

The Urban Rural Divide

*How can the New Zealand Dairy Industry protect and
better its social licence with New Zealand's Urban
Populations?*

Kellogg Rural Leadership Course 2017

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EXECUTIVE SUMMARY

Dairy farmer's rights, like those of every member of society are bound by what that society is prepared to defend. This defence is called our social licence and it is the trust that has been built up over time between two parties.

The goal of this report is to identify ways in which dairy farmers can better their social licence and hopefully in doing so build enough trust with the public that allows farmers of the future a form of negotiated autonomy.

This need for a strong social licence has always been there but has come to the fore quickly over the last few years as the rise of digital media has meant people can now quickly share or find information on anything at the click of a button. Sometimes the facts of this media are not always accurate, sometimes they are but it may be taken out of context. Trust can be broken down a lot faster than it is made.

My investigation was done with a literature review on how other industries around the world have handled their situations with diminishing trust from communities and what ways they used to improve that standing. I have also conducted a survey of the community to see if any trends were obvious and used the feedback given to formulate some of my research and conclusions.

What I found from the surveys were a difference of opinions on the state of the environment from farmers to more urbanised people with farmers thinking the environment is better than those outside of farming. I also found that people are becoming more environmentally aware.

Results pointed to farmers not wanting to educate themselves at a field day as they thought they knew enough just working on the farm. I believe this is one of the key reasons we are getting a widening of the rural-urban divide and a weakening of the social licence farmers have with the NZ public.

In my opinion, the dairy industry needs to invest more into promoting its story. Farmers need to be implementing and displaying good on farm practices, principles

and values. These actions need to be backed up by Dairy NZ with relatable facts to show what is being achieved on farm nationally and how it relates to the NZ public where possible.

More farmers need to play their part in educating the public. This can be done by hosting open field days, community groups and schools onto their farms to show case what happens on farms and connect the milk in the supermarket to the cow in the paddock.

A unified effort towards improving farming practices in general needs to be done as a collaborative approach by the primary producer industry bodies. The siloed approach to public perception and social license is not effective and I believe this should be a united voice.

I think using on farm certification schemes is a significant way to encourage farmers to go over and above industry requirements. More promotion and adoption of these initiatives will also go a long way to building trust of the public sector. Examples of these programs are Synlait's "Lead with Pride" and Miraka's "Te ara Miraka".

Although change may be painful and costly for some in the short term, embracing the requirements of the social licence in a positive way may be the most effective way for farmers to receive continued support from the community.

ACKNOWLEDGEMENTS

I would firstly like to thank my wife Susie for the support she has shown over the period of the course. Between me taking on a few different roles within the industry, the project and the fact that we have had our fourth child during my Kellogg time I really have appreciated the support she has given. She has been my rock.

To Patrick, the wealth of knowledge/ learnings and contacts you have provided along the way has made the process so much more rewarding and opened my eyes to a whole new way of thinking.

To the farm team I would like to thank them for putting up with me being off farm and ensuring the business continued to run seamlessly during the final few weeks.

And to all the people who have provided words of wisdom or shared their view point as either a survey or comment on the process, thank you for giving up your time to something I am passionate about.

And to the program itself, what a wonderful way to bring together fresh young minds and really push them to the next level.

INTRODUCTION

When I was growing up in the 1980's I felt agriculture in New Zealand was still a big part in who we were as a country. A lot of All Blacks, especially the tough ones were farmers and people still had a connection to the farm and knew where their food came from. Back then the voice from the farmers mattered and people trusted what was said.

What has happened over time are a few things that have now degraded that trust and understanding. This has led to the agricultural sector falling out of "touch and favour" with the New Zealand Public.

This "touch and favour" is what we call the social license - it refers to the level of public trust granted to an entity or industry sector by the community at large and its consumer base. For a social license to be granted or improved industry groups need to have worked towards and created social capital within the community. Social capital can be defined as the existence of a certain set of informal values or norms shared among members of a group/community that permit cooperation among them. A lot of the tension for the social license to farm comes from what the community or farmers believe are the best use for the communities' natural capital. Natural capital is defined as the world's stocks of natural assets which include geology, soil, air, water and all living things. It is when the community believes farmers are not living up to the communities' values that the social license can be lost.

The vast improvement of technology has been a key factor that has influenced the public's perception of agriculture practices. An example of this is the way people now access their information i.e. online and how much research they do into what the media or any one is portraying as the facts. We also have a growing urban population that is even further removed from where food even comes from and we now have children who think food is made by the super market.

Technology improvements have meant that farmers have been able to intensify and carry more stock per hectare this can lead to greater pressure on man, land and animals. New Science has also meant the impact on the from our actions is now a lot clearer meaning old techniques and practices used have been causing a lot more damage than originally thought.

However, things that farmers have been in control of such as nutrient use or water way management have not always been improved as public perceptions have changed. A big part of it is that farmers have not re-educated themselves on what the current guidelines or laws are and when they are found out not to be living up to the new legislation the farmers trust brand gets knocked back. The ability and cost to change has also been a factor in this as agriculture is a cyclical industry and sometimes when investment needs to be made either the capital or the physical ability may not be there.

The key issues coming out of all of this is that farmers can be viewed by the public to not move fast enough with social expectation, they are failing to self-regulate and improve these old out dated practises. What this means is that our farms not only have to be economically sustainable but they need to be farming it in a way that satisfies the local and regional governments but more so in a way that protects our social licence with the New Zealand Public.

The biggest reason for this is that they are ultimately the ones who put the pressure on the rule makers to change legislation to stop us continuing current practice.

This is an important topic for me because as a farmer I want to be able to be in some control of what I can and can't do on farm. I want my children to grow up with the option of also having the same amount of on farm autonomy as we do now.

In this report, I aimed to identify some of the key reasons for the degradation of the dairy industries social licence. I have also tried to identify ways in which farmers and the dairy industry can work together and work with the community to stop the divide and improve the dairy industry's social license to farm with in New Zealand.

Trust of the industry is not something that is earnt and upheld by one man, it is a collaborative effort that will require everyone, from a new farm assistant to those sitting on Industry board seats working together. If we don't engage with community concerns and fail to maintain or improve our trusted brand soon we will lose our social licence and freedom to operate and I believe the essence of farming in New Zealand will be lost.



LITERATURE REVIEW

The following chapter is my findings from literature published by a range of government, primary industry and social licence leaders. I have included research from organisations such as MPI. Quigley, R.J. and Baines, J.T (2014) and how they have already been working in this space. Social Licence was earlier more known in the mining industry where the impact on the surround people and landscape is a lot more visible and so a lot of the earlier research done on social license have referred to this relationship. The major change in theme with this research over time is how it has evolved with technology, now primary industries have greater public exposure than they once did and all now need a strong social licence with the public to operate freely. However, while the issues between sectors may be different what they have tried to identify is the same. How have groups positively or negatively influenced the social license of the community around them and what is needed to improve the social license. I researched the social licence theme and any publications to do with rural urban divide to help accumulate a wide range of views and what has been done to better farmer's social licence to operate.

THE THEMES IDENTIFIED

In my opinion, the readings highlighted the need for a change of mindset and the need to shift from old-fashioned industry practices and viewpoints as public opinion and views had changed.

They also pulled from other countries, the battles farmers have had to try and improve their social licence to farm.

Williams, J. and Martin, P (2011) stated that while change can be uncomfortable it may be the most effective way to ensure the social licence is not lost, they also found that trust is given by a community i.e. it is earned by the farmers, and that it is necessary in so many ways to the viability of farming.

THE IMPORTANCE OF TRUST:

I found that the biggest thing to influence the social licence was trust and that being trusted was fundamental to the relationship between farmers and the public improving.

Fukuyama 1995 *“Success in such politicised conflicts depends on not only the substance of the case that can be made by farmers. It also depends on the credibility of the sector, which is developed not at the time of conflict but over many years.”*

Trust is related to expectations, and for people to build trust they need to go above and beyond what is the current minimal expectations of regulation. Farmers instead need to do more than just comply they need to show the public they are doing the best they can for the environment, animals or employees.

However, it is also said that to try and meet everyone’s needs you are most likely to end up achieving a satisfactory result for no one, including yourself so care is needed to find the right balance.

DIFFERENT STROKES FOR DIFFERENT FOLKS:

Williams, J. and Martin, P (2011) explained that while the social licence is the same from country to country the issues facing each one can be vastly different. The key reasons for this difference are:

- The climate of the region. i.e. warm climates vs cold issues
- The way the country has evolved and what its primary export is. i.e. agricultural dependence vs urbanised
- The age structure of the nation. i.e. new vs old thinking
- Divided views. i.e. GM vs Organic

Regardless of the above topics all readings still had the over whelming theme of the need to address the social licence with people, and at the same time continue to improve on the farming practices of that land for the agricultural sector to prosper.

RECOMMENDATIONS TO IMPROVE SOCIAL LICENCE?

Quigley, R.J. and Baines, J.T. (2014) point out that to really get buy in from the public, farmers need to know what the heart of the issues are as unpleasant as they may be. At the same time, they need to accept them as people's genuine concerns for whatever practice is taking place. It is only when this is done that a strategy can be formed to address the issue. Unfortunately, sometimes this change may be a significant one away from previously accepted practices. The need for strong leaders who listen and buy in from industry groups is key to building trust.

Williams, J. and Martin, P (2011) suggested to try and create genuine partnerships with government and non-government parties and co regulate practices. This allows more openness to activities and better aligns organisations. The benefit of this is similar to a preventative treatment vs a reactive one. Often the reactive will cost you more. And in this case not being proactive could diminish the social licence.

CONCLUSION:

I believe the social licence issue is one of the biggest issue's New Zealand farmers are facing today. The battle to better the social licence to farm around the world was clearly outlined through the different case study's in my readings.

The ability to work together with public and government agencies and form pragmatic solutions to issues raised helps ensure buy in from both sides of the argument, this aligns voices which influence the public.

What emerged as one of the best ways to influence the social licence was the building or breaking of trust. In New Zealand, this what the primary sector has been tasked

with. Where farmers have given the public reason to doubt that trust through negative images or practices the social license has been diminished, legislations tightened and once changed is not easily returned in the same form.

In my opinion, the readings do well to explain what needs to be done to improve the social licence to farm, I don't believe it touches on the levels of engagement from farmers regarding their wanting to improve the social licence or if they are even aware it exists. This needs to be known so the right resources can be invested in promoting to farmers the need to improve this trust and ultimately improving the social licence of farming before it is too late.

In my opinion, the other issue which is very relevant in New Zealand is the aging demographic of these farmers and how the closer they are to retirement potentially influences their willingness to go through change.

METHOD

Much of my information was obtained through surveys (Appendix 1 - Dairy Industry Engagement Survey). The reason for this was the surveys allowed me to target both a specific audience being Canterbury Locals and gauge the wider NZ views.

For the Canterbury survey, I tried to talk to groups of people from different sized rural/urban areas that would give me good feedback and a potential difference of views.

For the wider New Zealand survey, I used social media to get the message out and using the title of the survey “Dairy Industry Engagement Survey”, I aimed to pull in people that felt passionate positively or negatively towards the topic.

The survey involved 24 questions which were designed to gauge people’s demographics and how these had potentially influenced their current view point. Other questions were asked to understand they type of media people are using to make their informed decisions and then lastly key issues or opportunities people felt the industry presented.

The questions and results summary are included as Appendix 1 and the answers to the open questions are in Appendix 2

In the survey there were four open ended questions all aimed at getting a bit more feeling around the dairy industry and trying to gauge what the big concerns and opportunities were . Some of these I then split out to see any obvious trends. The full list of responses in long form are found in the Appendix 2

Table 1 :Surveys Completed

Survey	Target Audience	Method of contact	Responses received	Date surveyed
Dairy Industry Engagement Survey	Canterbury Specific	Email	14	Week of 20 th March
Dairy Industry Engagement Survey	New Zealand wide	Facebook / twitter	107	Week of 20 th March

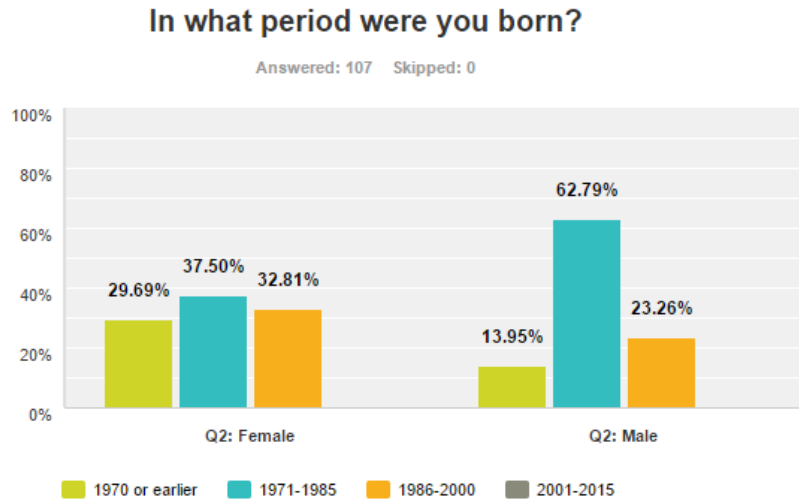
The survey I did aimed to identify any themes coming through from different demographics. The key areas I put these into were

- Age groups to see if opinion had changed over time
- The size of population where they lived to see if there was a rural vs urban difference
- Gender to see if either sex was more likely to be engaged with the topic
- Current occupation to see if type of employment influenced way of thinking

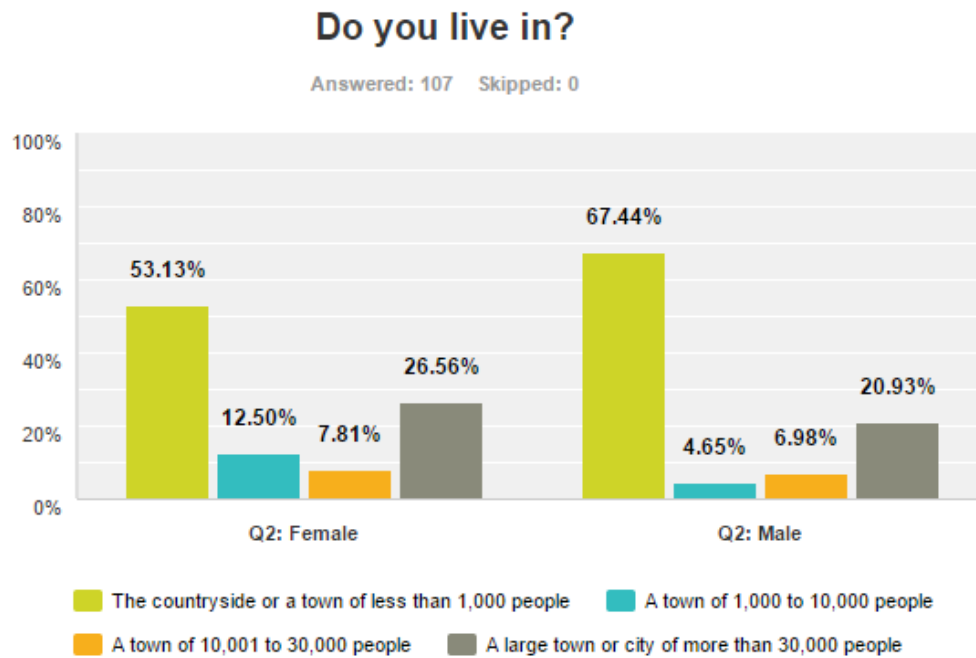
ANALYSIS AND RESULTS

I had originally used a separate survey to gauge local Canterbury results with the wider New Zealand but upon closer examination of the two data sets of information I found no major statistical variances in the data collected so to save confusion I have combined the data and will continue with only the full country data. The following sets of graphs give an idea of the demographics surveyed and an insight into some of the observations made.

Graphs 1 and 2 below show the mix between age structure and where people live. Graph 2a shows the ages split across the populated areas.



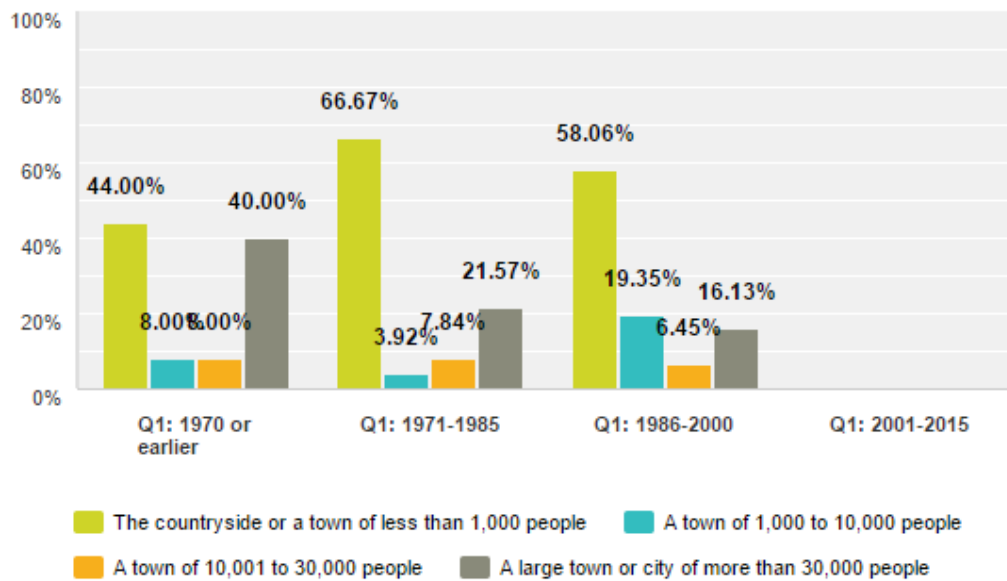
Graph 1. In what period were you born?



