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# Red Meat Report Issue 09

## *Introduction from Alan Thomson and Sirma Karapeeva*

While it's been a tough year for many in the industry, we're beginning to see some positive signs. We know our sector is strong, resilient, and will bounce back, even though it may take some time.

Global markets remain challenging but there are green shoots. Despite the weaker prices for our sheepmeat particularly, caused by China's economic headwinds and our products experiencing increased competition, we could see prices firm this coming year due to our significantly reduced supply. The EU and North American markets have been strong and this has helped support ongoing strong cattle prices.

The implementation of the UK Free Trade Agreement earlier this year has also provided new opportunities for our exporters, and recent trade agreements with the UAE and the Gulf Cooperation Council are also positives - it's essential for our sector to focus on market diversification and maintaining a balanced portfolio of export destinations.

Recent reductions in interest rates have also provided some relief for farmers.

Our sector continues to invest in research and development and innovation, both on the farm and beyond the farm-gate, to improve productivity and profitability. Initiatives like the facial eczema programme and the Informing New Zealand Beef programme show our commitment to driving the sector forward.

As a sector we're committed to nurturing the green shoots and maintaining momentum.

In recognition of China's ongoing importance as a market for New Zealand red meat, MIA, in partnership with the Government, launched the next phase of the Taste Pure Nature campaign in Shanghai in November this year.

The sector is also monitoring developments in the United States following Donald Trump's campaign comments about increasing trade tariffs and we support the New Zealand Government's 'wait and see' approach.

We've worked constructively with the Government on policy issues and welcomed action on regional freshwater rules and Significant Natural Areas of biodiversity, particularly with the passing of the Resource Management Act Amendment Bill. These moves have been long advocated by the industry.

We also welcome the Government's recent announcement of measures to address the amount of productive sheep and beef farmland being lost to carbon farming.

Advocating for farmers and the sector remains at the heart of our work. We will continue to work on addressing rising input costs and ensuring balanced land-use policies as these are critical to safeguarding rural communities and the industry's future.

We're also committed to celebrating the successes and achievements within our sector. The B+LNZ Awards winners represent the very best of our industry, and we marked the achievements of our athletes at the Paris Olympics, powered by New Zealand beef and lamb, to showcase the nutritional edge our products provide and to rally national pride.

Despite the challenges, our reputation for producing premium red meat remains a cornerstone of our success - a quality that New Zealand can be proud of.

This report provides an overview of the sector's performance over the past six months, key market trends, and the work being done to ensure a more sustainable and profitable future.

On behalf of the teams at B+LNZ and MIA, we wish you a relaxing and enjoyable festive break.



Alan Thomson  
CEO,  
B+LNZ



Sirma Karapeeva  
CEO,  
MIA





# SECTOR-WIDE UPDATE



## MIA LAUNCHES NEXT PHASE OF TASTE PURE NATURE IN CHINA

The Meat Industry Association of New Zealand has launched the next phase of the Taste Pure Nature country of origin campaign in China.

MIA independent chair Nathan Guy led a delegation of red meat sector senior executives to Shanghai for the China International Import Expo, a key feature in the trade calendar, in November.

Those attending the launch event in Shanghai included Minister for Trade Hon Todd McClay and Grahame Morton, New Zealand’s ambassador to China.

The next phase will focus Taste Pure Nature’s efforts on key markets within China, with a three-year proof of concept programme that aims to shift buyer preferences for New Zealand beef and lamb by focusing on New Zealand Inc marketing, nutrition, grass-fed verification and attributes, and traceability.

The New Zealand Government is joining the next phase of the campaign by co-investing in the \$8 million programme.

Mr Guy said having MIA lead the country of origin work on behalf of meat companies will ensure the Taste Pure Nature campaign is company-driven and market focused.

“The campaign will align with and support our members’ in-market activities in China. This shift allows meat companies to be more closely aligned to the Taste Pure Nature brand with collective ownership for an NZ Inc approach in a market where we are facing increasingly stiff competition.

“We’re excited about this initiative in China, which will ensure our beef and lamb remains at the forefront of Chinese consumers. The programme will support the goal to double export value over the next 10 years.”

Taste Pure Nature was developed in partnership with meat processors and farmers as part of Beef + Lamb New Zealand’s (B+LNZ) Market Development Programme and launched in 2019.

