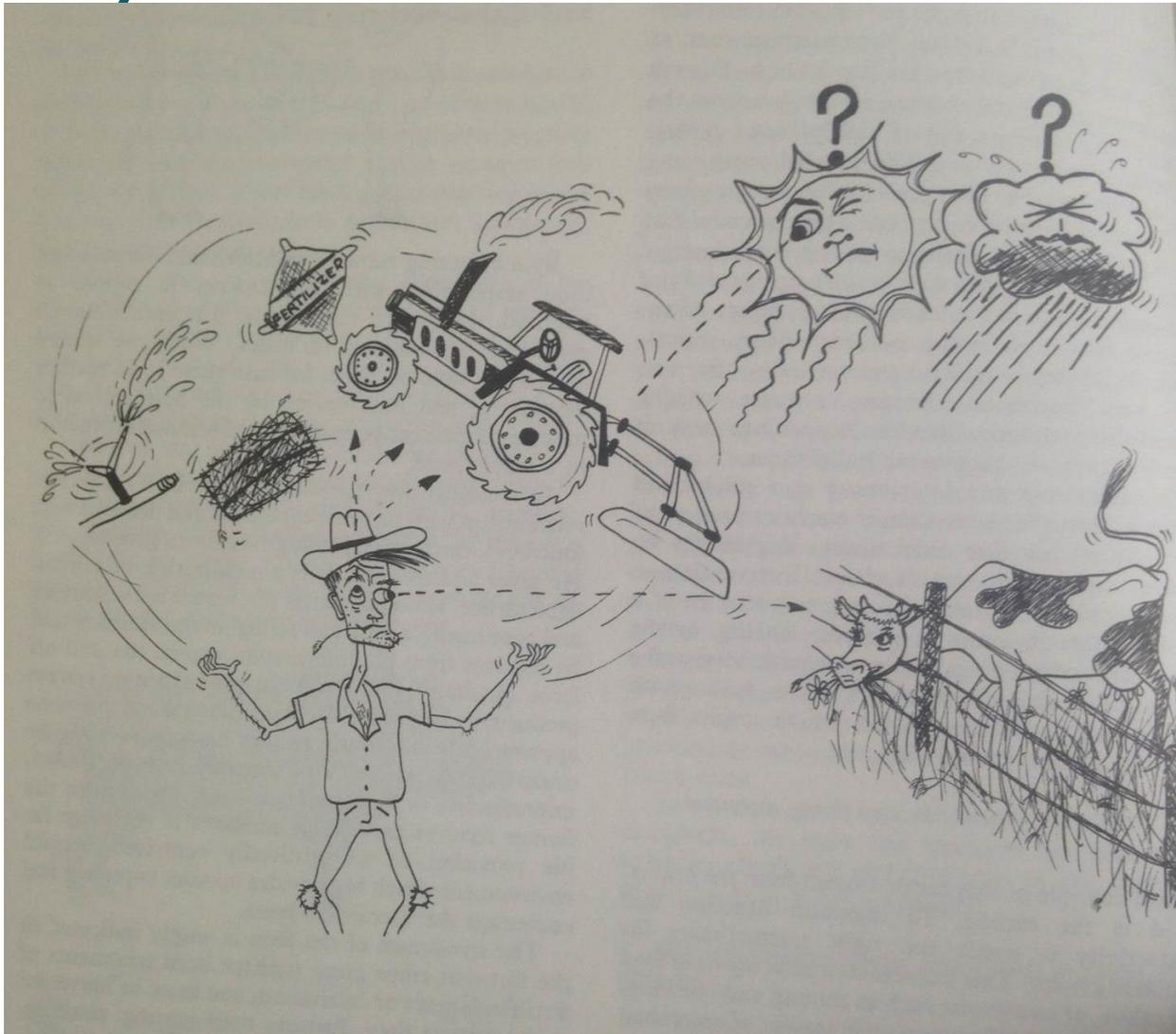
