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Red Meat Report Issue 07

Introduction from Sam McIvor and Sirma Karapeeva

Spring is a time of renewal, and looking across the sheep and beef farming and red meat processing and exporting industry it certainly looks as if we stand on the cusp of several major changes.

Domestically the biggest change has been the general election, which will see National, ACT and New Zealand First form a new Government. Reviewing the agricultural policy platforms of all three parties suggests we will positively advance policymaking across a range of areas we have been working on the sector's behalf.

There is a lot to be working on as our [report](#) on the cumulative impact of Government policy on New Zealand sheep and beef farms over the past six years shows. Whether it is the methane targets, the conversion of sheep and beef farms into carbon forests, water policy or immigration - unwinding and rightsizing the regulatory framework that the red meat sector operates in will be a lot of work for a new Government to take on, and it can't all be done at once. A big focus for Beef + Lamb New Zealand (B+LNZ) and the Meat Industry Association (MIA) over the coming year will be to ensure the Government is focusing on the critical issues for our sector.

There is good reason to do so. As a major contributor to the economy in terms of export earnings and employment, putting the right policy settings in place to boost red meat exports is good for our sector and New Zealand as a whole.

One of the changes we know we cannot control is the price we receive in-market for New Zealand-reared beef and lamb. China's economic headwinds and stubbornly high global inflation have seen red meat prices slide from record levels in 2022 to levels that are on par with what we were getting in 2019.

That's why it is more important than ever to ensure we are focussed on stripping out unnecessary costs to trade wherever possible. Our joint [Barriers to International Trade](#) report suggests there is significant scope to reduce on-border tariffs as well as post-border red tape among our major trading partners - many of whom we have free trade agreements with. Helpfully, the new Government has shown significant interest in further re-establishing our trade connections with the world, a good platform from which to have this discussion.

The changeable landscape ahead of us in 2024 underscores why it is important that our two organisations take a supply chain view to the red meat sector when we advocate on your behalf. We are more influential when we are aligned on the strategic outcomes we want to achieve, as well as how we get there.

To this end B+LNZ and MIA now hold two joint board meetings a year, and this has proved a valuable channel to better understand the dynamics and commercial pressures on both sides of the farm gate. That's important during the hard times, as well as the good times.

It is worth restating that the fundamentals of the red meat market are sound in the medium term, especially as populations and prosperity grows among emerging nations. Being positioned in the Asia Pacific region means we are in the box seat to capitalise on this.

Times are tough right now - but this isn't New Zealand's first market correction, and players on both sides of the farm gate are resilient and adaptable.



Sam McIvor
CEO,
B+LNZ



Sirma Karapeeva
CEO,
MIA

SECTOR-WIDE UPDATE

NEW SEASON OUTLOOK 2023-24: PROFITS UNDER PRESSURE

It's going to be another tough year for sheep and beef farmers according to B+LNZ's New Season Outlook 2023-24.

Demand for red meat in export markets is expected to recover slightly from last year, but ongoing increases in farm costs – driven by inflation and high interest rates, are expected to reduce sheep and beef farmers' incomes sharply for the second year in a row.

B+LNZ is forecasting farm profitability to fall by 31 per cent for 2023-24 to an average \$88,600 per farm. This follows a decline of 32 per cent in 2022-23 and means profits for farmers have more than halved in two years. This is a 15-year low, when you take inflation into account.

There are further short-term downside risks on these forecasts, should China not recover as quickly as forecast, and if Australia suffers a strong drought its red meat exports would be higher than expected in New Zealand's key markets.



Profitability in all regions and farm classes is expected to decline, with sheep-dominant areas most affected as lamb prices are likely to be flat for the coming season while beef prices are expected to remain relatively good.

While the sector faces a challenging year this is balanced by strong longer-term market fundamentals, and an improvement is expected as the economies of the key markets recover.

B+LNZ will be supporting farmers to navigate these challenging times through workshops, seminars, on-farm field days and activity such as [Sow, Grow, Thrive webinars](#).

Read the report: [New-Season-Outlook-2023-24](#)

PRE-ELECTION ADVOCACY

In the lead-up to the 2023 General Election, B+LNZ and MIA collaborated on keeping the sector's issues front of mind as political parties developed their policy platforms, building on the release of the [red meat sector manifesto](#) in the new year.

In late August, MIA hosted a cocktail function at Parliament with politicians, where it launched the Briefing to Incoming Ministers (BIM), in conjunction with B+LNZ. The BIM sets out strategic challenges New Zealand must grapple with to improve the prosperity of the country and Kiwis, and how to do this.

B+LNZ continued to release important reports to underpin advocacy efforts, from regular ones such as the Stock Number Survey (which showed land-use change continues to impact livestock numbers) through to research such as the Myles Allen-led *Agriculture emissions and warming in Aotearoa New Zealand to 2050* (see 'Methane targets' section) and the BakerAg review of the *Cumulative impact of Government policy on New Zealand sheep and beef farmers* (see 'Environment' section).

In September B+LNZ, in partnership with Federated Farmers and DairyNZ, organised the Rural Issues Debate. This featured politicians from all the main parties outlining their primary sector policies and how they intend to address the significant issues facing our sector.



Held in front of a live audience of 300 people at Hamilton's Mystery Creek, the debate attracted 35,000 to the livestream and many more views of the recording afterwards. Watch a [recording of the debate](#).



RED MEAT SECTOR CONFERENCE

In August, over 300 processors, farmers and industry professionals gathered at the 2023 Red Meat Sector Conference in Auckland, hosted by B+LNZ and the Meat Industry Association. The conference theme was 'Driving sustainability, value and growth'.

The conference provided the industry with a great platform to engage, collaborate, and envision the future of our red meat sector.

Attendees heard from a series of key speakers and panels and participated in a range of breakout sessions.

Guests enjoyed a keynote speech from National Party Leader, now Prime Minister-elect, Christopher Luxon at the gala dinner. The conference's political debate, featuring then Agriculture Minister Damien O'Connor and National's Todd McClay, was also popular.

Celebrity chef Nadia Lim discussed her Central Otago farm and her commitment to telling farmers' stories.

Trend forecaster Michael McQueen explored how the pandemic catalysed change and highlighted the need for sector leaders to position themselves for success in this rapidly evolving landscape and target the growing Generation Z market.

Ministry of Foreign Affairs and Trade Deputy Secretary Vangelis Vitalis, together with a panel of processing and export leaders, discussed New Zealand's sophisticated commercial strategy, which maximises returns through exporters selling product into over 100 countries simultaneously, but varying volumes between markets as prices fluctuate.

They discussed the importance of meeting market expectations, especially around animal welfare, food safety or environment.

