



# NUFFIELD NEW ZEALAND

APRIL 2015

# ENUFF

## Chairman's Update – Julian Raine

Since the last Enuff quite a bit has happened. The new format Kellogg programmes have begun with the first intake early this year. Feedback has been very positive from those on the course and the presenters. I noted from the programme that nearly half of the presenters were Nuffield scholars from a wide range of primary industries, thank you to those of you who assisted.

All of last years' returning scholars have submitted their reports and these have now been posted on our website. I urge you to take a look at the high standard of reports and the quality of information found in them. I know some of you use the International Nuffield website, please ensure your password is sufficiently secure (with the enough numbers and letters). If you can't gain entry it may be as a result of a too low a level security password. If you have any issues please contact Anne Hindson. Email gm@nuffield.org.nz or phone 027 431 7575

In early March his year's scholars, Anne and I attended the CSC in France. The French Nuffield

Chair (Sarah Singla) and the organising committee (esp. Benoit Presles) did a great job in blending the Nuffield need for substance, thought expansion and networking with French flair and culture. Highlights for me were attending the indoor Paris Agricultural Show (approx 700,000 people attend this event over the 7 days), seeing the new scholars being challenged in their thinking and seeing /experiencing some of the Champagne regions best operations (esp. Moet and Chandon). The experience in the Mumm underground caves in the middle of the city of Reims was a finale never to be forgotten.

Elsewhere in this E Nuff you will find additional reports on both the Contemporary Scholars Conference (CSC) held in France and an update on Nuffield International. Both of these entities are growing in their importance to the Nuffield family. CSC provides the format for all of the countries scholars to come together for one week to network, learn and share information. Guest speakers are world class and group exercises help to develop

skills and minds. The Chairman from all the countries also use the CSC to have our only yearly face to face meetings. These help to progress the aims and objectives of the International Board. This year the International Board awarded the first International scholarship to Cecilia Fialho from Brazil. We intend to ramp these scholarship up over the next few years as funding permits.

After the completion of the CSC a group of mainly New Zealand



PARIS AGRICULTURAL SHOW



TECHNOLOGY ADVANCES IN MANY FORMS  
– REIMS, FRANCE

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and Australian scholars led by Jim Geltch (Australian Nuffield CEO and scholar) continued on to visit the World War 1 battle fields in northern France and Belgium. As this year marks the 100 year anniversary of this event it was felt that a tribute should be paid to the many young soldiers who gave their lives and shaped our history "Lest we forget".

This month (9- 15 April) New Zealand hosted a visit from one of the Global Focus Programmes (GFP). One of our scholars Ben Allomes was part of the travelling group and assisted with the organisation in the North Island. Thank-you to the scholars that hosted or helped organise this successful trip. There are now 5 individual GFP groups with various start times through the early and mid parts of the year. Visiting six countries with contrasting cultures, agricultural industries, innovative companies and groups is challenging and insightful.



The programmes are organised by Nuffield Australia but assisted where needed by other Nuffield countries. Recently we have been a bit nervous with the GFP that travelled through Kenya. The Muslim attacks occurred at a similar time but some distance

away from the visiting group. Nuffield Australia closely monitors all GFP groups and have details plans for any situation. Scholar safety is paramount.

Finally a reminder to those of you who are intending to go to our biannual conference in April next

year in Marlborough. Please book your accommodation ASAP. We can only hold rooms for so long so please check your diary, make a note that you are coming and make it happen. See you there!

Julian Raine

## Update From General Manager – Anne Hindson

The last few months have been busy for for Desley (Administrator) and myself. With our role being to manage both the Kellogg and Nuffield programmes, there are periods when there is considerable activity at the same time. January, February & March are the busiest months with Nuffielders heading off on their year programme and the running of the Kellogg Rural Leadership course 9 day residential. The first example of the value of the relationship between the two programmes is that 11 unsuccessful Nuffield applicants have elected to do a Kellogg course. Identification of and "planting the seed" of potential Nuffield options have also begun to occur with selected Kellogg participants.

The programme for current Nuffielders has included the completion of reports by the 2014

scholars, with the last part of their journey being the completion of their 5 year leadership plans. Profiles of each of the scholars and their research have appeared in Farmers Weekly over February and March and included a webinar after each profiled report. We have also been working with strategic partners to ensure engagement with industry over the next 12-18 months..

The 2015 scholars have recently attended the CSC and two are completing their GFP. There is strong interest in NZ among international scholars and we can expect a large number of visits from current scholars over the next 12 months. Recently we also hosted two US agricultural groups and a Fullbright scholar.

