

# FIELD NOTES

Weekly news update from the KPMG Agribusiness network

1 December 2015



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**HOT OFF THE PRESS:  
KPMG AGRIBUSINESS  
AGENDA 2015 VOLUME 2**

### Organisations referenced in this week's Field Notes include:

Agri-Women's Development Trust	Horticulture New Zealand
ASB	Imperfect Produce
Bellamy's	Keewai
BNZ	Manuka Research Partnership
Boyalife	Ministry for Primary Industries
Chartered Accountants Australia and New Zealand	New Zealand Farm Environment Trust
China Agricultural University	New Zealand Winegrowers
Craddock Farms	Nielsen
Dairy NZ	OHL Hawkins
Down Cow	Petfood Manufacturers Association
Environment Southland	Rabobank
Ernslaw One	Round Table for Sustainable Palm Oil
Farmigo	SAFE
Farmwatch	Shanghai Maling
Federated Farmers	Silver Fern Farms
Fonterra Co-operative Group	Sooam Biotech
FrieslandCampina	Stop Craddock Farms
Good Eggs	The Land and Water Forum
Green Spot	The University of Auckland
Greenpeace	Wilmar International
Hawke's Bay Regional Investment Company	

### This week's headlines

Poultry	<b>Animal activists protest as Craddock Farms appeal begins</b> [26 November/ Business Day: NZ Farmer]
Environment and emissions	<b>Dairy farmers welcome exclusion of agriculture in NZ ETS review</b> [26 November/ Dairy News]
Environment and emissions	<b>John Key commits \$20 million to help reduce agriculture emissions</b> [1 December/ Business Day: NZ Farmer]
Animal welfare	<b>Video exposes dairy industry cruelty</b> [30 November/ Otago Daily Times]
Water	<b>Freshwater management recommendations out</b> [27 November/ Rural News]

**Horticulture**

**Cherry-picking' warning to government from HortNZ** [30 November/ Rural News] Horticulture New Zealand has warned the government that it cannot cherry pick its way through the recommendations of the Land and Water Forum. Horticulture New Zealand Natural Resources and Environment Manager, Chris Keenan said the organisation supported the forum's 60 recommendations. Mr Keenan said the intent of the forum is to maximise the economic benefits of fresh water while managing within quality and quantity limits, set by the whole community. Mr Keenan added that by only implementing some of the recommendations, it will upset the delicate balance that has been achieved so far by all the sectors involved.

**Viticulture**

**NZ wines fetch premium in Britain** [26 November/ Business Day: NZ Farmer] According to Nielsen, the value and volume of New Zealand wine sold in the United Kingdom is second to France in all price categories over GBP 7.00. The average bottle of New Zealand wine is now GBP 7.37, above the overall British average of GBP 5.46. It is also has a 22 percent market share and 23 percent market value in the GBP 7 to GBP 8 slot, the highest of any country. New Zealand Winegrowers Chief Executive, Philip Gregan said Sauvignon Blanc was the most popular New Zealand wine, followed by Pinot Noir, all of which are sold at a premium price. Mr Gregan added that the United Kingdom is the country's number one export market by volume and number two by value, second to the United States.

**Apiculture**

**After clearing scrub, farmers are urged to plant for honey** [1 December/ Business Day: NZ Farmer] Farmers are being urged to plant manuka for honey production in a bid to raise export volumes as well as offsetting thousands of hectares of eroding steep-country farmland. The government, through a Primary Growth Partnership, has promised to invest \$1.4 million into increasing the amount of manuka plantations. Manuka Research Partnership Chairman, Neil Walker said the government and researchers want to double the number of manuka hives, double the activity, double the land planted and double the output. Mr Walker added that following the Paris climate change talks, the government will be more likely to put more money into trees. Farm Advisor, John Stantiall said manuka honey has increased in value to \$120 a kilogram, and that it provides a new option for hill country farmers who have in the past had sheep and beef production as their only option. Mr Stantiall added that some farmers have said they are unable to plant manuka after clearing it to make way for pasture. Mr Stantiall said the manuka industry is not only good for landowners and the apiculture industry, but fits well with increasing concerns over the environment.

