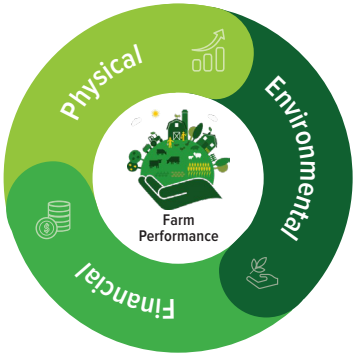
FARMER INFO

Delivering a snapshot of NZ Farm Performance

Providing Aotearoa New Zealand with a snapshot of farm performance across the farming sectors of dairy, deer, arable, beef and lamb and horticulture.

For the first time bringing together **physical**, **environmental** and **financial** farm-level data to paint a picture of baseline (current) farm performance.



Collating data with the agriculture and horticulture sectors to build **quality benchmarking information that will lead to:**

- Opportunities for **leading edge analysis** and farm performance
- More effective implementation of key primary industry strategies
- Deeper knowledge of farming systems
- Packages of tailored recommended actions for participating farmers

Deer Industry New Zealand

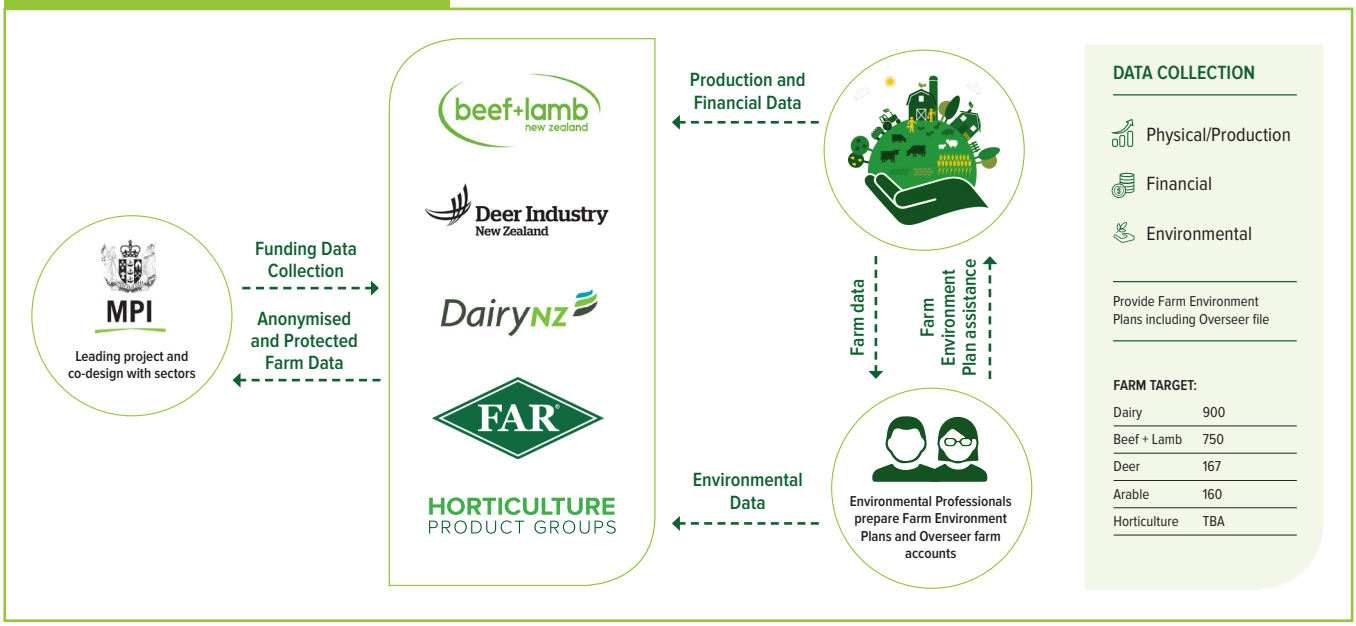
Ministry for Primary Industries
Manatū Ahu Matua

3 YEAR project

Data collected from **2,000+ farms across NZ**

Co-delivered with **5 FARMING SECTOR GROUPS**

Approach to Farm Data Collection



Thank you for participating in this project and supporting the future of New Zealand's farming sector.

For more information visit mpi.govt.nz and read about a deer farmer taking part in the project.

December 2021

Natural Knowledge Project

Questions and answers for deer farmers

Deer Industry New Zealand

The Natural Knowledge project is the deer industry's part of the MPI NZ Farm Performance snapshot (explained overleaf).

Ministry for Primary Industries (MPI) is providing DINZ with more than $1millon of funding support to enable us to collect deer farming data over the next two years and help farmers prepare farm environment plans.

DINZ will ensure that any data shared with MPI is protected and anonymised. This is set out in detailed service agreements with MPI as part of our funding support.

What are the benefits of this project to deer farmers?

This is your opportunity to contribute to improving knowledge of the range and drivers of deer farm performance.