Another major activity has been the implementation

of the sponsorship strategy bringing together the partners of both programmes. It has been encouraging to see the support from industry in creating better leadership pathways and all of our previous industry partners have continued under the new sponsorship model. Our four loyal Nuffield Strategic Partners – Dairy NZ, Beef & Lamb NZ, Agmardt and FMG have become partners across both programmes and receiving the benefits associated with different opportunities provided through each. For Nuffield, their involvement includes input into the shortlisting of Nuffield Scholars and preferential access to scholars and their research projects at the end of their programme. They are also invited as guests to the Nuffield Conference providing a chance to network with alumni.

We have a group of Programme Partners who sit under our strategic partners, with benefits being associated with one or other programme including access (speaking and meeting) to the Kellogg Programme (45-48 participants per year) as well as invitation to the Nuffield Announcement Function. We are pleased to have FAR, Farmlands, LIC, NZX Agri and Zespri on board as Programme Partners. We are working on securing another couple of programme partners to



provide a financially sustainable delivery model.

All our partners are becoming more closely involved with the programme and taking an active interest in the research topics of both programmes, including providing opportunities for recent Nuffield Scholars to share their experience and knowledge with industry. FMG run an annual seminar series at Massey University where they bring together Nuffield scholars as presenters, while NZX Agri has provided profiling of each of the completing scholars and their research in their Farmers Weekly publication.

By the time of the next E Nuff in July, applications will be open for the 2016 scholarship programme. We hope you will start thinking about and encouraging potential applicants from within your networks.





# CONTEMPORARY SCHOLARS CONFERENCE, FRANCE – SCHOLAR LEARNINGS

## Tell Our Story & Sell It Well – Sharon Morrell

It is great to not just attend a conference, but to actively participate in it!

Our facilitator, Jean, did a great job of enabling us to amplify the meaning we could get out of any speaker, by discussing what we had heard, adding our own perspectives and agreeing as a table on a single question for that speaker.

Our hosts spoil us with the localised fare France is so well known for – including a trip to a champagne winery near the conference venue of Reims.

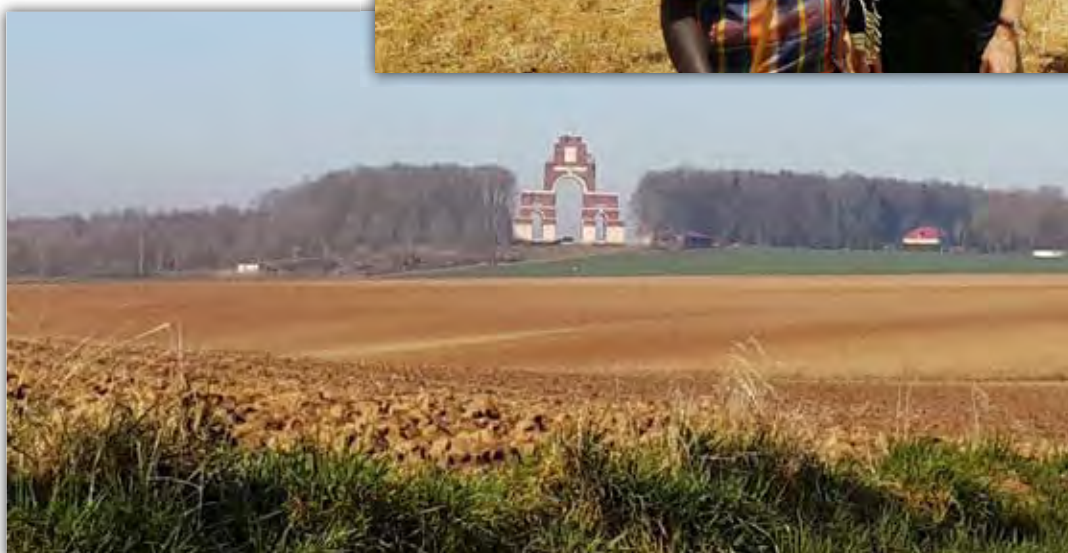
Speakers representing a range of cross-sector and within sector 'representation' groups, conservation farming, biotechnology, agribusiness and communication perspectives challenged our vocabularies and group dynamics – which has made the diverse group that are Nuffield 2015 all richer



in our understanding of the global challenges for agriculture, the significance of our people, leadership and of communicating well and of the powerful creativity, passion and innovation that we embody as agriculturalists.