They forecast this pressure will increase, particularly around carbon emissions, alongside the challenge of proving to other Governments that our products meet these high standards.

MEAT BUSINESS WOMEN NEW ZEALAND

Meat Business Women (MBW) has had an active six months encouraging and empowering women in the red meat sector. The latest campaign 'The Power of You' tells the stories of the people who work within the meat industry. It showcases how the industry can attract and retain more women and become a more inclusive sector. Learn more about [how you can get involved](#).

In July, MBW NZ hosted a political panel discussion in Wellington. The theme was 'What does 2050 look like for women'. It was an opportunity to hear from a panel of female politicians including Nicola Grigg (National Party) and Steph Lewis (Former MP for the Labour Party) about their vision for our sector.

MBW also held its traditional pre-Red Meat Sector Conference networking lunch in early August, which featured renowned businesswoman Theresa Gattung. At the packed-out event, which was generously supported by the Ministry of Primary Industries, Theresa shared



valuable insights about her career journey, reflecting on the challenges she faced then and now, and highlighting the progress she made in supporting women. She gave her perspective on work and career, along with advice for women on their own professional paths.

B+LNZ and MIA are proud to be territory partners of MBW.

Join the [Meat Business Women NZ LinkedIn group](#) or get in touch with MBW NZ Chair Abigail Delaney: Abigail.Delaney@beeflambnz.com

BEEF + LAMB NEW ZEALAND 2023 AWARDS

The winners in the B+LNZ Awards were announced in mid-October at a gala dinner held at Te Pae Convention Centre in Christchurch.

The Awards recognise the people, the technologies and innovations that contribute so much to New Zealand's world-leading red meat sector.

Kate Acland, Chair of Beef + Lamb New Zealand, says she was blown away by the calibre of the finalists. "Sheep and beef farmers are often quite humble in their nature, but it is essential we put ourselves forward, that we celebrate our success and share our stories with wider New Zealand.

"It is going to be a tough season, and in tough times, it is more important than ever to celebrate the sector's many achievements."



Beef + Lamb New Zealand Award winners:

The Ballance Agri-Nutrients Science and Research Award was won by the Low Methane Sheep Genetics Programme. This programme has led the world in the development of the world's first livestock genetic selection tool for methane reduction.

The Datamars Livestock Technology Award was won by Silver Farm Farms/Lynker Net Carbon Zero Mapping Tool. This technology enables farmers to capitalise on the vegetation on their farms while meeting consumer demand for red meat produced with a smaller environmental footprint.

The Gallagher Innovative Farming Award was won by the Marlborough-based fence post recycling company Repost Ltd. Using waste posts from the viticulture industry, Repost Ltd turns them into low-cost fence post options for sheep and beef farmers.

The Silver Fern Farms Market Leader Award was won by the recently formed veal company, Pearl Veal. Identifying the needs of the customer, in their case chefs, they worked backwards to produce a veal product that met their requirements, thus driving demand and providing a novel solution to the difficult issue of wastage in the dairy industry.

AgResearch Emerging Achiever Award was won by Darfield-based Amy Hoogenboom. The award judges described Amy, who is New Zealand's Beef Genetics Manager for Zoetis, as a

great example of a hard-working young professional and an exemplar of an emerging achiever.

The Rabobank People and Development Award was won by the New Zealand Rural Leadership Trust. The Trust, which manages the Nuffield Farming Scholarship and the Kellogg Rural Leadership Programme alongside other initiatives, offers high quality, fit-for-purpose leadership programmes for the primary sector.

The FMG Rural Champion Award was won by the nationwide farmer mental health and wellbeing initiative Surfing For Farmers. The programme, which is run by volunteers, has significantly grown in its scope and impact reaching a large national audience and supporting farmers' wellbeing.

The Alliance Significant Contribution Award was won by Canterbury-based Farm Systems Scientist Tom Fraser. For over six decades, Tom has been translating science into farmer language and has provided farmers with the tools, approaches and wisdom that has helped drive productivity, profitability and environmental outcomes.

The Beef + Lamb New Zealand Regional Leadership Award went to Cheviot sheep and beef farmer Ben Ensor. Ben led North Canterbury's dryland farmers through an incredibly difficult period in North Canterbury's farming history and has been instrumental in turning the dryland farming group into the Hurunui Landcare Group.



GOOD THINGS START WITH NEW ZEALAND BEEF AND LAMB CAMPAIGN - UPDATE

The Good Things campaign, which reminds Kiwis that 'Good Things Start with New Zealand Beef and Lamb', continues to have great results after six months in market. It has been seen over 40 million times and the response has been overwhelmingly positive. As it's so successful, the campaign will be going throughout summer. The marketing campaign is funded by B+LNZ Inc, B+LNZ Limited and meat processors.

Looking ahead

Building on this platform, discussions are progressing with the New Zealand Olympic Committee to align our world-leading product with world-leading athletes ahead of Paris 2024. With ambassador Stacey Waaka likely to be starring in the Paris games, B+LNZ Inc. is working on plans to celebrate the rich heritage NZ has in supporting and fuelling some of our greatest Olympians.

Extending Good Things

Off the back of Good Things, a new series of videos has been created featuring super-star Ibee Maeva (aka young Stacey in the TV advertisement) interviewing some key representatives within our industry – a farmer, a butcher and a chef.

So far, the chef series with Peter Gordon, and farmer series with primary sector expert and B+LNZ Māori Agribusiness Advisor Charles Taituha have rolled out. From Charles, we find out how the environment is cared for on a farm, thoughts on sheep and cow burps (!) and what he thinks the best thing about being a farmer is.

Watch [The Farm to Table Story videos](#).



BACKING WOOLS OF NEW ZEALAND

B+LNZ is backing New Zealand sheep farmers by choosing Wools of New Zealand commercial wool tiles to carpet its Wellington office.

When we were looking at re-carpeting our Wellington office, it was a no-brainer to choose sustainable over synthetics and support New Zealand sheep farmers said Sam McIvor, chief executive of B+LNZ.

The Wools of New Zealand commercial carpet tiles are naturally biodegradable, flame-resistant, stain-resistant, and use wool sourced from farmers committed to world-leading sustainable farming practices.

B+LNZ is proud to be supporting Kiwi farmers and rural communities through its procurement approach whenever possible.

RENDERERS WORKSHOP

After a four-year hiatus the annual rendering workshop returned in August 2023, bringing together experienced operators, supervisors, MPI verifiers and engineering suppliers in Napier. A record number of 57 delegates gathered to gain insights and knowledge of technical and regulatory content specific to the industry. A visit to Hawkes Bay Proteins and Napier Port gave attendees an additional opportunity to view operations and understand the transport and logistic challenges of getting the product to market.

