



# THE NEXT GENERATION OF GROWTH

Mandy Bell,  
Chairman, P2P

# A

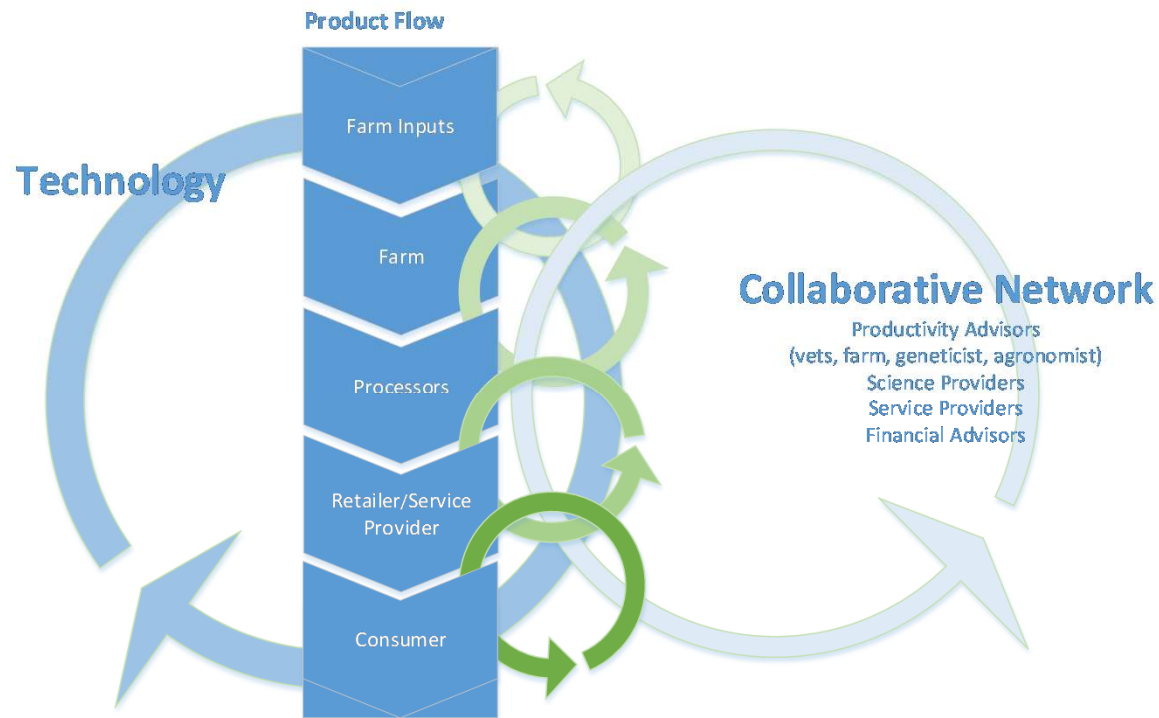


## Context for Advance Parties

---

- Collaboration
- Red Meat Sector Strategy Report - March 2011
- Key reasons for making significant changes - CINTA
- Passion 2 Profit
- Advance Parties and Focus Farms
  - Ross Stevens
  - Simon Wright
  - Grant Charteris