Graph 2. Do you live in? Male/Female Demographic

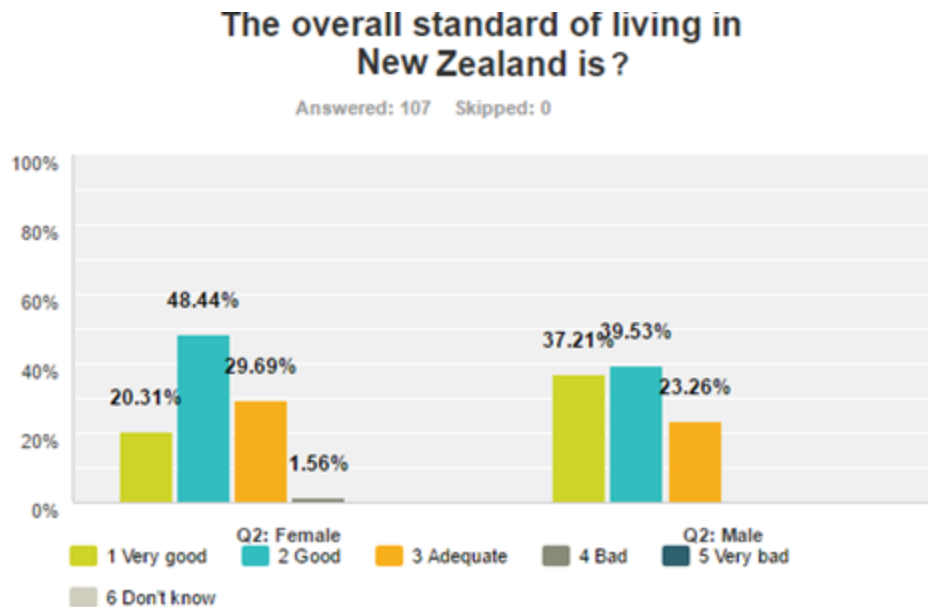
Do you live in?

Answered: 107 Skipped: 0

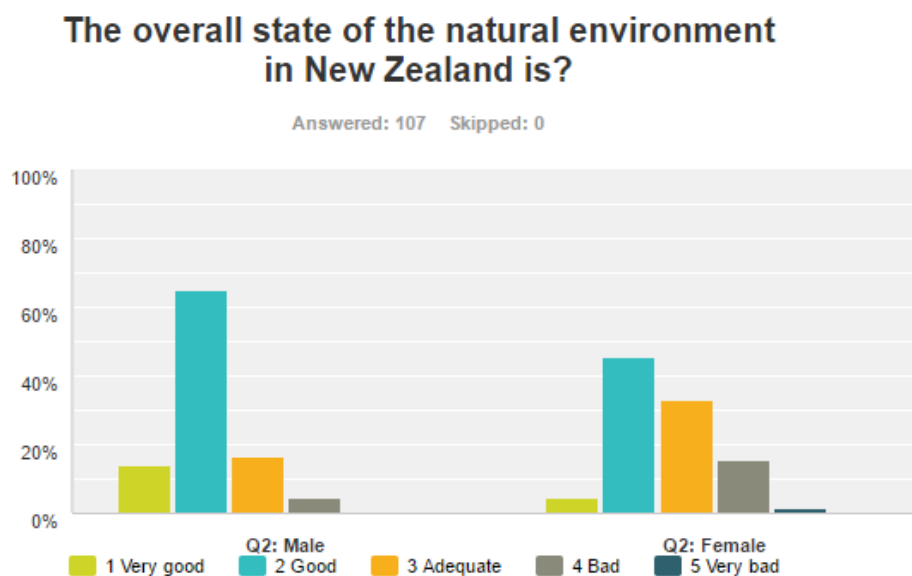


Graph 2a Do You Live In? Per Age Demographic

Graph 3 and 4 below show that the males surveyed had a slightly more optimistic view on the standard of living and that the natural environment was in slightly better shape than females believed. Some of this view point may have been because of the people surveyed there were more males working in rural occupations and more females working in urban centers.



Graph 3. The overall standard of living in New Zealand Is?

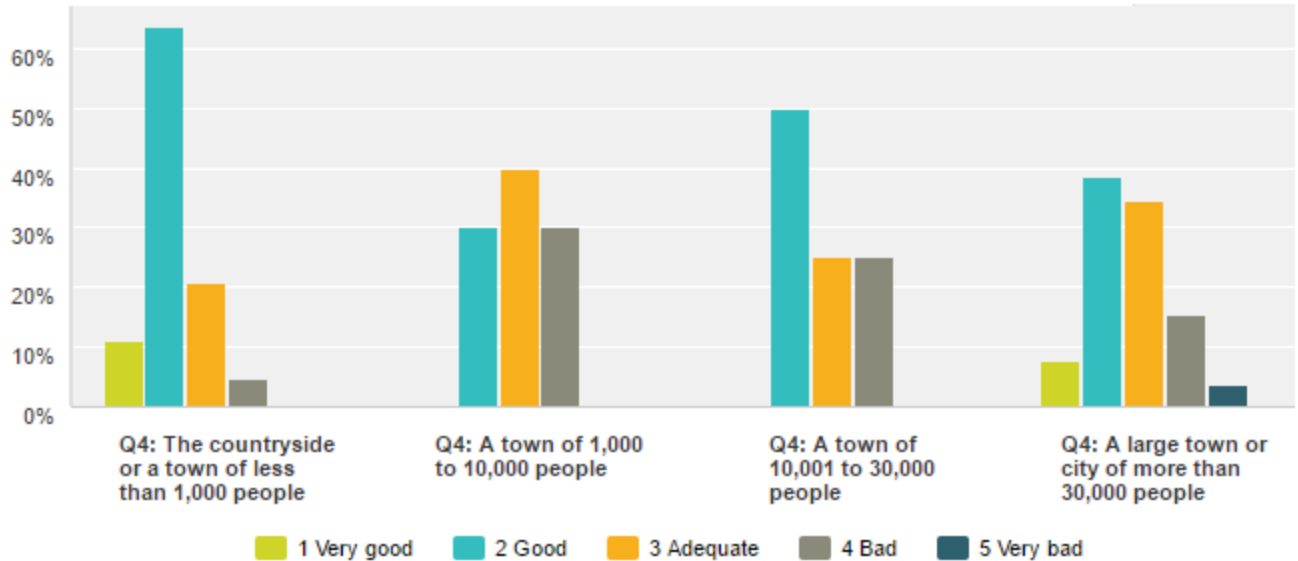


Graph 4. The overall state of the natural environment in New Zealand is?

In Graph 5 below it starts to show the trend that the urban public has a dimmer view of the state of our natural environment compared with those in the countryside. In fact, over half of all respondents living in settlements of 1000 or greater believed the environment was either bad or only adequate.

The overall state of the natural environment in New Zealand is?

Answered: 107 Skipped: 0

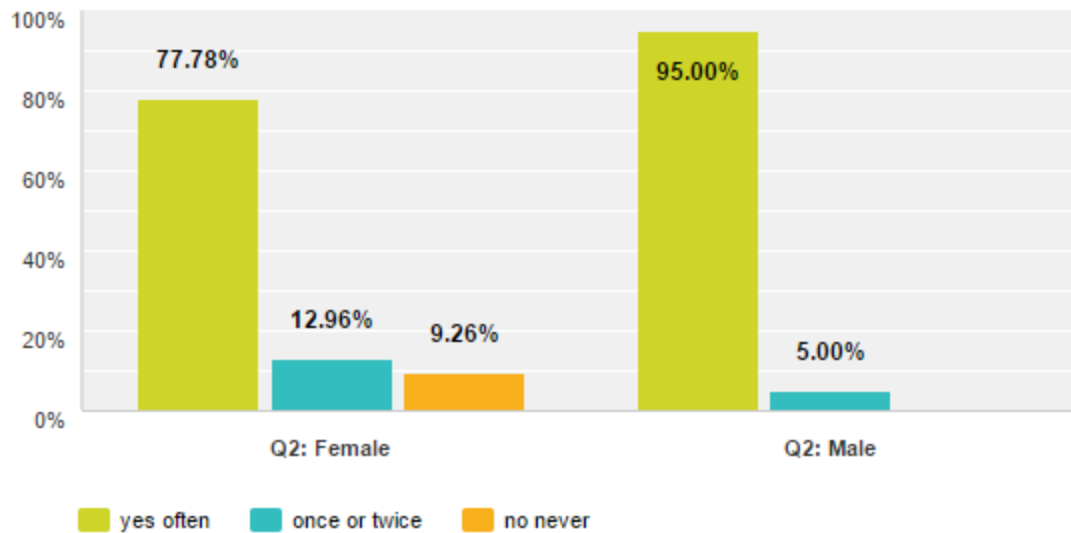


Graph 5. The overall state of the natural environment in New Zealand is?

In Graph 6 and 7 below the disconnect from the dairy farm gate is clear to see with farmers starting to lose touch with the female population. More evident in Graph 7 is the 30% of those surveyed who have either never or only once visited a dairy farm. And on top of that there were 8% of urban respondents that did not know anyone working on a dairy farm. This is comparable to the Rabobank Survey where only 8% of teenagers surveyed had never been on a farm. Graph 6A and 7A show the same question but I have excluded farmers who have answered to better see the results from those who farm for a living.

Have you ever visited a dairy farm?

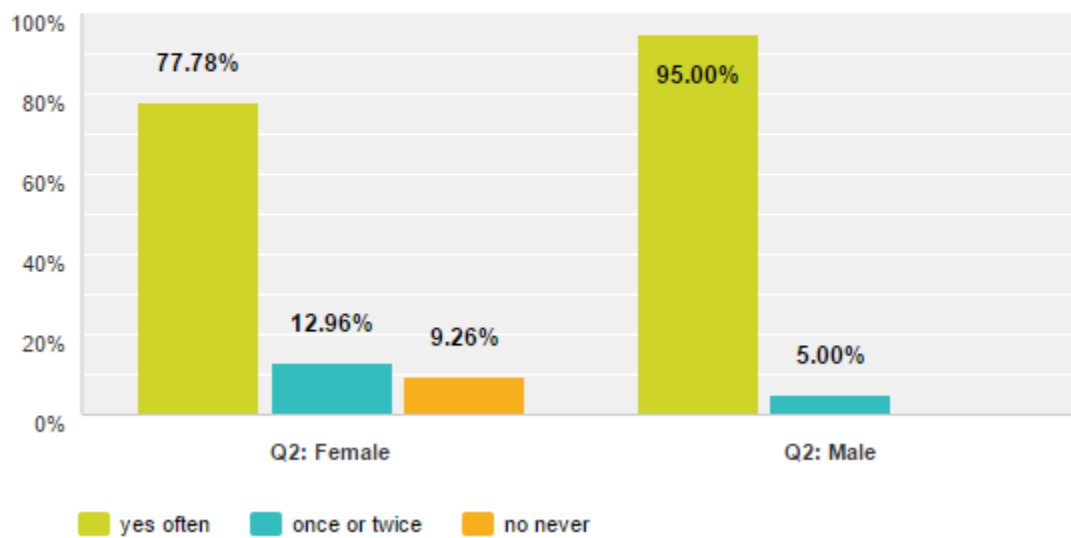
Answered: 74 Skipped: 0



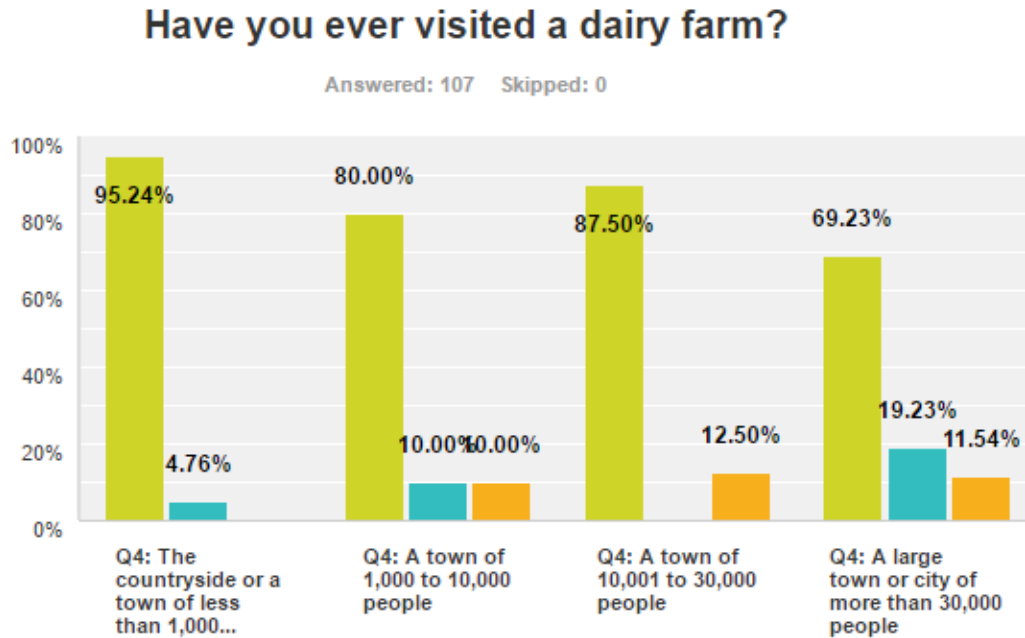
Graph 6. Have you ever visited a dairy farm?

Have you ever visited a dairy farm?