**Poultry**

**Animal activists protest as Craddock Farms appeal begins** [26 November/ Business Day: NZ Farmer] Craddock Farms' appeal to build one of the largest colony cage chicken farms in the county was met by a protest of more than 60 animal activists in Auckland. Craddock Farms original application to build the farm was rejected due to possible odour issues, but the company appealed the decision and adjusted its plans, adding chimney stacks to mitigate odour issues. Craddock Farms General Manager, Stefan Craddock said there were major differences between the proposed colony chicken farm and caged farming, with the former taking into account hen welfare. Stop Craddock Farms Spokesperson, Deirdre Sims said the group's goal was to get the government to ban all cage farming. Ms Sims said countries in Europe have already banned colony farming, and added that New Zealand was falling behind the standards of other progressive nations.

**Food safety**

**Hepatitis scare: NZ officials investigate imported frozen berries** [30 November/ NZ Herald] The Ministry for Primary Industries has begun investigating imported frozen berries after four people fell ill with hepatitis A. Ministry for Primary Industries Director, Peter Thomson said it is to increase surveillance of imported frozen berries, and will start a testing programme. Mr Thomson said fresh berries were not involved in the four cases. Mr Thomson added that there is no evidence to suggest issues with frozen berries used in commercially-prepared and packaged products sold with a shelf-life claim. The ministry advised the public to boil frozen berries to deal with any potential risk.

**Aquaculture**

**Koura farms in forests a win-win** [30 November/ Otago Daily Times] Forestry company, Ernslaw One's decision to farm koura in its forests has been labelled as a win-win, as it is using unproductive land to produce a good, natural product. The company has been utilising fire ponds in its forests to farm the koura, creating an additional revenue stream for the company. A Sustainable Farming Fund project has been created to research ways of significantly increasing the carrying capacity of the ponds. The fund also enable the development of a best-practice guide for koura farming. Ernslaw One Aquaculture Manager, John Hollows said the research would continue and will help develop markets for the Keewai-branded koura, as well as exploring export opportunities. Mr Hollows said the project had generated much interest throughout New Zealand and information about koura farming was spreading quite widely. Mr Hollows added that the company would hold more field days and presentations to spread the word of koura.

**Dairy**

**Low dairy payouts 'like going through a meat grinder'** [26 November/ NZ Herald] Fonterra's board and management have received an irritated response from shareholders at the co-operative's annual meeting in Waitoa, with many annoyed by the prospect of two years of low milk prices. The most animated discussion came around the proposal aimed at cutting the size of the board from 13 to nine, a proposal that failed to achieve the required 75% of shareholder support. One shareholder complained that Fonterra's payout was lower than Westland Milk's. The board and management also received criticism around the sudden decision to restrict the use of palm kernel, a product many farmers use when feed is short. One Shareholder said the prospect of two low payout years was like being put through a meat grinder.



**Competitive future for “unbroken” NZ dairy – visiting global expert** [26 November/ Rabobank Media Release] Rabobank Global Dairy Strategist, Tim Hunt said that while the current market conditions are tough on New Zealand producers, the dairy sector still has the fundamentals to enjoy a strong and competitive future in global dairy trade. Mr Hunt said the current downturn has been made worse by a number of additional shocks, but that a number of factors were in place to lead to a sustained price recovery, expected to begin in mid-2016. Mr Hunt believed New Zealand farmers were well placed to compete in international markets as they are cost competitive. Rabobank has forecasted international dairy trade to expand at a compound annual growth rate of 3.3 percent, over the next five years.

#### Red meat

**Issues with SFF joint venture remain** [26 November/ Otago Daily Times] Former Silver Fern Farms Director, David Shaw said there are still questions that remain about the proposed joint venture with Shaghai Maling. Mr Shaw said questions included what the role of the co-operative would be, how that related to farmers and supply, the benefits of being a shareholder, the constitution and governance. Mr Shaw, who is seeking another term on the board, said structural changes are needed to ensure that farmers have an ongoing legacy in the company. Also standing for the one available position on the board are Manawatu Farmer, Anthony O'Boyle, King Country Farmer, William Oliver and Waikato Farmer Oliver Saxton. Voting will close on December 11.