The workshop included an award for innovation excellence in resolving a rendering issue and was won by Mark Dass from Hawkes Bay Proteins. The New Zealand rendering industry has a close relationship with the Australian Renderers Association and Mark will be sponsored to travel to their next symposium. The Rendering Group and MIA will be working on the programme for the next workshop, which is scheduled for 20-22 August 2024 on the South Island.



Mark Dass from Hawkes Bay Proteins

MYCOPLASMA BOVIS UPDATE

B+LNZ is a partner alongside the Ministry for Primary Industries (MPI) and DairyNZ in the *Mycoplasma bovis* (*M. bovis*) eradication programme.

New infection

In September, a dairy farm in Selwyn was confirmed infected with *M. bovis* after it was first identified by standard Bulk Tank Milk background screening.

The find was unsurprising as the programme expected to identify more infected properties during spring testing, and it does not undermine progress toward eradication. You can find the latest information on this case by visiting the [M. bovis website](#).

Surveillance change

In November, MPI contracted the surveillance phase of the *M. bovis* programme to the disease management agency OSPRI.

The move signals the next step as the sector nears the end of active management of the disease and a transition to monitoring and response, as the estimated 10-year eradication plan passes its half-way mark.

If successful, New Zealand will be the only country in the world to ever achieve eradication and return to being *M. bovis*-free.

The surveillance phase of *M. bovis* will be managed by OSPRI until the projected end of the programme in 2028.

OSPRI will manage the day-to-day running of the *M. bovis* programme in the surveillance phase, which will include testing, managing any active or newly detected properties, depopulation and site cleaning, and farmer support. Many of the MPI staff involved in the *M. bovis* programme are also moving to OSPRI.

MPI, DairyNZ and B+LNZ remain accountable for the overall management and success of the programme under the current Government Industry Agreement. MPI is also retaining responsibility for some aspects of the programme, including compensation and compliance.

Farmers should not be impacted by the move, and *M. bovis* programme levies will not increase. The contracting arrangement between MPI and OSPRI will remain in place until a proposed National Pest Management Plan (NPMP) comes into effect, anticipated to be in July 2024.

If approved, an NPMP will provide legislative authority for a management agency to carry out the programme's services, including enforcement.

Until this change occurs, oversight of the programme will continue to be carried out by the *M. bovis* Governance Group made up of MPI, DairyNZ and B+LNZ.



ENVIRONMENT

The environment has continued to be a major focus with the sector forced to respond to a raft of proposed environmental policy and regulatory changes. B+LNZ and the MIA remain deeply concerned by the scale and pace of these proposals and the cumulative economic impact on sheep and beef farmers. We are calling for a pause and review to ensure pragmatic policy and regulatory settings.

CUMULATIVE IMPACT OF POLICY

In late September, B+LNZ released independent research by BakerAg on the [cumulative impact of Government policies on sheep and beef farmers](#).

Using case study farms from across New Zealand with a variety of farm production systems, the report looked at the direct impacts and opportunity costs of the environmental policies.

It clearly shows large costs, potentially significant lost opportunities and a lack of confidence from farmers that the regulations will actually achieve better environmental outcomes.

Many farmers will be impacted by the range of policies, including dairy and horticulture.

The report reinforces the red meat sector's calls for the Government to press pause on any new regulations and to review those it has already enacted. It needs to look at both the rules themselves but also undertake its own comprehensive analysis of the cumulative impact of all the rules.

Farmers acknowledge ongoing investment in environmental improvements is needed in many cases but that investment needs to be targeted at proven actions with measurable impacts. Instead, there are a range of one-size-fits-all rules that impose significant cost without clear benefits.



AGRICULTURAL EMISSIONS PRICING

In August, the Labour Government released its agricultural emissions policy decision, stating its intention to set up a measurement and reporting system in 2024, with pricing to begin in late 2025. It proposed that further on-farm sequestration be recognised in the ETS, but with no certainty in the timeframes for when this would happen.

The timing of the announcement was very frustrating given the significant financial challenges farmers are facing and the lack of notice.

Following significant negative farmer feedback of the potential financial implications of the proposal, B+LNZ no longer supports the original He Waka Eke Noa proposal that was put to Government in 2021.

We're advocating instead for the focus to be on setting up a cost-effective, sector wide farm level measurement and reporting framework that is practical and useful for farmers.

This will likely be useful for farmers for meeting reporting requirements of banks, and meat processors and exporters, and could provide those farmers looking to reduce their emissions with data to make the most informed decisions around their farming systems.

We do not believe that pricing is justified, particularly because our sector is likely to hit the 2030 legislated emissions reduction target, which is already higher than scientifically justified. The Labour Government's own modelling indicated the original pricing proposal could have reduced sheep and beef production by 20 per cent.

Mitigations are starting to be developed globally. We strongly encourage the new Government to ensure that New Zealand's regulatory frameworks allow for the swift assessment of these new tools. We believe that this will be a far more effective policy approach than pricing.

It is also vital that work is accelerated to validate and recognise all forms of scientifically credible on-farm sequestration.

New Zealand is the first country in the world looking to price emissions from food production. This comes at a time when food security is topping lists of governments' concerns internationally and there is no blueprint to guide us. If we get this wrong, and simply put farmers out of business, less efficient producers around the world will take our place, increasing emissions globally.

METHANE TARGETS

In September, B+LNZ, Federated Farmers and DairyNZ released research by internationally respected climate scientists from the Universities of Oxford and Cranfield that measured the [warming impact of New Zealand's current methane targets](#).

The report was timed to feed into the Climate Change Commission's review of the methane targets which started recently.

The research confirmed that the current targets are too high and would see methane offset all of the expected additional warming from carbon dioxide and nitrous oxide from the entire New Zealand economy.

The current targets would see the New Zealand economy peak its warming in the late 2030s and then reverse total warming back to 2022-27 levels - well ahead of most other countries, which are currently aiming to achieve peak warming (net zero) from 2050.

The research found that if other countries meet their existing emissions reduction commitments, then a 15 per cent reduction in methane would see New Zealand contribute no additional warming from 2020 levels.

This is significantly lower than the current methane reduction range of 24-47 per cent in the Zero Carbon Act and demonstrates the importance of taking a warming-centered approach to emissions reduction.

The report noted New Zealand's current methane targets were based on an IPCC (Intergovernmental Panel on Climate Change) report, released in 2019, which explicitly said their numbers should not be used to set a country's targets.

The 24-47 per cent IPCC range was also based on modelling using GWP100, and as far as B+LNZ is aware the New Zealand government undertook no modelling at this time to understand the actual impact these targets would have on New Zealand's contribution to actual warming.

