

QUARTERLY PROGRESS SUMMARY: January – March 2016

Red Meat Profit Partnership (RMPP)

Summary of progress during this quarter

Overall

- Full complement of staff on board and working well together.
- Completion of Cost Benefit Analysis work by NZIER.
- Successful High Performance Farmer Workshop held in Christchurch.
- Agriculture in Schools Pilot commenced in February 2016.
- Continued rollout of eASD PoC and development of mobile solution.

Sector Capability

Activity levels continue to remain high within the sector capability area.

The commencement of the new secondary school year saw the Pilot of Education in Agriculture launch within the pilot secondary schools curriculum programme.

The Leadership Pathway Programme is for executive committee members of TeenAg clubs. The target for 2016 was to have 100 students enrolled in the programme, and despite applications being due over the school holidays 120 registrations have been received to date.

The Red Meat Network is for students in tertiary study. Two new networks have commenced at Massey University and Otiwhiti Station. Facilitators from industry have been secured for each network. Industry Insights is a one on one mentor programme for tertiary students. This programme will increase to 40 students in 2016. Much work has been put into securing industry leaders who will act as mentors.

Understanding Your Farming Business – the programme for women in the farming partnership for 2016 commenced in Masterton and Alfredton on 10 and 11 February. Most programmes are full for the year already.

Farmer Focused Extension Networks

The main aim of this project is to better understand the mechanisms and channels to transfer information to farmers to maximise the opportunity of uptake and adoption.

Planning is underway to test several extension models that are refinements of the original model. One is a user pays model, one a Maori cluster model and one a connector model. In addition, discussions have begun with other PGP's to guide and support them in their extension work. These groups have market ready innovations that will be supported by the RMPP developed evaluation processes and extension methodology. They will be evaluated on the same basis as RMPP pilots, but with a 'greenfield' audience and should provide valuable insights around the uptake of new innovations to the market place.

Systems and Data Integration

In conjunction with OSPRI, Phase 1 (web version) of the development of a Proof of Concept (PoC) electronic Animal Status Declaration (eASD) development has been completed, including user testing feedback and this has now being trialled in the field with Greenlea and six supplier farms. Phase 2 (mobile version) development has commenced with the intention both Android and Apple versions will be available for trialling in April.

Development of the DataLinker framework was completed in March. Phase 2, development of the components organisations will used to send/receive data will be developed in March/April, with initial implementations of data transfer commencing between pilot organisations by late April/May 2016.

Quality Assurance

A baseline Quality Assurance standard has been agreed, and will be trialled with one of the RMPP partners in May. The Deer Industry (DINZ) have also been involved in this programme as we look to provide a baseline competency standard across the red meat sector.

Key highlights and achievements

- Large amount of activity with the People workstream with growth evident across most programmes.
 - We are seeing evidence of the network pipeline boosting rural interest; for example 88 TeenAg members have gone on to join Young Farmer clubs in 2016 (through University or Regional clubs).
- Great support from high calibre presenters offering valuable insights for the Red Meat Network (tertiary level), and the Rural Business Network (mature workforce).
- Piloting of eASD web application.

Collaboration with other PGP programmes

There are multiple areas where RMPP is continuing to collaborate with other PGP programmes – such as:

- **People (sector capability):** Collaborating with the Dairy PGP across a number of initiatives.
- **Extension networks:** discussions have been had with FarmIQ, Ravensdown, Ballance, Firstlight Wagyu, and DINZ PGP's around provision of coaching and guidance with extension activities enabling RMPP to gain further insights into uptake of new innovations.
- **Systems and data integration:** Continuing work on the Data Linker (integration layer) which is a common project between the RMPP and the Dairy PGP programmes:
 - Data standards (**Animal, Land Application, Finance, Effluent and Irrigation**), is a jointly funded collaboration between RMPP and the Dairy PGP.
 - IT Platform – RMPP continues to work closely with FarmIQ as we review benchmarking platforms and options for development.
- Standardised QA is being developed in conjunction with DINZ.

Upcoming

- Increase communications in line with increasing activity across People Capability, Extension Networks and our Partners.
- Extending eASD across two additional sites for testing.
- Trialling DataLinker between two organisations.
- Trialling baseline QA programme.

Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$1,097,035	\$1,097,035	\$2,194,071
Programme To Date	\$5,832,517	\$5,832,517	\$11,665,034