

# Farming for the Future Our Competitive Advantage

Paul Crick, Director Farms 10 April 2018

#### **Discuss**

- Taratahi
- The Model
- The Learner
- Our Farms
- Delivery and Integration
- The Future







#### **Our Farms**

- Dairy 3 farms -650ha
- •Total 6125 ha
- •Sheep 34,200
- •Beef 1,500
- •Deer 1000
- •Sheep/Beef/Deer 6 farms 5475ha
- Dairy Cows 2,000

#### **Taratahi Model**



# Taratahi Vocational Education and Training Learning Objectives



Result: Employable, work ready graduates Our unique contribution to New Zealand Inc.

#### The Learner

Historically heavy emphasis on technical skills and proficiency

Still important but changing to balance with:

- Social and emotional learning
- Life Skills
- Communication
- Critical thinking and analysis
- Competency in the digital world





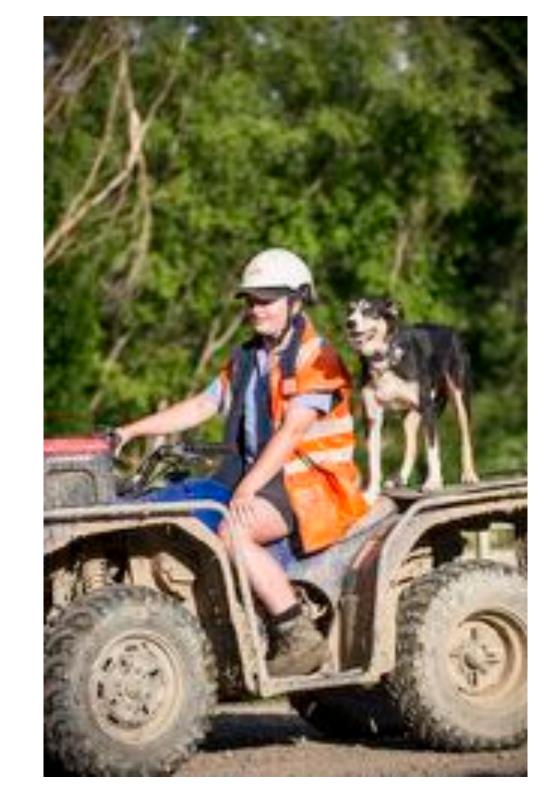


#### **One Farm - One Health**

An integrated One Farm approach across the sheep, beef and dairy farms

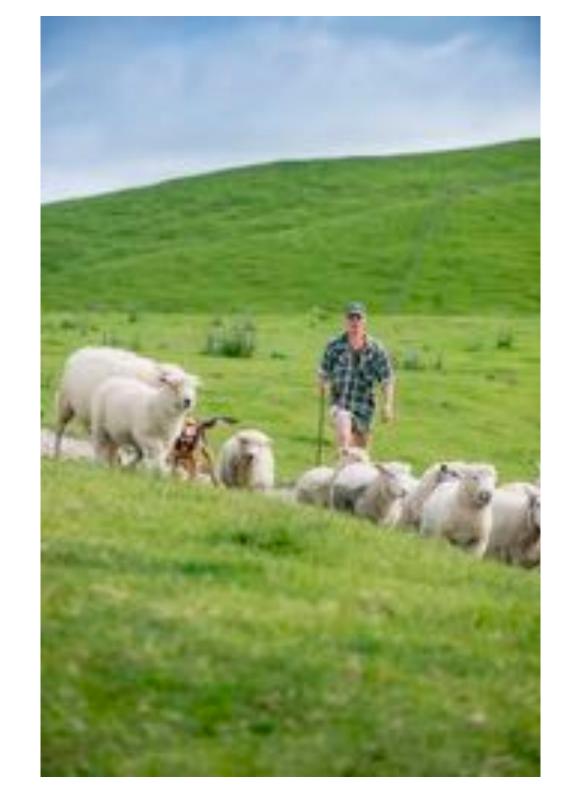
#### **Two Key Outcomes**

- 1. Resilient, high performing and profitable integrated farming systems
- 2. Successful and credible integrated on farm vocational model



#### **Objectives**

- Profit
- Environment
- Animal welfare
- People
- Learners and Education
- Employers and Industry
- Farm Network

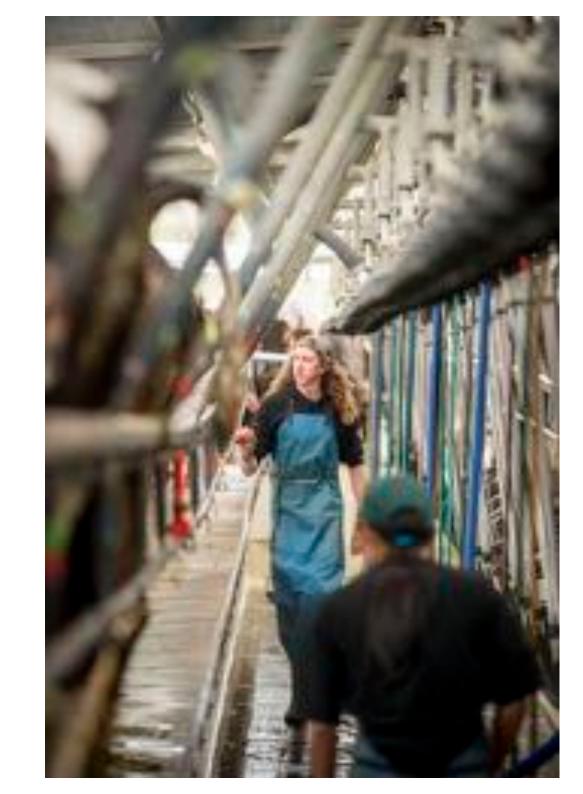


#### **Example of Ecological Health Scorecard**



#### **The Future**

Who Knows?



### Ears Mutilated, Tails Cut Off, Castrated—All Without Pain Relief

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The fall pur count time explains laborate the ground.

## You Can Help Stop This!

No matter where wool comes from, whether it's "responsibly sourced" or from a "sustainable" form, it's the needless product of a cruel business. There is simply no way to raise and kill assimals for the mass market in a humane way. To protect sheep from this abuse, please, refuse to buy wool it's easy to check the label when you're shopping. If it says "wool," leave it on the shelf.

Please thank Patagonia for dropping Ovis 21, but urge them to drop all wool in favor of animal-friendly materials because there is simply no such thing as humane week.

#### **PETA** (People for the Ethical Treatment of Animals)

#### In 2017 they;

- Received more than 116 million web page views, with their videos (investigations and celebrity ads) received more than 1 billion views
- Facebook posts were seen an average of 552 million times per month
- Sent out 570,000 free copies of their Vegan starter kits

#### The Future

#### **Education**

- micro credentials
- career changers/backgrounds
- digital world
- technology and connectivity

#### **Farming**

- traceability/provenance
- transparency
- collaboration in this together
- values based



### Thank You!

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