# Collaboration - Circular economy



# Red Meat Sector Strategy Report

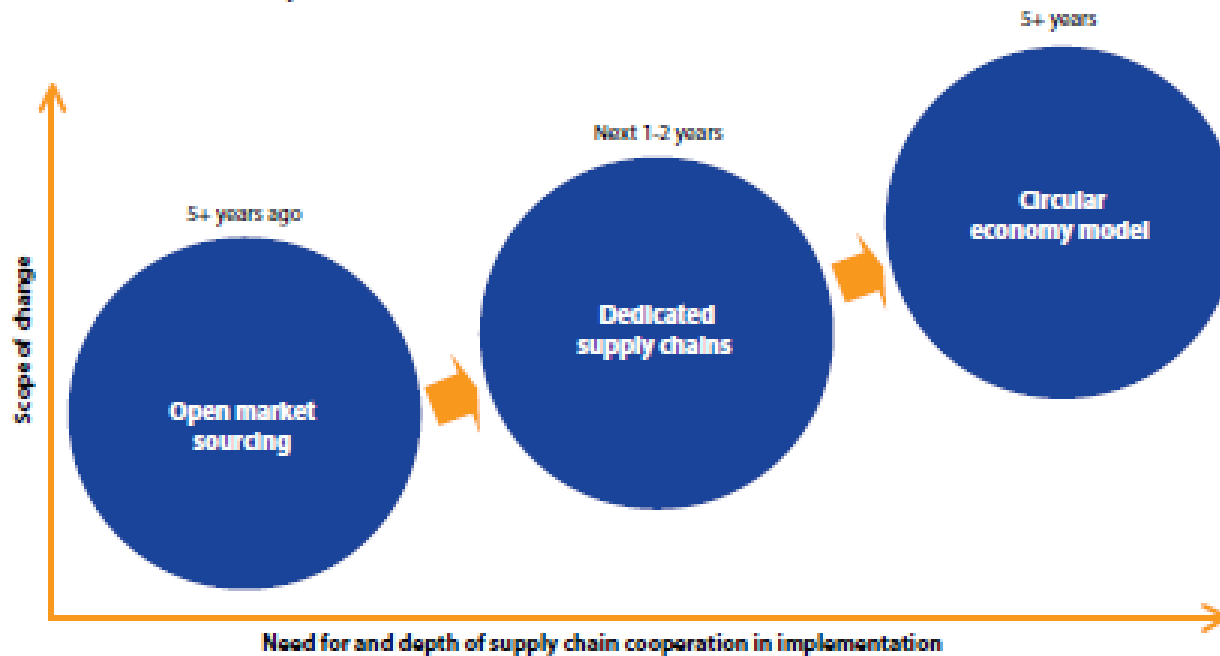
---

- Coordinated in-market behaviour
- Sector best practice
- Informed, aligned behaviour change
- Efficient and aligned procurement