**Meat with adjectives makes the difference** [30 November/ NZ Farmer Weekly] Independent Marketer, Alistair King, told the Beef+Lamb New Zealand northern North Island Farmer Council, that the New Zealand meat industry could extract more value from its exports by adopting a NZ Inc. marketing programme. Mr King said meat companies lack the scale and incentive to market meat in higher-value forms and believed that individual companies struggle to reposition New Zealand products to appeal to Foodies, those who enjoy eating high-value foods. Mr King added that those who enjoy eating high-value products prefer buying meat with adjectives such as antibiotic-free and grass-fed, many of which are already attributes of New Zealand meat. Mr King said the New Zealand meat industry needed to differentiate itself from others, and added that it is even more important to do so with the signing of free-trade agreements such as the Trans-Pacific Partnership.

**Lamb price expected to be down** [1 December/ Otago Daily Times] BNZ has predicted that the average farm-gate lamb price is to fall a few percent lower than last season's. BNZ said that prices were around 27 percent lower than last year as they adjusted to balance demand with strong supply from major exporting countries. The price decline also outpaced the fall in the New Zealand dollar. El Nino weather conditions, fewer New Zealand lambs and a slight reduction in Australian production should provide some form of price support. ASB said that both reduced Chinese and British demand for New Zealand lamb would keep prices down. ASB also believed that a debt-free Silver Fern Farms would be more likely to pay a premium to secure volumes. Silver Fern Farms said there had been solid growth in demand for chilled lamb from the United States, United Kingdom, Europe and the Middle East.

#### Water

**Construction price of proposed dam set** [26 November/ Radio NZ Rural] According to the Hawke's Bay Regional Investment Company, the construction price of the Ruataniwha Dam is financially viable. Previous estimates put the cost of building the dam at \$275 million, with farmers expected to invest more than \$300 million in the infrastructure required to use the water on their farms. Hawke's Bay Regional Investment Company Chief Executive, Andrew Newman said it was not yet possible to say if the repricing will change the amount farmers pay for the water. Mr Newman said construction company, OHL Hawkins has provided an acceptable price, but added that it was too soon to disclose the price as it is refined when additional demand is added to the network. Mr Newman added that confidentiality issues also prohibited the disclosure of the cost.

#### Environment and emissions

**Dairy farmers welcome exclusion of agriculture in NZ ETS review** [26 November/ Dairy News] Federated Farmers has welcomed the government's decision to exclude agriculture in the scope of the Emissions Trading Scheme review. The review will assess how the scheme should support New Zealand in meeting emission targets. Federated Farmers Climate Change Spokesperson, Andres Crofoot said the issues around agriculture are bigger than the scheme and require more time than the review will allow for. Mr Crofoot said farmers are contributing to the national effort to reduce emissions, and added that improvements to farm productivity has caused a 1.3 percent increase in the emissions efficiency of farm production. Mr Crofoot said emissions efficiency can only improve with investment into science and research to reduce methane and nitrous oxide emissions.

**Fonterra to meet with Greenpeace** [26 November/ Radio NZ Rural] Fonterra is to meet with Greenpeace to discuss concerns about the use of palm kernel expeller and major fires in Indonesia. Greenpeace accused Fonterra of being directly linked to deforestation in Indonesia through the importation of palm kernel expeller. Fonterra said it was a member of the Round Table for Sustainable Palm Oil and it sourced the product through Wilmar International, which forbids deforestation. Fonterra said a representative from Wilmar International will attend the meeting as well.