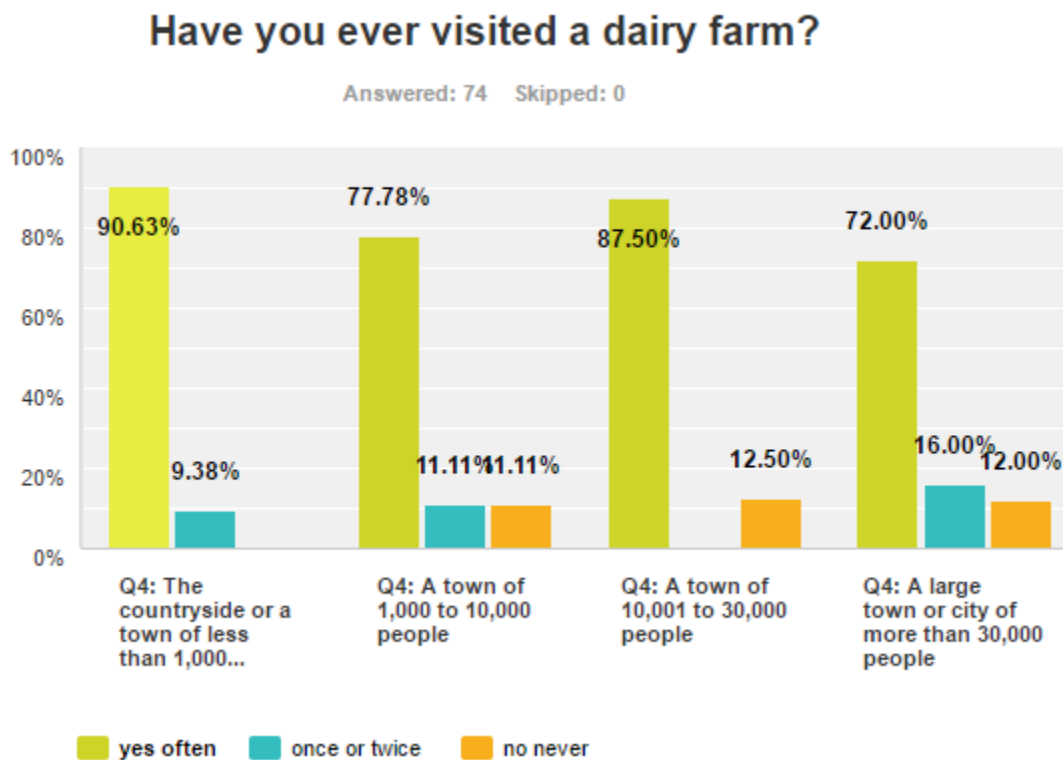
Answered: 74 Skipped: 0



Graph 6A. Have you ever visited a dairy farm? Excluding Farmers

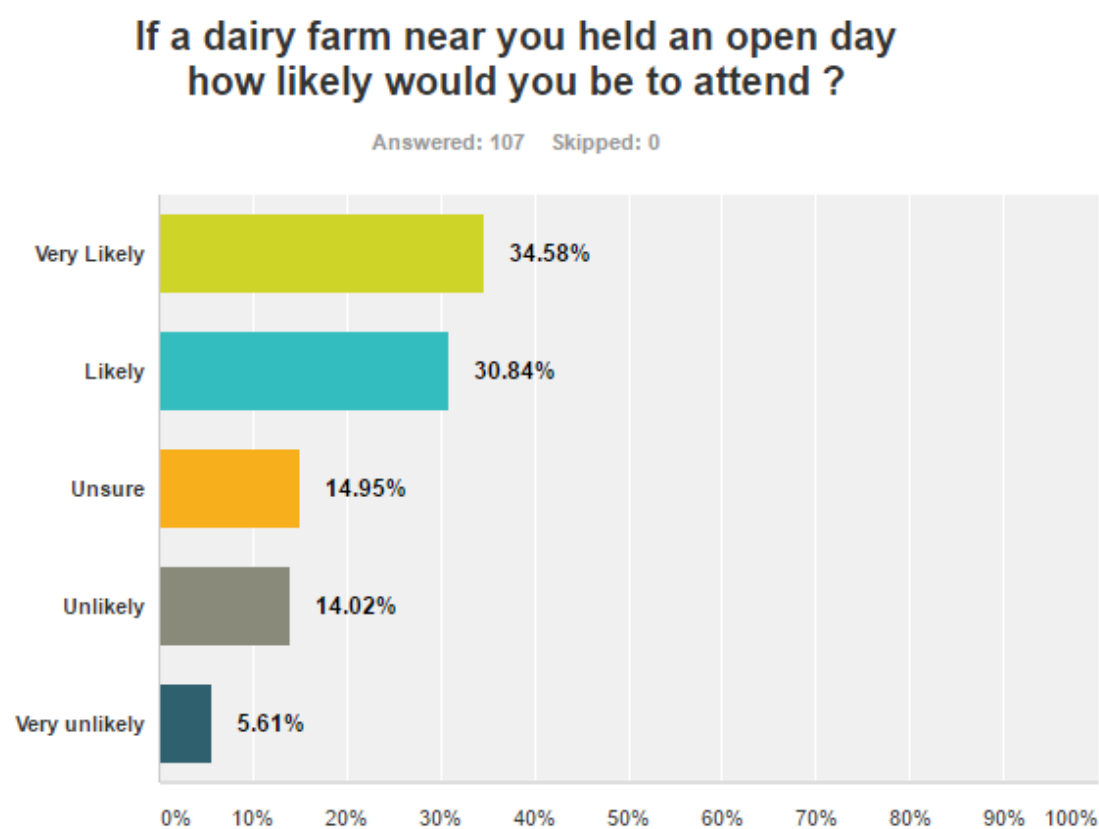


Graph 7. Have you ever visited a dairy farm?



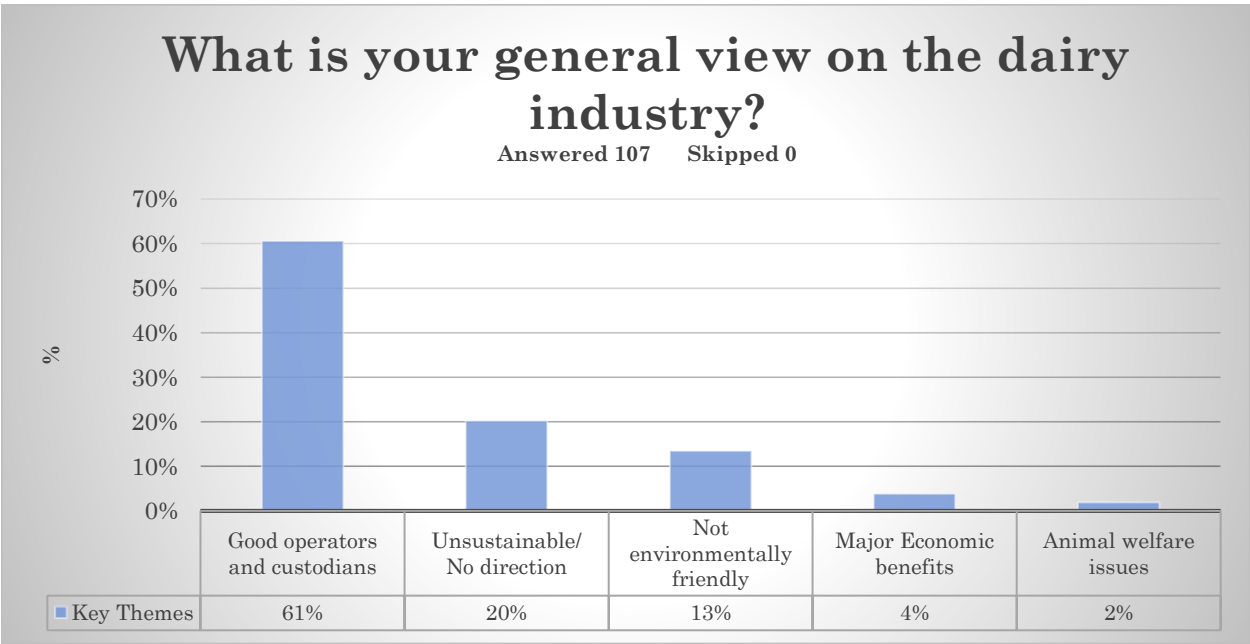
Graph 7A. Have you ever visited a dairy farm? Excluding Farmers

Graph 8 shows the likelihood of people attending on-farm field days. Dairy industry on-farm open days are an effective way of knowledge sharing. Surprisingly of those farmers surveyed only 66% of those said they would be likely to attend. For the people who said they wouldn't attend I then went on to ask why this was the case. The main response 58% to this was that most thought that because they were farmers already they knew enough and they weren't going to gain anything out of it. Some 5% felt it would be too much of show case farm set up and fake and not showing a typical farm and the rest of respondents were just were not interested.



Graph 8. If a dairy farm near you held an open day how likely would you be to attend?

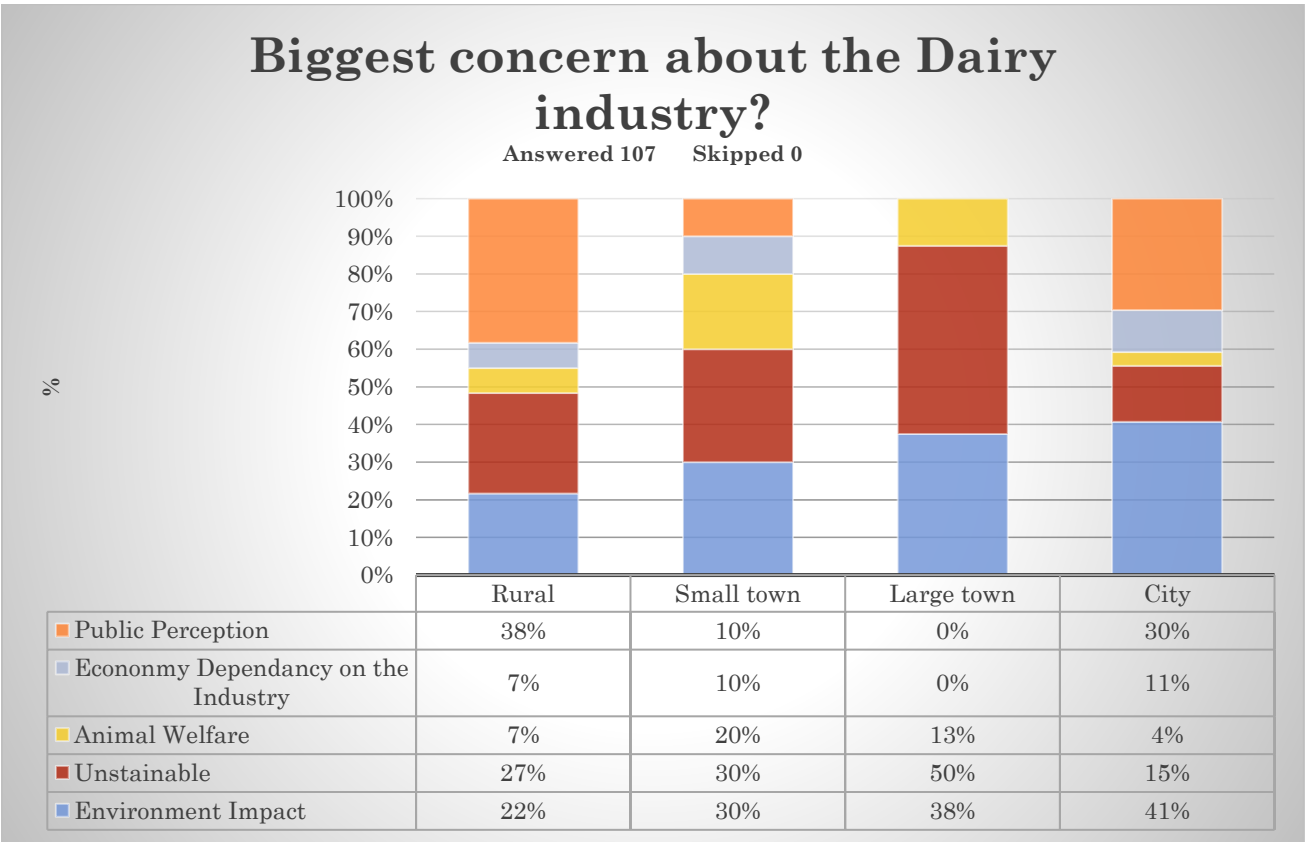
In Graph 9 below I wanted to gauge peoples general view of the dairy industry or the first thing that came to mind when thinking about dairy farming. Although the results came out overwhelmingly in favour of the good custodians' category, this was biased by the majority of respondents being farmers with 66% of their answers going this way. However, half of those from the city said the first thought they had was around the environmental impacts it has.



Graph 9. What is your general view of the dairy industry?

In Graph 10 the answers from Graph 9 above are similar but this question also gauged what the rural population were also concerned about. There were a few clear themes coming out from this question.

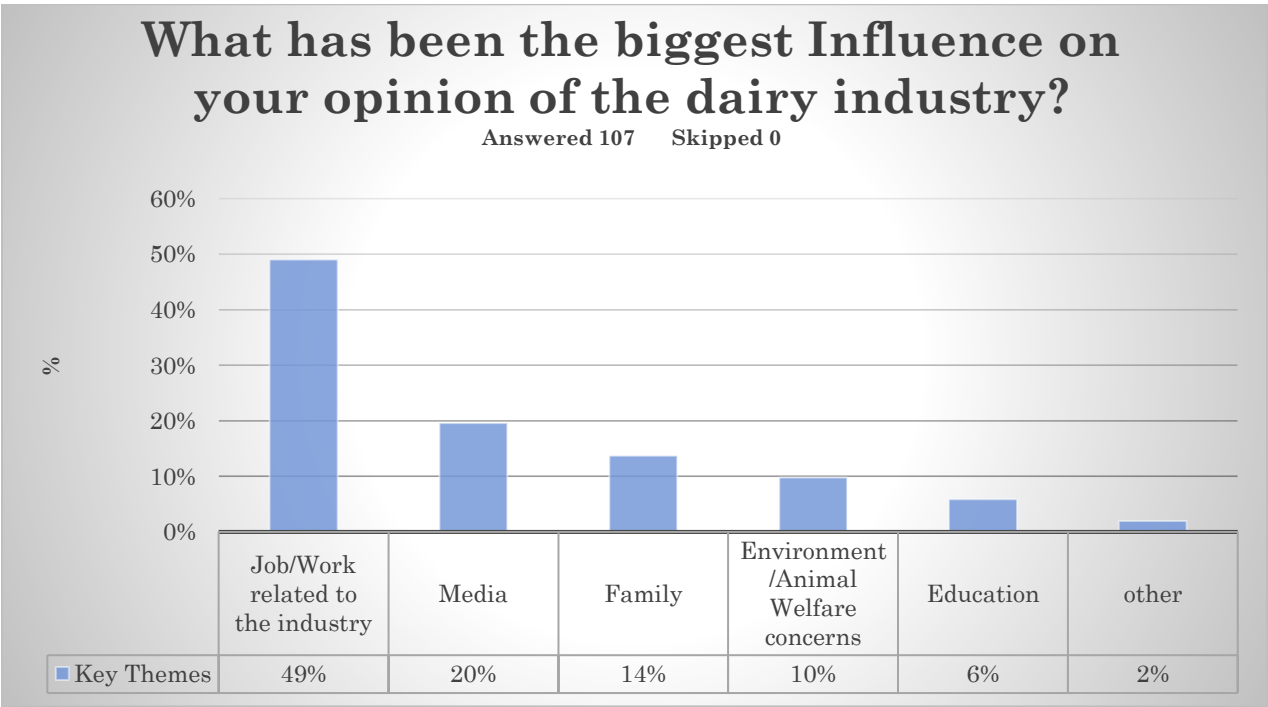
One was the fact that the rural community was most concerned about public perception and how the industry was portrayed in the media. The people living in large towns were concerned about the industry not being sustainable and too intensive and those that lived in the city were still mostly concerned about the environmental impact.



Graph 10. Biggest concern about the dairy industry?

In Graph 11 below the question was asked what people believed influenced their view on the industry the most. With 30% of the respondents being farmers or having jobs related to the industry this was always going to be a strong theme. If you removed them and added family into that category, as family are one of the bigger influences,

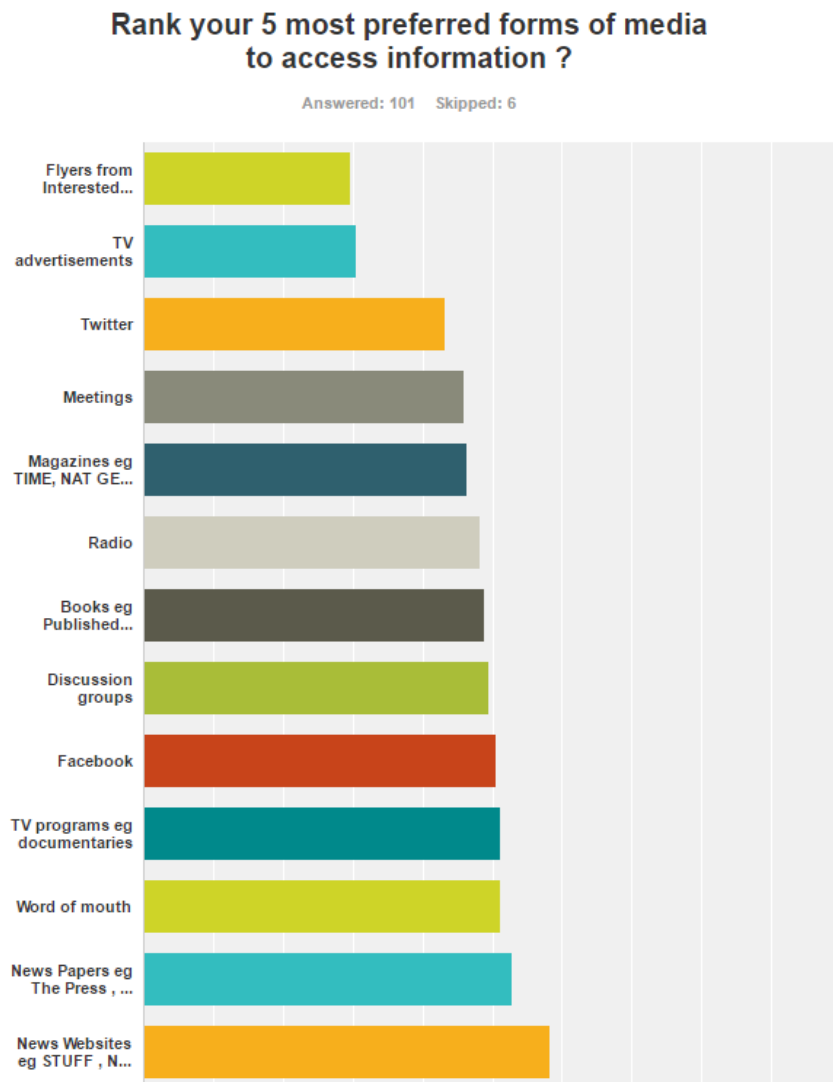
you are left with the media 20% being the biggest influencer followed by environmental and animal welfare interest parties. Those that have had education as their biggest influencer are one of the lowest groups which is a shame as I believe this reflects the fact the agriculture in schools has been neglected over recent times and this is reflected in the Rabobank Urban Teen Survey (2016).



Graph 11. What has been the biggest influence on your opinion of the dairy industry?

A lot of media that is presented today can have a considerable influence on people’s views and opinions. This can be as simple as someone wanting to show how much they love their animals by posting a selfie with a cat or someone posting a picture of an irrigator on in the rain trying to influence water rights. Media encompasses a lot of different mediums, I wanted to see where and how a lot of the respondents got their information from to see what could be best used to influence people’s opinions.