### Key Learnings and take home messages

1. Storytelling, storytelling, storytelling... In agriculture we need to tell our story and tell it well – this doesn't mean dressing up our point of view well, but by first understanding our audience we need to convey meaning that will resonate with them. Communications and PR can stand and fall on a misplaced emphasis or not well thought out perspective. Fighting for the rights of farmers will simply alienate the public and our market.
2. The context of French agriculture is very different to NZ's!! I was impressed by the differentiation of products – by region, by breed etc. France doesn't at first glance need the rest of the world as so much of their product is consumed either in France itself or in the EU.
3. Multi-stakeholder efforts may take longer but should have a greater impact. France (and the USA) seem to have more 'cross-sector', 'cross-supply chain' organisations working for the greater good of agriculture than we do in NZ.
4. He tangata, he tangata, he tangata... Several of our speakers conveyed the 'known but not always well-applied' principle of people being the most valuable aspect of your business.
5. Doing a conference in a non-English setting makes things a bit slower and a bit 'muddier'!
6. There is a lot of value to be added to the raw information of a subject/presentation in the discussion of that between people in different countries, sectors, roles.
7. GMO is an emotive issue that will take a lot of serious consideration by New Zealand.



# Land is What We Have in Common – Satwant Singh

One world, 9 billion people, 70 2015 Nuffield individual scholars. Land is what we have in common, our passion brought us together and our drive makes us future leaders for positive change through Nuffield.

CSC was the start of this new beginning. It gave me the opportunity to be enriched by passionate individuals from around the world in agriculture, it provided a forum for my thoughts and ideas to be challenged and gave me the chance to share and expand my network and knowledge.

CSC was a unique opportunity and I enjoyed every moment, from learning about French Agriculture to having drinks with a mango, garlic, cotton, wheat, poultry, cherry, beef, vegetables, accountants, psychology and organic farmers. The scholars were from such a diverse background, it provided a great platform for discussion and growth.



## Key Learnings and take home messages for me

- The key challenges and issues facing agriculture are similar around the world
- Farmers are similar, personality, pressures etc no matter where you are in the world
- There is diversity in the Nuffield scholars and the variety of



AT MOET FACTORY NEAR REIMS IN CHAMPAGNE DISTRICT

- farming backgrounds that I can tap into
- Government support has its place for some agricultural industries and we need to understand the reasons for such support and respect people and communities. This is something we are different in, but we have government regulations and supports in other ways.
- There is a need for balance in farming, between lifestyle and profitability and there is a lot of factors influencing the balance to create a successful agricultural industry.
- There is a great network available of enthusiastic individuals to make change and influence the future of agriculture – let's make it happen

# “What Would You Do If You Knew You Would Succeed” – Dan Steele

We were asked at the start of the week, “what would you do if you knew you would succeed”. I like this question more now than then. Maybe I've learnt something.

This is a fantastic opportunity to build a global network for personal growth and for the good of New Zealand. There are a lot of alpha business people in the room, some with open hearts and some with their own agendas. For me getting to know the group and getting the most out of the group has been a great learning curve that has required some self-reflection and analysis, this will continue with my journey.

We were given a broad overview of world agriculture, which I learned a lot from. Some presenters were fantastic, some were hard to follow.

After the CSC and battlefield tour, I left a few free days, this turned out brilliantly.

On returning to London one of the Irish scholars suggested I join their GFP for a couple of days. Thinking this would be a bit cheeky, I checked with Ben Alomes who

quickly organised it. Getting an insight into the group dynamics and a feel for the huge caliber of people we will be meeting was very useful. That same GFP has decided to visit Blue Duck while in NZ now so I'll see how they've bonded and grown in a few weeks.

## Key Learnings & Take Home Messages

- Putting 75 young rural alpha agricultural leaders into a room in France for a week is a dynamic way to improve the world.
- Agriculture is the most important industry in the world, as we all like to eat at least once a day and it is by far the biggest land use on the planet.
- Food scarcity and our ability to produce more food is not an issue. 40% of all food is wasted, 1.4 billion people are currently overweight and Africa has the natural resources to feed 9 billion people. So what then is the issue = politics, corruption and distribution is what we've been shown. We

must feed the world better food, more humanely and sustainably while improving our natural environment, but simply producing more food is not a solution.

- New Zealand has a huge opportunity to become a world leader in high value niche products. Nuffield 2015 is going to be massive!



## A Poem Written & Read to the CSC by Dan Steele

*“I come from the bush and the bush is good,  
But she needs our help, this deep dark wood  
She's riddled with possums and festered with goats  
And the birds are all being killed by stoats  
Oh what a place - its grand you'll see  
There's no better place for my family  
Her rivers and mountains and forests and trees  
Are all in danger from political sleaze  
Our children outside, run, ride and play  
But if we do nothing it won't stay this way  
What shall we do to protect our ground  
The only way is conservation I've found”*



# The CAP system is a social policy – Ben Allomes

My initial response to the CSC was to try to understand the intended outcomes of the conference. I believe the conference was intended to achieve 3 outcomes;

1. Bringing everyone up to speed. The depth of material in some instances was limited but I didn't see this as a weakness. As there were people attending from all formats of agriculture it was important that everyone was introduced to the different facets they had previously had no exposure to. For those with experience in a particular area, it provided an opportunity to share a bit more depth with the group allowing for discussion and hearing different point of views.

