



Extension and the Private Sector in NZ Dairy Farming

Mark Paine

Stimulating private sector extension in Australian agriculture to increase returns from R&D


 Australian Government
 Department of Agriculture
 and Water Resources

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 Profit programme.*



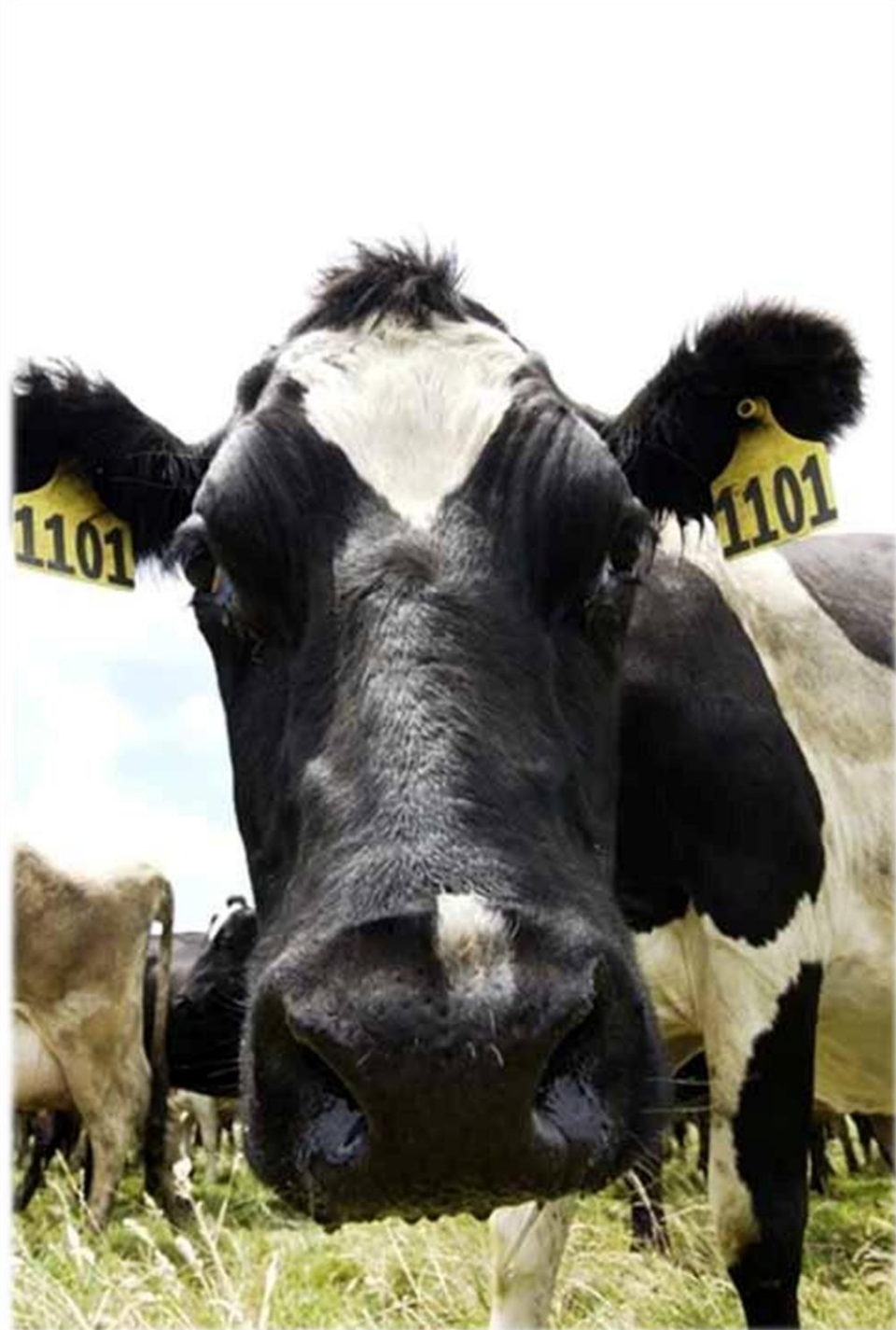
Department of Industry



Economic Development,
Jobs, Transport
and Resources

Outline

- Setting the scene: NZ dairy farming
- Extension and the private sector
- Implications for Australia

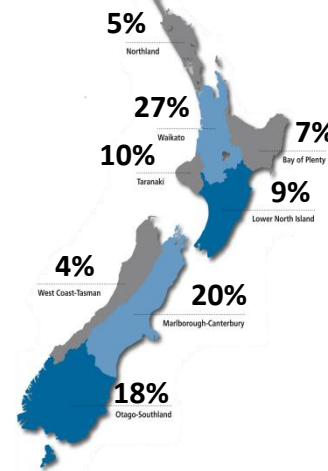


Dairy farming in one slide

Vital statistics

5.1 million cattle milked
11,900 dairy herds
1.7 million hectares
1.7 billion kg/ms
\$14 billion at farm gate (approx)

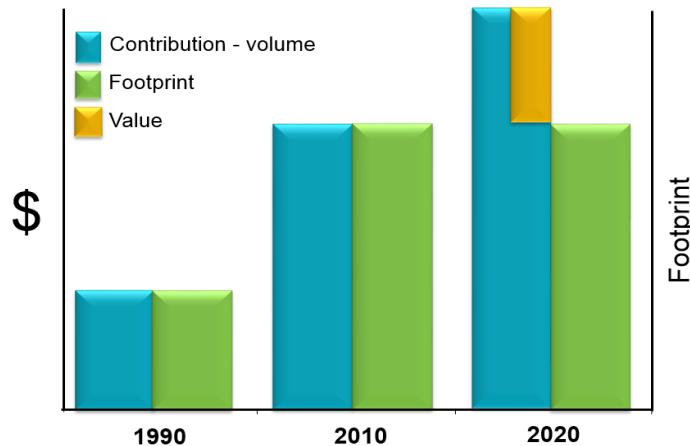
Spread & shifting South



North Island
60% (was 93% in 1990)

South Island
40% (was 7% in 1990)

