

Our strategy



By Farmers. For Farmers™

Vision

Sustainable and profitable farmers, thriving rural communities, valued by New Zealanders

Priorities



Supporting farming excellence

Our farmers run sustainable, profitable, farming systems.



Championing the sector

Our farmers are celebrated as the world's best red meat producers.



Increasing market returns

Our farmers receive increased value from our sustainable farming systems and natural grass-fed beef and lamb.

The how

We support farmers to achieve this by delivering the world's best research, innovation and extension.

We position the sector to be respected and supported by New Zealanders and have policies that enable our farmers.

We identify and create market opportunities, dismantle barriers, and grow consumer preference for New Zealand beef and lamb.

Key enablers



Our people | Partnerships | Technology and data

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- Roll out farm planning to help farmers meet their environment, consumer, business, and regulatory needs
- Partner with Farmer Council to develop and deliver world leading extension
- Partner with Māori to deliver specialised extension programmes
- Support Action/Catchment Groups to accelerate practice change
- Deliver a world class genetics programme
- Develop solutions to address key animal health challenges
- Develop and test future farming systems
- Partner to deliver improved recruitment and training options for farmers

- Improve trust and reputation of red meat producers with New Zealanders
- Advocate on and tangibly influence national and regional policy development, particularly relating to the environment
- Partner with other industries and organisations for greater influence and impact
- Use data and research to explain our farm systems, environmental footprint, and the impacts of policy
- Advocate for and support a trusted, world class livestock biosecurity and traceability system
- Promote continual improvement in animal welfare practice based on sound science

- Improve market access through free trade agreements with the EU, UK and Asia
- Identify and manage risks to our trade access
- Conduct market research and gather insights to understand consumer trends, future market risks and opportunities
- Increase reach and impact of Taste Pure Nature in partnership with farmers and meat processors
- Evolve Taste Pure Nature brand to tell our sustainability story
- Generate increased market returns from dairy origin beef
- Work with processors and farmers to develop and refine consumer assurance programmes

- Sector productivity – (TFP) B+LNZ Economic Service
- Sector profitability – (EBIT/ha) B+LNZ Economic Service
- Rate of genetic gain
- 100% of farmers know their emissions and offsets by 2022
- 100% of farmers with active farm plans by 2025

- Ongoing tracking of New Zealand consumer trust and reputation
- Quarterly survey of farmer confidence and satisfaction with B+LNZ
- Tangible examples of positively influenced policy

- Awareness and preference measures – brand tracking
- Case studies on volume and value gains attributable to Taste Pure Nature
- Tariff savings