

dairy tomorrow

The future of New Zealand dairying.

Over the past 15 years the dairy sector has taken significant steps towards being more sustainable. But the job is not done – as farmers, industry leaders and stakeholders have highlighted through the course of this strategy development. There are challenging issues as well as golden opportunities that lie ahead of us.

The next era of the dairy industry's strategic work aims to make progress where we know more is needed. This strategy recognises the importance of the dairy sector working transparently and openly with others to play its part in working toward a shared future vision for New Zealand and its role in the world, while continuing to provide the natural, high-quality products that we are known and famous for the world over.

OUR VISION: IMPROVING LIVES WITH EVERY DROP OF NEW ZEALAND MILK

Our beliefs and positions:

- We believe that sustainable dairy farming has a critical role to play in New Zealand's future prosperity and wellbeing.
- We are committed to successfully farming within environmental limits.
- We are committed to maximising value from New Zealand milk while preserving the benefits of our pasture-based system.
- We take responsibility for caring for our people, animals and the environment, and will not tolerate failure to comply with the rules that protect them.
- We are committed to greater transparency, openness and working together.

OUR GUIDING PRINCIPLES:

BOLD

We will be bold in our aspirations and fronting our challenges.

OPEN

We will be open and transparent in our positions, progress, and performance.

INNOVATIVE

We will embrace new technology and new ways of working to solve our challenges and secure our opportunities.

COLLABORATIVE

We will partner and collaborate with other sectors and civil society.





OUR COMMITMENTS:



Our commitments and goals set out our aspirations for what we want to achieve as a sector in order to be trusted and valued, productive and competitive. This will be done through working collaboratively with others over the next decade and more.

1: WE WILL PROTECT AND NURTURE THE ENVIRONMENT FOR FUTURE GENERATIONS

- Lead efforts to improve the health of our rivers and streams and protect and enhance biodiversity, beginning in 2018 with collaboration with other rural and urban land users, central and local government and communities on strategies and actions toward achieving swimmable waterways.
- Lead efforts on agriculture's contribution to meeting New Zealand's climate change goals through identifying and implementing strategies to reduce or offset greenhouse gas emissions from dairy farming.
- With communities, government and other land users develop a blueprint for a 50 year vision of sustainable land use in New Zealand by 2025.
- By 2025, achieve all farms implementing and reporting under certified farm sustainability plans.

2: WE WILL BUILD THE WORLD'S MOST COMPETITIVE AND RESILIENT DAIRY FARMING BUSINESSES

- By 2018, develop benchmarks and targets for international competitiveness, resilience, sustainability and community expectations for our future farm systems to achieve, and report annually from 2019 on the performance of research farms and the wider sector against these benchmarks and targets.
- By 2020, join with government and industry investors to develop and implement a co-funded, sector led 'National Science Challenge' for dairying to deliver the next generation of tested, cutting-edge science and technology solutions for future farm systems.
- By 2025, 10% of dairy farms annually will have completed a whole farm assessment to identify and capture improvements in farm performance, with annual improvements in business performance and resilience measures reported from DairyBase.
- By 2020, improve data connectivity so that farmers needs for valid data can be met by authorised data exchange between organisations.
- Develop initiatives to reduce the risk, and impact on farm profitability and productivity, of biosecurity incursions.

3: WE WILL PRODUCE THE HIGHEST QUALITY AND MOST VALUED DAIRY NUTRITION

- Maintain zero compromise on the safety or integrity of New Zealand dairy products.
- Ensure consumers have the choice of New Zealand dairy nutrition by growing New Zealand dairy exporters' access to open dairy markets to equal 30% of global consumption.
- By 2020, implement a strategy to promote the unique value proposition of New Zealand milk.

4: WE WILL BE WORLD LEADING IN ON-FARM ANIMAL CARE

- Develop and implement a Framework that ensures every animal is valued and treated with care and respect.
- By 2023, achieve all farmers implementing and reporting under the Framework.

5: WE WILL BUILD GREAT WORKPLACES FOR NEW ZEALAND'S MOST TALENTED WORKFORCE

- By 2025, ensure all farm businesses have best employment practices and quality work environments operated by vibrant and proficient farm teams.
- By 2020, implement people initiatives to inspire, attract, grow and retain dairy talent.
- Ensure everyone gets home safe and well every day.
- By 2020, implement new programmes to support and integrate new entrants into the sector and our rural communities.
- By 2020, implement programmes to build and sustain our governance and management skills-base through diversity and leadership.

6: WE WILL HELP GROW VIBRANT AND PROSPEROUS COMMUNITIES

- Help strengthen communities through growing community leadership and building stronger connections, including urban-rural relationships.
- Influence the delivery of infrastructure and services in rural areas that support regional economic and social wellbeing.
- By 2025, be a highly trusted business sector in New Zealand.