MIA took over the day-to-day management of Taste Pure Nature on 1 October. B+LNZ remains an active partner in the programme and has committed to \$2 million in funding over the next three years.

## FARMER TIME FOR SCHOOLS

In 2024, Farmer Time for Schools saw significant growth, with student participation increasing from 1,098 in 2023 to 1,253 — a 14.1% rise. The number of farmer-teacher pairings also rose from 48 to 57, now including Associate Agriculture Minister Andrew Hoggard, who is also a dairy farmer from Manawatu, among the participants.



This growth highlights Farmer Time for Schools’ role in fostering connections between young New Zealanders and the primary industries, offering students a hands-on understanding of food production, sustainability, and agricultural career pathways.

Farmer Time for Schools has steadily grown its participant numbers, but its continued success requires increased industry support. This will be a key focus moving forward.

## WORLD IRON AWARENESS WEEK

B+LNZ led this year’s World Iron Awareness Week (WIAW) campaign, engaging audiences nationally and internationally with support from Global Meat Alliance (GMA).

The 2024 theme, Iron to Move, highlighted the importance of iron for active teenage girls. In partnership with Girls Skate NZ, B+LNZ hosted an event at Birkenhead Skatepark in Auckland, featuring skateboarding sessions and a barbecue that sparked curiosity and discussions around iron. Content created at the event was shared on TikTok throughout the week to engage the target audience, with additional coverage by NZ Herald Kea Kids News.

New WIAW-branded social media assets, shared widely by local and global food industry stakeholders, amplified the campaign’s reach, with support from organisations in the UK, Uruguay, Scotland, Wales, Ireland, Australia, and beyond.





## FEWER LAMBS IN SPRING 2024

A report by B+LNZ this month confirmed earlier estimates for fewer lambs in spring 2024 compared to last year due to a declining ewe flock, and a moderate decrease in ewe lambing percentage.

The B+LNZ 2024 Lamb Crop Report indicated a decrease in lambs tailed/docked by 1.1 million head, or 5.2%, compared to 2023, bringing the total lamb crop to an estimated 19.2 million.

The decline in lamb crop is slightly greater than what B+LNZ originally forecasted in the June Stock Number Survey (PDF, 3.4MB). There were better lambing rates than expected in the North Island, but worse lambing rates in the South Island. During lambing, wet weather and snowstorms in Southern South Island impacted lamb survival, but so far this seems to have been by less than originally feared.

A lower lamb crop means that export lamb numbers are forecast to decrease 6.5% across the whole season. Australian lamb production is expected to be lower too which tightens global supply and may lead to stronger prices in international markets.

Processing companies are closely monitoring livestock numbers and capacity, and the lamb crop report indicates potential significant shortfalls in supply in the South Island in the lead up to Christmas.

Overall lamb export processing is forecast to be down 11% in the three months to Christmas but there are significant differences between the islands.

In the South Island, export lamb processing for the first quarter of the season is expected to be down 22%, but up 2.4% in the North Island.

Adult sheep exports are also forecast to be 10.9% lower than last year across the entire season.

Despite these challenges, there are signs of cautious optimism for the sheep and beef sector.

The North Island has had excellent lambing conditions and lambs have been growing well.

Farmers in the South Island did a fantastic job of minimising potential lamb losses in the face of prolonged cold, wet weather during lambing in Southern South Island and snowstorms in other regions.

Early-season farmgate prices for sheepmeat have been higher than last spring and cattle prices remain strong. This coupled with the recent reductions in interest rates has alleviated some financial pressure.

## TRANSITION OF THE *M. BOVIS* PROGRAMME

OSPRI has been delivering the day-to-day operational and disease control functions for the *Mycoplasma bovis* (*M. bovis*) Programme - under a Government Industry Agreement between the Ministry for Primary Industries (MPI), DairyNZ and B+LNZ.

With the task of eradicating *M. bovis* expected to be incorporated within a National Pest Management Plan (NPMP) in early 2025, it would mean the transition of full programme responsibility to OSPRI.

National surveillance, through livestock and bulk tank milk (BTM) testing, remains an important tool in addressing *M. bovis*.

It continues to protect all farmers by finding any underlying disease and provides the data required needed to build confidence that *M. bovis* is no longer present in our national cattle herd.

The BTM screening programme takes samples each month as part of the normal milk collection process.