It is critical we consider the most up to date research to give farmers confidence about what they are being asked to do. The warming impact research shows that the current methane targets would ask farmers to do more of the heavy lifting and bear more of the cost than other parts of the economy.

The research has been submitted to the Climate Change Commission and the red meat sector is urging the Government to take these findings into account and set methane targets based on a climate warming approach.

In addition to this work to get the policy settings right, the sector is continuing to invest in the tools to help farmers reduce their emissions such as low methane sheep. Climate change is an issue that is not going away, and farmers need to play their part in addressing it, but it is important that the approach is fair.

CARBON FARMING

The rate of whole-farm sales for conversion into forestry, particularly for carbon farming, remains a significant issue facing sheep and beef farming. The Labour Government acknowledged action is needed, with the release of proposed changes to the ETS, and the red meat sector will continue to strongly advocate for changes.

We strongly support the integration of trees within farms. In our view this is a win-win and we can go a long way towards meeting New Zealand's climate change commitments this way, rather than through the conversion of entire farms.

In July, the Labour Government released consultation materials on an overarching review of the ETS and the role of forestry within it, and specifically on potential changes to the permanent category of the ETS.

B+LNZ's submission was informed by nearly 200 survey responses, which was critical in understanding the range of farmer views on this complex area. B+LNZ also provided a submission template for farmers to use.

In August, B+LNZ released an [independent report](#) showing changes are needed to the ETS and what these should be. The analysis, by legal firm Meredith Connell, was commissioned before the Government released proposals for consideration and was provided to the Ministry for the Environment. It also informed B+LNZ's consultation submission.

Also in August, B+LNZ also released [updated research](#) by Orme & Associates showing the scale and pace of sheep and beef land purchased for forestry is even higher than first thought. The amount of land sold in 2021 soared 66 per cent compared to the previous year.



FRESHWATER

Stock exclusion regulations

In September, the Government announced some further changes to the stock exclusion regulations. This follows nearly three years of various consultations after the original rules were released and it was immediately recognised that changes needed to happen.

The announcement included several positive changes. There were exceptions relating to the Upper Taieri Scroll Plain and land that has a DOC grazing concession or Crown Pastoral lease that limits the number of stock grazing the land, and clarification around some existing fences and land greater than 10 degrees incorrectly captured by the low-slope map.

While these will provide relief to some farmers, the base legislation remains unchanged and at time of writing the Government had not made any decisions about the three options for exemptions for low-intensity farming systems they consulted on.

It is vital that this is resolved. Farms with very low stocking rates and therefore low risk to the environment should not risk their financial viability by fencing all of their waterways.

The red meat sector will continue to push to get the right changes. The current 1 July 2025 date for when beef cattle on low-slope land need to be excluded is looming and delaying a decision does not help farmers that need time to plan and fund any stock exclusion requirements.

Freshwater farm plans

Freshwater farm plans have been activated in parts of Waikato and Southland and will roll out across the country over the next two years. Farmers there have been advised to contact their regional council for guidance.

B+LNZ is pushing for there to be as little duplication as possible between the requirements of freshwater farm plans and other farm planning requirements, such as in the current Waikato PC1 process (see regional policy update below). At a national level, B+LNZ does not support compulsory plans for all farmers and continues to advocate for workable requirements around freshwater farm plans and sensible timeframes for their rollout.

Regional plan process update

B+LNZ continued working on behalf of farmers on important regional processes around New Zealand. The following is a summary of some key work.

In Waikato, B+LNZ presented a joint case with Federated Farmers on the Waikato Regional Council Plan Change 1

(PC1) process and the hearings are all but complete. This has been a very long process, but a vital one to get right as it will set rules for agricultural land use in the Waikato and Waipā catchments. A final decision is unlikely to be released until mid-2024.

In Otago, B+LNZ has presented our evidence on the Otago Regional Policy Statement. We put a lot of work into this as it was the first region to go through the new freshwater planning process and could set a precedent for the interpretation of the National Policy Statement for Freshwater Management 2020 (NPSFM) nationwide. We have significant concerns with some of the objectives and policies that have been proposed.

Recently there has been a raft of consultations from regional councils as they develop their regional freshwater policy statements and plans ahead of the fast-approaching 31 December 2024 notification deadline.

As a result of this, B+LNZ has put out an urgent request to the incoming New Zealand government to instruct a pause in the regional planning processes and review the NPSMF.

While sustainable freshwater management is important, the varied contents of the material that are coming out, and the rushed consultation approaches currently being taken by some councils is creating undue stress on many sheep and beef farmers across the country.

Some of the concerns we have just based on the Otago, Northland, and Horizon's draft plans & targets are:

Sheep and beef farmers in Otago will be mandated to fence off all waterways on low slope land with a 10-meter setback, which is twice what is the current Freshwater rules.

Northland's plan imposes demanding requirements, necessitating farmers to obtain consent for farming on steep land greater than a 25-degree angle which is estimated to cover 25,000 hectares, a staggering 40% of farmable area in the region.

In Manawatū and Whanganui (Horizons), the regional council's draft targets outline substantial reductions in nitrogen, phosphorus, sediment, and E. coli, as well as proposed changes that include fencing off critical areas, retiring marginal land, reducing fertiliser use, planting catch crops, and establishing riparian zones.

Due to the time pressure caused by the deadlines, many regional councils have also not undertaken full economic analysis of the impact of the draft proposals.

Sheep and beef farmers are committed to ongoing environmental improvements and significant gains have been made in recent years. The direction of travel needs to continue, but we need to find a more pragmatic and practical way to achieve the outcomes that everyone wants.

NPS BIODIVERSITY

The red meat sector remains very concerned about the Government's National Policy Statement on Indigenous Biodiversity (NPSIB), which was finalised in July. It is complex and cumbersome and will significantly impact sheep and beef farmers.

While there were minor changes to the original NPSIB, it remains fundamentally flawed.

In particular, the definition of a Significant Natural Area (SNA) is far too broad and will capture much more than truly significant biodiversity.

Significant areas of sheep and beef farms are likely to be captured, which will limit what farmers can do on that land, tying farmers up in red tape and devaluing farms. Those that have done the most to protect their biodiversity will be the most impacted.

Related to this, the Government is also consulting on a biodiversity credit system to incentivise farmers to protect and enhance biodiversity on their land. Our initial response is that while this could offset some impact it will require a lot of work and is unlikely to compensate for the flawed underlying regulation.

B+LNZ's consultation submission was informed by farmer feedback via a survey. Consultation closed at the beginning of November.