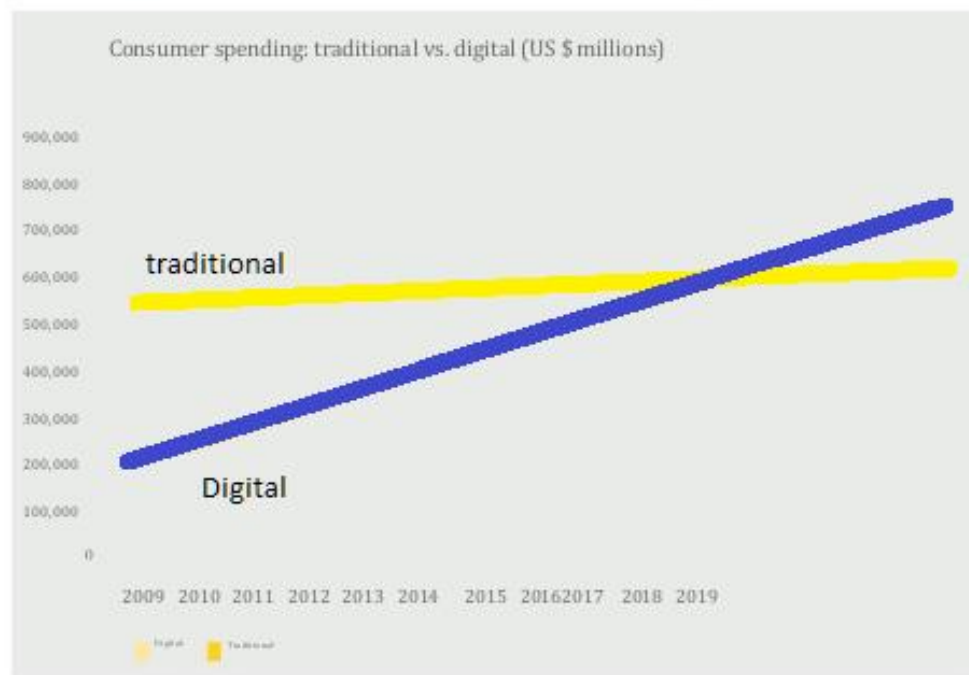
In Graph 12 below you can see the impact the internet has had on media types being used with news websites now taking over as the main source of preferred media. Newspapers were still popular and social media and TV programs the next most popular.



Graph 12. Rank your five most preferred forms of media to access information?

This trend away from written media is not a new one as can be seen in Figure1 below on world digital and traditional media usage.

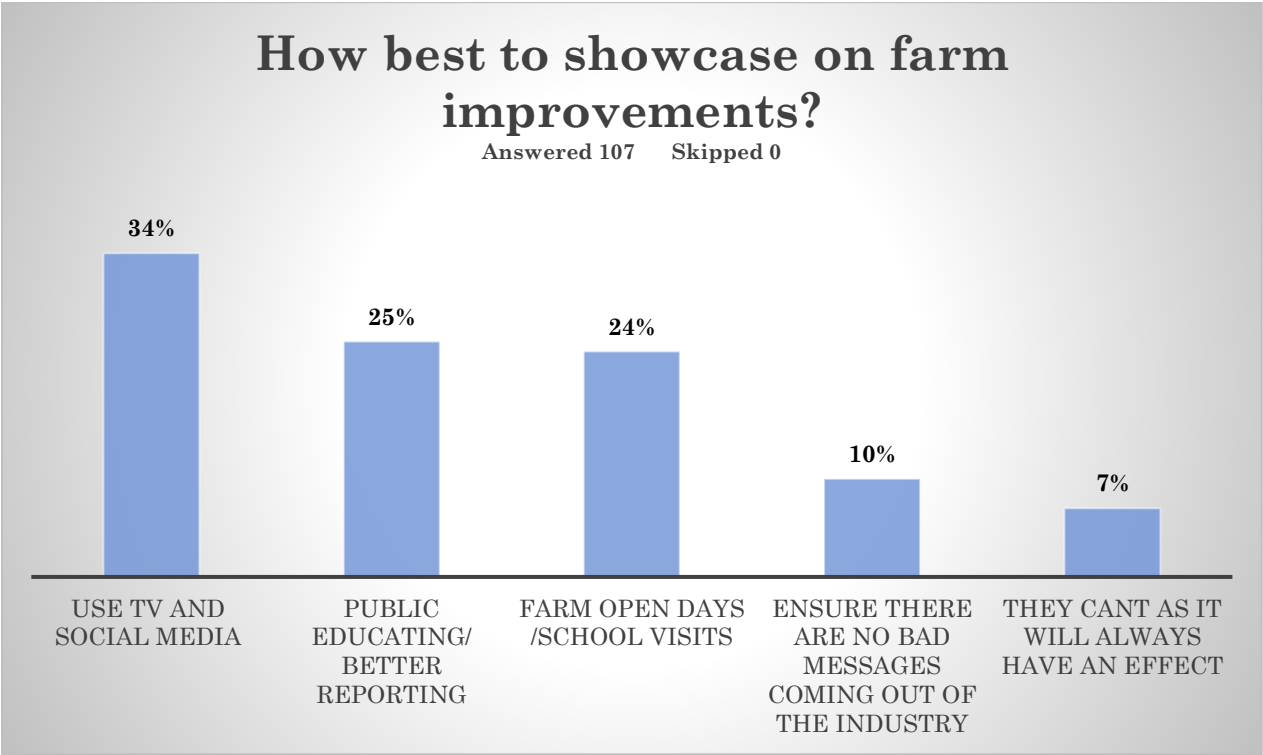
Overall worldwide digital media will surpass physical media in 2019



Global Media Report,
McKinsey & Co., 2015

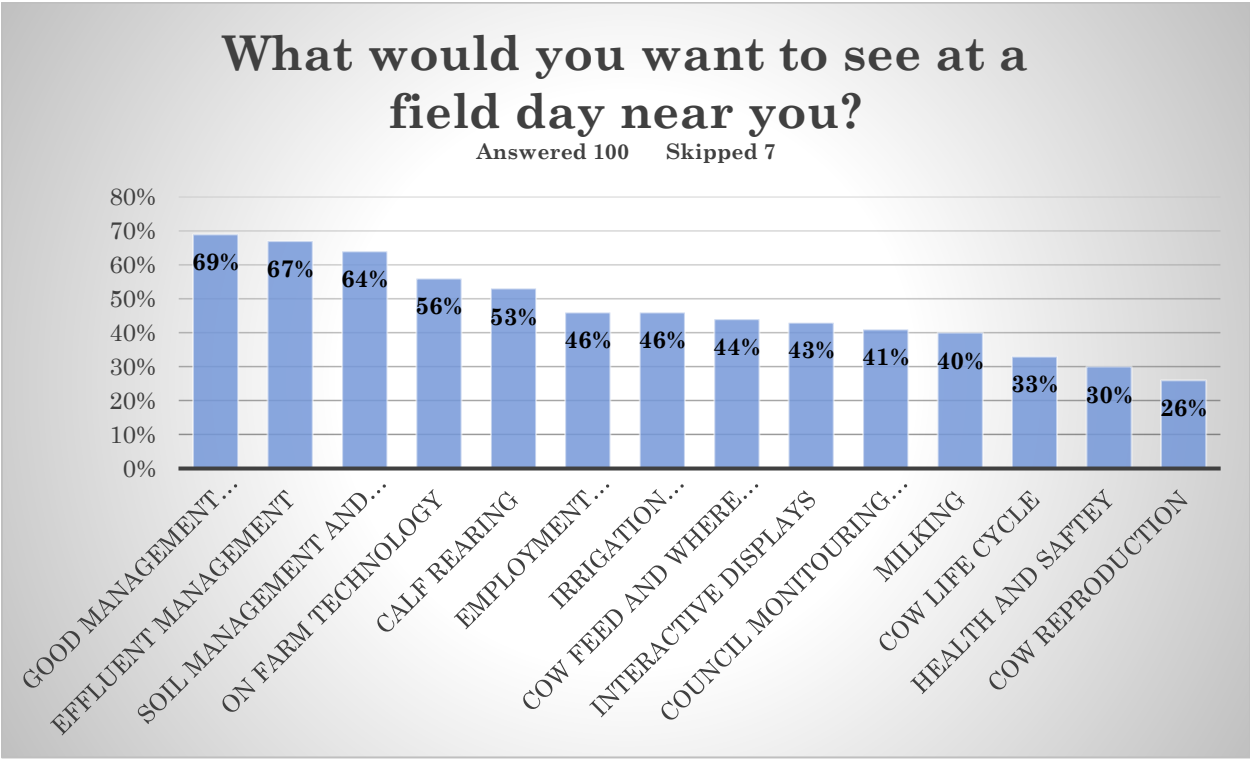
Figure 1. Consumer spending on media traditional vs digital

I then went on to ask respondents how they best thought farmers could showcase the on-farm improvements they are implementing to improve their environmental impact. In Graph 13 below there were three quite strong themes coming through. These were based around using the likes of Facebook and Twitter to continue to get good messages out quickly. Using TV documentaries and shows like Country Calendar to give a good insight in to what is happening on farm. One also important media theme was strong the support for making sure we are putting out accurate and credible information was high too. The last key theme was continuing to host general public and school field days. Sometimes people don't fully understand what's happening on farm so getting them on farm asking the tough questions is an effective way to gain credibility, if we can teach them at an early age and demonstrate sound practice and reasoning behind what we do then that's even better.



Graph 13. How best to showcase on farm improvements?

Graph 14 below shows what people wanted to see if a field day was held near them. As with the theme coming through from the rest of the survey, the theme was towards people wanting to see what good management practices were and how natural resources were being used. When farmers and non-farmers answers were separated out from the data there was minor difference in the order and percentage make up of what people would like to see, with both groups keen to see what are good management practices and how modern technology can help on farm.



Graph 14. What would you want to see at a field day near you?

DISCUSSION

From the research and readings, I have done I have had a few common themes appear.

In the publication, Hughey, K.F., Kerr, G.N. and Cullen, R., 2016. you can see over the last 14 years a clear trend of the New Zealand Public becoming more environmentally conscious. People seem to be engaging more with their impact on the environment and ultimately this flows through to what they purchase and how they want their food to be produced.

The movement I believe has become more apparent as people have greater ability and freedom to research things that concern them. This is also seen in the public perceptions data gathered which shows the NZ public believes they are better informed on environmental issues. Along with the environmental awareness increasing there was a corresponding drop in the perception of the state of NZ's environment. The ability to now point and shoot media and share it to millions in a matter of seconds, means that images that at one time were here one day and gone the next are now getting more and more air time.

Along with the above it seems certain that what is accepted today as "the norm" may not be tomorrow. As people research, more about where their food comes from they will have to make the choice about whether a practice is acceptable to them. If they disagree with the current method and want a practice changed are they prepared for the potential extra cost involved. When some organisations promote issues with practices on farm they try to influence by creating an emotional argument to influence change. However, the full cost to the farmer or consumer is never fully disclosed when these issues are made public, this cost needs to be reported on quickly by farmers and industry organisations to ensure the public can make better informed

decisions. Trust is one of the key elements of holding Social Licence and growing social capital. Williams, J. and Martin, P., (2011).

The challenge that NZ dairy farmers have that inhibits this trust and social capital being built is that all farms and the farmers who run them are all operating under different circumstances. These could be different:

- Climates (could have a very wet or dry year)
- financial pressures (banks won't lend any more to invest in improvements)
- age and stage of their career (a farmer looking to sell up may not want to spend extra cash on something he won't benefit from or is not physically able to complete what needs to be done)
- soil types and geographical areas. (hillier farms vs flat vs wet vs stony etc.)

Farmers who are doing a respectable job of managing their natural/ human/ animal resources may have their trust tarnished by others, purely because they are in the same industry. The flow on effect from this is not only the potential negative local media attention and lost trust at a provincial/national level, but at the extreme end losses of international markets if deemed frequent practice.

From my survey Graph 5, I found that most farmers surveyed thought that the state of the environment was in good order with very few believing it was in a bad state. This was in contrast with the rest of the surveyed groups where one quarter of respondents believed the state of the environment was bad. The differentiating views show there is a gap in opinions between the different demographics. In my opinion,

the longer the split between these views continues or if it grows the social capital of the NZ dairy industry will continue to be eroded.

Where farmers have been effective in securing their social licence they have embraced the increased accountability required by stake holders. This has required great leadership and ultimately a transformational change backed by good evidence for the change. It has required targeting issues against the industry with great care and it requires being accountable for targets set or needs to provide increased public good to offset the lack of change. Examples of these are the removal of inductions in the New Zealand dairy herd and the move to a self-sustaining harvest plan for trees in the mid-west of the United States. Vincent B 2017.

To see change in our social licence to operate we need to measure or at least evaluate where we sit.

The key elements of social license comprise of the following Boutilier,R.G 2011:

- community/stakeholder perceptions - how we are seen to be operating.
- social legitimacy - what the community allows us to do.
- the credibility of the industry - how well we have lived up to expectation.
- the presence or absence of true trust.

These elements are gained in order and are the building blocks towards the Social License. The practice must be seen as legitimate before credibility is earned and both must be in place before meaningful trust can develop.

This will determine how healthy our social licence with the community is. In Figure 2 below is a model found in Boutilier,R.G 2011. They did a lot of research into how mining had affected the social licence in a Mexico community and how the company involved was able to better its social licence after they had all but eliminated it.

In my opinion, the model is relevant to the dairy industry and farming in general in New Zealand.

LEVEL OF SOCIAL LICENCE	SYMPTOMS/INDICATORS
WITHHELD / WITHDRAWN	Shutdowns, blockades, boycotts, violence / sabotage, legal challenges
ACCEPTANCE / TOLERANCE	Lingering/recurring issues & threats, presence of outside NGOs, watchful monitoring
APPROVAL / SUPPORT	Company seen as good neighbour, pride in collaborative achievements
PSYCHOLOGICAL IDENTIFICATION	Political support, co-management of projects, united front against critics

© Sociallicense.com (2010)

Figure 2. Levels of Social Licence

In my opinion throughout the last decade the dairy industry has sat well in the approval box above. However, with mindsets changing with new science leading to the impact of dairy and media exposure the dairy industry has more recently been closer to the gap between approval and acceptance.

The failure by some farmers to be proactive and not move with society expectations on environmental and animal welfare issues has meant that we now have heavier legislation to deal with. Examples of these are animal welfare reforms for bobby calf care and de-budding regulation and land use management plans. All of which will cost farmers in different ways through the implementation process.

Trust Building

Figure 3 is a diagram that represents how trust is built. The model was created by an IT consulting company, CMA Consulting but again it is applicable in the creation of trust. The model suggests that to build trust both parties must first share a joint vision for how they want things to be. Once agreement has been made on these terms the industry then must deliver on what it has promised or show how the community is benefitting from progress made.

Ensuring the laggards are addressed and underperformance from the new set standard are very few and far between show that competence from the industry is there. Lastly you need leaders that can make the tough calls, hold the industry to account and at the same time take farmers on a journey allowing them to see the big picture and benefits of change. If the requirements can be met the ability for the community to trust what farmers do increases. This leads to the social licence being granted and the freedom to operate within the set criteria. However, failure to deliver reliable results or actions may lead to decrease in trust and ultimately increased legislation.

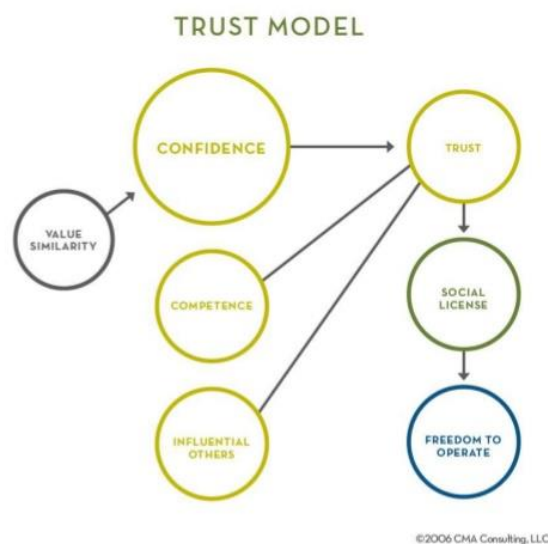


Figure 3. Trust Building Model

An increasing voice and number of NGO's such as Greenpeace, Fish and Game, Forest and Bird plus numerous others mean that farmers are now not only just trying to improve the social licence with the public, they now have organisations who have the environment or animal welfare for examples as their top priority.

Their mandate is to ensure that regardless of the history of the activity if it does not fit with the organisations' values then they will invest in trying to get that action stopped Doh, J.P. 2003. They know the fastest way to do this is to discredit and remove the trust and social licence that has been built to ensure the process is regulated or removed.

While aligning values with some NGO's can be difficult, if done amicably, it can be worthwhile and valuable for future discussions.

To demonstrate a competitive difference to their product in the international market, companies have created certification schemes promoting best practice. Companies like Synlait with its "Lead with Pride" and Miraka's Te ara Miraka on farm certification schemes reward producers for meeting what has been deemed best practice.