2. Opportunity to network/interact. There was a lot of group work, with groups being changed around each day. These groups were designed to explore the topics further and encourage debate.

Groups discussed and then agreed on group questions to be put to each speaker. The dynamics it created was interesting, those who were strong found it difficult to stand back and those who were quiet were encouraged to speak out. The week ended with a group based presentation which created some conflict. Being aware of personality types was a major asset and it was interesting to watch a few of the interactions.

Social activities also created some interesting dynamics.

3. Learn about the local culture. The format was different to the typical conference you would attend in NZ. The groups were designed to discuss and question. Some of the speakers were not



well briefed and tended to speak for too long and drifted off topic, especially during question time.

This made for interesting conversations and reactions from the scholars. Those who were motivated by what they wanted from the event were at times agitated, However, part of the strategy I believe, was to create a bit of tension, test concentration and teach us to understand a message from a different point of view.

#### Key Learnings and Take Home Messages

- A far greater appreciation for the level of sophistication in top performing French business, and way they have developed and structured their businesses to survive and thrive under the CAP system.
- The CAP system is a social

policy, designed to keep people in rural communities, and to keep them vibrant. It is also designed to ensure the EU's ability to produce food and remain semi-independent continues. It will never be removed but I don't see it as a threat to our economy. It creates diversity as there is not a commercial imperative to survive, so reduces the risk to rural communities. This diversity will lead to new ways of doing business and creating products in

a changing world, which once techniques are proven, can be implemented in our systems if there is an advantage. It promotes thought leadership.

- The CAP process weakness is that it does create artificial demands and outcomes that increases inefficient production of goods not necessarily required by the market. Market signals are skewed by the wrong levers being pulled at times.

For example, biofuel plants were created to reduce the need of fossil fuels, but also to deal with over supply of sugar beet and wheat. Where market forces would have led to a reduction in the production of these crops as oil prices drop, the subsidies for biofuel plant has led to an increase in supply, as the market and price

are almost guaranteed. This in turn has removed diversity of the crop rotation. Farmers are continuously cropping huge areas in a radius around the plants, damaging soil structure and in turn affecting the sustainability of the farms in the area. Every action has an equal and opposite reaction and the CAP process is creating unintended circumstances, which in a lot of cases is not being dealt with.

- Risks to NZ will be around regulations being imposed that do not have a commercial outcome, as well as non-tariff barriers to trade being introduced to protect inefficient production. The EU is highly regulated, with these regulations being intended to increase sustainability. This creates a lot of extra cost in their society, which is what the CAP is intended to alleviate. The average farmer collects 20% of their income from CAP payments. At present the EU is a net exporter, but not in large quantities. Its market is in different areas to ours, however there is still competition. This will change however if payment schedules change to stimulate production and increase exports.

#### FOR SALE

<b>Nuffield Directories</b>	<b>\$20</b>
<b>Nuffield Branded Icebreaker clothing</b>	
• <b>Black half zip jersey</b>	<b>\$150</b>
• <b>Black polo shirt</b>	<b>\$120</b>
• <b>Cap</b>	<b>\$XX</b>

## Working together to support rural New Zealand.

Farmlands: proud to support the Nuffield Scholarships and Kellogg Rural Leadership Programme.

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co-operative

# Moët winery gave the ability to witness the latest technology – Bede O'Connor

The 2015 Contemporary Scholars conference in Reims, France, provided the opportunity to meet and network with 70 other Nuffield scholars and special guests from 10 countries. The ability to have constructive discussion with other agricultural based people from around the world and learn about their businesses, current achievements and goals was an amazing experience.

The presentations from Edwin Van Raalte (Rabobank) and Frederic Thomas certainly led to interesting discussion within the groups. Edwin presented a very realistic and worldly view of global agriculture regarding the future of agriculture. Frederic spoke very practically about the importance of soils as we go forward and has certainly made me think about my on farm practices and soil health. This discussion was relevant to all farming sectors as we look to become more sustainable into the future.

## Key Learnings and Take Home

- An understanding of French Agriculture and the importance of cohesion between urban and rural communities within their country.
- The importance of the co-operative structure within the French Agricultural business model and how farmers work together for increased returns and research.
- Activities such as visiting the new Moët winery gave us the ability to witness the latest technology being used to reduce costs across the entire process
- The final meal in the caves of Mumm Champagne House, Reims was a great way to cap off the week.



# A new perspective on international farming, markets and culture – John Murphy (2014 Scholar)



Attending CSC in March 2015 was very worthwhile from a number of perspectives. I did not attend CSC 2014 due to personal circumstance, instead travelling to France in 2015. Having completed the majority of my travels and studies as a 2014 scholar, I still gained a new perspective on international farming, markets and culture.