# Supply chain cooperation

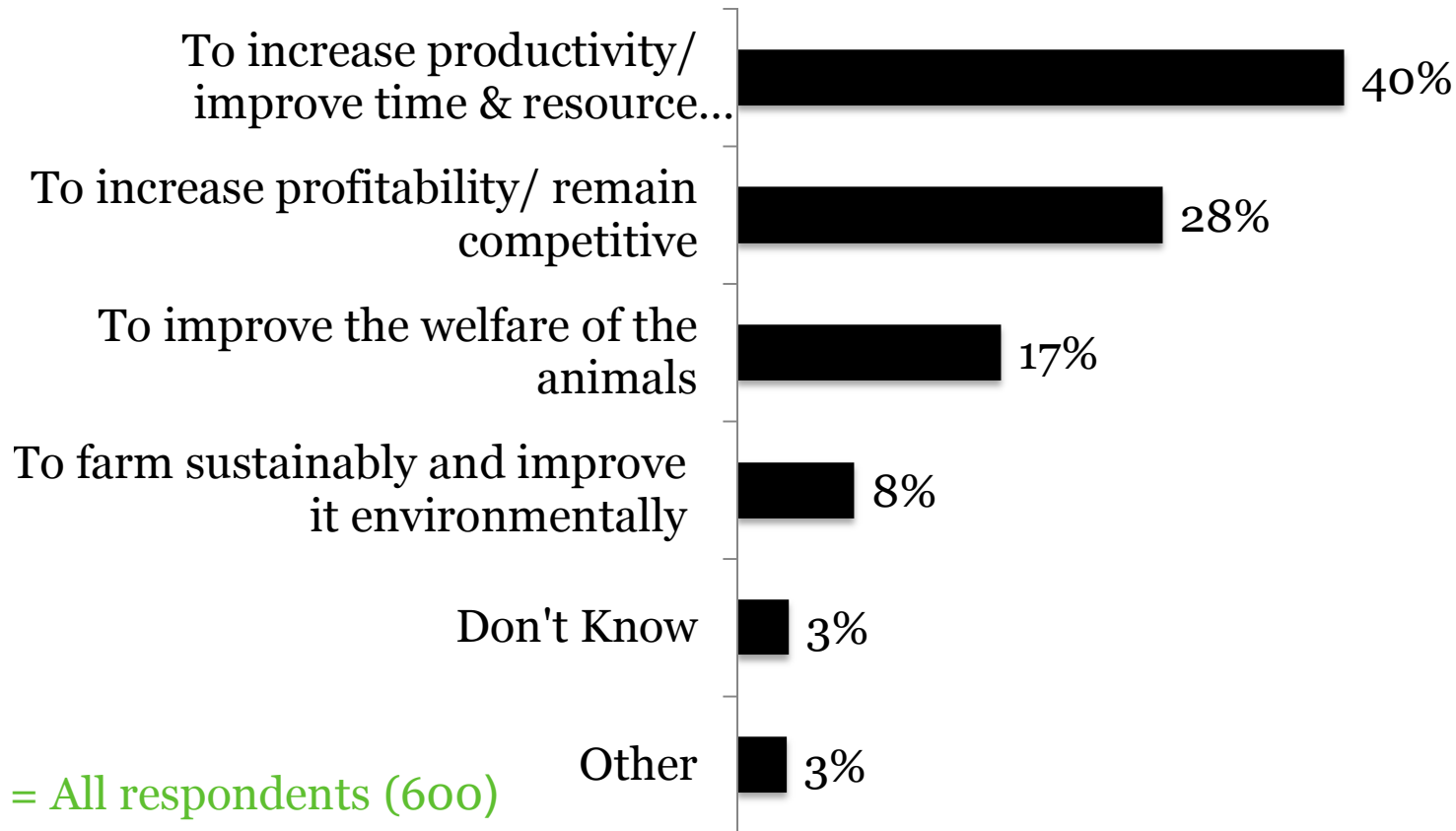
Figure 3.1: The expected progression from open market sourcing to dedicated supply chains and to the circular economy model



Source: Rabobank, 2013



# Key reasons for making significant changes in farming practices or adopting a new technology



# Conclusions CINTA research

## Incentives to Change

- Increased profitability
- Increased productivity
- Improved animal welfare
- Increased sustainability