Samples are screened for *M. bovis* antibodies. A detect result is not confirmation of infection, but it does mean further investigation is required to determine the true infection status of the herd.

A very small proportion of herds that have a detect are found to be infected, with the last occurring in August 2023.

The National Beef and Drystock Surveillance programme also screens blood samples taken either at meat processing plants, or on-farm when cattle are yarded for routine management activities. From July to September, 63,238 animals were sampled by the programme.

## UPDATE ON TB INFECTION IN EAST TAUPO

Four herds in East Taupo are now known to be infected with bovine TB, with OSPRI concluding that possums are the source of infection.

The initial case was identified in September 2023 in a dry stock herd, through routine testing. The property is located within 40km of an area where the disease is known to be present in wildlife.

Further investigation is underway with another three herds where some reactors have been found.

In July, tests on a wild pig removed from one of the affected farms found it was infected, suggesting the disease pathway is the surrounding habitat.

Pigs cannot maintain TB within their own population, so if they're infected it's from another species. Possums are the main carrier and spreader of TB in New Zealand.

Impacted farms are all under movement control and in June the testing policy for farms in the immediate area was changed to find any other infected animals faster. Pre movement testing was integral in identifying the two most recent cases of infection in herds.

OSPRI is engaging with iwi trusts, land estates, conversation groups, pest control contractors and forestry managers.

Since January a significant number of possums have been removed and ground control work completed over around 17,000ha. Work underway, about to start or planned for early 2025 will see an approximate further 89,000ha receive TB control.





## 2024 BEEF + LAMB NEW ZEALAND AWARDS

The winners in the 2024 B+LNZ Awards were announced at a gala dinner at Hamilton’s Claudelands Events Centre on 10 October.

Around 300 people attended the celebrations which recognised the people, the technologies and innovations that contribute to New Zealand’s world-leading red meat sector.

Congratulations to the 2024 B+LNZ Award winners:

- **Dr David Hume:** Ballance Agri-Nutrients Science & Research Award
- **FarmIQ Freshwater Farm Plan Tool:** Datamars Livestock Technology Award
- **Fernglen Farm:** Gallagher Innovative Farming Award
- **Headwaters:** Silver Fern Farms Market Leader Award

- **Mitchel Hoare:** AgResearch Emerging Achiever Award
- **Growing Future Farmers:** Rabobank People Development Award
- **New Zealand Farm Environment Trust:** FMG Rural Champion Award
- **Ian McIvor:** Alliance Significant Contribution Award
- **Graeme Gleeson:** Beef + Lamb New Zealand Regional Leadership Award

B+LNZ Chair Kate Acland congratulated all the winners and finalists. “I’m so proud of our farmers and organisations and individuals that support and innovate in our sector. It’s really important that we celebrate them all, especially in a tough year. The calibre of B+LNZ Award finalists and winners shows that there’s a lot to be optimistic about.”

