



Phil WEIR

Beef and Lamb New Zealand has existed in various forms for 100+ years. It supports us farmers to be better. But it needs to change.

It needs to change because our farms, and the world around us, are changing. Sheep numbers continue to decline, dairy beef is increasing and many of us are rightly exploring diversification options like dairy, forestry, horticulture, carbon and biodiversity.

To remain world-leading and financially solvent farmers, we need to have the courage to change how our compulsory levy works for us in this world.

I seek a mandate to help lead a series of reforms at Beef and Lamb New Zealand, including:

- A review of the Commodity Levies Act - the legislation that underpins how our levy and industry bodies are structured - with the intent to redesign this 30-year-old system for a future of more diversified farms and disrupted markets.
- Reducing industry duplication through new cross-levy body programmes where it makes sense (e.g. people development and agronomy), while retaining independence to fight for specific sheep and beef interests.
- Offloading post-farm gate marketing and insights to the Meat Industry Association.
- Ensuring farmers feel more connected to decision making through better roadshows, events and the introduction of new discussion tools.
- Refocussing behind the farm gate.
- Farm plans (NZFAP) driven by markets (processors and banks) that met our regulation (climate and water) requirements.

A little about me. I farm with my wife Megan in Te Pahu near Pirongia. We have debt. We have kids. We shift bulls. I am not a professional director. I'm proud of our Ballance Farm Environment Award, my Nuffield Scholarship and industry contributions as Farmer Council Chair. For more see www.philweir.co.nz.

Phone	027 226 1821
Email	philweirnz@gmail.com