## Barriers to Change

- Financial constraints
- Resource constraints
- Lack of confidence in outcomes

## Influencers of Change

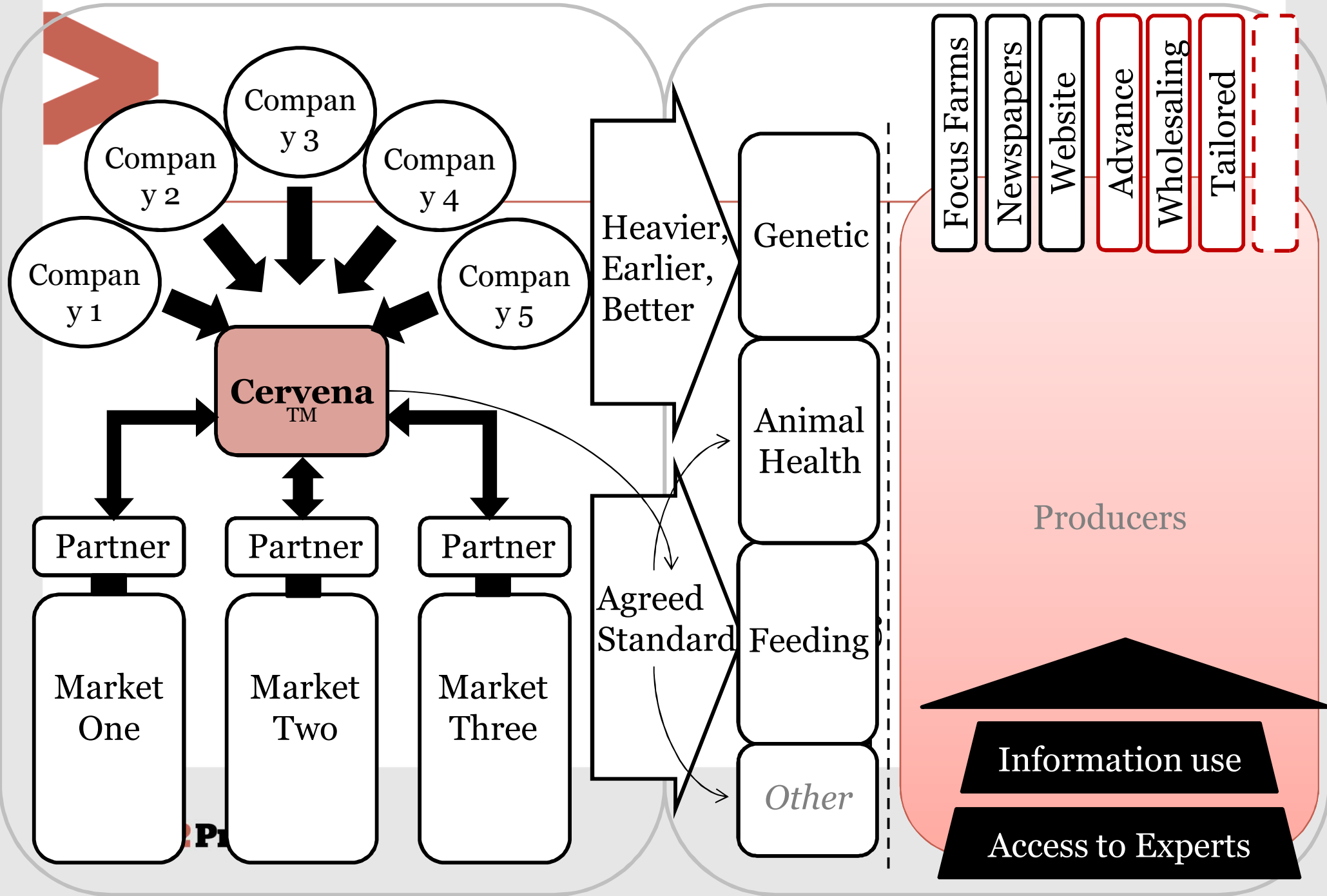
- Informal networking
- Industry field days
- Industry publications
- Vet recommendation & assurance

## Strategies for Change

- Help in acquiring necessary knowledge and skills
- Support in gaining/accessing resources
- Increased financial support/security
- Increasing producers' confidence in outcomes

# Passion2Profit Market

# On- farm







# ADVANCE PARTY

A Deer Industry  
initiative





# Advance Parties

---

- Productivity & profitability gains must occur for deer farming to be competitive.
- Adoption rates of new technologies and practices are slow and low.



# Advanced Parties

---

- Key elements
  - Driven by motivated farmers
  - Collective discussions & support; two way dialogue
  - Commitment to change & measure impact
  - Draw on external input to assist change
  - Willingness to tell the story
- An inclusive, disciplined approach that will “snowball”.



# AP Composition

---

- 7 Advance parties formed (+ 1)
- 56 properties
- 29 supplied data
- 148,000 deer stock units
- 29,000 breeding hinds
- 18,000 deer killed



# AP Composition

---

- 7 Advance parties formed (+ 1)
- 56 properties
- 29 supplied data
- 148,000 deer stock units
- 29,000 breeding hinds
- 18,000 deer killed