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## Red Meat Profit Partnership Action Groups: Overview

- Industry & Government Funded. MPI, B+LNZ, Silver Fern Farms, Alliance, BlueSky Meats, Progressive Meats, Greenlea Meats, ANZCO, ANZ, Rabobank
- Every farm business in a group credited with \$4000 and invoiced for \$800 in year 2.
- Groups of 7-9 farm businesses.
- 124 Groups Nationally, 1008 Farm Businesses Involved. (As at March 2019)
- Key Performance Indicators as a measure of performance and success. Net Production per ha, Farm Working Expenses per ha, EBITRm per ha.
- Programme runs through to September 2020 (June 2020).
- Funding for each group is pooled and used to pay for facilitation and expert speakers.
- Group members create on farm action plans, what are they going to do as a result of being in an Action Group.
- Groups have a common focus for their activities.
- Group members decide how often they want to do activities.

## What Can The AgriBusiness Group Offer

- Professional group facilitation to develop on farm production or business changes.
- 1 to 1 facilitation to develop farm production or business changes.
- Pre or Post Audit assistance.
- Supportive consultancy team.
- Networks with industry experts and associations.

## TAG's Action Network Involvement

- 5 Approved Action Groups, plus 1 in the pipeline. First group entering year 2 now.
- General Group Focus Areas
  - Legume Systems: Incorporating different legumes systems into a farming system to provide high quality feed and reduced risk in dry conditions.
  - Making Irrigation Pay: Hill country farmers with new irrigation systems, the best way to make them pay without milking cows. Business understanding.
  - Making Irrigation Pay: Arable farmers finishing stock, the best way to diversify their system while complimenting their arable system. Understanding outside influences too agriculture.
  - Improve Stock performance and pasture performance to maximise on farm production.
  - Sheep Milking, the best system, genetics and market potential for a sheep milking industry in Canterbury.
- Organisation/Preparation, Facilitation, Summary services provided to each group.
- Keeping groups on task and on track with extension plans is important to achieving their overall goals.
- Group members starting to notice implementation of actions making a difference on farm.
- Small changes can make big differences.
- Small groups enable farmers to share experiences and learn from one another, they have the confidence to ask the "not so sure" questions.

