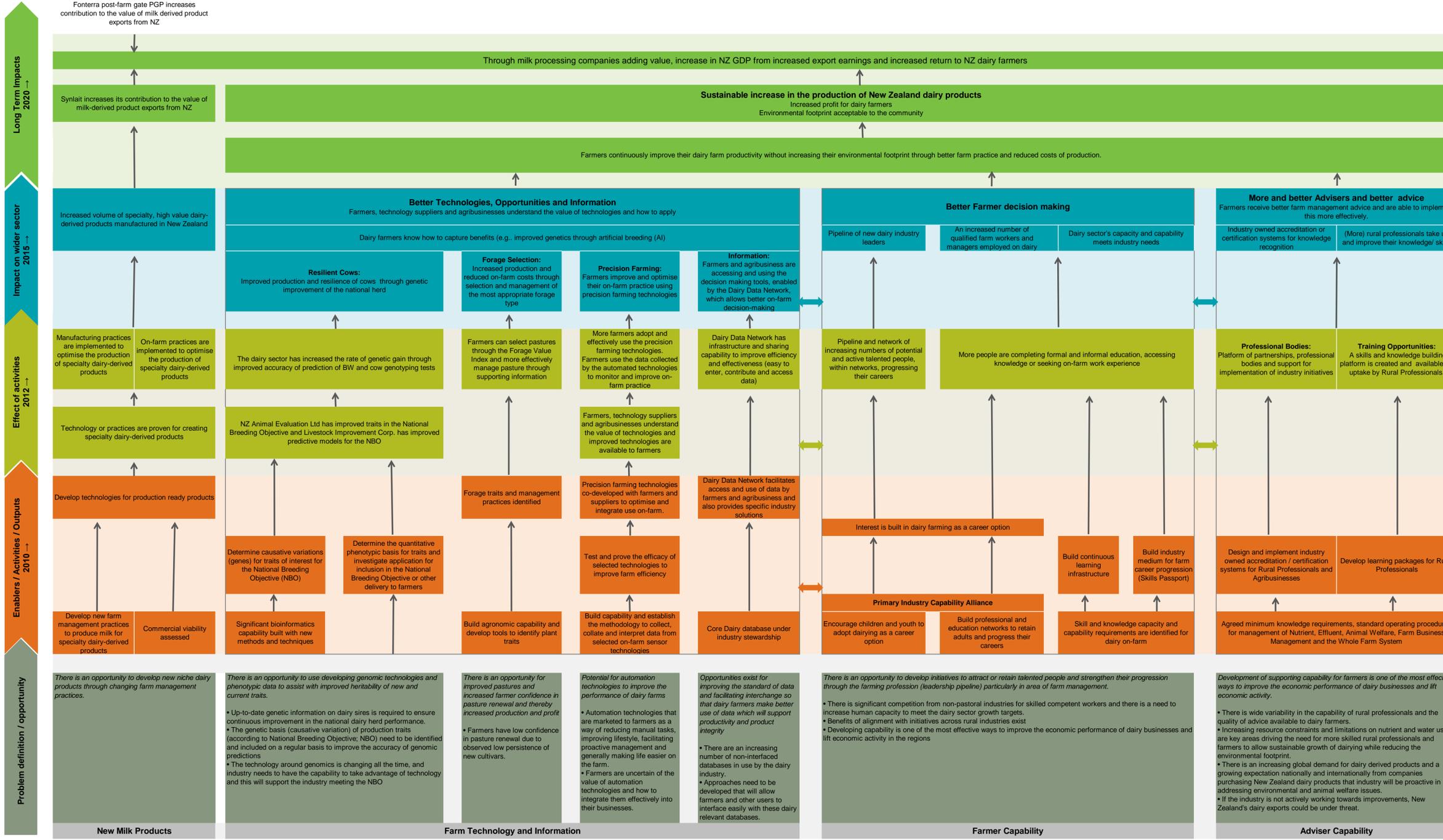


Pre-Farm Gate Innovation to Transform the Dairy Value Chain Outcome Logic



Additional benefits (spillovers) for the sector and for New Zealand

- Increase in GDP benefits all of New Zealand
- Enhanced value of New Zealand's reputation and brand
- Improvement in natural water quality (reduction in contamination of waterways by run-off)
- More efficient use of natural resources (per amount of production)
- Framework for capability building for rural advisors a basis for other parts of the primary sector to build on allowing farm productivity gains and sustainability targets to be met across other pastoral industries.
- New market opportunities for feed suppliers and other pastoral industries
- Increased business opportunities for agribusiness and industry support services (e.g. Banks and Fertiliser Companies)
- Information systems established could be adapted and/or enhanced to permit use by the wider primary sector.
- Competent people trained in dairy farm management transferring to other farm systems
- Increased capability in Regional Councils resulting from uptake of training and use of resources
- Increased interest in rural professional careers benefits broader primary sector.
- Infrastructure in place to support education and training as well as maintenance of professional standards in the wider agricultural sector
- Enhanced agricultural education and research capability and provision, through the participation of the relevant institutes (e.g. Massey, Lincoln, Primary ITO, AgResearch) in the delivery of the programme outputs.
- Introduction of new technology, research and development activities and management know-how into New Zealand's economy
- Increase in students entering tertiary education in agricultural related areas benefiting the agricultural and education sectors
- NZ bovine dairy reference genome available for industry research
- Strengthen New Zealand's capacity in genomics and genetics to enable value capture from the current international genomics revolution in areas as diverse as ecology, health science and horticulture.
- Health and wellbeing of rural sector improved
- Good practice in the Dairy industry bolsters animal health and welfare credentials, in turn supporting primary sector market access and reputation



* These bars shows alignment between PGP activities and the dairy industry Strategy for Sustainable Dairying. The strategy has 10 overall objectives following two themes, 'Responsible' and 'Competitive'. More about the strategy can be found at http://www.dairy.co.nz/page/pageid/2145862755/Dairy_Industry_Strategy.