Sustainable growth challenge

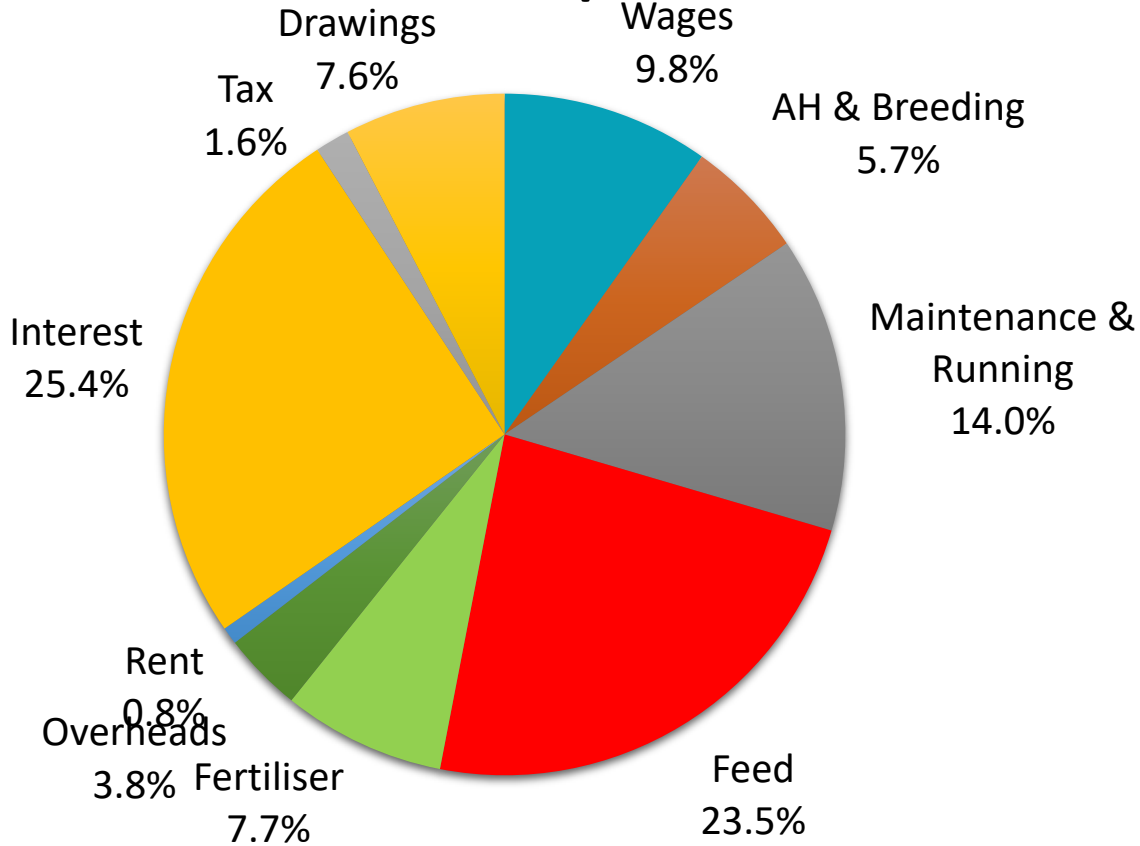


Our workforce

35,000 People
New Progression Pathways
Capital x Skills
Immigrant Workforce
Health and Safety / Stress & Fatigue

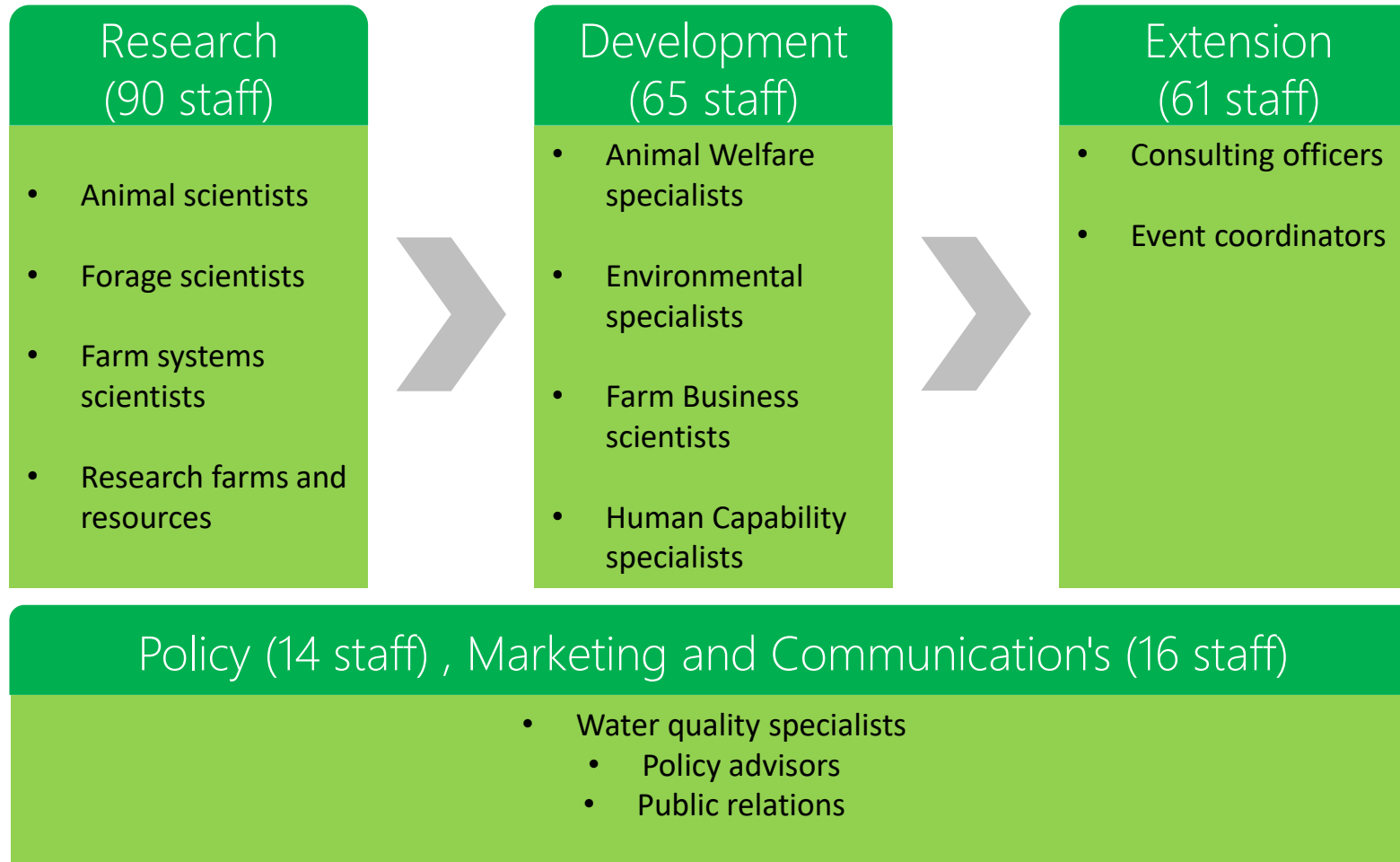
What Can You Change?