**Environment awards turns NZ green** [27 November/ Rural News] New Zealand Farm Environment Trust Chairman, Simon Saunders said the Ballance Farm Environment Awards now has more relevance, with the agricultural sector facing more environmental challenges such as water quality and nutrient loss. Mr Saunders said it is critical that farmer's voices are heard, and that the awards are doing that by showcasing what they are achieving as well as sharing knowledge, ideas and skills that will drive better environmental, economic and social outcomes for the sector. According to the trust's annual report, it has experienced another successful year, with the organisation continuing to grow. The organisation has signed up the Auckland region for the next awards programme. It has also formalised a long standing partnership with Environment Southland.

**John Key commits \$20 million to help reduce agriculture emissions** [1 December/ Business Day: NZ Farmer] Prime Minister, John Key has committed \$20 million to establish technology that will allow farmers to reduce the amount of emissions from agriculture. The \$20 million will be spread over four years, and is in addition to the initial \$45 million investment that will go specifically to the Global Research Alliance on Agricultural Greenhouse Gases. Mr Key said that the sooner technology is available, the sooner farmers can use it to reduce global agricultural emissions. Mr Key also pushed for the removal of fossil fuel subsidies which totalled USD 500 billion in 2014. Mr Key said the removal of the subsidies will free up money that can be spent on low carbon energy, health or education. Climate Change Minister, Tim Groser said that considerable investment was going into finding technologies to reduce agricultural emissions and added that the industry would remain off the table in terms of the country's Emissions Trading Scheme review.

#### Research and development

**University of Auckland: Low-calorie apple flour takes on wheat** [1 December/ NZ Herald] Biological scientists from the University of Auckland have created an alternative flour high in protein, vitamins and dietary fibre that is also a zero-waste product. The product is created by using tonnes of fruit pulp usually sent to waste, and has the potential to replace wheat. University of Auckland Associate Professor, Silas Granato Villas-Boas said the group started studying the products potential as an animal feed, but after a fermentation process, found it had potential for human consumption. Mr Villas-Boas said the product cooks as well as traditional flour, with the advantage of a lower calorie count. The venture, named Green Spot, has received funding from Callaghan Innovation and it's one of the first projects to be funded by the Bioresource Processing Alliance initiative aimed at creating value from biological waste.

#### Animal welfare

**Eye on calves already, says MPI** [30 November/ NZ Herald] The Ministry for Primary Industries said it has started an investigation into the alleged mistreatment of bobby calves highlighted in a television programme over the weekend. Ministry for Primary Industries Deputy Director General, Scott Gallacher said the nature of the footage, which showed calves being kicked and clubbed to death, was unacceptable. Petfood Manufacturers Association Secretary, Richard Brake confirmed the company in the programme, Down Cow, was a member of the association. Mr Brake said that while the association was not a regulatory body, it does not condone such behaviour from any of its members. Federated Farmers Dairy Chairman, Andrew Hoggard said the footage was not a true reflection of the industry, and added that the actions of a few could have damaging consequences for the industry as a whole. Mr Hoggard said farmers are disgusted by the footage. Dairy NZ Chief Executive, Tim Mackle said the abuse of bobby calves was not as widespread as animal welfare group Farmwatch insisted, but conceded that farmers still had work to do in the area of animal welfare. According to Dairy NZ, around 95 percent of farmers are compliant with the animal welfare code.

**Video exposes dairy industry cruelty** [30 November/ Otago Daily Times] Farmwatch Investigator, John Darroch said he was tipped off by concerned farmers and rural community members about the mistreatment of calves. Mr Darroch said he saw deliberately cruel treatment of calves at about 15 of the 50 farms he observed and by around 10 transport companies as he secretly filmed across the Waikato. Mr Darroch added that he wanted to expose what went on in farms, rather than to hurt farmers. DairyNZ Chief Executive, Tim Mackle said cruel and illegal practices were not condoned by the industry, and added that farmers needed to hold transport operators and processing plants more accountable to ensure bad practices are removed from the industry. SAFE Executive Director, Hans Kriek said footage as well as a complaint was provided to the Ministry for Primary Industries, but there has not been a response. Fonterra Co-operative Affairs Director, Miles Hurrell said the footage was disgusting, but believed that only a small number of dairy farmers were guilty of animal cruelty. The Ministry for Primary Industries said it is investigating the matter.