## PARIS 2024 OLYMPIC GAMES

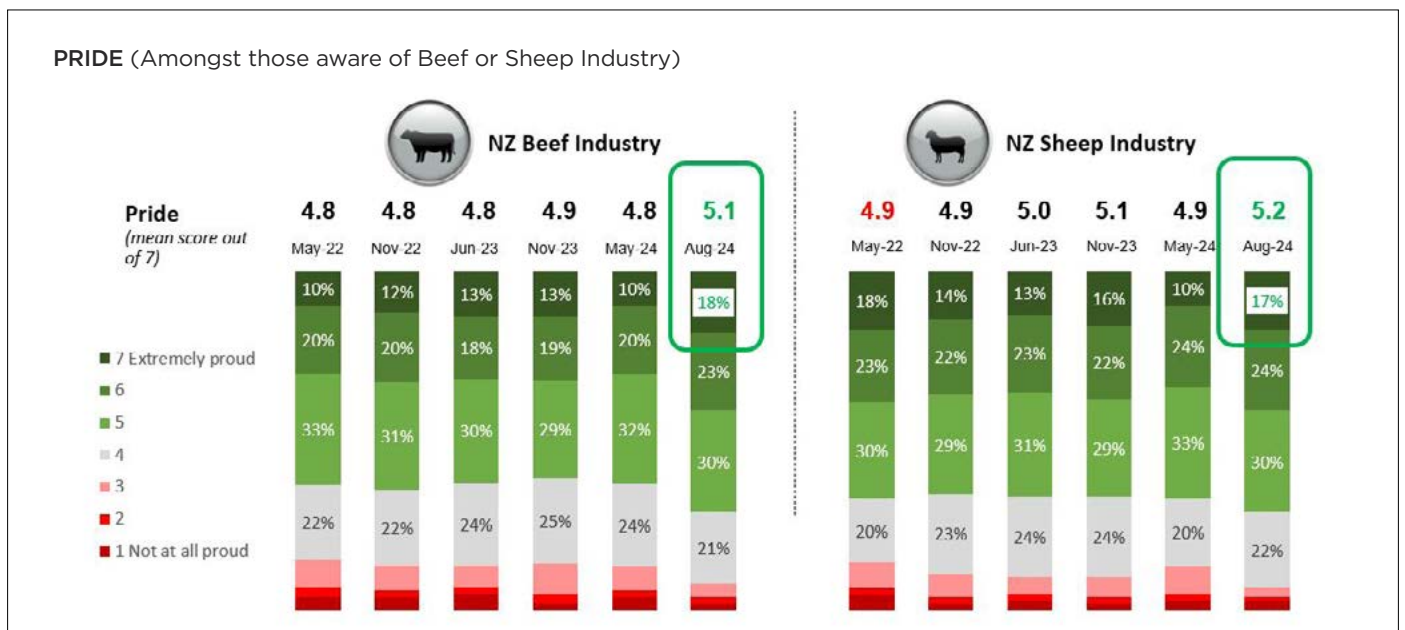
The partnership between Beef + Lamb New Zealand and the New Zealand Team for the Paris 2024 Olympic Games was a success, boosting brand alignment with national pride, raising awareness, and promoting product satisfaction. The campaign reached broad audiences through TV, social media, and collaborations with Olympians.

During the Olympic Games, B+LNZ’s brand presence was profiled on the Sky Breakfast Wrap show, where overnight Olympic success stories were shared. Product integrations, the ‘How Good’ Kiwi moment of pride segment, and our TVC aired on Sky Sport, TVNZ, and TV3, achieving \$1.8 million in media value via a cost-effective Sky partnership.

After the Olympic Games, medallists Finn Butcher and Emma Twigg featured in a segment called ‘High Steaks,’ where they cooked the perfect steak and shared insights from Paris, their training routines, and their top choice – beef or lamb.



A post-games survey by Kantar showed a notable rise in national pride, with the “extremely proud” rating up 8% for beef and 7% for lamb since May, setting new records of 5.1 for beef and 5.2 for lamb.





# ENVIRONMENT

*The coalition Government's more pragmatic approach to environmental policies has been welcome but there is still work to do.*

It has been a busy period in the environmental policy space, with significant developments affecting the agricultural sector. B+LNZ and MIA have been actively advocating for fair and balanced solutions, ensuring that policy changes support sustainable farming while maintaining a level playing field for Kiwi farmers.

We're pleased to see this work reflected in the Government's latest emissions reduction plan which recognises the efficiency gains driven by farmer-led improvements and prioritises nature positive solutions that recognise farms as living biodiverse systems.

The Government also makes a commitment to developing incentives for the adoption of mitigation technologies and tools, including the development of a sustainable finance strategy.

## CLIMATE CHANGE

Earlier this month, B+LNZ released [independent research](#) that looked at how a broad cross-section of international jurisdictions treat issues such as agricultural GHG reduction targets and approaches to reducing agricultural emissions.

The research showed New Zealand's approach is not in-step internationally, and more work is needed to ensure that the red meat sector does not lose its competitive advantage by increasing production costs to a point that supply becomes unsustainable, while still maintaining our sustainability credentials.

We're urging the Government to consider practical approaches to achieving emissions reductions. Consistent with approaches internationally, New Zealand should put the importance of food production at the heart of climate policy and support or reward farmers for taking action to reduce emissions, rather than penalising them.



## Carbon farming

The red meat sector has welcomed measures to address the amount of productive sheep and beef farmland being lost to carbon farming.

The Government announced rules to limit whole-farm to forestry conversions entering the Emissions Trading Scheme including a moratorium on exotic forestry registrations for Land Use Classification (LUC) 1-5 actively farmed land and an annual registration cap of 15,000 hectares for exotic forestry registrations on LUC 6 farmland.