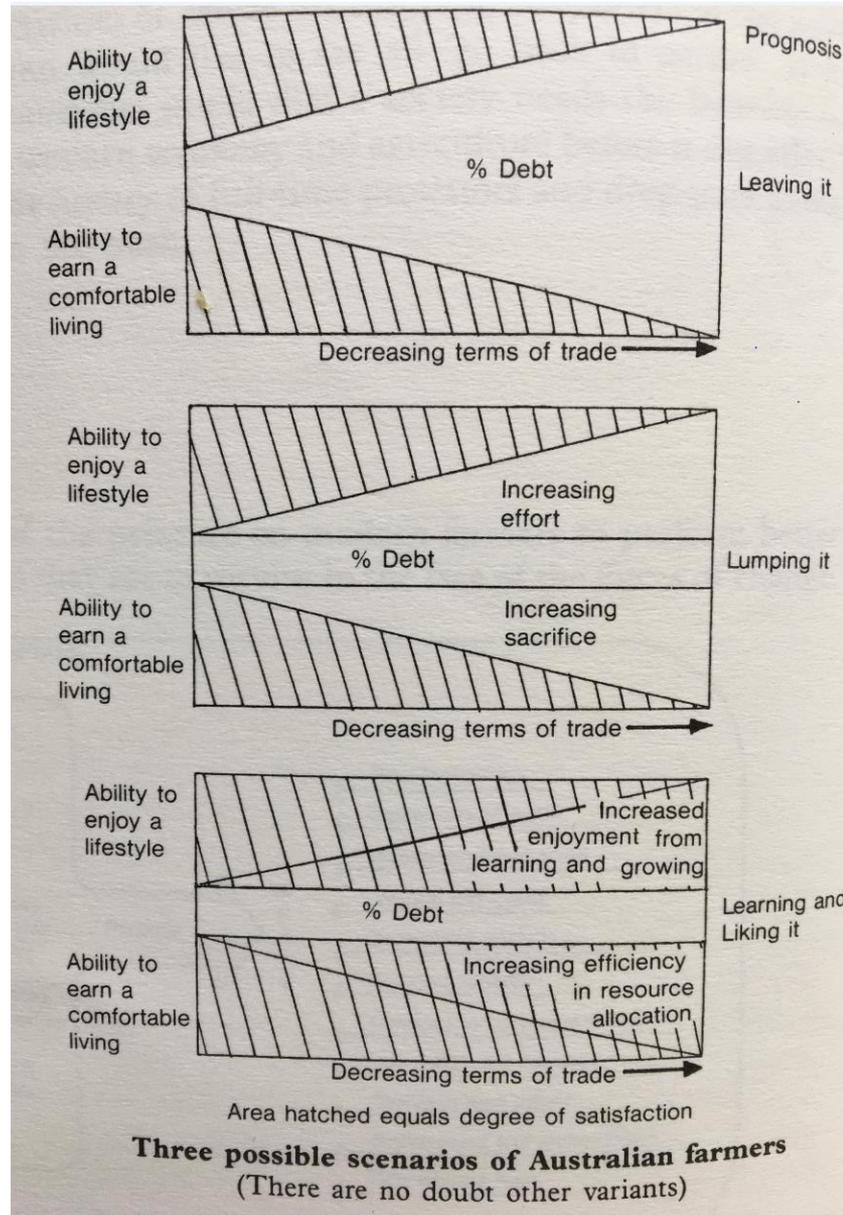