**Call for tighter animal welfare rules** [30 November/ Radio NZ Rural] Federated Farmers Dairy Chairman, Andrew Hoggard said the dairy industry needs to step up, while Fonterra and Open Country Dairy needed to tighten animal welfare rules for bobby calves. Mr Hoggard said that supplier handbooks needed updating to ensure they are not misread. Mr Hoggard said that the way the rules were written gave the impression farmers cared only about keeping it out of sight. Mr Hoggard added that the farms exposed in the recent SAFE footage needed to raise their standards. Ministry for Primary Industries Director General, Scott Gallacher said an investigation was launched immediately after the footage was released, but added that the ministry could not discuss the investigation because it might prejudice the outcome.

#### Biosecurity

**Stink bug practice for MPI** [30 November/ Radio NZ Rural] The Ministry for Primary Industries is to practice responding to an invasion of the brown marmorated stink bug. Interceptions of the pest have increased at New Zealand borders every year. The Ministry has identified the bug as a high priority pest to keep out of New Zealand, because it attacks a wide range of crops and disfigures fruit, making fresh produce unmarketable in many cases. The exercise involves multiple agencies and industry groups working together to determine options to deal with the potentially harmful pest.

#### International

**Fonterra sign deal to manufacture Aussie infant formula** [20 November/ Business Day: NZ Farmer] Fonterra has signed a five-year, multi-million deal with Bellamy's to manufacture the company's organic baby powder range at Fonterra's Victoria-based, Darnum plant. The milk used for Bellamy's products will not come from Fonterra farmers because none of them are organic, while Fonterra Australia said there were no current plans to convert its Australian suppliers to organic milk. Fonterra Managing Director Oceania, Judith Swales said the agreement was part of Fonterra's transformation of its Australian business. Ms Swales said the company is actively growing its nutritional business through strategic partnerships and agreements which will move the Darnum nutritional plant towards full capacity. Ms Swales said the co-operative had a clear plan to return the Australian business to strong and sustainable profitability. The Bellamy's agreement is expected to start in 2016.

**Dutch dairy reform provides lessons for Canadian producers** [24 November/ The Globe and Mail] The Trans-Pacific Partnership trade deal is expected to disrupt Canadian dairy farmers, but the experience of their Dutch counterparts over the past years offers hope, and some lessons. In 2013, the Dutch industry, which exports around 66 percent of its production, had export revenues of around CAD 9.2 billion compared to Canada's CAD 281 million. Rabobank Senior Research Analyst, Kevin Bellamy labelled Canada as the North Korea of the dairy industry, but believed there was a huge opportunity if its protective system was abolished. Mr Bellamy said the Canadian industry should follow the Dutch industry's example by investing in research and development, resulting in a much higher value per litre of milk. FrieslandCampina Media Relations Director, Jan-Willem ter Avest said there is huge growth potential in markets with less favourable dairy climates, especially as developing countries tastes for dairy increases. Mr Bellamy said that while the abolishment of the European milk quotas resulted in lower dairy prices for many Dutch farmers, those that have invested into new products and market them to growing markets are expected to thrive. Mr Bellamy said the biggest lessons Dutch farmers can provide to their Canadian counterparts is the adjustment to lower dairy prices, investment in new products and markets, and that cost savings are required to improve margins.

**World's biggest clone factory raises fears in China** [25 November/ Agence France Presse] Chinese biotechnology firm Boyalife and South Korean firm Soom Biotech have begun the construction of the world's largest animal cloning factory, with plans of creating up to one million beef cattle per year. Boyalife Chairman, Xu Xiaochun said the USD 31 million factory will begin with an initial capacity of 100,000 cattle embryos a year, growing to one million. Mr Xiaochun said the factory will help Chinese farmers who are struggling to produce enough cattle to meet market demand. China Agricultural University Professor, Zhu Yi said there would be no real difference between cloned and real cattle, but believed companies should not sell the product without rigorous risk assessments. Many online commentators have expressed skepticism over consumer appetite for cloned meat, as well as labelling the practice as unethical. The European Union has backed a ban on cloning animals for food, prohibiting imports and products derived from them.