Not only do these programs reward the farmers, they also provide examples for other farmers of how to achieve better practise and the value of it. They can also give those farmers more confidence to open up access to their farms knowing they are meeting a recognised standard.

The role media and social media have played in the degradation of farmer's social capital has, I believe, taken a lot of industry groups by surprise. Its only within the last few years that leading farming organisations have ramped up investment and emphasis in this area.

Figures 4 and 5 show the difference in attention Dairy NZ has made to social media and this was only between 2012/13 season (fig 4) and 2015/16 (fig 5). They show that between 2013/14 and 2015/16 seasons so in 2 years, the number of visits to the Dairy NZ website went from 400,000 to 2,505,191 an increase of 525%. Dairy NZ experts wrote 15% more articles for media publications.

On social media, their presence also increased with 6084 Twitter followers in the 2015-16 season up 50% from the year before, and Facebook page likes doubled in the same time to 8062. Both forms of media were not even mentioned in the 2013/14 report.

Publications

DairyNZ experts write for a number of publications throughout the year so that farmers and the wider dairy industry have access to our knowledge. For a complete list of publications visit dairynz.co.nz.

In 2013/14 DairyNZ experts wrote the following.



30

articles for farming publications

59

articles for peer reviewed journal publications

36

articles for local and daily newspapers

35

articles for science conference publications

4

articles for industry journals

24

articles for dairy industry conference publications

Online

In 2013 the DairyNZ website was revamped

There were 400,000 visits to the website in 2013/14

The DairyNZ Farm Dairy Effluent Spreading Calculator app was developed

Over 1000 people installed the app



Media releases

DairyNZ is also giving your side of the story to the public and ensuring you are kept up to date on industry news.

73 media releases sent in 2013/14

Snapshot



200+ the number of times DairyNZ was mentioned in media in February 2014, including information from its experts, events and research projects.

Hitting the headlines in that month



Industry tackles Theileria

Lots of options in ag industry

Act early to maintain BCS, milk yield

Farmers showing off winning pastures

Kikuyu faces the commercial test

Figure 4. Publications page Dairy NZ yearly report 2013/14 season

PUBLICATIONS

DairyNZ experts write for a number of publications throughout the year so that farmers and the wider dairy industry have access to our knowledge. For a complete list of published articles, visit dairynz.co.nz/annualreport.

IN 2015/16, DAIRYNZ SPECIALISTS WROTE THE FOLLOWING:

84 articles for media publications

64% for regional/provincial media

39% for rural publications

15 articles for peer-reviewed journal publications

54 articles for dairy industry conferences and journals

STATS



80 media releases sent by DairyNZ in 2015/16

(these releases give farmers' side of the story and release up-to-date industry news)



Facebook page 'likes' nearly doubled

From 4843 to 8062 in 2015/16



Twitter followers have grown by nearly 2000

From 4323 to 6084 in 2015/16

ONLINE



2,505,191 MILLION

page views on dairynz.co.nz in 2015/16

34,486

page views on the Rosie's Education website

63,839

The number of times the Farm Rules game was played during the 2015/16 season.

18,890 people played the game via app or the rosiesworld.co.nz website.

SOCIAL MEDIA

Farmers, industry and the general public now follow DairyNZ on social media. Below shows just how many (at 26 September 2016).



9396 – Facebook



6594 – Twitter



4396 – LinkedIn

In 2015 a Facebook campaign for milking efficiency reached 36,036 people and resulted in 10,147 engagements (likes/shares/comments and clicks to dairynz.co.nz).



Figure 5 Publications Page Dairy NZ yearly report 2015/16 season

CONCLUSIONS

One thing I have found over the course of this study is that the issues arising from a growing urban population and the demands they are starting to set on farmers will not go away. These have also become more complex with the rapid rise of digital media adding to the multiple factors that are already influencing farmers social licence to operate.

The biggest of these I see is the need for the public to trust farmers. Trust is not something that can be built over night. It takes a long time to build up trust but it can be taken away overnight. Trust is an alignment of values between farmers and society. It is delivering on agreed actions and its having a sound voice with reputable leaders' people respond to. With existing trust and shared values some facts can be over looked in the short term as shown in Figure 6 below but if the action continues and the alignment shifts, that trust is whittled away and the facts will win out. In my opinion, the best method is to have both values and facts/agreed principles to support the values in your arsenal.

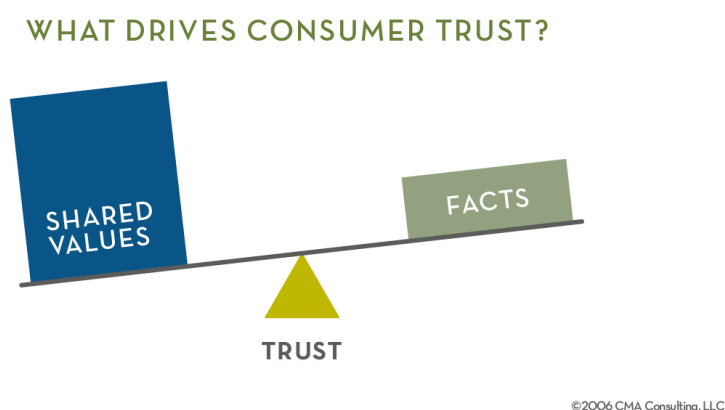


Figure 6. What drives consumer trust?

The historical lack of investment in promoting, encouraging and conducting good practices has meant that campaigns against the dairy industry have degraded some social capital.

The need for more focus on social and main stream media is evident but what has been done to date is starting to make a difference. The public are after tangible information about what's happening on farm but also require feel good “real” stories aligned with their values to back these up.

Dairy farmers now more than ever need to engage in the world that is changing around them. They also need to continue to improve environmentally focused farming practices. The ship has sailed long ago on a world that turned a blind eye to poor on-farm practice.

Legislation is already forcing farmers into a corner and that corner will get smaller the longer we fail to address community concerns. Farmers need to be adopting modern technology and systems that not only create efficiencies but also alleviate the concerns of the public. Educating themselves and others will make farmers become part of the solution instead of part of the problem.

RECOMMENDATIONS

1 Next practice not just best practice.

I believe the first thing that needs to happen is farmers need to get out of the mindset of just doing what I must to stay compliant. The main reason for this is that when some farmers have finally reached minimum or even best practise the bar may have already been shifted, so going over and above means we get a head start on expectations. A culture of continuous improvement needs to be led by dairy industry bodies and farmers and promoted not out only to farmers but to the community. The message needs to be how can we all get a little better at what we do every day. This will lead to better messages coming out of the industry and show the community that we don't want to stop at basic compliance, and that we are continually looking at ways to better our stewardship of the land.

2 Improve the “Team Ag approach”.

While dairy farmers have their own social licence to retain I believe the farming sector needs to be more united in the good messages it tells. Regardless of whether it's Beef and Lamb, Dairy NZ or Hort NZ the need to collaborate and have a united front promoting and supporting good environmental practice while at the same time holding each other to account is key. This has been done before to create the Matrix of Good Management in Canterbury relating to water quality but not with a lot of focus directly on social licence. While there are industry specific issues, in the eyes of the public it is all farming related. One avenue would be the formation of a Primary Producers Social Licence group. This group would include members of the public and focus on problems and solutions that are shared between organisations' with an emphasis on working with farmers and the communities to better the social licence. This would differ from the Land and Water Forum as it

would be a smaller group of just primary producers and the public working together to better work together and identify areas that the forum doesn't touch on like community involvement.

3 Getting the right messages out the right way.

I believe farmers need to be encouraged more and helped to tell their story. While the stories coming out of Fonterra and Dairy NZ are awesome, I believe the New Zealand public doesn't buy into them as much because they are coming from a corporate body and they don't have a face to relate to. Farmers using the likes of Facebook and twitter to spread small achievements on farm needs to be promoted to make this media authentic. However, farm employees need to be shown what images are good and what can hurt the industry to ensure the right messages are getting out. Most farmers just don't have the budget to get into main stream media so investment and branding will still need to be used but the stories told need to be as real as we can make them. Engaging the likes of Country Calendar could be a profound way to do this. Encouraging them or just creating a series of our own to show case what kiwi farmers are doing to look after this great country of ours would be one way to get that story out. In my opinion, the fishing industry is doing an excellent job of achieving this with their "Ocean Bounty" program where they have opened up the industry and show exactly what they are doing and how they are improving sustainability.

4 Farm promotion.

I would recommend getting more farmers to open their farms to the public in the form of field days, school visits or joint community projects. By using these avenues as an educational tool, we could promote a variety of topics. These could include on-farm sustainability, agriculture as a potential occupation or how

working on projects together can benefit the community and farm for example wet land plantings. They also need to be used as a tool to educate farmers on what good practice now looks like and how farmers have addressed issues already. As soon as any group thinks we are hiding something they tend to want to dig a bit deeper. The more we can get the public on farm and show them what we do and how we are good custodians of our land the more buy-in we will get. The products we produce and the markets we sell into are based on what our customers perceive as reality. We as farmers need to ensure we are farming to a standard that we would be happy to have our customers visit and know they would continue to purchase our product.

5 Understanding the numbers to allow better promotion.

The need to have quality data backed up by good on farm practices and promoted out to farmers is key. I believe this is needed so that when farmers are having a conversation with the public we can back our practices up with real facts and show the improvements being made. We also need to be recognising the numbers that aren't so great and ensuring we have industry investment and strategies in place to target these areas before they become tomorrow's news.

6 On-farm best practice certification.

I believe the promotion and increased uptake of best practise on-farm certification schemes across all farming sectors would go a long way to showing the public that we as farmers are doing what we can to make a difference. Because these programs are led by industry and usually audited yearly, as legislation is passed these programs are updated ensuring farmers are always farming above the line. These farms can also be used as a model farm for others in the sectors to see what is possible and potential new methods that can be used.

I also firmly believe no one of the above initiatives can protect New Zealand dairy farmers' social licence alone. There needs to be a joint approach from the primary industry as well as a combination of the above to be in control of our social licence. Until this happens the risk of losing our social licence to farm and our way of life as we know it as farmers hangs in the balance.

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APPENDICES

Appendix 1 Survey

Kellogg Rural Leadership Program

Hi, My name is Michael Woodward and I am currently completing a Kellogg Rural leadership course at Lincoln University.

The following survey is voluntary and confidential and is being done independently from any industry organisations. I am not after individual views but more the views across a wide range of people to better help me understand peoples current view point of dairying in New Zealand.

From the results, I hope to better understand the concerns of the public of New Zealand and how farmers can move to better these views and at the same time showcase to the public and other farmers achievable progress that is already being done to help the environment and country. Please answer as honest as you can I look forward to collating the data and identifying ways the NZ dairy industry can regain and remain a trusted brand in the eyes of the NZ public.

1. In what period were you born?

☐ 1970 or earlier

☐ 1971-1985

☐ 1986-2000

☐ 2001-2015

2. What is your gender?

☐ Female

☐ Male

3. What country were you born in?

- ☐ New Zealand
- ☐ Elsewhere but have lived in NZ for most of my life
- ☐ Not in NZ

4. Do you live in?

- ☐ The countryside or a town of less than 1,000 people
- ☐ A town of 1,000 to 10,000 people
- ☐ A town of 10,001 to 30,000 people
- ☐ A large town or city of more than 30,000 people

5. Please tick one of the following that best describes your current situation:

- ☐ Paid employment, working 30 or more hours per week
- ☐ Paid employment, working less than 30 hours per week
- ☐ Unemployed
- ☐ Retired
- ☐ Unpaid voluntary work
- ☐ Student
- ☐ Home duties
- ☐ Other

6. What is your occupation, or what was your occupation when

- ☐ you were working?
- ☐ Administration or sales
- ☐ Semi-skilled worker
- ☐ Technical or skilled worker
- ☐ Business manager or executive
- ☐ Business owner or self-employed
- ☐ Teacher, nurse, police or other trained service worker
- ☐ Professional or senior government official
- ☐ Labourer, manual, agricultural or domestic worker
- ☐ Farm owner or manager
- ☐ Have never been in paid employment

7. Your knowledge of environmental issues is?

- ☐ 1 Very good
- ☐ 2 Good
- ☐ 3 Adequate
- ☐ 4 Bad
- ☐ 5 Very bad

☐ 6 Don't know

8. The overall standard of living in New Zealand is

☐ 1 Very good

☐ 2 Good

☐ 3 Adequate

☐ 4 Bad

☐ 5 Very bad

☐ 6 Don't know

9. The overall state of the natural environment in New Zealand is?

☐ 1 Very good

☐ 2 Good

☐ 3 Adequate

☐ 4 Bad

☐ 5 Very bad

☐ 6 Don't know

10 Where do you do get most of your written information to form
opinions?

13. Do you know anyone working on a farm?

- ☐ Yes I know multiple
- ☐ yes I know 1 or 2
- ☐ No

14. Do you know anyone working on a dairy farm?

- ☐ Yes I know multiple
- ☐ yes I know 1 or 2
- ☐ No

15. Have you ever visited a dairy farm?

- ☐ yes often
- ☐ once or twice
- ☐ no never

16. What is your general view on the dairy industry currently?

17. What do you think has been the biggest influence of your opinion on dairy farming?

18. What are your biggest concerns about the dairy industry in NZ?

19. What are the biggest benefits of the dairy industry for NZ?

20. In your opinion, how could farmers show case the on farm improvements they have made to ensure their farming practices have minimal environmental impact?

21. If a dairy farm near you held an open day how likely would you be to attend ?

- ☐ Very Likely
- ☐ Likely
- ☐ Unsure
- ☐ Unlikely
- ☐ Very unlikely

22. If unsure, unlikely or very unlikely why?

23. If a dairy farm were to hold a field day open to the public what areas would you like to see?

- ☐ Calf rearing
- ☐ Council monitoring requirements
- ☐ Cow feed and where it comes from
- ☐ Cow Reproduction
- ☐ Cow life cycle

- ☐ Effluent management
- ☐ Employment practices / Opportunities
- ☐ Good management practises
- ☐ Health and Safety
- ☐ Interactive displays
- ☐ Irrigation management
- ☐ Milking
- ☐ On Farm Technology
- ☐ Soil management and fertiliser

24. other ideas?

Done

Appendix 2 Open answers

Q16 What is your general view on the dairy industry currently?

Answered: 103 Skipped: 4

#	Responses	Date
1	Unsustainable, environmentally irresponsible	4/23/2017 3:27 PM
2	Polluting our waterways and ruining our landscapes	4/23/2017 4:29 AM
3	Welfare of cows is paramount. I am concerned that with increase of Dairy farms there is an increase of stress on the environment.	4/22/2017 11:13 PM
4	The overall sizes of dairy herds are rapidly out of control. The measures of control have not been justified for gain. environmentally,economically and for future gain dairy cannot continue its growth at the current level.	4/22/2017 4:32 PM
5	That the impact of the industry on the environment is abhorrent. Also the industry is only helping the rich, including the farmers who are getting handouts to effectively destroy our habitat.	4/22/2017 4:21 PM
6	Money making but there are good people out there	4/22/2017 9:45 AM
7	Environmentally doing a great job. People - needs to be much better	4/22/2017 7:50 AM
8	Animals should not be a by product of an industry	4/22/2017 5:24 AM
9	that there are some good ones, but I know quite a few that are frankly a disgrace.	4/22/2017 4:40 AM
10	The industry is on the rise but needs to slow as more dairy farms are converted the demand for support blocks grows tightening the noose on the farmer to be able to feed cows properly at an economic level	4/22/2017 4:40 AM
11	worrying	4/22/2017 4:15 AM
12	Sustainable and undervalued	4/22/2017 3:27 AM