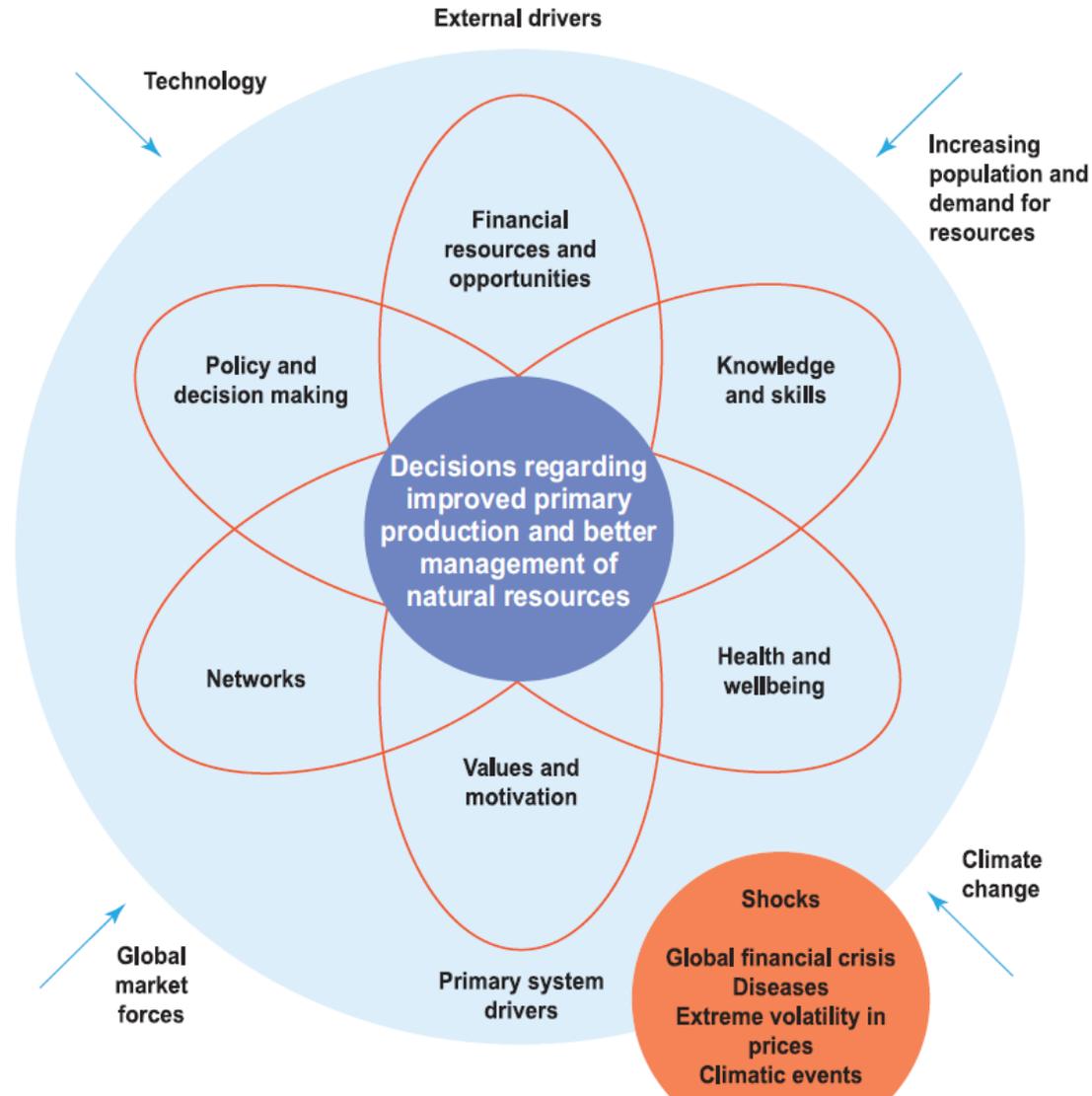
Farming = Complex + Dynamic



Sinking, Struggling or Sailing Along



Primary drivers for change



GOAL 1: Resilient, self-reliant and prepared local communities.

GOAL 2: Biosecure, profitable, productive and sustainable primary industries.

GOAL 3: Healthy, diverse and connected natural environments

STRATEGY 1: Provide data, information and knowledge that supports and enables land managers, customers and government to improve decision making.

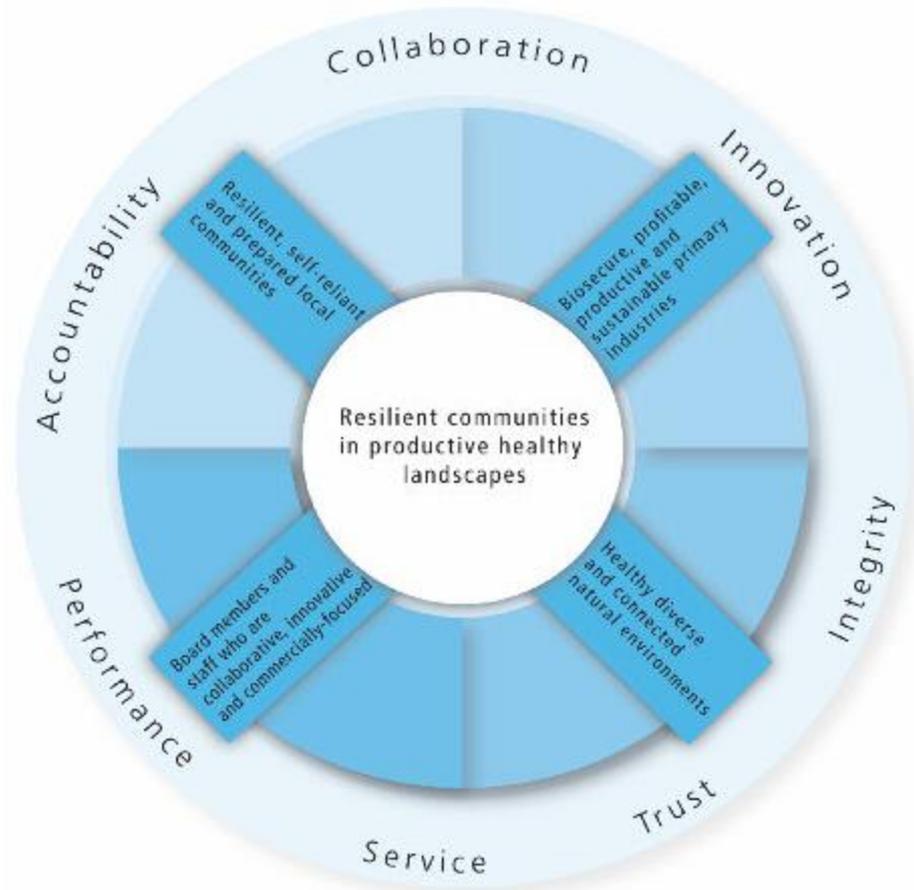
STRATEGY 2: Provide products and advisory services that support and enable customers to implement improved practices.