While there was a lot of time “in the room”, this was a key part of learning about culture and the way various farming bodies work around the world. Many presentations could have been shorter, but we were guests, and needed to learn from people rather than tell them what we thought of how they presented.

Surprisingly I think I came away with a better appreciation of the CAP. Many of the presentations were similar to ones I saw during travels as part of Global Focus Programme in 2014, but I took away different lessons from them due to the different scholars in attendance.

## Key Learnings and Take Home Messages

- Natais – a real agri-business speaker with skin in the game who has made it happen.
- Scholars “take home points” that I hadn’t thought of during presentations. Different perspectives from different farming industries and areas of the world really are thought provoking.
- Presentations on communication to wider society took the negativity surrounding “right to farm” and “social licence” and demonstrated that our industry can take the initiative and engage with society constructively.
- A better appreciation of the CAP



# 2016 Nuffield Conference

## 7, 8 & 9 April

### Marlborough Events Centre, Blenheim

Join fellow Nuffield alumni in the heart of wine country, sunny Blenheim, for an exciting three day programme with optional trips before and at the conclusion of the conference.

The programme will contain:

- Presentations by the 2014 & 2015 Scholars on their research, followed by discussions
- Guest Speakers on topical issues in the agricultural and horticultural sectors
- Field Trips around two key themes
  - Dryland Utilisation with visits to Yealands Estate and Awatere Valley
  - Adding Real Value with visits to food processors in Springlands & Marlborough Garlic

**Watch out for full programme and registration information coming out in next few weeks!!**



**PUT IN YOUR CALENDAR NOW  
- The NUFFIELD EVENT NOT TO BE MISSED!!**

**PHOTOS FROM THE 2014 NUFFIELD CONFERENCE, TAUPO**



**Book Your Accommodation Now**

The conference team is holding rooms for conference attendees at two of Blenheim's premium hotels but reservations need to be made now to hold the rooms.



**Scenic Hotel @ \$150 per room (2 people)**  
Bookings: 03 520 6187  
Reference: Nuffield Conference



**Chateau Marlborough From \$169 unit**  
Bookings: 03 578 0064  
Reference: Nuffield Conference

# WHAT ARE OUR 2014 SCHOLARS UP TO?

The 2014 Scholars are thinking outside the square with how they present their experiences with plans to present at the Australian Nuffield Conference on "The global trends as we saw them as a team".

They are also planning to present as a team at the B+LNZ Ag Innovation conference in May being organised by 2014 scholar Mel Poulton. Each person will highlight a couple of different trends or key global issues as they saw them, and how that relates to NZ Primary Industries and to our Farmers – what should farmers be aware of and plan for.

- Lucy Griffiths (Cruikshank) got married in December and after focusing on that, is back doing what she does well - marketing and PR strategy and implementation for Tony Howey's company ViBeri, an organic New Zealand blackcurrant producer and food brand recently profiled in the NZ Herald. (See photo and article later)

- Paul Olsen has been busy back on the farm in full swing of potato harvest and despite dry conditions a good crop is promised. He has been active with articles around potato industry and is speaking at several conferences including the FAR conference in July.

- Mel Poulton, is back fully into her role with Beef & Lamb NZ while working out how she engages with industry to take the findings of her research to the next stage and into government strategy. Mel was our host for the GFP NZ group for 5 of the 6 days and was able to share her wealth of knowledge.

- Dan Shand is dealing with the drought in North Canterbury but has found time to judge the South Island Ballance Awards, including visits.

- John Murphy has just handed in his report having an extension to allow him to complete his CSC. He took the opportunity to complete the last of his research before locking himself away to write up. He is now fully into his garlic harvesting.

## Worshipful Farmers Experience Opened Doors

As a 2015 Nuffield scholar I was lucky enough to also be invited to attend the Worshipful Company of Farmers 64th advanced course in Agricultural Business Management at The Royal Agricultural University, Cirencester, England in January and February of this year.

The course was based on developing an understanding of agricultural management and wider UK agricultural issues. It also included psychometric testing, personal and team development.

Speakers included Alan Wilkinson, head of Agriculture HSBC in the UK; Professor David Hughes on marketing and former National Farmers Union (NFU) president, Sir Peter Kendall, on his new challenge of leading the AHDB (government agricultural research body) into the future through cost savings and getting closer to the farmer.

We were also spoken to by current NFU president Meurig Raymond, on topics currently affecting UK farmers including the dairy

situation and payment differential between farms for milk.