You'll receive analysis of your farm data, a Farm Environment Plan (FEP) including an OverseerFM nutrient budget and modelling of your farm Greenhouse Gas emissions as well as tailored recommendations.

This will help you get ahead of new regulations, and potentially save you thousands of dollars.

DINZ will have more information to understand where to target on-farm advice and policies for boosting productivity across key physical/production, environment and financial areas.

Is my farm level data protected and kept private?

Farmer privacy is a priority for the project.

Ministry for Primary Industries (MPI) will only receive anonymised data.

To keep your information private and anonymous, the dataset from your farm that is sent to MPI has all identifying factors of you and your farm removed. No maps or location data are provided with any of your shared data.

The project is being carried out through a strict service agreement with DINZ that protects secure gathering and storing of your farm data.

Certified/approved environmental consultants visit the farms to collect your protected data, involving physical/production information, financial data and interviews with you.

How many farms are involved?

We expect to collect and deliver up to 200 farm environment plans for participating deer farmers.

DINZ is one of a number of sector bodies collaborating with MPI on this project. Beef and Lamb NZ, Foundation for Arable Research and DairyNZ are also collecting anonymised farming data for the project.

What kind of data is being collected and why?

The project is aimed at understanding deer farming better – and what factors influence our sector's performance in today's changing world.

To do this with credible evidence, we need to collect and analyse everything from the size and scale of your farm, its system and stock, to your environmental investments and impacts and financial performance.

So the project is collecting from participating farmers:

1. **Physical Data**
   a. Reproductive and mating events
   b. Animal transactions
   c. Sales data with carcass weights
   d. Supplements used
   e. Crops grown
2. **Environmental info**
   a. Fertiliser use
   b. Land characteristics
3. **Financial info**
   a. Full set of farm accounts
   b. Broken down expense categories
   c. Revenue by species

Deer farming data is being collected from regions across New Zealand.

Below are a couple of examples of some of the metrics we can calculate for your farming operation.

Kilograms of product using a standardised measure of production.

The net production weight of all animal products produced on your farm per effective hectare farmed, determined from the following data:

- Open and close livestock numbers and their live weights converted to carcass weight (kg)
- Animal sales and purchases numbers and their weights converted to carcass weight (kg)
- Live weight of grazing livestock arriving on the property and grazing livestock leaving the property converted to carcass weight (kg)
- Wool and velvet production including sales less opening weight on-hand plus closing weight on-hand (kg)
- Total Effective Grazing Area (ha)

Collating all this information means we can measure production progress of your farm business in comparison with other farms.

Like other farming sectors, DINZ will then be able to advise on some easily understood benchmarks for deer farming business performance.

Key financial performance indicator we will analyse is EBITrm/ha.

EBITRm is earnings before interest, tax, rent and any wages paid to a manager (actual or family).

EBITRm is driven by gross farm revenue and farm operating expenditure.

Understanding that allows a farm business to look at how to maximise revenue or decrease expenditure, or both.

It's not just a case of maximising production, it's also about looking at profitability.

How much time is involved for participating farmers?

We have mapped out a data-gathering process to make it as easy as possible for farmers.

All our time and work is free to the farmer, including preparing your Farm Environment Plan.

Collecting the data from your farm usually involves an hour or two sitting around your table drawing on maps and pulling all the information together.

The team will then spend a few weeks developing the draft of your FEP and other analysis for you.

STEPS IN THE DINZ PROCESS

1. **You book in – contact DINZ Project Manager Emma Buchanan**
   emma@soter.co.nz | mob 027 438 7055
2. **DINZ arrange a group or individual farm visit**
3. **DINZ collect data and photos about your farming operation**
4. **DINZ provides an OverseerFM nutrient budget**
5. **DINZ provides a Farm Environment Plan (FEP) or upgrades an existing FEP**
6. **You check your FEP**
7. **DINZ load your data loaded into a private and protected DINZ Project Database**
8. **DINZ extract anonymised data that DINZ provide to MPI** (it has no identifying factors or location data to protect your privacy)

How long will this data collection/collation take for the entire MPI project?

MPI will complete the data collection from across all the different farming sectors involved in the project by June 2023.

What will happen to the data when the project is finished?

Ministry for Primary Industries (MPI) will collate the data by sector and across sectors as a picture of farming performance.

DINZ will be able to use the information for benchmarking and boosting the value of our advisory and support services to you.

Who will use this data?

The anonymised data you provide will help with research, analysis and insights for government, farmers, industry bodies, rural professionals and many others that support you and our sector including farming organisations and Crown Research Institutes.

Better information on the real-life impacts of any changes on your farming operations will increase knowledge of different farming sectors and systems across the country.

For further information on the DINZ Natural Knowledge Project contact:

Emma Buchanan – DINZ Project Manager
emma@soter.co.nz | 027 438 7055

Visit mpi.govt.nz

Deer Industry New Zealand