B+LNZ has been calling for action on this issue since 2019. We were the first organisation to commission regular independent research on the amount of whole-farm sales leading the conversation and making the scale of the problem all too clear.

Since 2017, 261,733 hectares of sheep and beef farmland have been sold for afforestation, with over 51,000 hectares identified for planting since the start of 2023. Alarmingly, this figure surpasses the Climate Change Commission's recommended annual cap of 25,000 hectares of exotic afforestation to meet emissions reduction targets.

B+LNZ recently commissioned [research](#) undertaken by Orme & Associates to assess the ongoing scale of land-use change. They found that since the last report sales for a further 51,291 hectares of sheep and beef farms going into forestry have been finalised.





### **Independent scientific review on biogenic methane science and targets**

The red meat sector also welcomed the findings of the independent panel appointed by the Government to review the science and targets relating to biogenic methane.

The panel's finding was that reductions in the range of 14-24 percent by 2050 would see methane not add any additional warming from 2017 levels, depending on how quickly the rest of the world reduces its emissions. This is an improvement on the current methane targets but would still be a stretch for our sector.

B+LNZ is encouraging the Government to consider the independent panel's findings carefully and to make a swift decision so that farmers have certainty. We also want enduring solutions so that the methane targets do not become a political football.

In contrast, the Climate Change Commission recommended to the Government earlier this month that New Zealand's methane reduction targets be made even more ambitious than they currently are.

We are deeply concerned about these recommendations. We continue to argue that New Zealand's targets are already too high and methane should only be asked to do what is being asked of other gases, which is to achieve no additional warming.

The Government is also conducting a short consultation calling for feedback on its second Nationally Determined Contribution (NDC) - our international target - covering our emissions reductions between 2031-2035 under the Paris Agreement.

### **FRESHWATER MANAGEMENT**

Freshwater management continues to be a critical focus for the red meat sector. This year, the release of an [independent review](#) by Torlesse Environmental Ltd highlighted significant flaws in the National Policy Statement for Freshwater Management (NPS-FM) targets, particularly around suspended fine sediment and E. coli attributes.

The review found that even if agricultural activity ceased entirely and all catchments returned to their natural state, up to 38 percent of rivers would still fail to meet the national bottom lines (NBLs) for fine sediment. Achieving these targets as currently defined could require retiring 44 percent of sheep and beef farmland, costing the economy \$3.9 billion annually in lost meat exports, with devastating flow-on effects for rural communities.

B+LNZ called for the immediate removal of these unattainable attributes as an interim measure while a more robust and achievable framework was developed. There was significant concern that the flawed targets would become entrenched in regional plans.

The report generated good discussion thanks to its robust evidence and science-based approach.

In October B+LNZ welcomed the Government announcement it was pausing regional councils' work on freshwater plans as a vital circuit-breaker, noting it provides time to get this right.





# GLOBAL TRADE

## MARKET UPDATE

Relatively subdued export returns for New Zealand red meat over the last few months reflect the complex dynamics of the global meat trade.

In September the sector exported products worth \$564 million, down eight percent from last September, with lower production levels impacting volume. The US continues to be the largest export market for red meat products followed by China.

We continue to see ongoing demand for New Zealand red meat, but lower production volumes in the middle of the year have meant that there has been less meat available for export, which has affected overall export returns.

In the first half of 2024, beef production was up four percent on the same period last year and sheepmeat production was up six percent. However, between June and August, both beef and sheepmeat production were down by 24 percent, impacted by weather events.

While this has had an impact on overall export returns, the average value of exports has remained strong in key markets. For example, beef exports to the US in September increased 19 percent from last September to \$10.92 per kilo and sheepmeat exports to the EU increased by 11 percent to \$17.83 per kilo.

Companies continue to target a large range of markets and those with strong demand is helping to mitigate fluctuations in supply.



## EU POSTPONES REGULATION ON DEFORESTATION

The European Union announced in October that its Deforestation-free supply chains Regulation (EUDR) will be delayed by 12 months.

The announcement was welcomed by the red meat sector, which has been advocating strongly for a delay and a review.

There had been concern that the hasty design and proposed implementation of the regulation would disrupt global supply chains and threaten \$200 million worth of New Zealand exports.

The decision is merely a delay, not a reversal and MIA and B+LNZ are continuing to work with Trade Minister Hon. Todd McClay and his officials to push back and strongly advocate for a more pragmatic and sensible solution.