Overall it was an amazing three weeks, not only because of the course content but also because of the opportunity to meet sixteen other equally passionate people with their roots in agriculture. These people themselves were inspiring as they were prepared to share their farming situations including the good and bad as they wanted to learn and grow from this great opportunity, like myself.

Since the course I have been able to visit four of the participants at their farms allowing me to gain an even greater understanding of UK agriculture, further cementing my ongoing friendships with the course participants.

I would like to thank Nuffield New Zealand for this opportunity. I would also like to acknowledge The Worshipful Company of Farmers and Westland Milk Products for their support, enabling me to complete this programme.



Bede O'Connor and partner, Angela Leslie standing on top of the AD plant in Norwich that fellow Worshipful participant Russell Corfield contract supplies 40,000T of maize for to generate electricity.



# Dealing with income fluctuations – Satwant Singh

Waikato Times, Hamilton  
Waikato by Gerald Piddock  
13 Feb 2015

Finding solutions for farmers to better manage income volatility is Satwant Singh's focus when she departs on a world trip as a 2015 Nuffield Scholar. Farmers were under financial pressure with the international fall in dairy prices and Singh said she wanted to know how dairy farmers in other countries were managing the volatility and whether there was anything New Zealand farmers could learn.

"With commodity prices going up and down at the moment, my key focus is on finding solutions and finding ways of supporting farmers and managing that volatility on farm."

While Singh lives with her husband Sunil Krishna in Auckland where she works for Fonterra, on the weekends

she is back working on the 230-cow family dairy farm near Gordonton.

Singh works for the dairy giant in their commodity risk and trading team and played a central role in developing the co-operative's guaranteed milk price programme.

This allowed Fonterra farmers the opportunity to lock in a portion of the milk they produce for a set price, similar to a fixed rate loan.

The GMP had the advantage of removing the volatility from the milk price.

Singh said work on the GMP had begun when she joined the team and her farming background helped ensure it was suitable for all farmers to use.

She saw her Nuffield topic in many ways as an extension of this work.

She worked as Fonterra's Morrinsville area manager from 2008-2012 and worked as a service specialist from 2006-2008.

"In that role I got to meet a lot of farmers and you get to know the pressures they are going through on farms." It is what led her to her current role, she said.

"I want to get more into it than what I am currently doing and get more on farm experiences around the finances on farm and look for other solutions on how they manage their income on the farm.

Her travels begin by attending a conference in Paris where all of the World's Nuffield Scholars gather. She planned on talking to companies such as American dairy co-operative Dairy Farmers of America, whose farmer members were facing similar challenges to New Zealand farmers as well as farmers and

companies in Ireland, the UK, Europe and Asia.

Singh also planned on speaking to farmers that produce other commodities such as sugar and coffee to find out what their tactics are to cope with volatility. Singh wanted to know if New Zealand farmers could learn from these other companies and hoped the study would provide farmers with a guide and maybe a smarter way with coping with volatility.

"I'm definitely keeping it open minded. I want to keep it as broad as possible."

Looking ahead, Singh hoped to be able to contribute back to the community and inform as many people as she can with the findings from her study.

"I want to take every opportunity that I can to feed back the learnings that I gain to the community."

## Global Focus Programme Finishes On High Note In New Zealand

The Brazil Global Focus Programme ended in New Zealand on 14 April after 6 weeks visiting France, the UK, Washington DC, California, Mexico and Brazil. Ten tired males (including NZ Scholar Ben Allomes) arrived in Auckland from Santiago on 9 April at 4.30am.

The group hit the road immediately, arriving in Hamilton for breakfast and meeting host for the day Nuffielder David Campbell and Trustee Jenni Vernon. With the theme being "the Dairy Story" the group visited LIC, Dairy NZ and Tatura Dairy Factory before heading to their Lake Taupo base. Day 2 was hosted by 2014 Nuffielder Mel Poulton who put together a great programme which focused on three different production systems including forestry, red meat and land conversion. Andrew Watters graciously took a long drive to meet the group after a special request from the group.

Understanding the scope and role of Maori Agri business was

the focus for Day 3, hosted by Brad Tatere of Rabobank (and a current Kellogg). Brad gave the group an overview of Maori agri business structures and challenges before the group headed off to the Parekairangi Trust farm and meeting with several Maori leaders.

Sunday was a well needed rest and tourist activity day for the group followed by a social evening with a few Nuffield alumni. Peter Jensen hosted the group in the Bay of Plenty on Day 5 with visits to several farms with different horticultural products, packhouses through to market strategy provided by Zespri.

The final day was hosted by David Hurst who coordinated a visit to the Port of Tauranga with discussions on transport & bio security processes and challenges. After lunch, hosted on Dave's farm, the group headed to Ballance including a visit around the site and a presentation before the group undertook a debrief facilitated by Coach Approach.