% of total expenses



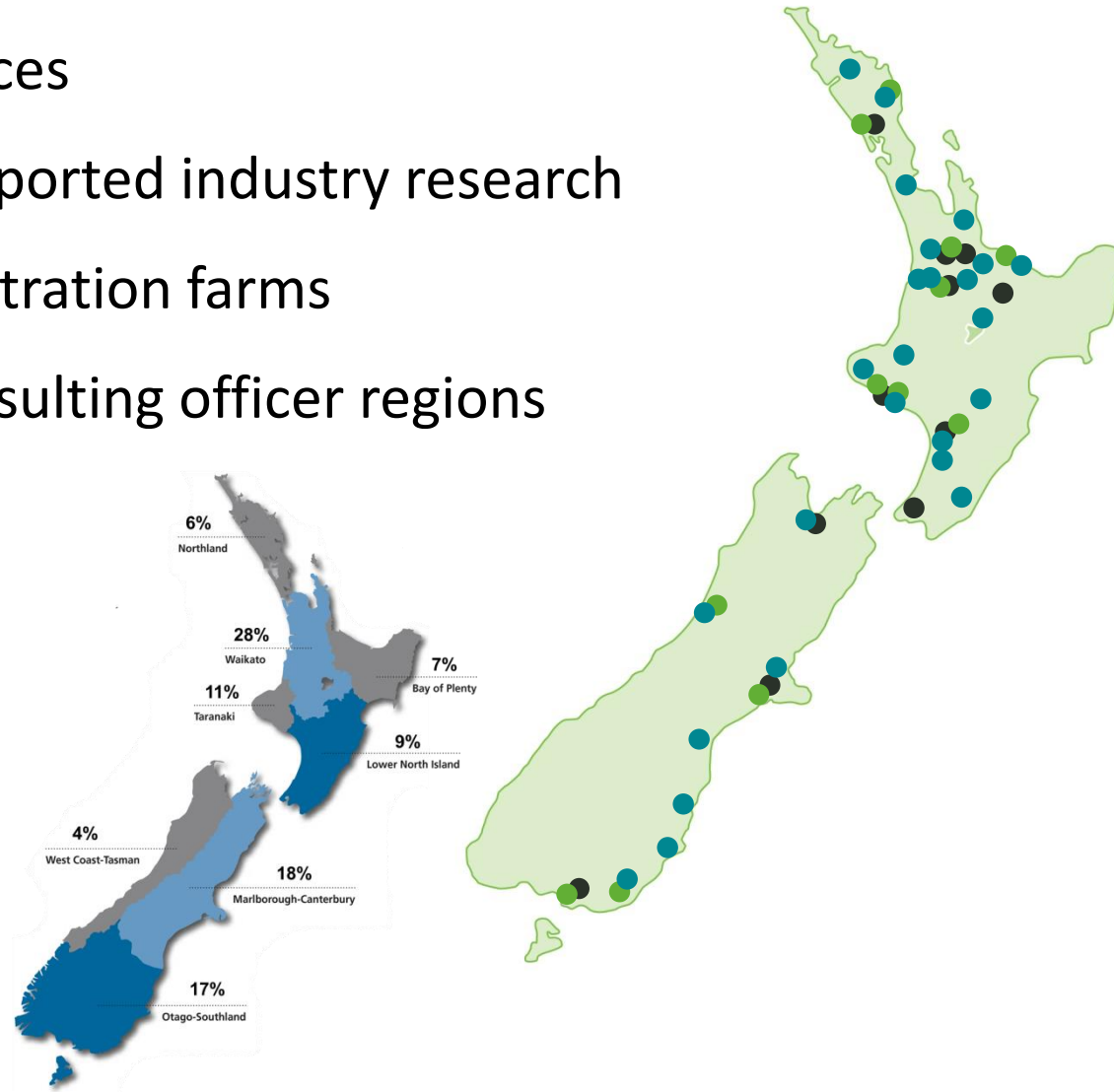
Source: DairyNZ Economics Group

Capability held by DairyNZ

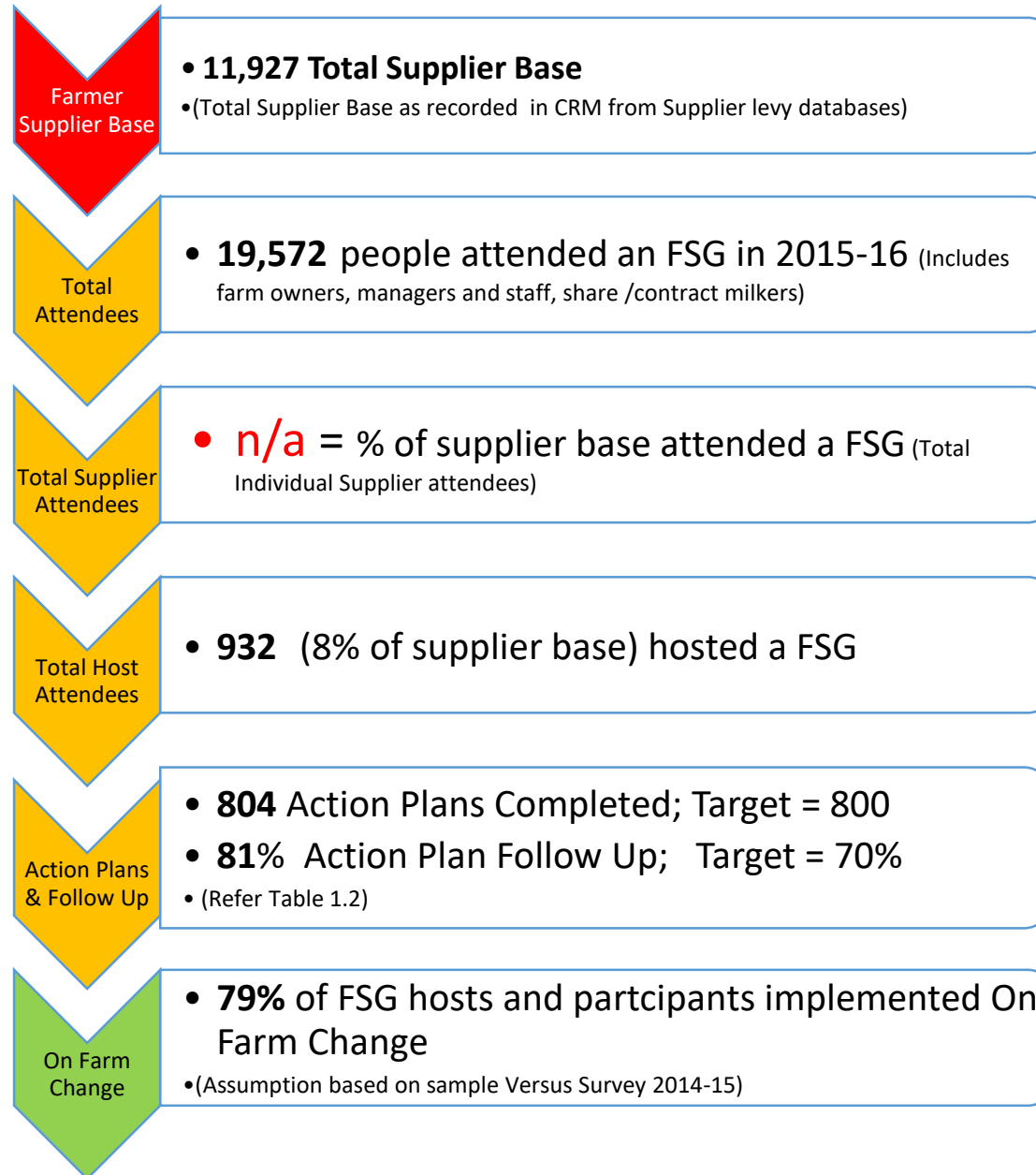


DairyNZ reach to farmers

- DairyNZ offices
- DairyNZ supported industry research and demonstration farms
- DairyNZ consulting officer regions



Reach



Engage