STRATEGY 3: Provide products and services that support and enable customers, land managers and the community to prevent, prepare, respond and recover from biosecurity and natural disaster events.

STRATEGY 4: Collaborate with investors, stakeholders and external organisations to deliver improved products and services to customers.

STRATEGY 5: Engage with landholders, primary industries and

LLS Vision, Goals & Values



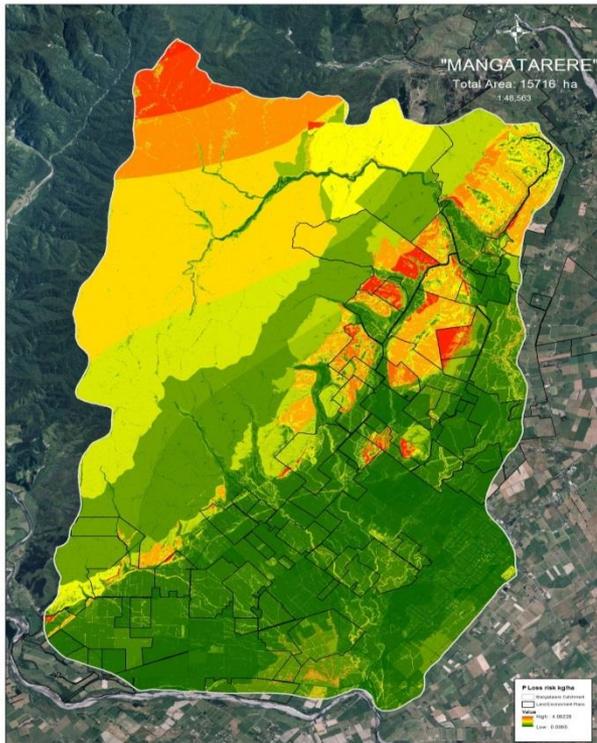
Strategy Goals

- Goal 1: Motivated farmers are engaged in the FEP programme, particularly in priority sub-catchments
- Goal 2: Farmers are aware of how their farm and farming practices affect the wider catchment, and particularly water quality
- Goal 3: Landowners change their behaviour to good farming practices

Overarching Goal- Behavioural Change...