**Getting Ugly Produce Onto Tables to Keep It Out of Trash Bins** [24 November/ The New York Times] San Francisco start-up, Imperfect Produce is looking to reduce the amount of food wasted as a result of it being cosmetically challenged. Imperfect Produce Chief Supply Officer, Ron Clark said it is quite easy to convince consumers to buy ugly fruit and vegetables when they realise it costs a fraction of the produce sold in supermarkets. Mr Clark said it has been difficult convincing mainstream supermarkets that the company's produce should be stocked, but added that the change will not occur overnight. American Wasteland Author, Jonathan Bloom said that since 1974, the amount of food wasted by Americans increased by more than 50 percent and that the wastage caused by ugly produce lead to more larger and complicated food waste problems. Mr Bloom said the notion that things that look perfect are better, needed to change.

**Farm to phone: the Seattle startup disrupting grocery shopping** [26 November/ The Guardian] Farmigo CEO, Benzi Ronen believed supermarkets are the last retail frontier to be disrupted by the internet. Mr Ronen said he wants Farmigo, which enables customers to sign up for weekly grocery deliveries from a variety of local farms, to become the only middleman between farms and kitchens, reducing waste and costs in the process. Mr Ronen said that if supermarkets market share is to be reduced, there has to be a convenience factor that disrupts normal shopping habits, as well as convincing farmers to change sale strategies. Good Eggs Co-Founder, Alon Salant said that much of the success and challenges of start-ups were around the logistics of coordinating orders for customers, especially as companies are dealing with nature. Mr Ronen said another challenge is that local food systems are specific to certain communities, with different food only available in certain cities. Currently around 1.5 percent of Americans shop for groceries online, but Mr Ronen believed that is changing and there is huge potential for growth, especially if companies can make food more accessible and cheaper.

**China lights fuse for organic farming boom** [27 November/ The Australian] Organic farming in Australia is set to boom with beef and dairy producers looking to take advantages of growing export opportunities driving by China's growing middle class. The National Association for Sustainable Agriculture Australia reported a six-fold increase in the amount of farmers looking to convert to organic operations. Australian Certified Organic General Manager, Ben Copeman said the organisation has around 40 percent more land in the process of conversion and added that overseas demand for Australia's organic produce outstripped supply by around 40 percent. Australian organic production is currently 1.25 percent of the country's agricultural output, however it is expected to grow by around 15 percent per year, with exports of organic products more than doubling to AUD 350 million. Arcadian Organic and Natural Meat Company Chief Executive, Alistair Ferguson said the organic process was complicated by China not automatically accepting Australian certified organic standards, meaning every farm is required to be individually certified by Chinese agencies at a significant cost. Mr Ferguson believed the Chinese free-trade agreement would help the process, and added that getting China to automatically accept Australian standards is the ultimate goal.

**Your Thanksgiving cranberry sauce is poisoning Native American lands** [30 November/ The Guardian] Over the Thanksgiving Weekend, focus has fallen on the area of Wisconsin that produces the majority of American cranberries and the polluted water that is being returned to lakes having been used during the farming process; lakes local native tribes depend on. Heavy use of chemical fertilisers and pesticides on cranberries has have resulted in phosphorus-laden water re-entering the Lac Courte Oreilles Lake. Phosphorus levels contained in the run-off's entering the lake are so high that the fish population in the lake has declined. Some areas also cannot be used during summer due to increased algae. Elevated lead, arsenic, cadmium and other toxic metals have also been found in cranberry discharges. The Lac Courte Oreilles tribe has not asked the state to end one of its biggest industries, but has asked it to use technology, such as holding pools, to stop the contamination of water. The Environmental Protection Agency views the runoff from harvesting as irrigation return flow, exempting it from federal law.