Refer

Our Partners...

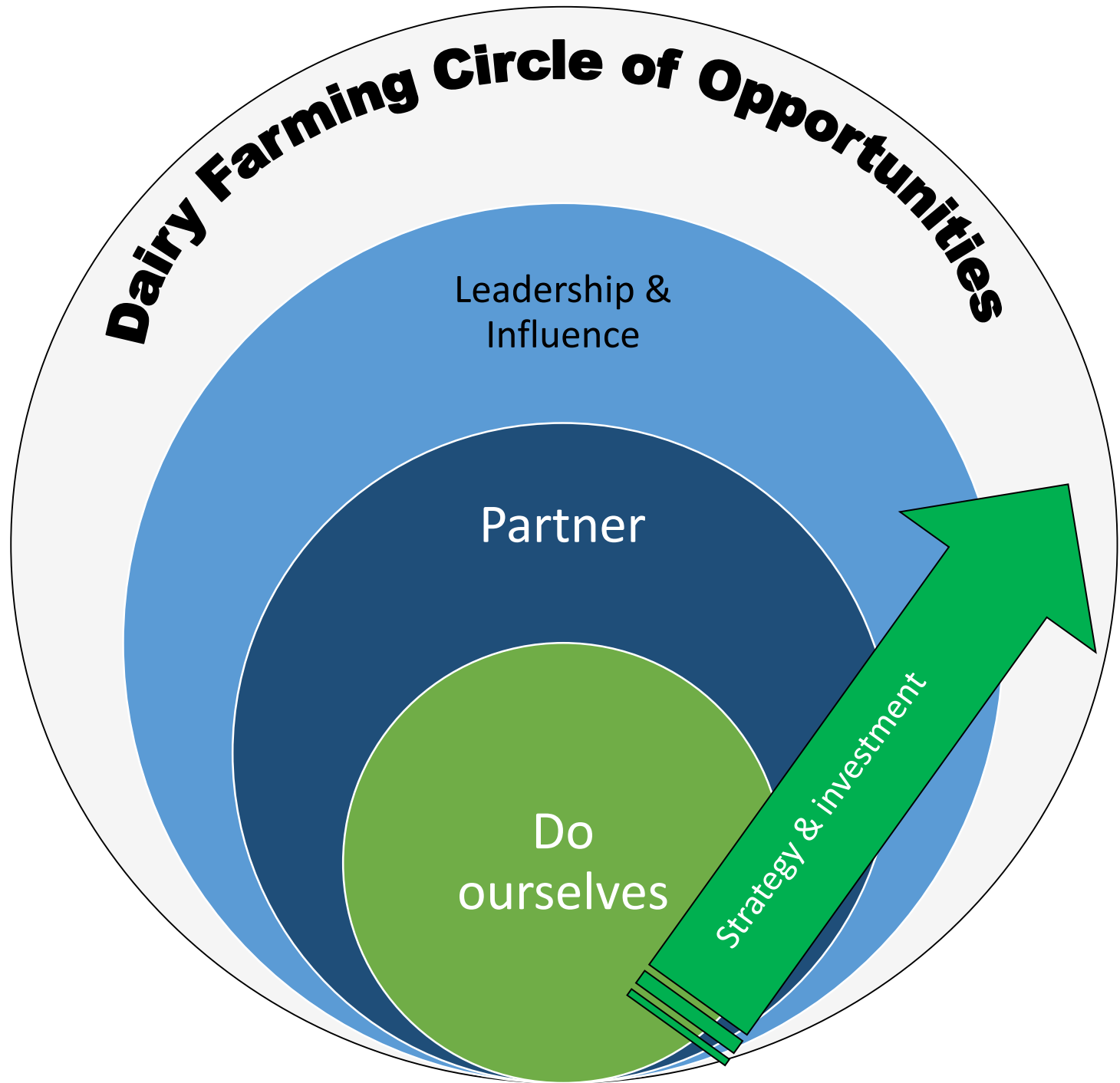


Agriculture Horticulture Seafood Equine Sports Turf Food Processing



Ministry for Primary Industries Manatū Ahu Matua





INVESTMENT PARTNERSHIPS

\$170M

(7 YEARS)



**PRIMARY GROWTH
PARTNERSHIP**

\$107M

GOVT. INVESTMENT



**LINCOLN
HUB**

\$76M

(6-7 YEARS)