While the red meat sector supports the intent to tackle global deforestation, both MIA and B+LNZ believe the EUDR has been poorly designed, poorly drafted, and is not fit for purpose.

Instead of incentivising the trade of deforestation-free products, the EUDR sees exports from countries with extremely low instances of deforestation, like New Zealand, treated the same as countries where there is a high-risk of this occurring.

New Zealand beef exports' sustainability credentials need to be formally recognised and treated differently to competitors with deforestation issues.

The internal pressure being faced by the EU Commission, as well as from trade partners, meant they had no choice but to amend the EUDR. Industry advocacy and working with officials and EU stakeholders also provide a strong voice to New Zealand's specific concerns. These efforts are ongoing as exporters prepare for implementation next year. B+LNZ's UK-based Regional Manager for the EU and UK, as well as in market activity from New Zealand-based staff, had been integral to securing the delay.

New Zealand's voice was key in helping EU regulators understand that even their most sustainable trading partners would struggle to comply with these regulations.

This is not the first time the sector has been successful in its advocacy efforts to address non-tariff trade barriers with the EU, and follows the successful exclusion of sheep products from the EUDR in 2022.



## UNITED ARAB EMIRATES TO ELIMINATE TARIFFS

The announcement that the United Arab Emirates (UAE) will eliminate all tariffs on frozen beef and sheepmeat from New Zealand has been hailed as a great opportunity to grow trade.

The agreement, announced in September, is expected to come into force in 2025. Chilled products are already tariff-free.

The UAE is an important market for New Zealand's red meat sector, generating \$47 million of export earnings in 2023/24, making it the second largest market in the Gulf Cooperation Council after Saudi Arabia.

As a key halal market, the UAE is increasingly looking for reliable sources of high-quality red meat that meets their strict halal expectations.

It is among the world's wealthiest economies and there is increasing demand in the market for the high-quality, safe, sustainable, and nutritious products that New Zealand can provide.

Halal-certified exports made up 37 percent of total red meat exports and were worth approximately \$3 billion in 2023/24, so New Zealand is well placed to meet the UAE's red meat needs.

Food security is a priority for the UAE with international trade identified as a key enabler, and beef in particular, cited in their strategy as a key food item to secure supply in.

The UAE has a strong interest in environmental sustainability, and with our strong environmental credentials we can provide consumers with assurances that the food they are eating aligns with their values.

The total UAE tariffs for frozen beef and sheepmeat is currently five percent costing the sector approximately \$750,000 in 2023.

## GULF COOPERATION COUNCIL AGREEMENT

New Zealand's trade agreement with the Gulf Cooperation Council (GCC), one of New Zealand's largest halal markets, provides new avenues for growth and cooperation.

The deal, announced in October, eliminates tariffs on red meat exports to a range of countries including Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE within 10 years.

In the year to September, New Zealand's red meat exports to this region were worth \$245 million, with current tariff costs of \$7.5 million.

Improving access for farmers' products to such a high value market is great news.

The GCC is forecast to be one of the fastest-growing regions for beef and sheepmeat consumption due to its population growth, rising incomes, and rapidly developing tourism sector.

New Zealand has an internationally recognised halal system that adds tremendous value.

This deal also provides New Zealand with a competitive advantage as no other major red meat exporters to the GCC have secured such an agreement.

The deal will see a five-year phase out on most five percent tariffs. There will be a 10-year phase out on remaining tariffs, including on frozen beef, frozen lamb half carcasses, sausages and some tanned beef hides.







# INNOVATION AND RESEARCH

*The sector is continuing to invest heavily in research and development.*

## INFORMING NEW ZEALAND BEEF PROGRAMME

The seven-year Informing New Zealand Beef (INZB) programme aims to increase the sector's profitability by \$460 million over the next 25 years. Supported by B+LNZ, MPI, and the New Zealand Meat Board, the programme focuses on driving the adoption of genetics in the beef industry.

As the programme enters its fourth year, it has placed significant emphasis on education, extension, and promoting the use of high-quality genetics, rolling out a range of initiatives for farmers.

These included Better Beef Breeding workshops, an online alternative for those unable to attend in person, and webinars covering topics such as "Genetic Evaluation 101" and "New Trait Development." These events attracted strong interest, drawing participation from farmers, stud breeders, scientists, and rural professionals.