13	Aimless	4/22/2017 2:41 AM
14	Could be doing more to help environmental issues. Also stop pushing growth in areas where it will add stress to natural environment.	4/21/2017 3:34 PM
15	Positive, but has opportunity for improvement	4/21/2017 2:27 PM
16	Great industry	4/21/2017 1:32 PM
17	Not too bad but terrible in media	4/21/2017 12:36 PM
18	Essential but misunderstood	4/21/2017 9:39 AM
19	It could do a great deal more than it is currently doing Michael. The industry needs to work harder to ensure the grass roots chap slopping around in the mud has the information they need to defend the industry. Cameron Bennetts piece on the Sunday programme recently is a very instruction illustration of just how out of touch the "average bloke" is with non rural based average Joe & Jane. It made me want to cry really. Bennett let the fellow do the talking and what he said & what he showed were not complimentary. I'm sure he has no idea how out of touch he is with the market - which is anyone buying milk or meat who is not on a farm. As part of your studies can I suggest you watch that documentary, by yourself, then with your Mum, then with a bunch of rural guys then a bunch of rural girl and then some town people. That will give you a VERY good idea of prevailing attitudes	4/21/2017 9:08 AM
20	Good, altho heavily skewed by inaccurate negative media perception and reporting	4/21/2017 5:55 AM
21	Keep up the good work	4/21/2017 5:29 AM
22	Positive with room for improvement	4/21/2017 4:24 AM
23	My view is that the dairy industry is being unjustifiably held to account for being a significant contributor to having a negative impact on our environment. I am of the opinion that as an industry, there has been a significant change in attitude towards protecting our environment and this is not understood by the urban population.	4/21/2017 4:12 AM
24	Hard working, under appreciated	4/21/2017 2:07 AM
25	Farmers are doing the best to look after the environment while have productive, profitable businesses.	4/21/2017 2:03 AM
26	Coloured by current and recent PR about dairy dirtying our rivers. So understand that it's an important industry for our economy but suspicious of how environmentally sound the farmers' practises are.	4/21/2017 1:43 AM
27	Much better than it gets credit for but still work to do.	4/21/2017 1:04 AM
28	NZ economy is dependant on Primary Industries. Who are working hard to be sustainable	4/21/2017 12:53 AM
29	It's okay	4/21/2017 12:37 AM
30	Not as bad as is made out	4/21/2017 12:09 AM
31	Vital to the country, doing their best environmentally, misunderstood.	4/20/2017 11:59 PM
32	Unsuitable for most geographical areas in NZ	4/20/2017 3:53 PM
33	The dairy farms that I have been involved with work at a very high standard, I do think that dairy farmers are money hungry and care more about that than anything!	4/20/2017 3:08 PM
34	Important, efficient, clean	4/20/2017 2:44 PM
35	Positive but doesn't connect with public	4/20/2017 2:38 PM
36	I love the dairy industry, it is my passion and where I belong. I do think the industry needs to keep changing in order to keep improving sustainability. Unfortunately, media will always enhance the things that need a change (for example the bobby calves that are a waste product) and it is our responsibility to show people what the dairy industry can also be like (i.e. the positive things, showing people around the farm). It is not all perfect, considering environment (water usage, effluent leach etc) but my opinion is that we will get to a point we can produce in a sustainable way.	4/20/2017 2:35 PM
37	Big improvements made with a long way to go	4/20/2017 2:34 PM
38	Varied	4/20/2017 2:33 PM
39	Efficient, a livelihood, lifestyle choice, has a lot of bad press	4/20/2017 2:27 PM

40	Good	4/20/2017 2:07 PM
41	Working with others to improve it's image to the general public	4/20/2017 1:21 PM
42	There are areas in N Z where dairy farms are suited to in there topography, rainfall areas and areas where grass growth reduces the reliance on supplementary feeds. The industry itself is well supported by Dairy NZ and other bodies who work hard to provide advanced technology and information which enables farmers to best apply knowledge to increase their ability to farm sustainability	4/20/2017 1:01 PM
43	unstable and uncertain economically going forward. A misunderstood industry that requires some work. Hard work physically and i wonder if everything is really sustainable or is it us believing	4/20/2017 12:48 PM
44	Not great. I'm concerned about pollution and animal welfare.	4/20/2017 12:39 PM
45	The back bone of Nz economy	4/20/2017 12:26 PM
46	Good	4/20/2017 12:23 PM
47	Very successful, but like any activity there are some who fail the majority	4/20/2017 12:14 PM
48	Land is suffering	4/20/2017 12:08 PM
49	It is creating a commodity product that we are massively underpaid for that the Chinese are capturing the value of it. It is improving environmental sustainability but has a long way too go. The industry is to insensified and in a lot of places in New Zealand it is way too intense and poorly managed.	4/20/2017 11:59 AM
50	i think their is defiently areas that need improvement	4/20/2017 11:56 AM
51	Good	4/20/2017 11:55 AM
52	Has grown too fast but one of the most regulated dairy industries in the world therefore better for animal and human welfare.	4/20/2017 11:54 AM
53	Productive, but limited by public opinion and cost fluctuations	4/20/2017 11:43 AM
54	Its in Pretty Average shape due to Media Perception	4/20/2017 11:25 AM
55	Some are trying to get head around good practices but many are putting it in too hard basket.	4/20/2017 11:19 AM
56	Under pressure- financially, and through public perception	4/20/2017 10:51 AM
57	Some are going the extra mile and doing everything they can to minimize there environmental impact. Many are doing what is required and attempt to follow best practise where it is easy enough. A small few do not worry about there impacts on the environment. In saying this, dairying does seem to have a heavy environmental impact, even when every measure to reduce these impacts are taken.	4/20/2017 10:50 AM
58	I don't like the concept of dairy. I know it's important to NZ economy. I think it's weird that we drink a substance that is, in its essence for GROWING calves. That no other animal group drink a milk from other adult animals by choice	4/20/2017 10:42 AM
59	They are doing a great job in a tough and uninformed court of public opinion	4/20/2017 10:41 AM
60	It gets a bad rep, but from what I have seen does as much as it can to look after the cows and the environment.	4/20/2017 10:34 AM
61	It is bad for the environment	4/20/2017 10:25 AM
62	Good	4/20/2017 10:25 AM
63	Badly run with absolutely little care for environment.	4/20/2017 10:05 AM
64	Well run.competitive.enviro aware	4/20/2017 9:57 AM
65	NZ Dairy industry is run well. Has great value to the NZ economy. This postive contribution is seriously being under mined by illinformed political interest groups and the media.	4/20/2017 9:55 AM
66	It's a good industry with a poor reputation. The reputation is not helped by denial of issues.	4/20/2017 9:49 AM
67	We are being blamed for everything at the moment	4/20/2017 9:43 AM
68	That there is a need to address environmental issues.	4/20/2017 9:33 AM

69	The dairy industry is working hard to improve its image. The majority of people employed in the dairy industry are well educated & understand that they need to be farming for the future. K	4/20/2017 9:23 AM
70	There are good farmers and there are bad ones. In general they are trying hard to clean up their act and do a good job by making smarter decisions surrounding the environment and milk production.	4/20/2017 9:08 AM
71	What used to be seen as the back bone of nz is now seen as a bunch of rich pricks not playing by the same rules everyone else has to live by (be it the environment, or bending taxation laws or treating their staff badly). What I see is that it is an amazing industry with ongoing innovation and immense possibilities. What other industry in nz can you go from bottom of the ladder to being your own boss in a matter of 5 years!	4/20/2017 8:23 AM
72	99% great farmers being seen 1% of the time, 1% poor farmers being seen 99% of the time by the public. Dairy farmers are doing a good job	4/20/2017 7:38 AM
73	ITS A BUSINESS AND A LIFESTYLE	4/20/2017 7:37 AM
74	Good	4/20/2017 7:26 AM
75	Good industry where farmers have spent a lot trying to repair issues.	4/20/2017 7:01 AM
76	They are getting a hard time & being let down by a few bad people in the industry & being berated by the media only picking on the challenging issues not the good work that is being done. The industry has done a lot of work to improve production & performance as well as compliance.	4/20/2017 6:37 AM
77	Good	4/20/2017 6:21 AM
78	Positive	4/20/2017 6:12 AM
79	Taking the blame for the entire country's environmental issues. I'm a strong believer that media has at a negative impact on the way I feel about what I do on a daily basis on farm I shouldn't have to feel shy to tell people my job. We are committed to the industry long term	4/20/2017 6:09 AM
80	Over dramatized	4/20/2017 5:41 AM
81	There is some work to do	4/20/2017 5:13 AM
82	Tainted by the media	4/20/2017 5:11 AM
83	Highly skilled , hard work , an asset to new zealand	4/20/2017 5:10 AM
84	Could be better. A lot of missed opportunity	4/20/2017 4:47 AM
85	Working hard to achieve restrictions put in place by governing bodies	4/20/2017 4:42 AM
86	Strong but getting hammered in the media and ill informed people	4/20/2017 4:35 AM
87	Awesome	4/20/2017 4:25 AM
88	Working hard to improve, still a few bad eggs	4/20/2017 4:22 AM
89	Public perception needs to change.	4/20/2017 4:16 AM
90	that most dairy farms consider environmental impacts of their farm	4/20/2017 4:05 AM
91	challenging to engage the public and younger audiences, unattractive to prospective employees	4/20/2017 3:44 AM
92	Overall great industry that is currently not getting advertised in the correct light and a selected few are ruining the image	4/20/2017 3:40 AM
93	Lost some international respect and definitely very damaging nationally with recent events come to light. Farmers need to be better educated and held accountable for their actions more. There is much too big of a gap from urban and rural perspective; farmers need to be more understanding of how what/why they are doing certain things looks to the outside world. Too many farmers are grandstanding without using their brains to educate others and make a positive change. MPI and DairyNZ need lead the charge on making positive changes and become more in touch with what's actually going on	4/20/2017 3:34 AM
94	Pretty good but can always do better! Seriously think we need to somehow develop a different way to deal with bobby calves, such as the rose veal market in the U.K. It's pretty shit that we have been hammered in the media with selective filming & interviewing to purposefully portray dairying in a bad light.	4/20/2017 3:23 AM

95	Needs more public interest	4/20/2017 3:10 AM
96	Allowing the media to give air time to people who do not properly represent our industry or attitudes i.e. doug edmeades and jacqueline rowarth	4/20/2017 3:07 AM
97	That the media portrays us differently from we would like	4/20/2017 3:02 AM
98	Positive	4/20/2017 2:55 AM
99	Corporatisation is causing issues. Businesses where profit is everything are having a negative impact on perception of the industry and the natural environment	4/20/2017 2:54 AM
100	Bad public perception.	4/20/2017 2:52 AM
101	Overall very good and changing and developing very quickly, just a few letting everyone down. But also an easy target for certain groups due to the country's tall poppy syndrome	4/20/2017 2:50 AM
102	struggling to be better than average - some farmers resistant to being better overall farmers (enviro, use of imported feed etc)	4/20/2017 2:47 AM
103	Attracting AND **RETAINING** the next generation is a bigger issue than anything Greenpeace mentions	4/20/2017 2:47 AM

Q17 What do you think has been the biggest influence of your opinion on dairy farming?

#	Responses	Date
1	The resulting poor water quality and dry riverbeds	4/23/2017 3:27 PM
2	Family	4/23/2017 4:29 AM
3	Seeing cows with docked tails and lack of shelter in fields... wire fences give no shade! The effect of so many cows on our rivers!	4/22/2017 11:13 PM
4	Money.	4/22/2017 4:32 PM
5	Data that shows the environmental effects following intensification of dairy in aotearoa such as increased nitrates in water ways, intensification of irrigation systems and impact on flora and fauna. That and these enormous irrigation schemes in places which are not naturally designed to be irrigated. I also find a lot of the dairy companies are misleading the public with their feel good advertising techniques that are not telling the entire truth regarding the effects of intensified dairying.	4/22/2017 4:21 PM
6	Media	4/22/2017 9:45 AM
7	Compliance. Managers and owners not interested in investing in staff because nobody invested time in them when they came through the system.	4/22/2017 7:50 AM
8	Seeing calves get sent to slaughter at 3 days old	4/22/2017 5:24 AM
9	the farms we are surrounded by	4/22/2017 4:40 AM
10	I'm a dairy farmer	4/22/2017 4:40 AM
11	exploitation of animals too intensified	4/22/2017 4:15 AM
12	Being apart of it	4/22/2017 3:27 AM
13	Public statements from industry leaders	4/22/2017 2:41 AM
14	Own opinion of viewing farms.	4/21/2017 3:34 PM
15	Talking to farmers	4/21/2017 2:27 PM
16	Is my life	4/21/2017 1:32 PM
17	Dairy grazing	4/21/2017 12:36 PM
18	Personal experience	4/21/2017 9:39 AM
19	We were dairy farming, but now do dairy farm support & beef. We are right in the thick of irrigated dairy country	4/21/2017 9:08 AM
20	My knowledge and qualifications (BAGSc) an industry role, I understand the fundamentals and the perceptive issues at play.	4/21/2017 5:55 AM
21	Living and working on one	4/21/2017 5:29 AM
22	Working directly with dairy farmers	4/21/2017 4:24 AM
23	I work in the Ag sector and have grown up working on farms, this has shaped my view a small I have an understanding and appreciation for what happens on farm both in terms of driving productivity but also the way farms are farmed to be sustainable for generations.	4/21/2017 4:12 AM
24	Starting working on dairy farm when I was 38	4/21/2017 2:07 AM
25	Working both on farm and as a rural professional	4/21/2017 2:03 AM
26	News media	4/21/2017 1:43 AM
27	One sided media but farmers thinking of themselves as farmers, don't want tall poppy status so they stay in farm doing great things and don't tell/showcase their own story.	4/21/2017 1:04 AM

28	My understanding of NZ economic growth	4/21/2017 12:53 AM
29	Ethical and environmental factors	4/21/2017 12:37 AM
30	Am a dairy farmer myself	4/21/2017 12:09 AM
31	It's what we do	4/20/2017 11:59 PM
32	pollution, lack of concern re environment	4/20/2017 3:53 PM
33	Who I worked for rearing calves	4/20/2017 3:08 PM
34	I'm not stupid and I know our rivers are just fine	4/20/2017 2:44 PM
35	My work, in the industry	4/20/2017 2:38 PM
36	Growing up next to a farm and working there amd on other farms since i was very young. So actually experiencing what hard work farmers do and not all sad and insulting stories on facebook are true.	4/20/2017 2:35 PM
37	The people	4/20/2017 2:34 PM
38	My husband a dairy farm Veterinarian	4/20/2017 2:33 PM
39	family	4/20/2017 2:27 PM
40	Working in the industry	4/20/2017 2:07 PM
41	Being part of the industry and making a difference	4/20/2017 1:21 PM
42	Modern technology practices high can reduce the environmental impact on NZ land but give the primary industry the ability to contribute to establishing a sustainable and profitable contribution to our Economy	4/20/2017 1:01 PM
43	media . some farmers are also not at an acceptable industry standard and nobody listens to the good things first - meaning it's easier for media to be critical as any publicity is great publicity to them good or bad	4/20/2017 12:48 PM
44	News and social media	4/20/2017 12:39 PM
45	The people I know in industry	4/20/2017 12:26 PM
46	Knowing farmers	4/20/2017 12:23 PM
47	Growing up in a farming enviroment	4/20/2017 12:14 PM
48	Feedback from family dairy farmers	4/20/2017 12:08 PM
49	University learnings	4/20/2017 11:59 AM
50	the sunday programing, although i dont whole heartedly agree with what is on their	4/20/2017 11:56 AM
51	Image/media	4/20/2017 11:55 AM
52	Family history of farming	4/20/2017 11:54 AM
53	Personal experience while managing farms	4/20/2017 11:43 AM
54	Media TV and social in particular	4/20/2017 11:25 AM
55	Meeting farmers and listening to their stories.	4/20/2017 11:19 AM
56	Experience farming, and talking to other farmers	4/20/2017 10:51 AM
57	Experience & knowledge gained well reasearch at CRI	4/20/2017 10:50 AM
58	Paleo diet and journal articles	4/20/2017 10:42 AM
59	My work	4/20/2017 10:41 AM
60	Work	4/20/2017 10:34 AM
61	Word of mouth	4/20/2017 10:25 AM
62	Agri media	4/20/2017 10:25 AM
63	The condition of the the waterways and rivers.	4/20/2017 10:05 AM
64	Media	4/20/2017 9:57 AM
65	The people I know	4/20/2017 9:55 AM
66	I am a dairy farmer. I like to be less defensive and more proactive.	4/20/2017 9:49 AM

67	Media coverage	4/20/2017 9:43 AM
68	Articles and news that I have read.	4/20/2017 9:33 AM
69	Water usage	4/20/2017 9:23 AM
70	My husband and his knowledge	4/20/2017 9:08 AM
71	The farmers themselves. I don't think that some of the dairying leaders are doing the industry any favours with their negative attitudes.	4/20/2017 8:23 AM
72	being involved in the industry	4/20/2017 7:38 AM
73	GREW UP ON A DAIRY FARM	4/20/2017 7:37 AM
74	My brother	4/20/2017 7:26 AM
75	Being involved in the industry	4/20/2017 7:01 AM
76	Knowing people involved in the industry.	4/20/2017 6:37 AM
77	Animal /environmental practices	4/20/2017 6:21 AM
78	Changes they are making	4/20/2017 6:12 AM
79	Neighbours friends and discussion groups	4/20/2017 6:09 AM
80	Media	4/20/2017 5:41 AM
81	Personal exsperiance	4/20/2017 5:13 AM
82	Media	4/20/2017 5:11 AM
83	Being involved	4/20/2017 5:10 AM
84	Experience	4/20/2017 4:47 AM
85	My involvement in dairy farming	4/20/2017 4:42 AM
86	Being involved in it. Married to a dairy farmer.	4/20/2017 4:35 AM
87	Working in the industry	4/20/2017 4:25 AM
88	From a farming background and ag scientists	4/20/2017 4:22 AM
89	Public perception	4/20/2017 4:16 AM
90	media	4/20/2017 4:05 AM
91	Personal experience	4/20/2017 3:44 AM
92	Media	4/20/2017 3:40 AM
93	Having lived and breathed the dairying lifestyle (and I do love it) to then moving into the town/city and having to inform/defend what we as dairy farmers do and take for granted	4/20/2017 3:34 AM
94	Out there doing it	4/20/2017 3:23 AM
95	Hard work	4/20/2017 3:10 AM
96	Being a farmer	4/20/2017 3:07 AM
97	I farm, so Im biased, my opinion of dairy farming is influenced by what i do, and who I talk to within the industry	4/20/2017 3:02 AM
98	Doing it	4/20/2017 2:55 AM
99	Contact with the industry	4/20/2017 2:54 AM
100	Doing the job.	4/20/2017 2:52 AM
101	As a dairy farmer everything I know to be true	4/20/2017 2:50 AM
102	own experiences, but negative influences tv/print media	4/20/2017 2:47 AM
103	First hand experience	4/20/2017 2:47 AM

Q18 What are your biggest concerns about the dairy industry in NZ?