**MINISTRY OF BUSINESS,
INNOVATION AND
EMPLOYMENT**

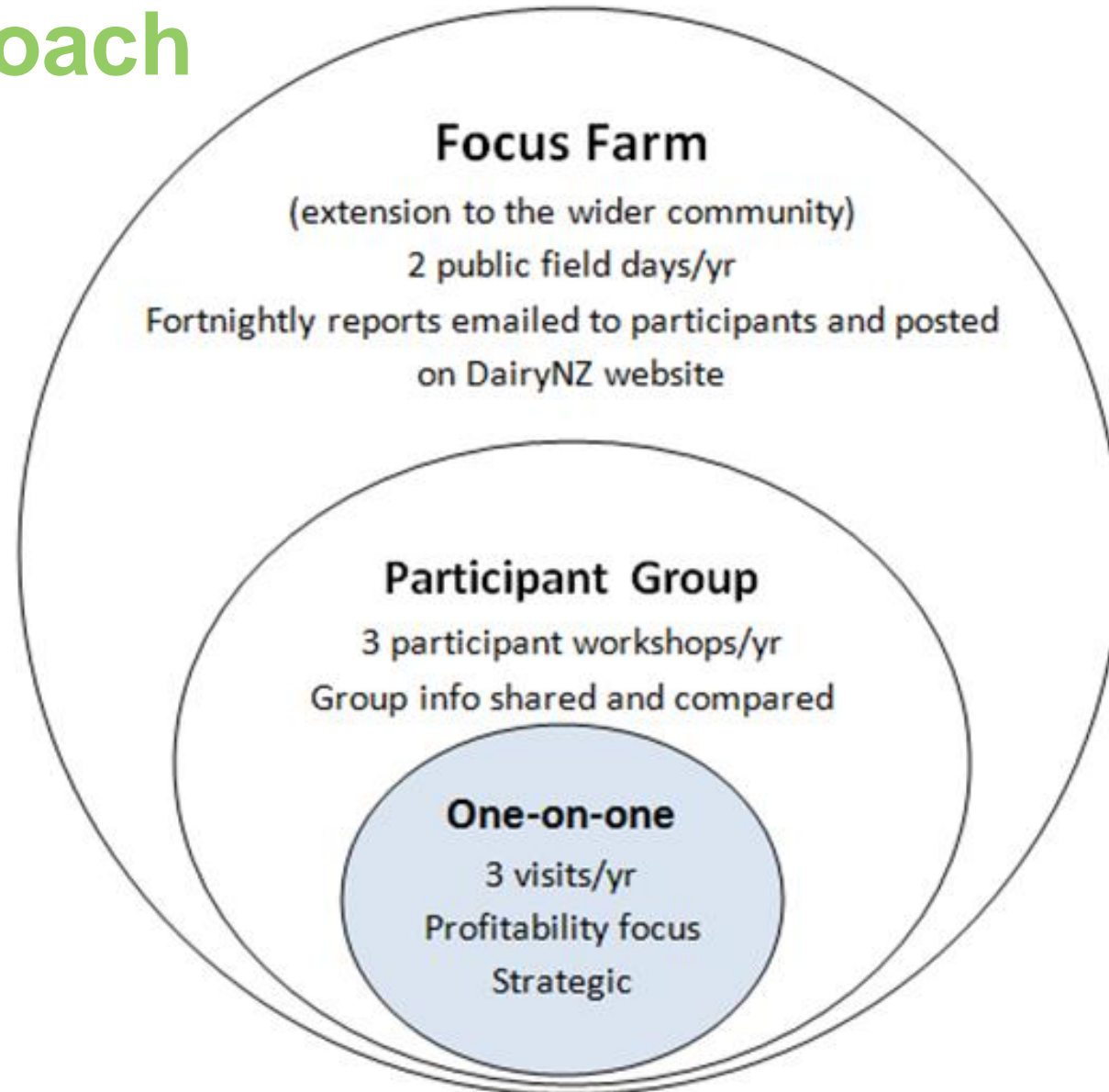
\$40M

(5 YEARS)

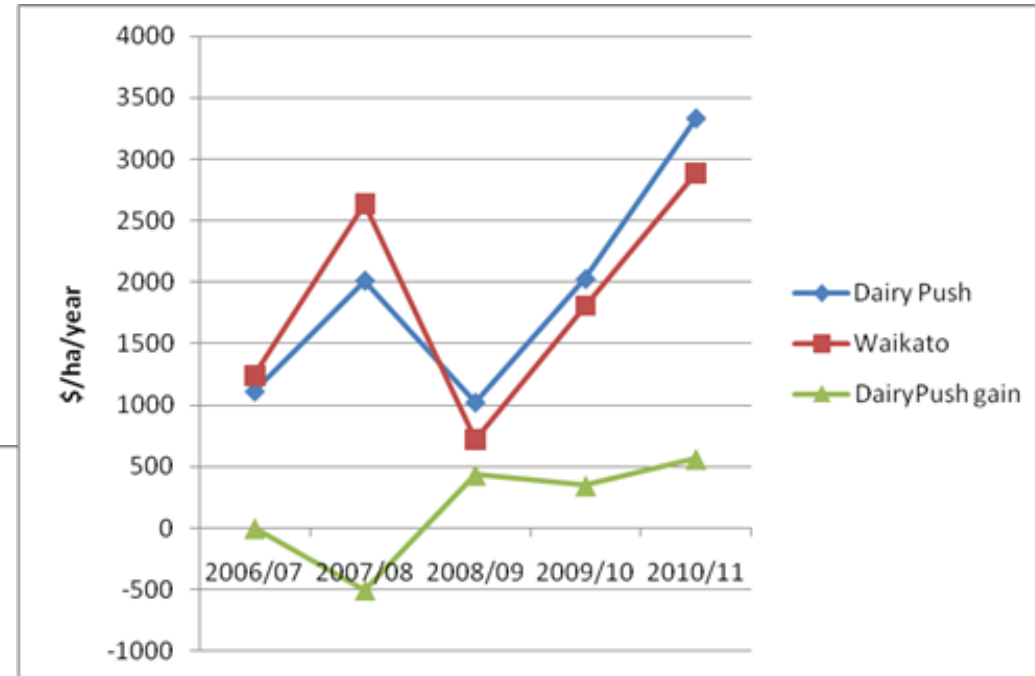
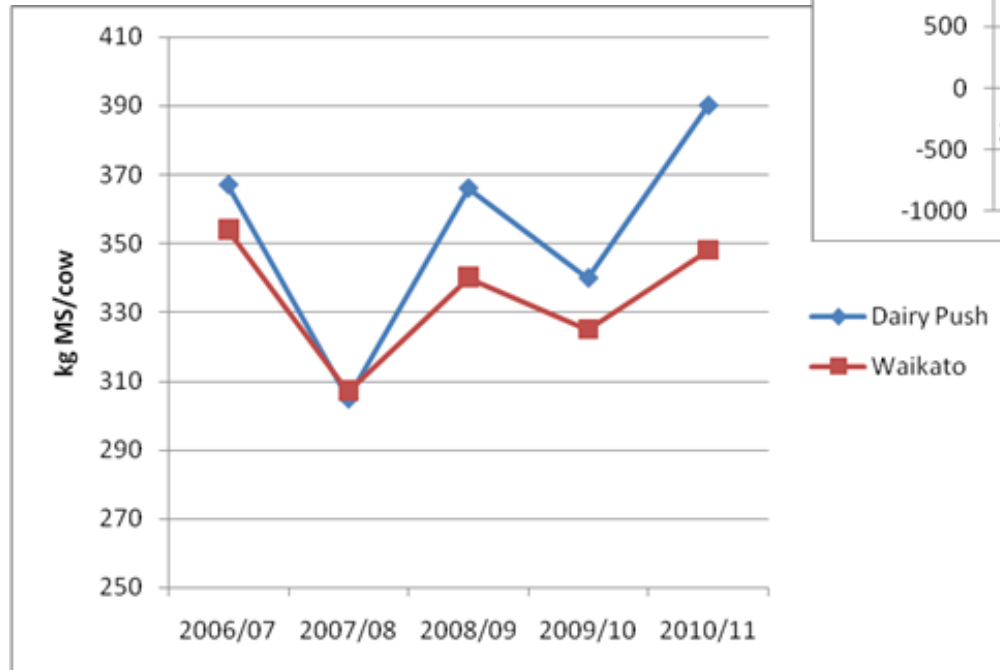