Indigenous biodiversity is hugely important to our farmers who are actively protecting and restoring indigenous habitats. Biodiversity should be an asset rather than a liability and the red meat sector's views are backed by many respected biodiversity experts.



MANGATANGI- MARAMARUA CATCHMENT COMMUNITY GROUP GOING FROM STRENGTH TO STRENGTH

Farmer-led catchment community groups are a great platform for building thriving farming communities, valued by all New Zealanders. B+LNZ works with a number of catchments around the country to support their aspirations.

The Mangatangi-Maramarua Catchment Community Group, in Waikato, was formed in 2021. It has already achieved so much.

“One of our Group's initiatives has focused on water quality. Our goal was to build data from 12 new water monitoring sites (including two real-time systems) within the Mangatangi and Maramarua waterways. Using the latest technology, and partnering with a water consultant, we now have data looking at turbidity, nitrogen, sediment, temperature, and E. coli, which shows a positive picture with several levels meeting or above the national standards,” says Will Murphy, Chair of the Mangatangi-Maramarua Catchment.

“As the months pass, seasonal comparative data will provide a deeper understanding on how land use, weather events, temperature, and seasonality impacts water quality.

“The Group has also invested in an online mapping system called ‘Our Living Catchment’. This is an interactive, online tool to capture events and record on and off-farm activities. Members upload information and photographs, such as recent plantings, weather events, sightings of pests, or examples of biodiversity etc.

“The 12 water monitoring sites are shown and their corresponding data. Rainfall records are current and stretch back to 1962. It is a working, living repository that is useful today and will provide substantive historical information for the future.”

[Read more and find out what's next for the Mangatangi and Maramarua Catchment Community Group.](#)

B+LNZ encourages and supports farmers to take active roles in local catchment community groups. We offer a range of resources to support this work - check out what's available on our [Knowledge Hub](#).

GLOBAL TRADE

While the situation in our export markets remains extremely challenging and exports have fallen this year, the outlook for red meat exports in the long-term remains strong. It demonstrates the sector's resilience and highlights the strong global demand for safe, natural, high-quality red meat. Free Trade Agreements (FTAs) with the UK and EU will see 73 percent of the sector's trade covered by FTAs. We are also focused on resolving non-tariff barriers and continuing to negotiate improved access with trade partners.

MARKET UPDATE

New Zealand's red meat exports continued to face challenging headwinds in the second half of 2023, amid lingering inflationary pressure and cautious consumer spending in our major export markets.

Exports for the year to 30 September were \$10.2 billion, down 11 per cent on the same period last year. At this level, red meat prices are broadly in line with those seen in 2019, but rising cost pressures mean margins are under pressure.

A significant contributor to weaker beef and sheepmeat exports was softening demand in China, where consumers have curtailed spending in the face of a challenging domestic economic outlook.

Adding further pressure were the high levels of inventory that had been built up over COVID-19, as well as an influx of beef out of South America in recent months, particularly Brazil. MIA estimates that it may take between nine months to a year for these two factors to work their way through the system before we start to see the Chinese market turn, economic conditions permitting. It is worth bearing in mind that China still represents a significant market of 1.4 billion people on New Zealand's doorstep.

There were some green shoots in international markets over the past six months, notably solid demand for New Zealand beef out of the United States. This is due to the arrival of the El Niño weather pattern, which has signalled an end to the drought that has gripped the country in recent years. As a result, US farmers have shifted into herd rebuilding mode, which has tightened the domestic supply of beef and increased demand for beef imports.

Demand for New Zealand beef rose in the United Kingdom, boosted by the recently ratified free trade agreement, with both the volume and value of beef exports tracking upwards over the period. Before the FTA with the UK, beef exports would have been subject to a tariff rate of at least 20 percent. While the uptick will be welcome news to New Zealand farmers and processors, it comes off a low base and expectations that the UK may offset weaknesses in other export markets need to be taken with a pinch of salt. The UK is still going through a challenging post-COVID-19 economic correction, and it will take another 15 years for the FTA to fully mature.

RECONNECTING WITH THE WORLD

MIA China technical delegation

Recognising China's position as the biggest market for New Zealand red meat exports, the MIA recently led a technical delegation to the country in September 2023. The trip coincided with the 21st China International Meat Industry Expo in Chongqing, with representatives from AFFCO, Alliance, ANZCO, BX Foods, MIA, Silver Fern Farms, and Taylor Preston.

At a high level, the visit confirmed the relationship between New Zealand and China is in sound shape, and that our red meat products are still in demand. However, the world's second biggest economy will face headwinds at least into the medium term. On the consumer front, the market remains as dynamic as ever, with spending patterns of younger consumers steering more consumptionist and nationalistic compared to their parents, and with a heavy emphasis on health benefits over environmental ones.

Notably, New Zealand's 'clean, green and grass-fed' message was not cutting through as clearly as it should. We have identified a clear need for greater consumer education in this critically important market for New Zealand, and are in the process of assessing a range of options on how to do this.



India delegation visit

Post-COVID-19 reconnections sparked a high level of interest among New Zealand's political and business spheres to secure an FTA with India. To get a better understanding of the feasibility of this, MIA participated in a delegation to New Delhi led by the India New Zealand Business Council in August.

The observations from this trip confirm that a deal with India is a prize worth pursuing for New Zealand. As the world's most populous country, and one projected to achieve sustainable GDP growth rates in excess of seven per cent, India is a country with a rapidly growing middle class. This presents commercial opportunities for many New Zealand businesses, not least the red meat sector.

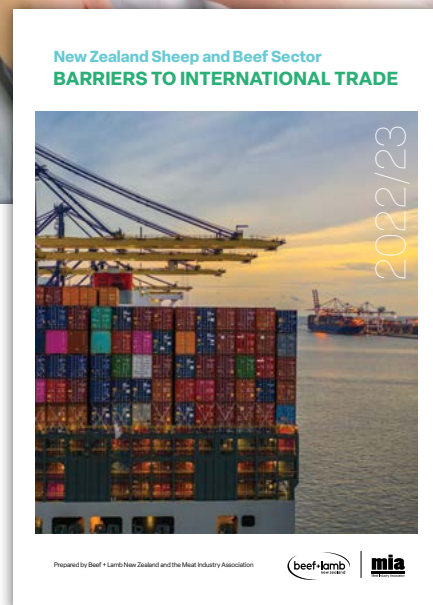
However, it is equally obvious from the trip that we need to temper our hopes. India has a clear goal to substantially grow the size and scale of its economy by pursuing a manufacturing strategy and is aligning its FTA negotiations with those countries that will help deliver on this goal.