Answered: 103 Skipped: 4

#	Responses	Date
1	Deteriorating water quality and reduction of water flows. Removal of native biodiversity values resulting in a homogenous landscape	4/23/2017 3:27 PM
2	Turning our natural unsoiled landscapes into vast dairy farms and polluting our waterways	4/23/2017 4:29 AM
3	The effect it has on our rivers. The huge irrigation schemes water thrown about and rivers drying up.... eg the Otago where I used to live....	4/22/2017 11:13 PM
4	So called future proofing for the next generation but forgetting the fundamentals of basic farming. By getting greedy and not future proofing for the right reasons, getting financially stuck and crippling the future opportunities for land development in different sectors.	4/22/2017 4:32 PM
5	The sustainability of the industry. Also the effects on the animals involved eg. Mis treated cows and dogs.	4/22/2017 4:21 PM
6	Polution	4/22/2017 9:45 AM
7	Staffing. We need to respect and educate staff	4/22/2017 7:50 AM
8	Nutrient loading on land. How much of NZs total GDP is connected directly to dairy	4/22/2017 5:24 AM
9	polluting water and making farming look bad in nz to our overseas markets. there image also effects other types of farming	4/22/2017 4:40 AM
10	Too many dairy farms own buy company's that just pull the profit out and don't reinvest it back into the farm	4/22/2017 4:40 AM
11	ruining our country for short term gain	4/22/2017 4:15 AM
12	Bad press and welfare	4/22/2017 3:27 AM
13	Progression	4/22/2017 2:41 AM
14	Pollution of natural environment. Growth into areas not suitable.	4/21/2017 3:34 PM
15	Bobby calves, animal welfare, staff working hours and meeting environmental targets	4/21/2017 2:27 PM
16	Poor regulation creating cost without benefit	4/21/2017 1:32 PM
17	Environmental restrictions	4/21/2017 12:36 PM
18	Urban misconceptions	4/21/2017 9:39 AM
19	That its not well enough organised. Its not listening properly to the concerns of the wider public - ill informed as they might be. Ill informed people are subject to whatever information they get given. the environmental lobby seems to have the upper hand at the moment. The industry must spend more money on ways to make more money through value add rather than piling on more cows. Society has taken on board the message that intensification is NOT the right way to go.	4/21/2017 9:08 AM
20	Overseas investment in farm and factory level, the largest risk to the industry in splintering the co-operative model and having too many farms leaving value on the table.	4/21/2017 5:55 AM
21	Bad publicity	4/21/2017 5:29 AM
22	Public misconception, MSM poor journalists	4/21/2017 4:24 AM
23	The mis information that is being conveyed by sectors of our community that is influencing our urban communities and their views of the dairy industry. The risk is that these groups will generate momentum to influence central government as to how farming could be carried out in the future.	4/21/2017 4:12 AM
24	Viability and sustainability	4/21/2017 2:07 AM
25	Urban perception	4/21/2017 2:03 AM
26	Pollution	4/21/2017 1:43 AM

27	The perception and opinions of those that have a stronger voice and can influence the voting public. The industry has high debt and may not be able to farm the way it may need to farm to meet ongoing environmental requirements. Ie higher debt, higher regulation costs and likely to have lower prodn, how will that work!!	4/21/2017 1:04 AM
28	Lack of NZ support from Government, media & the uninformed	4/21/2017 12:53 AM
29	The greenhouse gases	4/21/2017 12:37 AM
30	Public perception	4/21/2017 12:09 AM
31	Public conception	4/20/2017 11:59 PM
32	profits have taken over the wholistic view, humans are the only animal that drinks milk after weaning, that women's abilities are being undermined by the marketing of artificial baby powder that negate women;'s abilities to feed their children	4/20/2017 3:53 PM
33	The few Bundy farmers that are giving the majority a bad name!	4/20/2017 3:08 PM
34	Ability to move up value chain	4/20/2017 2:44 PM
35	Failure to connect with nz public,	4/20/2017 2:38 PM
36	Growing too much too fast. This way insight on whether the soil can handle the number of cows can decrease.	4/20/2017 2:35 PM
37	Television and its ability to only show/educate what they want, they want a fight so they can draw attention	4/20/2017 2:34 PM
38	Animal welfare	4/20/2017 2:33 PM
39	run off, irrigation	4/20/2017 2:27 PM
40	Large payout fluctuations	4/20/2017 2:07 PM
41	Sustainable future for the industry	4/20/2017 1:21 PM
42	I believe that we need to concentrate dairy regions in areas which by topographic modelling are best suited to this farming entity ie not the McKenzie country which is a fragile environment best suited to sheep and beef	4/20/2017 1:01 PM
43	sustainability - economically	4/20/2017 12:48 PM
44	Pollution and animal welfare	4/20/2017 12:39 PM
45	Negative Public perception of dairy farmers	4/20/2017 12:26 PM
46	Current media views	4/20/2017 12:23 PM
47	The few idiots who let down the majority	4/20/2017 12:14 PM
48	Too many cows on many property	4/20/2017 12:08 PM
49	The long term environment degradation	4/20/2017 11:59 AM
50	animal welfare, how big farms are getting	4/20/2017 11:56 AM
51	Welfare and Environment	4/20/2017 11:55 AM
52	The growth of the industry, farming areas for dairy that have historically been inadequate for this purpose. For example the McKenzie country where large amounts of irrigation is required.	4/20/2017 11:54 AM
53	Sustainability - environmentally, profitability wise and socially	4/20/2017 11:43 AM
54	Compliance Costs and Farm ownership getting further a way from the younger generation.	4/20/2017 11:25 AM
55	How are dairy farms going to adapt to new regulations to survive.	4/20/2017 11:19 AM
56	The long term viability of dairying as a landuse, based on the effects of the industry in sensitive environmental areas	4/20/2017 10:51 AM
57	Nitrate leaching and green house gas emissions	4/20/2017 10:50 AM
58	Effulgence and obesity	4/20/2017 10:42 AM
59	Probably viability long term as well as paying staff well enough.	4/20/2017 10:41 AM
60	Bobby calves	4/20/2017 10:34 AM
61	How much water it takes to make milk	4/20/2017 10:25 AM
62	Pollution Rialto waterways	4/20/2017 10:25 AM
63	Damage to water quality.	4/20/2017 10:05 AM

64	None	4/20/2017 9:57 AM
65	Poorly informed political commentry in the media	4/20/2017 9:55 AM
66	Issues with in it. le farmers turning on each other.	4/20/2017 9:49 AM
67	Public perception	4/20/2017 9:43 AM
68	Pollution	4/20/2017 9:33 AM
69	It is portrayed very badly by the media	4/20/2017 9:23 AM
70	The amount of urea being applied to the soil.	4/20/2017 9:08 AM
71	Farm business viability, environmental degradation, farm succession, adoption rate of new advances, increasing regulation	4/20/2017 8:23 AM
72	public ignorance and social media 'facts'	4/20/2017 7:38 AM
73	SELLING TO FOREIGN COMPANIES	4/20/2017 7:37 AM
74	Mistreatment of animals by a minority	4/20/2017 7:26 AM
75	Media attacks on it	4/20/2017 7:01 AM
76	The media. On farm though I think far too many farmers are overstocked meaning they need to bring in high amounts of supplement feed to feed all their stock. If they de-stocked their feed costs would reduce, their cows would be in better condition & they would all perform & produce at a higher rate as they have the ability to perform to their potential.	4/20/2017 6:37 AM
77	How depending it is of the water.	4/20/2017 6:21 AM
78	It's footprint	4/20/2017 6:12 AM
79	The urban and rural divide is getting larger and while that is happening extremist groups are taking the opportunity to sway the uniformed urban citizens opinion on our industry	4/20/2017 6:09 AM
80	Water usages	4/20/2017 5:41 AM
81	Working conditions animal welfare and environmental impact	4/20/2017 5:13 AM
82	That not enough farmers are farming smarter	4/20/2017 5:11 AM
83	Public perception	4/20/2017 5:10 AM
84	Lack of Organic Focus	4/20/2017 4:47 AM
85	Milk price	4/20/2017 4:42 AM
86	That it is so changeable and reliant on the environment, people and the markets	4/20/2017 4:35 AM
87	Sustainability - environment, people, profit	4/20/2017 4:25 AM
88	Runoff	4/20/2017 4:22 AM
89	Economics	4/20/2017 4:16 AM
90	weather and dealing with unknown conditions	4/20/2017 4:05 AM
91	That empolyers dontvalue staff and therefore making it unattactive as an employee	4/20/2017 3:44 AM
92	Education to town dwellers of what actually goes on in the dairy farm	4/20/2017 3:40 AM
93	There is too much complacency - it's going to take the whole industry to make a positive change, you can't keep blaming get bad eggs and continue to do what you are doing. We were once industry leads recognized world wide - we should now be learning off our international peers and fighting for that high standard title again.	4/20/2017 3:34 AM
94	Bobby calves. Environmental damage. Treatment of staff	4/20/2017 3:23 AM
95	People not making enough money in there own workplace and people losing interest in the industry	4/20/2017 3:10 AM
96	That if we dont accept that everyone on earth including us has a responsibility re sustainability then we will be legislated out of existence	4/20/2017 3:07 AM
97	That we are losing the family lifestyle of farming we once had. And That we dont have enough skilled young people, wanting to commit and help their employers reach their farm targets. This works both ways, and I think employers also dont value their staff enough. But in saying that, I think there is more good than bad employers.	4/20/2017 3:02 AM

98	Media making atagnostic "news" to increase revenues	4/20/2017 2:55 AM
99	Too much, too fast in some areas	4/20/2017 2:54 AM
100	Things need to change. Stocking rate capped at 3cow/ha.	4/20/2017 2:52 AM
101	Regulations for all areas and certain groups that put out false information to the general public	4/20/2017 2:50 AM
102	that there are farmers who think that what they do is ok, in reality its old/not best practice	4/20/2017 2:47 AM
103	As above	4/20/2017 2:47 AM

Q19 What are the biggest benefits of the dairy industry for NZ?

Answered: 102 Skipped: 5

#	Responses	Date
1	Short term economic gain for very few individuals	4/23/2017 3:27 PM
2	Employment	4/23/2017 4:29 AM
3	I don't know... the mighty dollar I presume.	4/22/2017 11:13 PM
4	Employment.	4/22/2017 4:32 PM
5	Money to help sustain the rich, although i am not sure that is a benefit.	4/22/2017 4:21 PM
6	Helps the economy	4/22/2017 9:45 AM
7	Employment opportunities in primary industries but not on farm.	4/22/2017 7:50 AM
8	Employment. Local dairy products.	4/22/2017 5:24 AM
9	they pay good money to buy the silage and baleage we sell.	4/22/2017 4:40 AM
10	Exports	4/22/2017 4:40 AM
11	money	4/22/2017 4:15 AM
12	Revenue and jobs	4/22/2017 3:27 AM
13	GPD	4/22/2017 2:41 AM
14	GDP.	4/21/2017 3:34 PM
15	Contribution to NZ economy and employment	4/21/2017 2:27 PM
16	Income for the national economy	4/21/2017 1:32 PM
17	Positive rural expenditure	4/21/2017 12:36 PM
18	Production of high quality healthy nutrition	4/21/2017 9:39 AM
19	Cashflow	4/21/2017 9:08 AM
20	Value to economy	4/21/2017 5:55 AM
21	Economic fire power, back bone of NZ	4/21/2017 4:24 AM
22	Providing economic benefit to the country from employment to financial benefits.	4/21/2017 4:12 AM
23	Quality healthy products we can proudly market to the world	4/21/2017 2:07 AM
24	GDP & employment/career opportunities	4/21/2017 2:03 AM
25	Export contribution	4/21/2017 1:43 AM
26	GDP, employer of many people, supporting rural towns which would die unless they have a lake for tourism.	4/21/2017 1:04 AM
27	NZ economy and our rural communities	4/21/2017 12:53 AM

28	Economy	4/21/2017 12:37 AM
29	Economy	4/21/2017 12:09 AM
30	Economic	4/20/2017 11:59 PM
31	the marketing alliances that are able to promote their product relentlessly	4/20/2017 3:53 PM
32	That's a good question I guess the money it brings the country providing people with jobs	4/20/2017 3:08 PM
33	Forex, differentiation, people gotta eat	4/20/2017 2:44 PM
34	Economic and connecting nz with the world	4/20/2017 2:38 PM
35	The export value of milk powder is great for the country, but it also provides easy work for backpackers, which makes it easier for them to stay longer and support the NZ economy	4/20/2017 2:35 PM
36	Economics	4/20/2017 2:34 PM
37	Economic	4/20/2017 2:33 PM
38	income	4/20/2017 2:27 PM
39	Gdp	4/20/2017 2:07 PM
40	Jobs and opportunities within the sector	4/20/2017 1:21 PM
41	Increasing our GDP , providing the world with value added food products which add healthy food by products and supplements	4/20/2017 1:01 PM
42	export . kiwis have opportunities if they work hard	4/20/2017 12:48 PM
43	Money	4/20/2017 12:39 PM
44	Economic, international export and jobs locally	4/20/2017 12:26 PM
45	Economy	4/20/2017 12:23 PM
46	Employment, the financial spread across local/national interests	4/20/2017 12:14 PM
47	Cash	4/20/2017 12:08 PM
48	Economy booster	4/20/2017 11:59 AM
49	income, jobs	4/20/2017 11:56 AM
50	Economic	4/20/2017 11:55 AM
51	Employment	4/20/2017 11:54 AM
52	Contributing to GDP, labour	4/20/2017 11:43 AM
53	NZ's Clean Green image	4/20/2017 11:25 AM
54	Employment and financial.	4/20/2017 11:19 AM
55	Economic return from the production of a quality food product	4/20/2017 10:51 AM
56	Economical, great for our economy and employment. Dairying offers good stepping stones and career opportunities to staff that want to take those opportunities.	4/20/2017 10:50 AM
57	Economic boost	4/20/2017 10:42 AM
58	Our excellent dairy that we get to eat! And the grass based system sets us apart from a lot of other countries.	4/20/2017 10:41 AM
59	Economy	4/20/2017 10:34 AM
60	Export	4/20/2017 10:25 AM
61	Rural economy	4/20/2017 10:25 AM
62	Only the dairy industry benefits from over farming the land.	4/20/2017 10:05 AM
63	Production and employment	4/20/2017 9:57 AM
64	Its positive contribution to the economy	4/20/2017 9:55 AM
65	Export earnings.	4/20/2017 9:49 AM
66	Economic	4/20/2017 9:43 AM
67	It adds considerably to NZ's economic wealth	4/20/2017 9:33 AM

68	It's the backbone of our economy	4/20/2017 9:23 AM
69	\$\$\$\$ and milk	4/20/2017 9:08 AM
70	Diverse employment opportunities (on and off farm), safe and reliable food production, still one of the best places to raise a family	4/20/2017 8:23 AM
71	benefit to the economy is massive	4/20/2017 7:38 AM
72	MONEY FROM EXPORTS	4/20/2017 7:37 AM
73	Economy	4/20/2017 7:26 AM
74	Jobs and wealth creation	4/20/2017 7:01 AM
75	High supply levels.	4/20/2017 6:37 AM
76	National incomes	4/20/2017 6:21 AM
77	Income and employment	4/20/2017 6:12 AM
78	Job, food providers, and export earnings	4/20/2017 6:09 AM
79	Work,income,	4/20/2017 5:41 AM
80	Positive to economy, boost small regions community involvement	4/20/2017 5:13 AM
81	Made cheap	4/20/2017 5:11 AM
82	Economic benefits to the country	4/20/2017 5:10 AM
83	Conservation. Income. Philosophy	4/20/2017 4:47 AM
84	Export \$	4/20/2017 4:42 AM
85	Financial gains and using our pastures to maximise production.	4/20/2017 4:35 AM
86	Economic, social	4/20/2017 4:25 AM
87	Financial	4/20/2017 4:22 AM
88	Economics	4/20/2017 4:16 AM
89	gdp for country	4/20/2017 4:05 AM
90	Watching the sunrise/sunset. Meeting farmers, looking at different farm systems and how we can implement positive change	4/20/2017 3:44 AM
91	Income to nz and jobs	4/20/2017 3:40 AM
92	Our reputation was a national pride, we have all the tools we need to improve and educate - just have to use them. We still have a huge respect however are not industry leading	4/20/2017 3:34 AM
93	Huge income earner	4/20/2017 3:23 AM
94	Brings the most money in for the country.and provides a staple work ethic for nz	4/20/2017 3:10 AM
95	A forward thinking industry where can be global players	4/20/2017 3:07 AM
96	Pass	4/20/2017 3:02 AM
97	Passionate people willing to share their knowledge and experience. Lifting the average moral fibre and character of the country	4/20/2017 2:55 AM
98	Economic benefit	4/20/2017 2:54 AM
99	Money, Employment.	4/20/2017 2:52 AM
100	Economy,	4/20/2017 2:50 AM
101	economic benefits, employment, NZ on the map	4/20/2017 2:47 AM
102	\$\$\$\$\$\$, economic growth etc.	4/20/2017 2:47 AM

Q20 In your opinion, how could farmers show case the on farm improvements they have made to ensure their farming practices have minimal environmental impact?