**PASTORAL
21**

DairyPush: a partnership approach



DairyPush: Doing the basics right every time

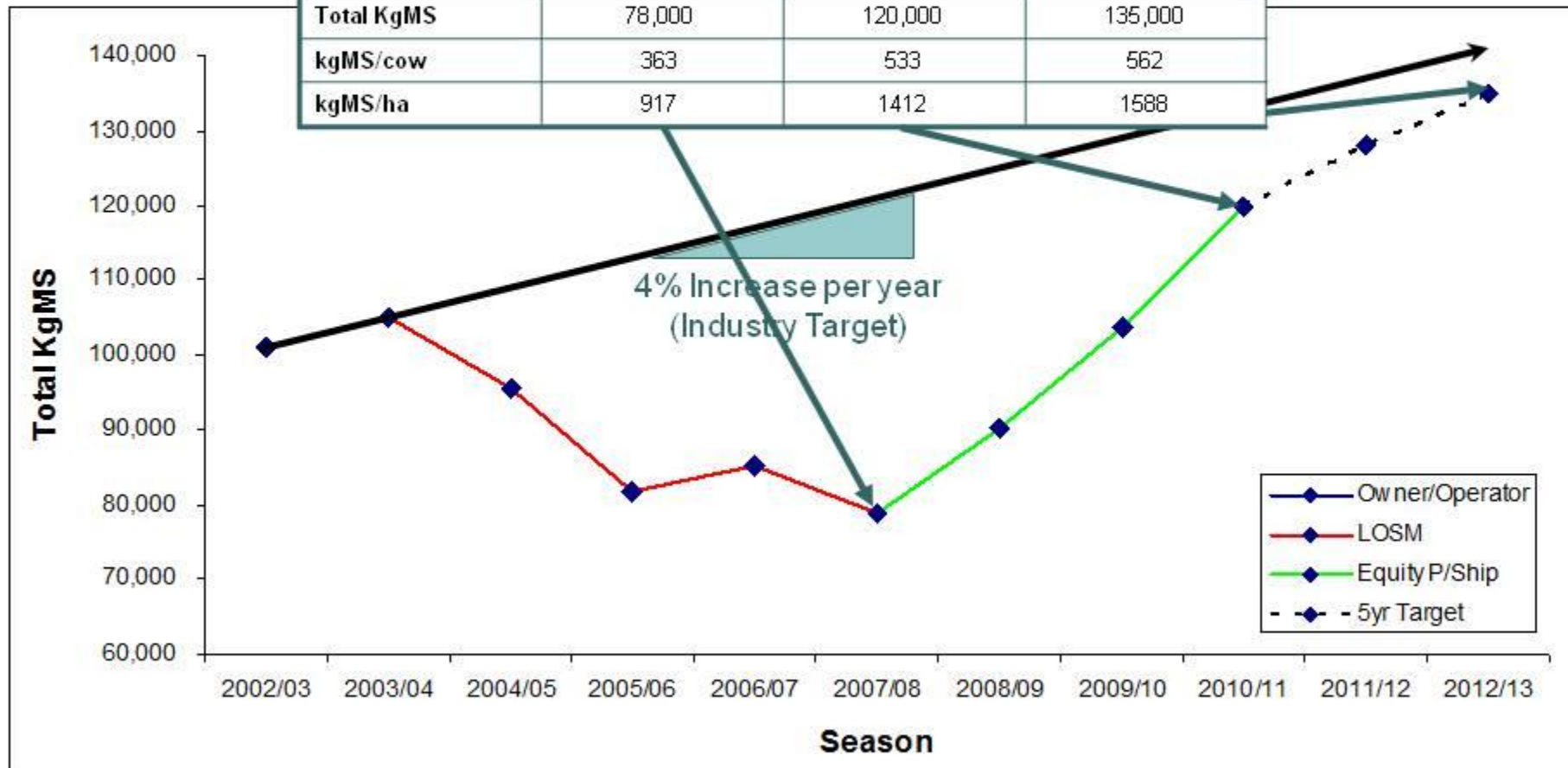


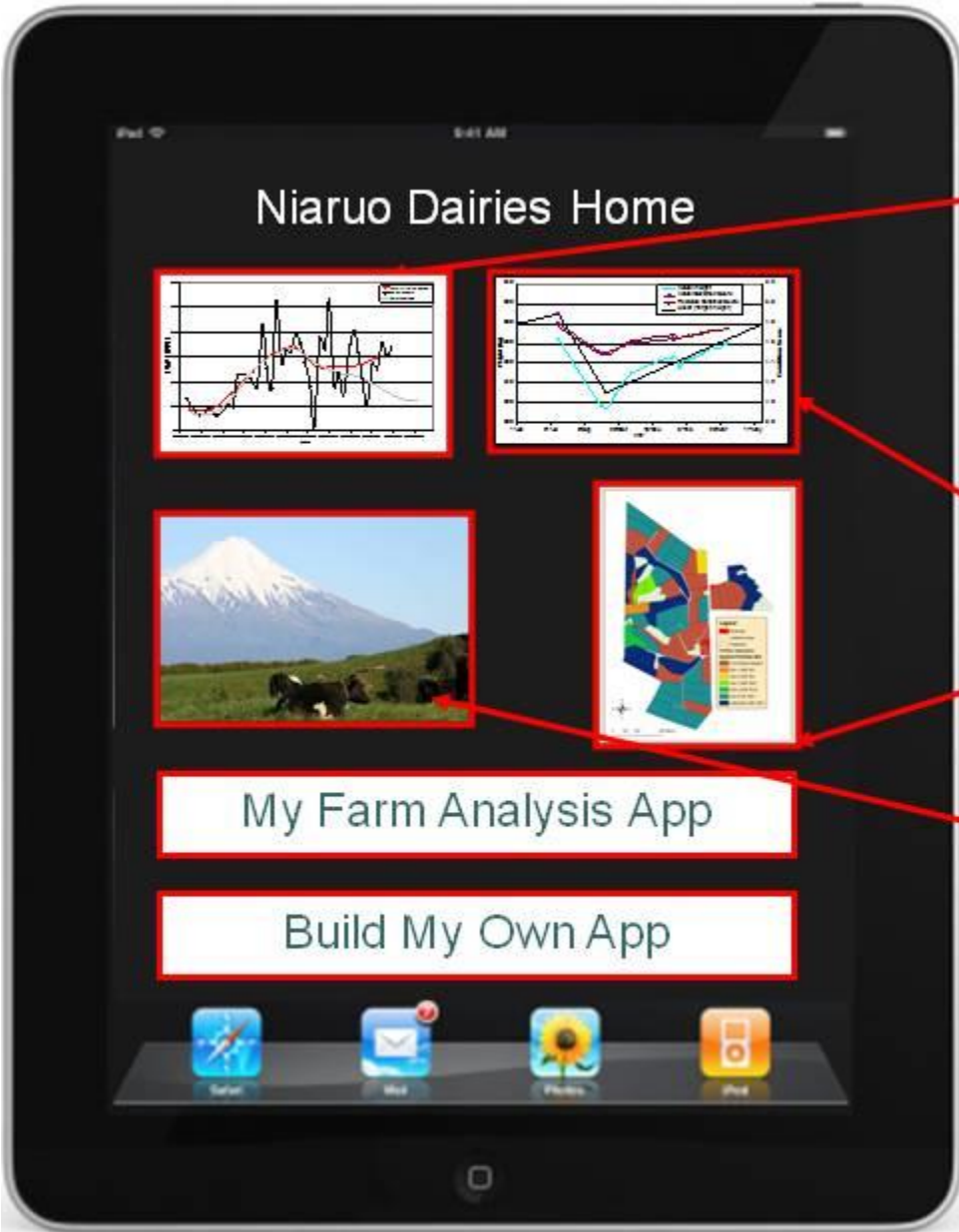
Hayden & Alecia Lawrence (Taranaki)



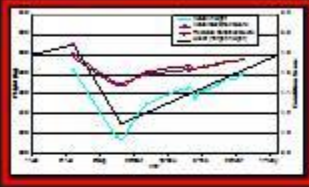
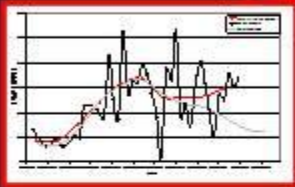
Farm Production Trends

	@ Takeover	Current (3yr)	Target (5yr)