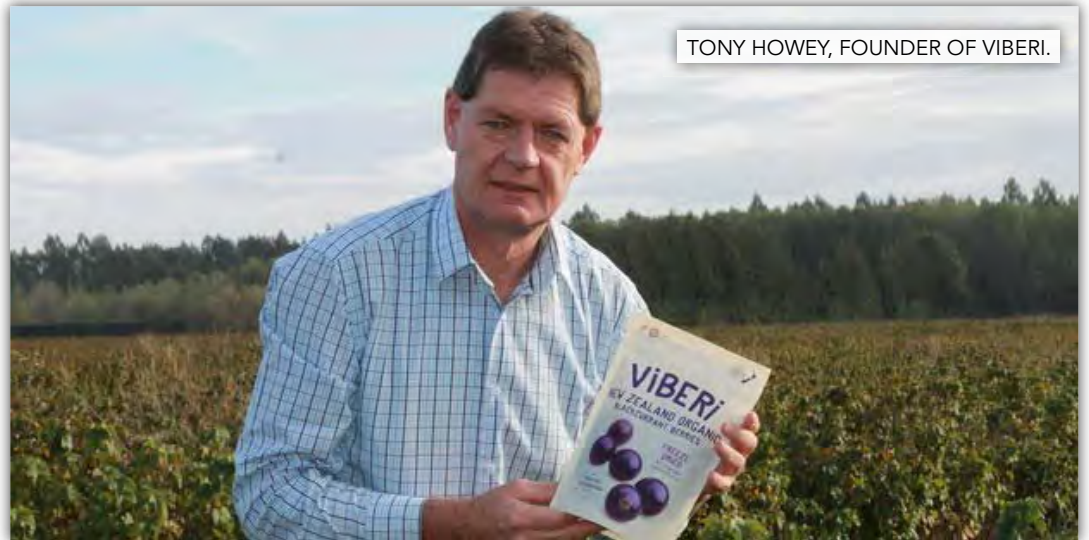


# SCHOLARS PROFILED

A recent article in the NZ Herald profiled Tony Howey, a 1992 Nuffielder who founded ViBeri, an organic New Zealand blackcurrant producer and food brand. The company based in South Canterbury, has 12 staff, spent three years converting to full organic production.

"We've been growing a range of crops and vegetables for 30 years. It's a business that's traditionally been focused on producing bulk raw material, usually for large international food companies, where not only have we been price takers but we've also had no real connection with the end consumer.

When we looked at these trends we saw an opportunity to convert



TONY HOWEY, FOUNDER OF VIBERI.

our blackcurrant operation to organic and develop our own retail offering so we'd have a direct relationship with our end customers.

So we formed a new family-owned

company and brand, ViBeri New Zealand, in January last year and ever since then we've been on the journey of being 100 percent focused on organic production and marketing" says Tony.

More information can be found on [http://www.nzherald.co.nz/small-business-sme/news/article.cfm?c\\_id=85&objectid=11430754](http://www.nzherald.co.nz/small-business-sme/news/article.cfm?c_id=85&objectid=11430754)

## Lincoln hub development update

Many Nuffielders are Lincoln alumni and will be interested in the developments post earthquakes. While The Lincoln Hub is a collaboration between industry, research and education to transform the productivity and performance of New Zealand's primary sector and enhance sustainable outcomes. The Government has set a target to double exports by 2025.

Given that the primary sector contributes over 50% of export revenue, the Hub, with industry at its heart, will be a driving force to enable this growth. The Hub's purpose is to develop solutions required by primary sector business and industry, to enable them to meet the goals of the Government's Business Growth Agenda and remain sustainable

into the future.

### The Hub Will Be:

- A globally significant concentration of environmental and land-based researchers.
- Located with a research-intensive university that will generate a significant number of skilled graduates and postgraduates.
- Have extensive industry engagement with developers, extension staff and commercial businesses. • Highly networked within New Zealand and internationally.

As the 2015 programme of work has started to take shape the Board has developed a Lincoln Hub structure to achieve the vision of the Hub and deliver the programme of work.

A Steering Committee and an Infrastructure Board SubCommittee have been created, both reporting into the Board.

- The Steering Committee is tasked with delivery of the operational model of the Lincoln Hub. Chaired by the Establishment Director and has representatives from the founding partners.
- The Infrastructure Sub-Committee is tasked with delivery of the construction MasterPlan – phase one.

The Board membership consists of an independent Chairman, one independent Director and the CEOs and VC of the five founding partners.

