

Sarah O'Connell - Extension Specialist – The AgriBusiness Group.

Working with the farmers to drive their systems forward is one of the keys to success in Sarah's roles. A sound understanding of farm systems ensures programmes are designed around farmer needs and industry topics.



- Extension programme planning and management, based on the needs of the farmers.
 - Strategic assessment of current farming systems, the farmers and the farm, – their issues, strengths, weaknesses, opportunities and threats.
 - Sound understanding of sheep and beef farming systems, including deer.
 - Approved facilitator with the RMPP Action Network - Facilitating six Action Groups throughout Canterbury.
 - 5 years working as B+L NZ Regional Extension Manager.
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- Broad industry knowledge around requirements for farmers for environmental, animal welfare and health and safety regulations. Traceability from farm to consumer.
 - A detailed understanding of the workings of industry organisations and farmer needs and how best to align the goals and aspirations of both.
 - Supported by a strong team of farming systems and extension experts within The AgriBusiness Group, including Geoff Mavromatis and Stuart Ford.

Extension/Facilitation Offering

- Evaluation of communication channels, and the effectiveness of the mix of channels
- Evaluating the roles of other information providers, such as veterinarians, seed merchants, fertilizer reps, banks, etc., to improve the effectiveness of extension campaigns.
- Extension programme planning, based on the needs of the farmers, their systems, the needs of the market, and the opportunities provided by research and innovation
- Managing extension programmes, including the packaging of information and the dissemination of that information to all relevant parties.
- Planning, managing and facilitating Field Days.
- Developing and managing Monitoring and Evaluation programmes to enhance the success of the extension activities, and to report to the funders on the outcomes achieved
- One to one assessment, and planning for a farm business.