New Zealand needs to carefully consider how it can play into this strategy. Whatever equivalent package of value is put forward in the FTA negotiations needs to be aligned with India's emerging interests if we hope to gain greater access for our export products. That will take time and careful political management, but if we work on building relationships with this growing market in the meantime, securing an FTA is that much more achievable.

Technical delegation to Australia

In September 2023, MIA led a technical delegation to Australia to visit a range of processing facilities to see how our Australian counterparts are managing a range of post-mortem carcass inspections, including Shiga toxin E. coli infection (STEC). Given that New Zealand and Australia essentially export into the same markets and regulatory environments, the aim was to see how red meat processors across the Tasman are tackling the issue, and if there were opportunities to align practice to ensure our exports retain access on equal footing into key markets like China.

The visits, which were attended by representative from AFFCO, ANZCO, MIA, and Silver Fern Farms, included four meat processing plants in Queensland and New South Wales, as well as a visit to the headquarters of the Australian Meat Processing Corporation, and provided a range of technical insights that is already shaping operational thinking in New Zealand.



BARRIERS TO INTERNATIONAL TRADE

Amidst a flurry of recent interest in FTAs the release of the biennial [Barriers to International Trade](#) report provided a timely perspective on the tariffs that New Zealand-produced red meat face when entering export markets.

The report, which was co-produced by MIA and B+LNZ, showed that at-border red meat tariffs had steadily declined from \$366 million in 2010 to \$193 million in 2022, but worryingly the 2022 figure represented a 22 per cent increase on the previous 2021 year. From a red meat sector perspective this suggests that our trade strategy needs more focus on extracting value from existing FTAs, especially now that three quarters of New Zealand's exports are covered by trade agreements.

The *Barriers to International Trade* report was complemented by our joint Non-Tariff Measures research, which we commissioned Sense Partners to undertake. The research shows that not only does New Zealand face 2.3 times more non-tariff measures than the world average, but some of the technical barriers to trade impose \$340 million in administrative costs that provide little consumer benefit.

TASTE PURE NATURE

The Taste Pure Nature brand marketing campaign continues to go from strength to strength. Throughout 2023, B+LNZ has been building awareness and aspiration to buy New Zealand grass-fed beef and lamb in the key US and China markets.

US update



The Taste Pure Nature (TPN) brand marketing team recently wrapped up their fourth influencer programme. In partnership with Atkins Ranch, First Light Farms and Silver Fern Farms, our unique New Zealand grass-fed beef and lamb story was showcased to millions of Conscious Foodie consumers.

In working with foodie social media influencers What's Gaby Cooking, FlavCity, Plays Well With Butter, The Real Food Dietitian's and Spoon Fork Bacon, over 15 million people (the number of people who follow these influencers across all platforms) have potentially learnt about NZ beef and lamb, our partner brands and been inspired to go out and buy our products.

The latest campaign had over 39,000 content interactions, along with over 1.4 million video views. It shows our target Conscious Foodie consumer is highly engaged, having interacted with the content through posting likes, playing videos, commenting, or direct messaging the influencer.

The latest brand tracking results of the overall TPN campaign shows 66% of Californian Conscious Foodies intend to buy NZ beef, while the impact is even greater for lamb with 78% expressing the same intent.

Influencers continue to be a trusted resource for discovery, information and education on social media platforms, and beyond.

Read more about [Taste Pure Nature](#) and check out The [Road to Carbon Neutral webpage](#), which highlights some of the initiatives the industry is taking to create a resilient and sustainable beef and lamb sector.



China update



Social media platforms continue to be a great way to connect with Chinese Conscious Foodies. This year has seen over 18,000 new followers, a 30% uplift in content readership and a 25% increase in engagement. The WeChat Mini App Program, launched in May, has also had more than 33,000 views.

Influencers too play an important role in our China content strategy. In partnership with Silver Fern Farms and Alliance, B+LNZ works with influencers on WeChat, Little Red Book and Douyin across categories such as food and lifestyle, fitness and family living. The influencer programme has generated more than 11.2 million impressions, 128,000 engagements, and had a total readership of 2.9 million.



During September, B+LNZ partnered with Sanlian Life Weekly, one of China's most prominent media outlets, to produce a targeted content series encouraging readers to 'Discover the Taste of New Zealand' and how they can incorporate NZ beef and lamb into a healthy lifestyle.

In August, the Taste Pure Nature premium ready-to-heat beef and lamb meal solution range was launched in Shanghai supermarkets. Using consumer and category insights five meal solutions were developed, including slow cooked beef brisket and lamb shank, providing a convenient, healthy, and foolproof taste experience.

The initial launch promotion with Bund Foodie Company supermarket resulted in more than 150 units sold in the first week. Interest was received from several other prominent Chinese retailers, including Hema who started selling the meals at the end of September. Silver Fern Farms is working on launching the range under their own brand sometime in November/December 2023.

Stay up-to-date with the latest Taste Pure Nature news

Sign up to the 'A Bite of Taste Pure Nature' quarterly e-newsletter: [subscribe here](#)



INNOVATION AND RESEARCH

The sector is continuing to invest heavily in research and development.

B+LNZ GENETICS

Sheep genetics update

Sheep Progeny Test

Lambing at both the North and South Island sheep progeny test sites is complete. Flocks at both sites were artificially inseminated using rams from stud breeders around New Zealand. The benchmarks created by these rams underpin New Zealand's world-leading genetic evaluation.

Many measurements were taken at the central progeny test sites throughout the year, including liveweights, body condition scores, eye-muscle measurements, worm FECs, methane emissions and carcass information including VIAscan measurements, DNA parentage tests and tail data (South Island site).

Visual sheep scores guide now available

In October, B+LNZ Genetics published a [‘Visual Sheep Scores’](#) guide. It is intended to serve as a valuable resource to both stud breeders and commercial farmers, providing a detailed overview of the scoring system utilised by nProve for visually-assessed traits.



Ram buying workshops embraced by farmers

A series of informative ram buying workshops were held around the country in September and October, with the primary objective of equipping farmers with the fundamental guidelines for selecting rams.

Beef genetics update

Informing New Zealand Beef Programme

The ground-breaking Informing New Zealand Beef (INZB) Programme is nearing the end of its third year in its mission to give breeders and farmers genetic tools to help produce great tasting beef and drive production efficiency.

A Greenhouse Gas (GHG) cattle genetics workshop was held in April and included key researchers across the cattle sector in NZ. The purpose of the workshop was to create an aligned and efficient approach to GHG genetics research in cattle in NZ.

Across-breed progeny test enters its fourth mating

At the end of May, the first lot of Beef Progeny Test (BPT) animals were processed. Carcass quality data was recorded through Silver Fern Farms Beef EQ programme. Fat cap and rumen samples were also taken from the carcass to contribute to GHG trait research.

