**Profile Statement – Mat Hocken**

My name is Mat Hocken, and I am a 45-year-old dairy farmer from the Manawatu. I run a fourth-generation family farm of 950 dairy cows and beef across 450 hectares, along with my family and a high-performance team.

I bring hands-on farming experience and deep understanding of the challenges and opportunities faced by NZ farmers, with broad primary sector knowledge in governance and commercial roles across agriculture, technology, innovation and trade.

Current governance roles:

* Chair and/or Director of MyFarm investments in kiwifruit, apples and vineyards.
* Chairman and co-founder of Rural Innovation Lab, a farmer-led innovation program.
* Sustainable Food and Fibre Futures panel, large agriculture focused innovation projects.
* Ministerial Strategic Advisory Group on Trade.
* Massey Business School Advisory Board.

Previous governance, industry and commercial roles:

* Associate Director NZ Rural Leadership Trust, 2017-2019.
* Federated Farmers, Manawatu-Rangitikei, Dairy Sector Chairman, 2014-2017.
* Senior Advisor, Government & Industry Relations, EFIC 2009-2012 (Australia’s trade finance agency).
* Senior Consultant, Blueprint Partners, Brussels 2004-2009 (EU competition, technology, innovation & trade).

I was awarded a Nuffield scholarship in 2017, during which I focussed my global studies on innovation in agriculture. I was awarded the Rabobank Emerging Leader award in 2019. I have a Law and Commerce Degree from Canterbury University and a Master’s in politics from Cambridge University UK.

If given the opportunity to serve as an LIC Director, I would work hard to maintain and improve a strong LIC business focussed on its core mission and delivering on the following:

1. **Current challenges.** The low milk price forecast combined with cost inflation and high interest rates is putting pressure on farmers. LIC must be proactive and agile to help shareholders manage these challenges.
2. **Increase output with fewer inputs.** NZ has some of the most carbon efficient farmers in the world. LIC must deliver productive, sustainable and carbon efficient genetics that support farmers to provide consumers with more food, from a smaller footprint.
3. **Innovation.** LIC is well placed in genetics and herd management in NZ. It must continue to innovate to provide world-class services, and support farmers to continue to innovate on farm.
4. **Information.** Farmers increasingly require integration of data to run farms productively and communicate with stakeholders. LIC must develop and work with others to capitalise on data intelligence and enable farmers to improve productivity and efficiencies through data capture, management and reporting systems.

I would appreciate your support.