPI website. Overall the review is positive about the programme.

The majority of the projects within the programme are on track to deliver their outputs within the programme's life, and the reviewers concluded that:

“there is a strong likelihood of the Programme achieving significant economic impacts and important industry change.”

The review has made some recommendations that will help the programme to meet its goals. The programme steering group has accepted all of the recommendations. These include:

- **Development of a benefits realisation framework.** The programme already has in place a large number of measures to enable the partners to see progress towards the programme's goals. The programme is now working on developing a benefits realisation framework, which will group all of these together.
- **Increased focus on communications.** The programme has been doing some great work, however, at present this is not as visible as we'd like. We are at the stage of the programme where projects are beginning to deliver real, tangible and significant outcomes. Improving the visibility of programme achievements is a key priority for the programme, and we are dedicating resource towards this.
- **Establishment of a programme management office.** Prior to the review the PSG had taken the step of appointing a single programme manager with oversight over the entire programme with dedicated support within DairyNZ and Fonterra. Following from the review we are also adding in a dedicated communications/engagement resource and we have made some changes to strengthen the leadership of individual themes.
- **Reviewing the composition of the programme steering group.** A process is underway for the appointment of an independent PSG member to complement the representatives of the three partner organisations (DairyNZ, Fonterra and MPI).
- **Focus on transition planning.** Many of the projects within the programme are maturing and delivering outputs and outcomes. Realising the benefits depends on end-users (farmers, rural professionals, companies) adopting the programme outputs and applying them within their own businesses. The programme is now moving towards ensuring there is a clear path for transition and that the necessary downstream investment will be available to sustain the outcomes.

Key messages are:

- Good progress is being made and we are starting to see the benefits of many of the projects within the programme.
- The benefits of this go beyond the dairy industry, New Zealand primary industries will also see the benefits of this programme.
- This is a valuable programme that has real economic and sustainability benefits to the dairy industry and New Zealanders.

Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$4.8	\$4.2	\$9.0

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Programme To Date	\$52.0	\$52.5	\$104.5
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