Angus, Hereford and Simmental breeders have nominated 52 bulls for use in the across-breed BPT's upcoming mating season, which will again be undertaken at Pāmu's Kepler farm near Te Anau and Lochinver Station near Taupo. This is the highest number of bulls since the programme was launched in 2020.

BPT data in the research database has close to 400,000 measurements on approximately 16,600 animals.

Extension and education activities well underway

In the extension and education space, a series of podcasts have been produced with Sarah Perriam-Lampp. [These are available on B+LNZ's Knowledge Hub.](#)

In May, stud breeders, farmers and rural professionals from across New Zealand gathered to attend the Beef Breeders Forum in Palmerston North. They heard from world-leading experts and discussed the future of New Zealand's beef industry.

Nine 'Better Beef Breeding' workshops have been held around the regions, including a two-part online version of the workshops for those who couldn't attend in person.

PROMISING PROGRESS ON COMMERCIAL FACIAL ECZEMA TEST

Testing for Facial Eczema tolerance could become a whole lot easier if investigation into the development of a laboratory test proves successful.

Identifying FE tolerant livestock would have a profound positive impact on productivity by reducing disease-related losses, lowering costs, and promoting overall animal health and wellbeing. It would also contribute to a more sustainable and economically viable livestock industry.

Initiated and funded by Beef + Lamb New Zealand, the organisation's research team has been working with AgResearch's Principal Scientist Dr Axel Heiser to develop a test for Facial Eczema (FE) tolerance, which eliminates the need for the animal to be exposed to the toxin.

Through phases one, two and three of the work, scientists examined the feasibility of a blood or saliva test before identifying and refining the biomarkers for FE tolerance or susceptibility. Now work is underway to transition the biomarkers that determine FE tolerance into a test commercial laboratories can use.

Dr Cara Brosnahan, B+LNZ's Principal Adviser Animal Health Research, says discussions are underway with commercial laboratories about collaborating to progress the potential test.

Samples stored from last year's Ramguard programme and samples from this year's programme will be used to see how well the test correlates with the current test for FE tolerance. If this work is successful, they aim to have the test available to farmers within six-12 months.

She says while progress on this test has been promising, it is not straightforward and will need time for comprehensive analysis to be carried out.

"We want to be confident in the test before it is made available to farmers. It is hoped that both commercial farmers and breeders will be able to take advantage of the test."

INFORMING NEW ZEALAND BEEF TEAM PICK UP KEY INSIGHTS FROM NORTH AMERICAN STUDY TOUR

Members of the B+LNZ Genetics team saw first-hand the cutting edge of research and development in the North American beef industries on a study tour for the Informing New Zealand Beef (INZB) programme in July.

The INZB group joined representatives of New Zealand's major beef cattle organisations including Performance Beef Breeders NZ, Angus New Zealand, NZ Herefords, AngusPro NZ, New Zealand Beef Shorthorn Association and Simmental NZ on the visit to Canada and the United States.

The group attended the Beef Improvement Federation (BIF) 2023 Research Symposium and Convention in Calgary, Canada, in early July, before a whistle-stop tour of seven US states visiting farms, universities, research facilities and businesses.

Dan Brier, General Manager of Farming Excellence at B+LNZ, said the genetics team picked up some key insights including learning about the scale of the Canadian and US sector, especially the research and allied industries around farming, the vast amount of genetic science research being undertaken and the increasing availability and decreasing cost of new technology to benefit the industry.

Overall, the study tour was an incredibly valuable opportunity to learn more about international beef cattle genetics to support our mission to improve the profitability and sustainability of New Zealand's beef industry.

Watch the study tour's video diaries by visiting the [B+LNZ Genetics Facebook page](#) or to learn more about the programme, visit the [INZB website](#).



The first calf born in this year's cohort for the across-breed Beef Progeny Test at Pāmu's Kepler Farm



COOL SHEEP PROGRAMME ENCOURAGES UPTAKE OF LOW METHANE GENETICS

A programme is underway to help reduce greenhouse gas emissions from this country's sheep flock by encouraging the measurement and uptake of low methane genetics.

The three-year, \$4.2 million-dollar Cool Sheep Programme, which is funded by B+LNZ and the Ministry for Primary Industries through the Climate Emergency Response Fund, aims to offer every sheep farmer access to low methane genetics and support them to be recognised and rewarded for breeding low methane emitting sheep.

Through the Cool Sheep Programme, stud breeders are being encouraged to have their rams measured for methane emissions, with Cool Sheep® supporting the cost of the process (phenotyping costs) for eligible breeders.

Mark Aspin, B+LNZ's Senior Advisor Greenhouse Gases and Environmental Research, says the programme will pave the way for the widespread use of lower methane-producing sheep in New Zealand's sheep flock.

"This will benefit farmers, the wider industry and the environment."

He says genetic selection for methane requires genotyping and direct measurements (phenotyping) from breeding flocks to accurately generate breeding values.

"These breeding values allow rams to be compared and selected to advance the low methane trait in breeding and commercial sheep flocks."

As part of the project, at least 5,000 methane measurements of individual animals will be collected each year by AgResearch using Portable Accumulation Chambers trailers.

Aspin says in addition, genotyping many of the sires used across the breeding industry will generate breeding values for methane and other traits from as many stud and commercial sires as possible.

More information at: www.methanebv.co.nz

'SOW, GROW, THRIVE' WEBINARS

Sow, Grow, Thrive is a 6-part webinar series to empower farmers for financial success.

Bringing farmers and financial experts together online to discuss managing current challenging financial realities, they were held across six Monday evenings, during September and October.

In the workshops, participants heard from farmers, bankers and accountants about the art of reforecasting, securing refinancing, mastering budgeting, planning ahead and controlling the controllables to ensure a thriving agricultural business.

The webinar series included:

- Paddock Stories: Bouncing back from tough times – featuring sheep and beef farmers Matt Tayler from Southland and Pat Crawshaw from Hawkes Bay.
- Budgets and Beyond: Discovering opportunities through cash flow monitoring with chartered accountant and financial consultant Frazer Weir.
- Looking Forward: Why we are in a recession and how to picture the future with chartered accountant Luke Kemeys.
- Farming Through the Seasons: Mastering cycles with financial insights with Rob Macnab of Total Ag.
- Navigating Tough Times: Banker insights for effective financial communication with Dan Billing and Matt Hood.
- Sharpening the Tools: Methods to embrace change with Nigel Latta.

Each of the sessions provided good insights and practical tools to help farmers navigate these challenging financial times.