To support the development of Estimated Breeding Values (EBVs) tailored to New Zealand's beef industry, B+LNZ conducted workshops to equip stud breeders with skills to assess beef cow Body Condition Scores and assign teat and udder scores. A "how-to" video on condition scoring was also made available on B+LNZ's Knowledge Hub.

Fertility trials are ongoing at two pilot farms, where heifers have been fitted with CowManager health monitoring tags. These trials collect data on fertility traits and evaluate the potential of wearable technologies in beef herds, aiming to determine the value such tools could offer farmers.

In North Canterbury, an innovative trial was launched to measure feed efficiency and methane emissions. B+LNZ Genetics, AgResearch, and Te Mania Angus are collaborating to develop genetic tools that help farmers breed cattle that are more feed-efficient and produce less methane without sacrificing productivity.

This trial involved Angus and Hereford heifers from the Beef Progeny Test (BPT), with support from four other Hereford studs. These animals underwent evaluation at Te Mania's feed intake facility and the AgResearch Portable Accumulation Chambers, contributing data for genetic research.

Commercial beef farmers remain integral to INZB through their involvement in the Next Generation Herds programme. To date, 36 farmers have joined, with more set to participate in 2025.







## COOL SHEEP

Funded by MPI and B+LNZ, the programme aims to reduce greenhouse gas emissions from New Zealand's sheep by identifying low methane genetics.

This season has been just as busy as the last, with Stud Breeders measuring emissions in stud sheep from over 40 flocks across the country. Breeder uptake has continued to exceed funding availability.

Jointly with industry partners, the programme is exploring possible new tools to make measuring emissions easier and quicker. Work is also investigating how to incorporate feed intake measures, to deliver feed efficiency for breeders alongside emissions.

Breeders are beginning to see proof in their own flocks that selection can shift emissions down while increasing overall productivity and profitability. As a result, breeders are incorporating methane into their breeding strategies using an interim Methane Index to select high-production animals with lower methane output. Work is underway to implement the final index into nProve.

The programme is investigating the development of a tool for Commercial Farmers to track animals in their ram teams. Such a tool might allow farmers to build a current and historic profile of their Ram Team, and hence the estimated genetic trait profile of their own flock over time.

Global markets are increasingly focussed on greenhouse gas emissions, and it is likely farmers will need to show progress in their emissions management. Currently, low methane genetics represents a readily available tool for New Zealand farmers to manage ruminant emissions.

More information at [www.blznogenetics.com/cool-sheep-programme](http://www.blznogenetics.com/cool-sheep-programme)

## WORMWISE

The Wormwise programme continues to expand its reach and impact, with a focus on workshops, digital engagement, rural media, and retailer education.

### Workshops

Face-to-face Wormwise workshops are evolving to meet local needs, offering sessions on cattle systems, liver fluke, advanced farm systems, and general parasite management. Veterinary-specific workshops have also seen strong attendance.

### Digital Engagement

The Wormwise Facebook page has grown to 2,400 followers, an increase of 300 since August 2024. New videos, such as "Questions to Ask Your Ram Breeder

About Worms" have been launched. The Wormwise webpage on the B+LNZ website, live since March, highlights popular pages like Worms 101, Drenching, and Interpreting Faecal Egg Counts.

### Retailer Education

A collaboration with Growsafe is developing a training programme for rural retailers and veterinary staff. The initial "do no harm" course will ensure basic competence in parasite management, with future levels aimed at creating knowledgeable "store champions" to better support farmers in selecting and managing drench products effectively.

## ELIMINATING FACIAL ECZEMA IMPACTS PROGRAMME

The Eliminating Facial Eczema Impacts (EFEI) programme, led by B+LNZ, is making significant progress in its seven-year mission to tackle one of New Zealand's most challenging livestock diseases. Forming part of the programme is the Sheep Poo Study, now entering its second year, which has grown to over 280 farmers across 16 regions. This study aims to map the prevalence of the fungus associated with facial eczema, understand the conditions enabling the fungi's growth and develop a predictive model for more accurate management of the disease. Participating farmers benefit from spore count, a spore detection map, and knowledge-sharing networks, helping grow awareness and knowledge to make informed decisions.