Answered: 96 Skipped:

11

#	Responses	Date
1	Public water quality reports. Evidence of low impacts of native surrounding values via long term monitoring trend data	4/23/2017 3:27 PM
2	Don't know	4/23/2017 4:29 AM
3	I don't know .. but whatever it is it has to be real not just for show... a whitewash.	4/22/2017 11:13 PM
4	Measuring all principles (I.e fertiliser usages, irrigation water usage,effluent disposal day and night). By not allowing governmental institutions/ councils, shifting goal posts on water table levels, river quality and land ownership. All farms completing random audits that have to comply with a strict code of compliance as a strategy to protect and reduce environmental impacts for future proofing and protecting NZ.	4/22/2017 4:32 PM
5	Agree to frequent audits and visits by public groups eg. School children, forest and bird etc. Facilitate planting days on their properties. Also, in areas where native flora and fauna live, stop irrigating from those waterways.	4/22/2017 4:21 PM
6	Get it out to people. Fontara ads seem good. The fact of underpasses being put in. Some farmers fencing waterways & some are planting along the waterways.	4/22/2017 9:45 AM
7	Enter the Balance Farm Environment Awards	4/22/2017 7:50 AM
8	Open days. More transparency to Joe Public. More information available	4/22/2017 5:24 AM
9	I think really that the good farmers are already doing a good job of this. Its really the ones that don't care all that do the bate minimal that need to be showing that they are cleaning up there act. Especially when they are pumpming all there effluent out in one spot or right next to a ditch.	4/22/2017 4:40 AM
10	Stop the media getting a hold of small things and have them blow them out of proportion	4/22/2017 4:40 AM
11	Reduce stock sizes...minimise impact on the environment...minimise animal distress	4/22/2017 4:15 AM
12	More press, better documentaries	4/22/2017 3:27 AM
13	Education of whole farm systems	4/22/2017 2:41 AM
14	Impossible unless you can prove methane emmisions have no effect on environment.	4/21/2017 3:34 PM
15	Public media forums that are on a neutral platform eg tv shows and news programs. Educating school kids and community involvement in environmental initiatives eg native planting	4/21/2017 2:27 PM
16	Get people on farm	4/21/2017 1:32 PM
17	Million dollar Question	4/21/2017 12:36 PM
18	Keep promoting positive news	4/21/2017 9:39 AM
19	They shouldn't. Understand the fundamentals of how the industry is being perceived. Concentrate on the industry knitting and stay aware to consumer trends in key dairy markets. There is nothing to be gained by farmers attempting to showcase to the NZ public. There is an acceptance that internationally our production methods are well regarded, so we need to ensure that the showcasing is done in our consumer markets where NZ inc will outperform Europe & US milk producers. Leave the industry good stuff to industry bodies (ie Fonterra with Milk in Schools / Living Water / Kickstart Breakfast) to front the good stuff to the NZ public.	4/21/2017 5:55 AM
20	Journalists reporting the great work farmers are doing as opposed to looking for click bait,sensationalism, fake news	4/21/2017 4:24 AM
21	The next generation, school children need to be shown what happens on a farm and where milk, meat etc come from and the steps that are taken to farm in a sustainable way. These I believe are the ones we need to influence the most as the risk is they will be influenced by other means, those that have an opinion but have no facts or reality.	4/21/2017 4:12 AM
22	Have more on farm visits by schools, businesses and urbanites so they can see first hand just how good the majority of our farmers are	4/21/2017 2:07 AM

23	Summary signage when entering the property/at sign in to property.	4/21/2017 2:03 AM
24	PR / advertorials across all media channels	4/21/2017 1:43 AM
25	Maybe look at investing into better marketing, I think 431am was lost on city folk, why did Fonterra waste money on Richie to use him in that way. Show case good stories, the environment, the impact globally (feeding malnutrition children) like wordvision do, capture people's emotions.	4/21/2017 1:04 AM
26	Leadership from the industry. The industry need to publicly state that it has reached maximum cow numbers at this current time until science and innovation catches up to provide answers to environmental impact	4/21/2017 12:53 AM
27	Release reports, news segments, facebook posts	4/21/2017 12:37 AM
28	Get media back on side. Promote good stories and not th bad ones. Feilddays to offer an in depth look at wat we do	4/21/2017 12:09 AM
29	Show the measures and changes being made. Show how irrigation is measured and controlled. Show fertiliser budgeting, show riparian fencing.	4/20/2017 11:59 PM
30	independent research that shows how nitrate levels are reducing, the ongoing testing of water quality in wells, ground water and rivers and that this is published to show the bad and ugly and then how this is improving.	4/20/2017 3:53 PM
31	Have more open days shoe people what you are doing to help the environment, get your local schools involved.	4/20/2017 3:08 PM
32	Smooze the journos	4/20/2017 2:44 PM
33	Build programme of media on farm visits, stays. Demonstration farms that urban nz can easily visit.	4/20/2017 2:38 PM
34	Keep track of what they have done and when and invite people (maybe neighbourong farms) to discuss whether the changes have been gooeld and what the next steps are. This way you can create a network of farms and share information with them on how to handle certain situations. Also for show casing to non farmers, an anual farm party in town could be organised with info on the farm(s). Last but definitely not least is inviting school kids to the farm for a tour.	4/20/2017 2:35 PM
35	Invest to show case awesome farms not just an advert but a documentary at the right time, which may cost a bit but let's invest for long term gain.	4/20/2017 2:34 PM
36	be allow to have their say in local papers etc, get their own positivie points across	4/20/2017 2:27 PM
37	Media. Inviting public to farm show days	4/20/2017 2:07 PM
38	Show days open to the general public close to the township	4/20/2017 1:21 PM
39	TV , articles from professional graduates and scientists, opening up their farms to Town Dwellers to give them a better understanding of the weather events and day to day challenges that dairy farmers encounter,	4/20/2017 1:01 PM
40	media is really responsible for this - collaborate big govt corps ecan doc city councils fed farmers dna information sharing comparing for some across the board proof of where this lies	4/20/2017 12:48 PM
41	Documentary independently verified	4/20/2017 12:39 PM
42	Positive media publicity. Opening farms up to public more often	4/20/2017 12:26 PM
43	Through urban schools who will tell parents of farm visit experiences	4/20/2017 12:23 PM
44	Have a series of TV shows highlighting what has been done on a number of farms across the country	4/20/2017 12:14 PM
45	Can't as bias options supporting their views and jobs	4/20/2017 12:08 PM
46	Better technology showing the results. Proof because at the moment rivers are getting lower, water tables getting lower and waterways getting more polluted. Need to have an improvement in the environment to show this impact.	4/20/2017 11:59 AM
47	through doco series, country calender, holding open days	4/20/2017 11:56 AM
48	Bring people on farm, newspaper, social media	4/20/2017 11:55 AM
49	Being able to get the media on there side. Being able to stop inaccurate media reports from airing.	4/20/2017 11:54 AM
50	Better media, social media, open days	4/20/2017 11:43 AM
51	By getting the Media on the right side. Too Many farmers enter the media for the wrong reasons! A code of conduct needs to be written before a dairy farmer appears in the media i.e. Farmer has a story published it needs to be proofed before the media publishes said article same goes for T.V.. This would lessen the blow to the Dairy Industry and the environmental impacts people don't want to see	4/20/2017 11:25 AM
52	Putting themselves out there to tell stories but with advice to protect them.	4/20/2017 11:19 AM

53	Synlait has a good system which acknowledges performance against a number of KPIs, I think it is linked to payout. Say for example a 5 star standard system, which is easy for the public to understand, and re-assessed annually or every other year. Then dairy companies can say to consumers that all farmers meet a set of minimum standards- say three stars, and farmers can proudly promote their star level at the farm gate. Just off the top of my head?	4/20/2017 10:51 AM
54	Perhaps TV documentaries show casing the new technologies and practices that minimize the environmental impacts. Showing results from solid research and numbers quantifying the benefits of these practises	4/20/2017 10:50 AM
55	Free farming cows and minimising negative environment effects. It is NOT econmic and cruel to slaughter so many bobby calves. we could eat more of the "wasted life" or find another use for the male cows	4/20/2017 10:42 AM
56	That's a tough one. Some numbers and photos of before and after...	4/20/2017 10:41 AM
57	More publicity around what is being done to counter the publics concerns.	4/20/2017 10:34 AM
58	Facebook, TV add	4/20/2017 10:25 AM
59	Twitter, national press.	4/20/2017 10:25 AM
60	Let scientists study their farms effects on environmental impacts.	4/20/2017 10:05 AM
61	T v programs	4/20/2017 9:57 AM
62	Good question. Probably having open days on well run farms.	4/20/2017 9:55 AM
63	Within their own communities. If the communities are proud of their farmers they will stand up for them. Farmers need for support and help their communities in order to do this.	4/20/2017 9:49 AM
64	In the media,but im not sure which Avenue is the one to take. TV has proven lately that it can't show the true picture	4/20/2017 9:43 AM
65	Educate people via documentaries, news stories etc. Educate via schools.	4/20/2017 9:33 AM
66	Have more open days & invite people outside of the sector to visit their farms	4/20/2017 9:23 AM
67	A documentary. The media is very powerful and the dairy industry is very topical at the moment	4/20/2017 9:08 AM
68	What do you define as 'minimal environmental impact'? Is it impact on water quality? Or does it go further e.g. GHG emissions etc. and what are our fellow NZers and our overseas customers define this as. Once this is a clear and agreed upon definition (across sectors). Then farmers can show case this, with scientific evidence to back it up. People no longer trust dairy farmers at their word, too many years of changing definitions and misinformation . If you have the data it's so much harder for others to discredit. Fighting opinion with opinions is futile. It's about time we start using real data to fight misinformation.	4/20/2017 8:23 AM
69	pass	4/20/2017 7:38 AM
70	FARMING SHOWS ON TV	4/20/2017 7:37 AM
71	Media stop showing the minority who are doing it wrong and show those doing it right	4/20/2017 7:26 AM
72	Need to have before and after images, scientific data to back up what they have been achieving	4/20/2017 7:01 AM
73	In the town public space. Don't worry about telling other farmers what you have done, they already know, it needs to be told to the urban people	4/20/2017 6:37 AM
74	Communication and transparency	4/20/2017 6:21 AM
75	Public field days	4/20/2017 6:12 AM
76	We need High school students spending 3-5 days on farm. In my opinion primary school students are to young	4/20/2017 6:09 AM
77	Fieldays on farm, document changes in water quality in catchments. Showcase technology advanced dif between flood irrigation right through to pivots and monitoring application rates. Environmental awards get some commercial sponsors that aren't ag related. Sell the why. School level involvement	4/20/2017 5:13 AM
78	Make a proper documentary that showcases what real farmers are doing to lead the way	4/20/2017 5:11 AM
79	Be open about issues , have open gate policy to public ,	4/20/2017 5:10 AM
80	It will all be live online soon	4/20/2017 4:47 AM
81	They could use media outlets that aren't biased or that skew data to make a story to make their own documentary "exposing" the true practices on dairy farms	4/20/2017 4:42 AM
82	Have open days, invite schools, and other parties to day's similar to a discussion group and share what we are doing. Education is huge!	4/20/2017 4:35 AM
83	Create more on farm opportunities for urban nz, continue educating children	4/20/2017 4:25 AM

84	Advertise the methods they are actually using to mitigate Ag Pollution. Public are currently very misinformed	4/20/2017 4:22 AM
85	Industry bodies need to do more	4/20/2017 4:16 AM
86	be sustainable in all practices without it affecting any other property adversely	4/20/2017 4:05 AM
87	Instead of "I did it to meet regulations" understand/show why you have done it and why it is beneficial for the environment and the keep improving/have a plan in place/goals to reach by xxx Eg we currently use x N reducing to x N by 2020 which will result in a reduction in xN leaching	4/20/2017 3:44 AM
88	More media. Like a short TV series	4/20/2017 3:40 AM
89	Be completely open with the rural/urban divide. Become as community involved as possible and take pride in looking after the land and 'giving back'. This country belongs to all of us, we should all be responsible for making improvements	4/20/2017 3:34 AM
90	Discussion groups, farm Facebook page, a farm open day	4/20/2017 3:23 AM
91	Listen to the concerns that NZers have for once and make an attempt to appreciate their point of instead of attempting to excuse everything we do by talking about money. Perhaps if we do that they might be more inclined to listen to us.	4/20/2017 3:07 AM
92	Putting it out on social media more and having field days to the public	4/20/2017 3:02 AM
93	They can't because in many cases even the best dairy farm has a reasonably large impact. Own the issue and put pressure on poor environmental performers to shape up or ship out	4/20/2017 2:54 AM
94	Getting the information out to the general public through areas they see and through schools. Too much is shown through farmer information such as farm newspapers that urban folk don't receive	4/20/2017 2:50 AM
95	perhaps a reward system by e.g. qconz - sign on the farm gate saying "this farm meets the best standards of NZ farming" etc...much more visible info to consumers/community around the farms.	4/20/2017 2:47 AM
96	Cooperation between the big industry players to deliver ongoing mass coverage advertisements that educate and tug at the heart strings. "Hearts and minds" might've failed in Iraq but it can definitely work in NZ.	4/20/2017 2:47 AM

Q22 If unsure, unlikely or very unlikely why?

Answered: 39 Skipped: 68

	Responses	Date	
1	The farm itself is of little interest. The issue is the surrounding ecological impacts	4/23/2017 3:27 PM	
2	I hear enough from the farming community to scare me to death	4/22/2017 4:15 AM	
3	I live on one	4/22/2017 2:41 AM	
4	Been on plenty of farms. Understand initiatives to try and minimise enviromental harm.	4/21/2017 3:34 PM	
5	Im a sheep farmer and have had dairy experience	4/21/2017 12:36 PM	
6	I live on and near farms	4/21/2017 9:08 AM	
7	Not a priority	4/21/2017 1:43 AM	
8	It may feel like a sales pitch, and therefore a show case farm.	4/21/2017 1:04 AM	
9	We are also dairy farmers	4/20/2017 11:59 PM	
10	what would I gain by attending? what would I learn what is in it for me?	4/20/2017 3:53 PM	
11	I hv been on enough farms to know what to expect	4/20/2017 2:38 PM	
12	Time dependant	4/20/2017 2:34 PM	
13	Would depend on time as I'm really busy	4/20/2017 2:33 PM	
14	we live on one	4/20/2017 12:48 PM	
15	I am dairy free	4/20/2017 12:39 PM	
16	Brother and sisters have dairy farms	4/20/2017 12:08 PM	
17	depends what it was on.	4/20/2017 11:56 AM	
18	I grew up on a dairy farm I know how it all works.	4/20/2017 11:54 AM	
19	Involved in dairy industry every day	4/20/2017 11:43 AM	
20	because we are farming	4/20/2017 10:51 AM	
21	Depends on the focus of the open day. I do attend a few work related field days on dairy farms so the open day would need to cover topics i was interested in but not overly familiar with.	4/20/2017 10:50 AM	
22	Darfield is the nearest one and it's pretty far	4/20/2017 10:42 AM	
23	Depends if I'm working or not	4/20/2017 10:41 AM	
24	Distance making it inconvenient	4/20/2017 10:34 AM	
25	Not interested	4/20/2017 10:25 AM	
26	Not sure I'd see anything new as already in industry	4/20/2017 10:25 AM	
27	Not interested	4/20/2017 9:57 AM	
28	Not applicable as I own a dairy farm. We'd be very happy to host.	4/20/2017 9:49 AM	
29	Kids and we live on one. ..	4/20/2017 9:08 AM	

30	RECOVERING FROM OPERATION	4/20/2017 7:37 AM	
31	Visit my brothers often so don't really need to	4/20/2017 7:26 AM	
32	I have been on plenty of dairy farms before. I would go visit a highly innovative one to see how things are developing on farm now.	4/20/2017 6:37 AM	
33	Easier to make time if you don't have to travel	4/20/2017 5:11 AM	
34	I'm a farmer	4/20/2017 4:47 AM	
35	been there done that	4/20/2017 4:05 AM	
36	-	4/20/2017 3:34 AM	
37	Cos ive seen so many of them	4/20/2017 3:07 AM	
38	Am a dairy farmer. Not sure I'd learn anything or know wnoth about that farms iperation to be able to contribute much.	4/20/2017 2:55 AM	
39	As a farmer I don't need to see it	4/20/2017 2:50 AM	