- Graham Stuart: Chairman
- John Penno: Independent

- Tom Richardson: AgResearch
- Andrew West: Lincoln University
- Peter Landon-Lane: Plant & Food Research
- Richard Gordon: Landcare Research
- Tim Mackle: DairyNZ

The Crown has set clear expectations that they are looking for maximum integration with industry at the heart of the Hub. The Hub's value proposition to industry and firms is centred around efficient access to world-class research and development capability including high calibre students graduating from the Hub pipeline. It is also the provision of independent research that brings credibility and strength to the industry and firm's R&D projects.

## UPCOMING OPPORTUNITIES

### 20th International Farm Management Congress

July 12-17 2015, Quebec City, Quebec – Early bird registration ends May 1st



The theme of the congress is Healthy Agriculture for a Healthy World exploring the relationship between social, environmental and economic practices in agriculture

The Congress includes 6 days of plenary sessions, farm/industry tours, paper presentations and concurrent sessions and plenty of networking.

Additional information can be found on the Congress website: [www.IFMA20.org](http://www.IFMA20.org)



# Nuffield international update

Julian Raine (Chair) and Anne Hindson (GM) attended a series of Board and Strategy meetings over the CSC week with fellow Nuffield International Chairs and Directors.

Nuffield International has been slowly growing in strength and members but it has been constrained by resources, with Jim Geltch's time and resources being heavily sponsored by Nuffield Australia.

## Some Key Outcomes / Developments from the Meeting

- A fifth GFP has been scheduled for 2015. There will be 15 non Australian scholars joining 25 Australians on the 5 programs. Ireland, France, NZ, & Australia have the GFP as a compulsory part of their Nuffield programme while Brazil also has participants involved on a voluntary capacity.
- Ireland will host the 2016 CSC,

Brazil the 2017 CSC with New Zealand provisionally hosting the 2018 CSC (subject to confirmation at next Board meeting in 2016).

- Roger Mercer, Chairman of the 2017 United Kingdom triennial conference, gave an update of the program outline, noting the following:
  - There has been an emphasis on raising sponsorship targeted strategically to support younger scholars engaged
  - Main body of conference has been shortened to ensure people are kept together for the core conference
  - Encourage regional study groups to hold tours post the conference to add further value to the conference
- Strategic Plan and Key Targets for 2015-16 signed off (see details below)



THE NUFFIELD INTERNATIONAL TEAM AT THE MUMM CAVE DINNER ON THE FINAL NIGHT OF THE CSC.

# Nuffield International Strategy

**A strategy workshop has set the platform for making real progress toward some goals.**

An operational plan is being developed and sub committees have been put in place.

Focus in year 1 is to gain sufficient sponsorship/financial support to fund a full time position by mid 2016.

Nuffield Australia have offered to support 50% of the Secretariat's time to focus on signing up two investors at no less than US\$50k each in the 2015-16 year. Nuffield countries were also asked to consider a financial contribution to the fund the developments.

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## Vision Statement

Nuffield International inspires people to make a difference in the world of agriculture

**We Believe:**

- That agriculture is the foundation of a stable society.
- That in order for agriculture to remain competitive and serve society we need leadership.
- That the outcome of good agricultural leadership leads to a stable, safe, productive society free of conflict

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## Mission Statement

To nurture the values of Nuffield International, providing a global framework for the cooperation and development of members and associates.

**Objectives:**

- Nurture the Nuffield heritage and build on the legacy
- Promote, develop and inspire leadership
- Provide a model for existing and future countries
- Influence global agriculture and build global reach
- Challenge thinking and ensure the transfer of knowledge and ideas

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## Strategic Goals

- Expand the reach of Nuffield International through the provision of Nuffield International scholarships
- Develop and ensure implementation of ethos and continuously improve CSC and triennial conferences
- Develop the Nuffield International Brand
- Ensure governance standards are inline with best practice
- Ensure financial independence of Nuffield International

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Enuff compilation by NZX Agri

***Nuffield NZ Farming Scholarships  
have been offered to 148 innovative  
New Zealand farmers over the  
past 64 years.***

## 2015-16 NUFFIELD CALENDAR

### 2015

**July 1** 2016 Nuffield applications open

**August 31** 2016 applications close

**September** Nuffield Australia Conference

**October 30** Nuffield Announcement Function, Wellington

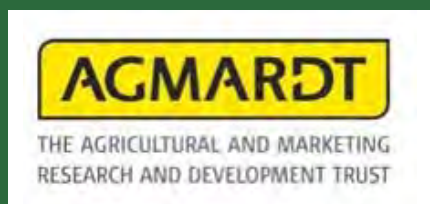
### 2016

**March 7** 2016 CSC, Ireland

**April 7, 8 & 9** 2016 Nuffield NZ Conference, Blenheim, Marlborough



### Strategic Partners



### Supporting sponsors



Nuffield New Zealand  
ARE GRATEFUL FOR  
THE SUPPORT OF OUR  
PARTNERS