No of Cows	215	225	240
Total KgMS	78,000	120,000	135,000
kgMS/cow	363	533	562
kgMS/ha	917	1412	1588





Niaruo Dairies Home

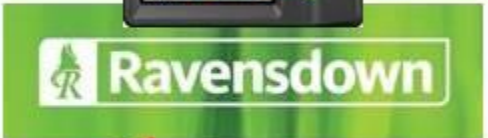


My Farm Analysis App

Build My Own App



Pasture Production data



Soil & Fertiliser data



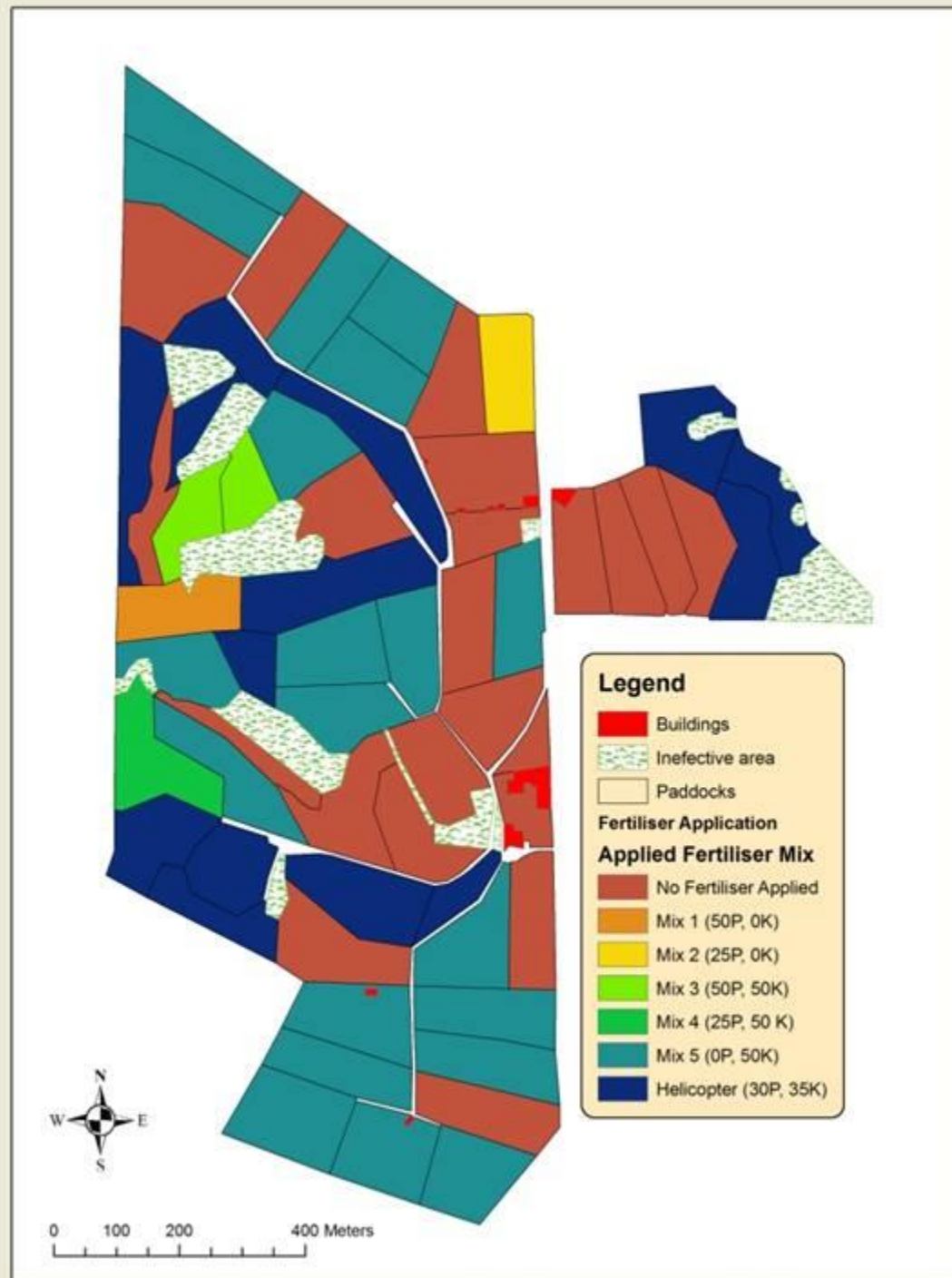
Physical farm Monitoring
(Any where in the world)