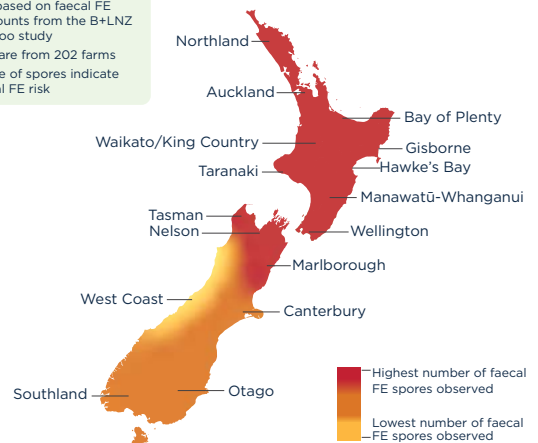
The programme is also advancing research into a tolerance test for sheep, which could pave the way for identifying FE-tolerant animals across multiple species. While the research is complex, these efforts are critical for reducing the devastating impacts of facial eczema, which costs the sector \$332 million annually.

Collaboration remains at the heart of the programme's success. Farmers, through their direct participation and input via the Farmer Research Advisory Group (FRAG), ensure research remains grounded with practical on-farm solutions.

Learn more at [www.beeflambnz.com/efe](http://www.beeflambnz.com/efe)

## Facial eczema spores identified across NZ in 2023/2024 season

- Map is based on faecal FE spore counts from the B+LNZ sheep poo study
- Results are from 202 farms
- Presence of spores indicate potential FE risk



**EFEI** Eliminating Facial Eczema Impacts

Ministry for Primary Industries  
New Zealand's Food Future

beef+lamb  
New Zealand





# PEOPLE AND CAPABILITY

*Our sector is a major employer in New Zealand. Attraction and retention, and the health and safety of workers, are key issues.*

## **B+LNZ RURAL LEADERS' SCHOLARSHIP**

B+LNZ congratulates farmers Richard Cameron and Natasha Cave, recipients of the inaugural 2025 B+LNZ Leadership Advancement Scholarships.

They each receive full sponsorship to complete the Kellogg Rural Leadership Programme in 2025, along with mentorship from a B+LNZ leader aligned with their interests.

The newly launched scholarship is a key part of B+LNZ's refocused People & Capability workstream, dedicated to fostering on-farm leadership and enabling innovation and information transfer across the sector.

For Wairarapa sheep and beef farmer Richard Cameron, the scholarship is a step towards his goal of farm ownership. With years of experience in farm management, Cameron is aware of the challenges farm employees face with career progression and ownership pathways. His research will focus on performance-based incentives, seeking ways to align employee and farm owner goals, promoting retention and productivity across the sector.

Te Kuiti farmer Natasha Cave co-manages Rotowai Farms and serves as the catchment coordinator for the Whanganui Region Catchment Collective. Cave's research will examine how new technologies, like wearable devices, can enhance productivity in New Zealand's beef industry. She's especially



interested in ways to encourage the adoption of wearables among farmers to maximise their impact.

Recipients will share their learning outcomes at a series of B+LNZ events, ensuring that farmers have access to the insights and that the knowledge gained contributes to the growth and success of all B+LNZ levy payers.

## **B+LNZ GENERATION NEXT ALUMNI**

In October 2024, B+LNZ launched the B+LNZ Generation Next Alumni - a unique opportunity for graduates of the popular B+LNZ Generation Next programme to continue learning, networking, and connecting with fellow graduates from across New Zealand.

Members gain access to an Alumni Hub containing tailored resources, webinars with industry experts for ongoing learning, and can join online and in-person networking events.

The network held its first webinar in October, which focused on 'future proofing careers' and featured Olivia Weatherburn, B+LNZ National Extension Programme Manager, and Ben Allomes, Woodville Dairy Farmer and 2015 Nuffield Scholar.

Farmers who have completed the B+LNZ Generation Next Programme can request to join the network by clicking [here](#) or emailing [generation.next@beeflambnz.com](mailto:generation.next@beeflambnz.com).

## **MIA SCHOLARS**

Applications have now closed for the popular MIA scholarship programme for tertiary students studying a subject relevant to the red meat processing industry and planning a career in the sector beyond the farm gate. It provides an important pathway for school leavers, undergraduate and graduate students into the New Zealand meat processing industry.

This year we have 10 returning scholars and five new scholars studying agricultural science, commerce, law, and engineering.

More information will be released in the New Year.



# Red Meat Report



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