**Climate change threatens Tunisia olive farming** [30 November/ Agence France Presse] The Tunisian agricultural ministry has warned that the country's olive industry is at risk of halving by 2030 because of climate change. Olive Farmer, Amor Slama said there have been signs over the past 20 years of the impact of climate change, especially the impact of rising temperatures. Around 80 percent of Tunisia's olive trees are not irrigated and depend entirely on rainwater. Mr Slama said the irrigation of trees is becoming increasingly costly, with many wells drying up completely. Tunisia Agriculture Ministry Officer, Chokri Bayouhd said the country is taking action against climate change and has implemented a plan to stabilise olive production over the next few years. Tunisian authorities have also encouraged farmers to begin planting drought-resistant olive trees, and have begun planting up to five million trees in the north of the country. Tunisia's olive industry generated around EUR 1 billion this year, exporting 312,000 tonnes of olives, making it the world's leading olive exporter.

**Russia to impose food ban in new sanctions against Turkey** [1 December/ NZ Herald] Russia is to restrict imports of Turkish fruit and vegetables as part of new sanctions following the shooting down of a Russian warplane. Russian Deputy Prime Minister, Arkady Dvorkovich said the produce ban could be deferred for several weeks to allow Russian firms time to find new suppliers and curb price rises. Russian Prime Minister, Dmitry Medvedev said the sanctions also included limits on Turkish construction firms, the ability for Turks to apply for Russian visas and the ending of chartered flights from Russia to Turkey.

## Water

**Freshwater management recommendations out** [27 November/ Rural News] The Land and Water Forum has outlined 60 recommendations needed to improve the management of fresh water. The forum also called on the government to urgently adopt its previous recommendations. Land and Water Forum Chairman, Alastair Bisley said that improving the management of fresh water was a critical economic and environmental decision. Mr Bisley added that the forum’s recommendations outlined a workable and balanced system that will facilitate growth and innovation within environmental limits.

## Agribusiness education

**Agribusiness programme for women back for 2016** [29 November/ Rural News] The Understanding Your Farming Business programme, aimed at developing the business skills and confidence of women on sheep and beef farms, is to be extended in 2016. The programme, which is developed and delivered by the Agri-Women’s Development Trust, will be extended to four months to include new material on leadership development and provide opportunities to involve farming partners. The programme will also be expanded to enable 220 women from 14 regions to participate. Agri-Women’s Development Trust Executive Director, Lindy Nelson said the 157 women who participated in last year’s programme are now creating significant practice changes within their farming businesses using new business skills and confidence. Ms Nelson added that more women are becoming actively involved in strategic decisions, business planning and overseeing business performance. Ms Nelson said the trust aims to get at least 10 percent of all New Zealand sheep and beef farming women to complete the programme by 2020.

## Farmers and producers

**Family farms our future agri powerhouses** [30 November/ Business Day: NZ Farmer] According to a Chartered Accountants Australia and New Zealand (‘CAANZ’) report, family farms in New Zealand have a strong role in providing food for a booming and affluent consumer market. The report said that by 2050, both Australia and New Zealand combined could only feed around 1 percent of the global population. Population growth combined with increasing demand for more and better food required global production to rise by more than 70 percent by 2050. The report said those over 65 and the urban population stood out as significant opportunities for domestic food producers. The report added that because New Zealand cannot feed the world, it should aim at providing for higher socioeconomic groups and that it can do it by embracing technology and innovation. Chartered Accountants Australia and New Zealand Chief Executive, Lee White said the passion of many families for their land, combined with the purpose of securing the family’s future may see family farming organisations evolve into future industry powerhouses. Mr White said the report also highlighted the issue with attracting talent to the industry with the widespread belief among young people being that farming jobs were largely physical and unskilled.

The Future [Inc] Report, written by KPMG for CAANZ, can be downloaded from the CAANZ website:

<https://www.charteredaccountantsanz.com/en/Site-Content/News-and-Updates/Food-Farming-and-our-Future-launch.aspx#V11fo03smM8>

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## Field Notes

Weekly news update from the KPMG Agribusiness Network – 1 December 2015

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Field Notes presents a summary of some of the media comment on the Agribusiness sector in the last week. The views expressed do not necessarily represent the views of KPMG but are summaries of the articles published.

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