



Good Farm is here to offer free support and learning opportunities for farmers who want to plan well and perform even better.

Overview

The purpose of the Good Farm Planning Hub is to share resources and connect experts with farmers looking to improve their agri-business, farm and the environment through planning. The goal is to move farmers from having plans in their head or in multiple locations, into having their plans written out and stored in one place so that they can be communicated and provide the goal posts for the farm operations.

Value Proposition

Advice is expensive. Bad advice even more so. Good farm has funding to bring in experienced practitioners to provide free advice on how to use planning to improve your farm business and where to get started. You know your farm best, and through getting good advice and having practical conversations, Good Farm is aiming to help farmers like yourself, sleep better at night.



**your farm,
your future,
your way.**

What is the Good Farm Planning Hub?

This Good Farm project is a 3-year project run by Taranaki Catchment Communities and funded by MPIs Integrated Farm Planning Accelerator Fund. Taranaki Catchment Communities works with 16 catchments across Taranaki, and about 600 farmers.

The Good Farm Planning Hub is an online site to find planning information relevant to farming businesses. Good Farm will share resources, host discussions and run workshops to bring planning support and expertise to Taranaki farmers.

The Hub will cover the following content:

- 1. Basic farm plan:** this brings together core information about your farming business in one place.
 - Goals (people, planet, profit, and purpose)
 - Farming system (activities that occur on the farm)
 - Infrastructure (built environment)
 - Catchment context (land and water, and biosecurity)
 - Natural resources (soils, landform, climate, and waterbodies)
 - Regulatory and market requirements (local, national, and international)
- 2. People plan:**
 - health and safety plan
 - people management agreements and documentation (Employment and wellbeing)
- 3. Biosecurity plan:** planning ahead to reduce the risk of diseases, pests and organisms from entering the property.
- 4. Waste Management plan:** managing disposal of chemicals and other farm waste.
- 5. Animal welfare:** involves monitoring and recording animal health and meeting animals core needs of proper and sufficient food and water; adequate shelter: opportunity to display normal patterns of behaviour: appropriate physical handling to minimise distress; as well as protection from, and rapid diagnosis of, any significant injury or disease.
- 6. Biodiversity plan:** having a plan on how to protect and support a broad and useful range of native species on your land.
- 7. Intensive winter grazing management plan:** managing livestock on fodder crops in a way that protects both their welfare and the environment.
- 8. Plan to meet Greenhouse gas emissions requirements:** knowing and reducing emissions, sequestration and adapting to climate change.
- 9. Freshwater plan:** A freshwater plan for the agribusiness based on the regional council approach and CCCV's (Catchment Context, Challenges, and Values).



Who is Good Farm for?

Farmers and landowners in Taranaki.

Some people will have more planning done than others, and so Good Farm is set up to provide three different stages of support along the way to getting to their goal.



Stage 1 First things first

The first step in planning is to decide where you need to head. This stage is about having a business plan and knowing where your finances are at. Once you have a loose plan, getting it down on paper means it will be easier to share with family, staff, and industry regulators. Sharing plans makes it easier for people to know where you want to go, and how to help you get there!

Stage 2 What do you need to know?

This stage of Good Farm is for people looking for a source of clear advice on what is needed to meet government regulation, as a sound starting point for any planning work. Spending time developing a plan, only to find endless red tape once you put it into action, is costly and time consuming. This stage will provide a practical approach to understand where regulations impact your farm.

Stage 3 Getting to your goals

You use planning already in your agribusiness and are keen to stay ahead in farming. Societal and environmental pressures are changing, as are demands from regulation, industry and customers. Staying financially viable may take some new ways of working, too. This stage aims to work with farmers to connect them with leaders and experts, regionally and nationally, to develop solutions and ideas around where to take your farm next.

Each stage of support has two levels of engagement so you can choose how deep you want to go.

Level one: Dip your toe in

These events include evening talks, webinars and light bits of information. You can attend and listen, without having to necessarily “do” anything during the event.

Level two: Make an impact

This is a more intensive workshop where you’ll have the opportunity to develop your plans alongside an expert.

Why is planning in farming useful?

“If you fail to plan, you are planning to fail!” - Benjamin Franklin.

Have you ever gone to the supermarket, bought ten things, only to get home to find you didn't buy the three things you actually needed for dinner that night? It's where shopping lists come in. A small plan, but useful. Before you get in your car, you have likely decided where you are going and what you are going to do when you get there. Have you spent the same amount of time planning where you want your farm business to be in five years? Twenty years? And discussed this with your staff and loved ones so everyone is clear on the goal and how to get there? Planning helps you get where you want to go. And even better, it helps other people help you get where you want to go.

Good Farm has come out of the MPI Integrated Farm Planning Fund, which aims to help farmers manage the changes coming in legislation, as well as environmental and social pressures. Knowing where you are now is key to helping us help you.