Individual Cow Performance data

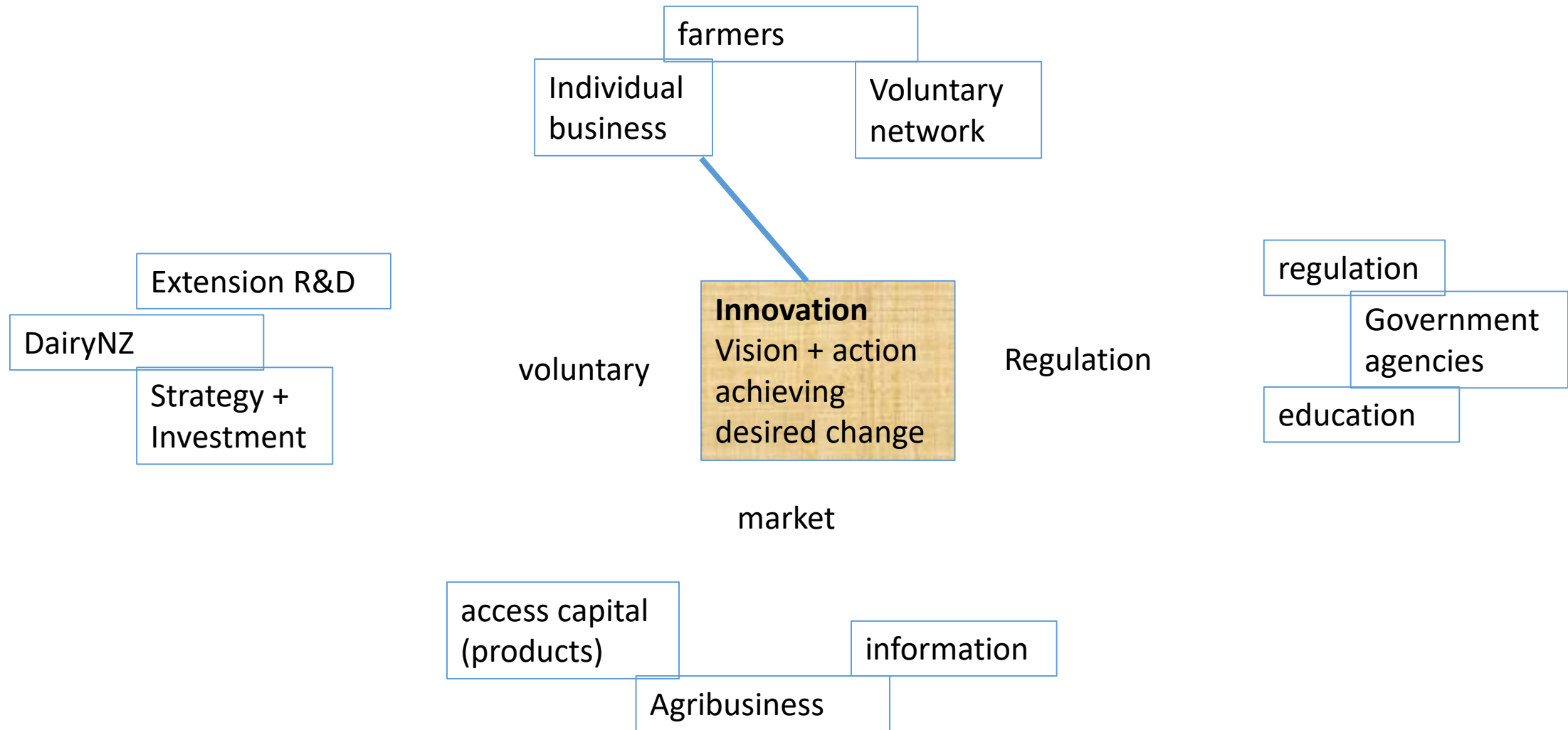
The Precision plan

- Six different fertiliser mixes
- A \$28,500 reduction in spring fertiliser costs (\$306/ha)
- Grew 0.99T/ha more pasture this year



Hayden & Alecia Lawrence

Institutions for innovation



Innovation and change

Farm business experience

- Desire to change
- Options for change
- Willingness to pay
- Confidence during the change
- Partnerships and referrals

DairyNZ role

- Stimulating the market
- Technological solutions
- Monitoring and impact analysis
- Skills & PD: ability to act
- Support trusted relationships

Implications for Australian Primary Industries

Potential Problems

- Institutional alignment \neq scale of change required
- Confusion in the market
- Inactive farmer networks

Potential Opportunities

- National priority setting
- Government-industry agreements
- Invest @ scale appropriate to issue
- Goal focused service approach
- Resource voluntary groups

Summary

Industry

- Coordinating strategic priorities & investment
- Aligns RDE resources at national and regional levels
- Partners with private sector in PD + informal learning

Private sector

- Delivers profitable solutions to farmers
- Uses strength of 1:1 relationships to follow-up on farm system priorities
- Pursues improved services through PD opportunities

Thank you