Goal 1- Motivated farmers in Priority catchments

Science/ Models- e.g. CLUES



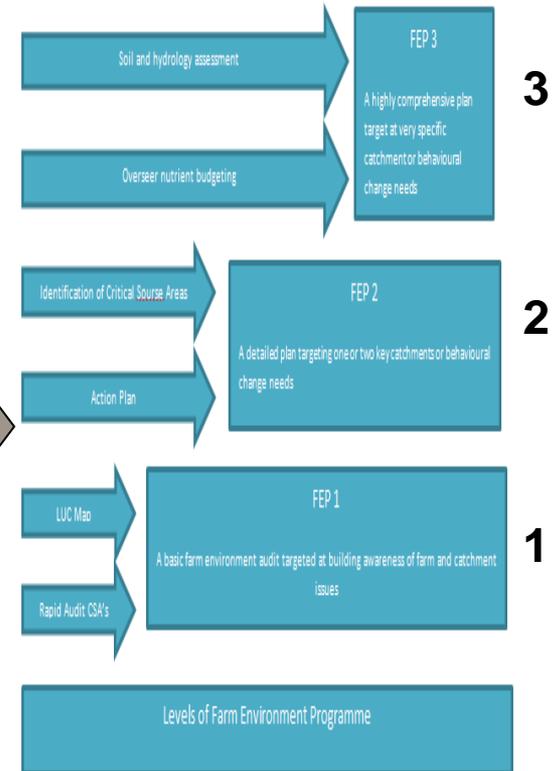
Priority Pollutants

Mitigations

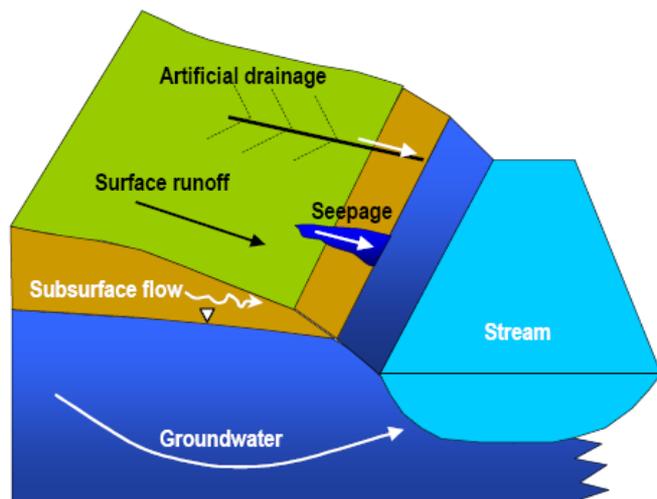
Motivated Farmers



Tiered FEP system



Goal 2- Build Awareness- FEPs



Identify Critical Source Areas (CSAs)



Farm Resources



Farm Practices

Goal 2- Action

Signal for Harm ?



Issues- e.g. Winter Grazing of crops



Mitigations



Education

Goal 3- Advocacy, Education for GMPs



You are invited to...

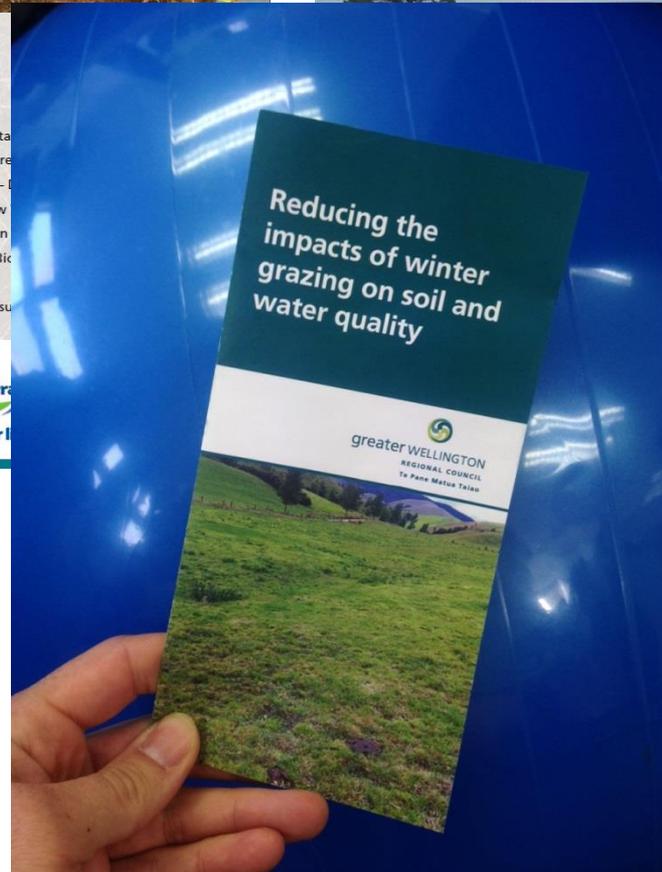
Soil health - driving your business field day

VENUE: Dalefield Hall
(Adjacent to the intersection of Dalefield and Thomas roads)

DATE: Wednesday 5 June
10am to 2.30pm

For more information contact
Tony Faulker
06 8261563
tony.faulkner@gw.govt.nz

10.00 Cup of tea, coffee and registration
10.20 Farm Environment Plans – Gre
10.40 Effluent and Opportunities –
11.00 Supply Fonterra and the new
11.20 The impact of compaction on
11.40 Efficient irrigation – Aidan Bic
12.00 BBQ lunch
12.30 Farm visit to demonstrate visu



Overall Objective- Behaviour Change