Engagement in the series has been high with over 1,000 farmers and rural professionals tuning in and the feedback and support has been incredible. Putting the bigger picture of tough times in perspective, Matt Taylor said in the first webinar "a good drive to the top of the hill was as good as a helicopter ride but cheaper, and a good way to refocus your why with your kids."

Recordings of five of the six sessions are available to listen to as podcasts, or watch as videos, on the [B+LNZ Knowledge Hub](#).



Sow, Grow, Thrive

A webinar series to empower farmers for financial success

Save the dates: Join our 6-part webinar series, Monday's 7.30pm-8.30pm from 11 September – Come together to navigate the financial landscape.



FARMER GROUP TAKES A SYSTEMS APPROACH TO INTERNAL PARASITE MANAGEMENT

As resistance to one or more drench families becomes increasingly common, a group of Wairarapa farmers is taking a proactive farm system approach to internal parasite management.

The Parasite Management Group is part of pilot programme run by the Beef + Lamb New Zealand research team to support farmers as they work towards changing their farm systems in the face of widespread drench resistance.

The group of 12 Wairarapa farmers has met four times over the past year, and all are keen for it to continue for at least another two years as they begin to make changes to the way they manage internal parasites on their farms.

The group is facilitated by Veterinarian Sara Southerland from the Vet Clinic Wairarapa who is bringing her expertise to help the farmers consider the different ways sustainable parasite management can be achieved.

Sara draws on the experience of all the group's members, so there is an opportunity for members to learn from each other.

Feedback has shown that farmers have valued the opportunity to talk about the issue of sustainable parasite management and how it affects their own business.

Dr Cara Brosnahan, B+LNZ's Principal Adviser Animal Health Research, says the organisation's research team has been evaluating the group and found that the members have grown in knowledge and confidence, which has allowed them to make changes on their farm.

"These groups are important as they help farmers drill down into the different ways sustainable parasite management can be achieved with peers and experts. They also allow discussions about what others in the group have done."

NORTHLAND RESILIENT FORAGES PROJECTS – CONVERSATIONS WITH BEEF, SHEEP AND DAIRY FARMERS

B+LNZ and DairyNZ are funding research to better understand what support Northland farmers need to continue to farm successfully in a changing and variable climate.

The work is being undertaken by AgFirst Northland and Primary Purpose and involves interviewing 25-35 livestock farmers to learn about their experiences with forages and pasture management. The work also hopes to capture suggestions for how Northland farmers can be supported to produce high quality forage for livestock, now and into the future.

MIA STRATEGIC INITIATIVE FUND

MIA formally established the Strategic Investment Fund in October, a move that will give red meat processors, exporters and marketers greater say over how industry funds are allocated for industry-good projects.

The new fund replaces the Industry Initiative Fund, a longstanding vehicle that collected a per-carcass processor levy for investment in projects that collectively advanced the red meat industry, and which was jointly administered by MIA and MPI.

The Strategic Initiative Fund now vests greater control over the industry fund to MIA and its membership, giving it greater scope and flexibility to resource innovation projects that benefit the whole processing sector. Given the emerging science, artificial intelligence, automation and big data technologies knocking on our door, it comes at an opportune time. Thanks are due to MPI for supporting this important transition.

PEOPLE AND CAPABILITY

Our sector is a major employer in New Zealand. Attraction and retention, and the health and safety of workers, are key issues.

IMMIGRATION

While the post-election dust settles and a clearer picture of the Government's policy agenda emerges, one issue the MIA will be pressing is immigration. Specifically, the use of the median wage as the benchmark for setting pay for migrants who come into the country under the Accredited Employer Work Visa.

The issue is that the benchmark wage used by this visa category has steadily risen from \$25.50/hour in July 2020 to over \$31.61 as of February 2024. The result is we have migrant workers being paid significantly different rates for the same job, creating a material issue of fairness on-plant.

The industry does have other migration paths it can draw on, namely the sector agreement that was reached with the Government in 2022. However, this is far from ideal, as it was broadly modelled on the horticulture sector's immigration settings. That means visa durations for red meat workers are five months too short for the processing season, and the capped number of visas is lower than the industry needs.

On the positive side, we note that before the election the National Party had committed to creating a special halal butcher visa category. Halal-certified meat earns an estimated \$4b for New Zealand every year, making it a lucrative export category the industry wants to grow.

REDUCING HARM ON OUR FARMS

People are at the heart of B+LNZ, and the MIA, our vision and strategy talks to sustainable and profitable farmers and thriving rural communities, none of which happens without healthy, thriving people.

Collectively the red meat sector produces almost \$12 billion in exports for consumers across the globe, but it comes at a huge cost.

Last year, 13 farmers lost their lives on New Zealand farms and more than 2,000 suffered serious injuries that forced them off work for a week or more. These injuries, deaths and mental harm are hurting families, workers, and rural communities.

That's why we are supporting 'Half Arsed Stops Here' campaign and the 'Farm Without Harm' strategy, which is taking the health and safety message straight to the heart of rural communities.

As part of the initiative, B+LNZ and the MIA, alongside other industry leaders and farmers from across the country, signed a pledge, committing to keeping those working on farms healthy and safe.

The strategy and campaign, developed by the Agricultural Leaders' Health and Safety Action Group (Safer Farms), is a bold, system-wide strategy and action plan developed by the agricultural sector for the agricultural sector.

It involves gaining a deeper understanding of different forms of harm and redesigning our farming systems to prevent harm.

To address these harms, the sector has identified ways we need to work differently and four high-harm areas that need an urgent focus:

- risks to mental health resulting in reduced wellbeing
- harm experienced while working with vehicles and machinery
- physical stress and injuries from handling livestock
- harm caused by exposure to agricultural chemicals and airborne risks.

Instead of relying on high vis vests or helmets, we are looking to eliminate harm from the system wherever we can by working and learning together to find solutions, understanding that safety starts with a culture of care and continuing to invest in new approaches.

Healthy and safe farms are attractive places to live and work and this is vital so we can attract the best people to our sector. Safer Farms, the Farm Without Harm strategy and the pledge are great examples of an industry-led solution that we're pleased to support.

We encourage anyone interested in this initiative to visit www.farmwithoutharm.org.nz

Red Meat Report



Beef + Lamb New Zealand Ltd
Level 4, Wellington Chambers
154 Featherston Street
Wellington 6011
enquiries@beeflambnz.com
+64 4 473 9150 or 0800 BEEFLAMB
(0800 233 352)

www.beeflambnz.com



MIA - Meat Industry Association
of New Zealand (Inc.)
Level 5, Wellington Chambers
154 Featherston Street
Wellington 6011
info@mia.co.nz
+64 4 473 6465

www.mia.co.nz