

Key Programme Success Indicators

Knowledge, attitude, skills and motivation significantly influence change on-farm. Action Groups are designed to help farmers involved increase these so that they can take advantage of opportunities to change aspects of their farming business.



Changes in motivation as a result of being in an Action Group

The results indicate that motivation amongst farmers to improve their farm business is generally high although it has dropped slightly from the start of their Action Group



Changes in knowledge as a result of being in an Action Group

Farmers indicated they have learnt something new over the life of their Action Group to help them achieve their goals



Changes in skills as a result of being in an Action Group

Farmers are saying their farm business skills have grown during their time in an Action Group



Changes in attitude as a result of being in an Action Group

On average farmers indicate they feel only slightly more in control of their own destiny

Group in Action Case Study



Unique Upper Clutha Basin Action Groups drives rapid progress

Action Group membership is helping farmers in the Upper Clutha to work as a community to develop effective responses to environmental requirements.

The Upper Clutha Basin is unique, having a cluster of connected groups in one area, all with an environmental planning focus. Each has three goals: to create a whole-of-catchment environmental plan, with goals nuanced to their particular areas; to have environmental plans for each farm business; and to engage with rural communities, tourism bodies and urban neighbours.

“Being part of an Action Group is amazing,” says farmer Sarah Jamieson. “There’s a lot of regulation swirling around us. All of us know what is coming but we were all in the same boat of not really knowing where to start.” The Action Group framework has enabled a group of like-minded people to get together, to come up with goals and actions and to keep one another accountable.”



Get involved in a B+LNZ Action Group

Sheep and beef farmers can set up or join Action Groups to support positive changes and improve farm productivity and profitability.

Developed through the Red Meat Profit Partnership, the programme is now delivered by B+LNZ, ensuring farmers can benefit from this small group learning approach.

Groups are eligible for \$2,000 kick start funding to help with set-up and facilitation costs.

beeflambnz.com/action-groups

Looking Forward

RMPP Action Network evaluation identified these six most influential success factors of Action Groups.



Together, these led to increased accountability and farmer confidence. Report available at rmpp.co.nz

Outcomes

What's possible? Action Network evaluation indicates an extra **\$24.62/ha/p.a.** or **\$20,435/average farm/p.a.**

Greater gains for a high performing farm

Achieving greater gains for their already high-performing farm was the target for a King Country farming couple when joining their Action Group. Using Farmax was a key attraction, which has added significant value, including modelling system changes. They also cite the benchmarking and accountability resulting from the group dynamic as a vital part of benefits to their business. Participating in the group has resulted in them making wide-ranging changes across their cattle and sheep systems, environment, and business planning. The net result is an overall \$105,660 benefit to the business (\$42.25/ha/p.a.). They attribute 70 per cent of this to involvement in their Action Group, which is now self-funding with all members agreeing to continue.



Action Group facilitators **96**

229 Approved Action Groups

1,964 Farm businesses in Action Groups

Average Groups per facilitator **2.3**

Groups in action

Group members indicating group support valued



“Having a safe and small group makes me comfortable to ask questions and seek advice and opinions”

“The support of our facilitator and other members of the group have been the most useful”

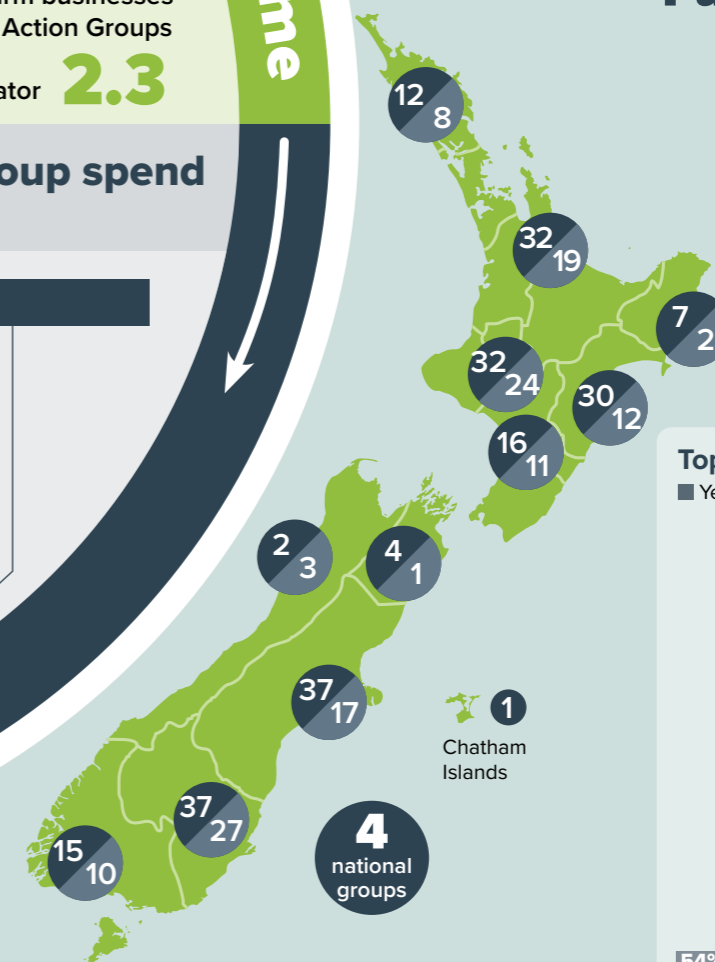
Average Action Group spend

(Based on single day activity)



Outputs

■ Action Groups
■ Facilitators



Further Insights

Of the groups that have provided future intentions

42% are continuing self-funded
24% have disestablished
34% are undecided or working through their future plans

Top areas of interest

