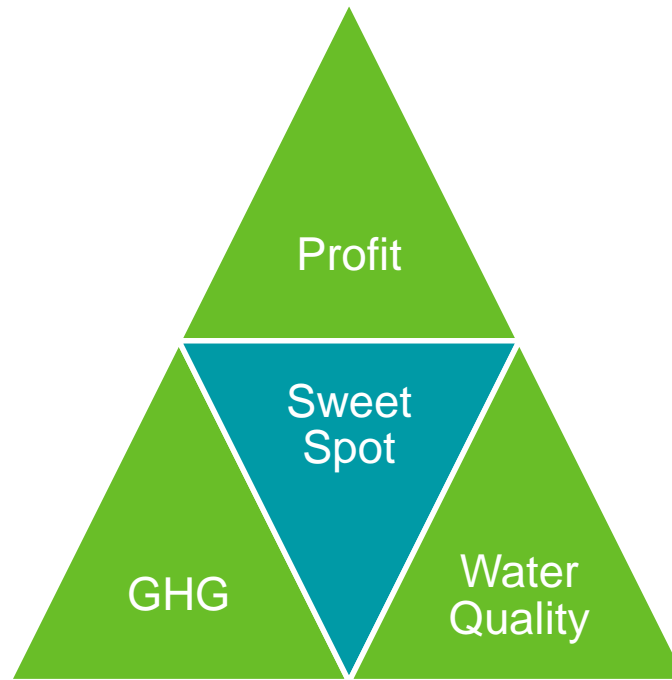


# STEP CHANGE

Motivating farmers for total sustainability

*DairyNZ* 

**Project Objective:** To help farmers get ahead of the game by increasing profit and reducing footprint.



# What is StepChange?

- A project focused on creating change at *pace and scale*. (adaptations toward a future proof system. Aim is 5000 future proof farms by 2025)
- A new integrated approach that considers the components of environment and profit in relation to each other.
- Incorporates a campaign aimed at helping farmers feel proud of their sector and confident change is possible\*.
- A means of monitoring how farmers are feeling about, and their actions around being profitable while meeting environmental obligations- and aligning that with industry outcomes.



## 3 audiences, 3 messages

1. For those ready to act
2. For those ready to question and learn
3. For those not yet ready





## For those not yet ready...

- It's time to Rise and Shine
- The world is fundamentally changing around us
- Farm system changes are going to be needed
- We can do this- we have information and processes to help you
- Let's continue to lead as the world's most sustainable dairy farmers

# For those ready to question and learn...



- There are many options and levers
- The best levers for you depend on your farm business and situation
- We have environmental and farm management tools to provide guidance on improving farm efficiency and profitability and reducing N surplus and GHG.
- **Know your numbers**
- Know your drivers and levers (mitigation options)

## For those ready to act...



- Create a plan for pulling these levers and changing your system
- Get support to implement changes and review
- Share what you've done with others

# Agreed Metrics

GHG



## KPIs

Kg GHG CO<sub>2</sub> eq/ha/yr or /kg MS  
Kg CH<sub>4</sub> CO<sub>2</sub> eq/ha/yr or /kg MS  
Kg N<sub>2</sub>O CO<sub>2</sub> eq/ha/yr or /kg MS

Profit



## KPIs

Debt/Asset ratio (%)  
ROA (%)  
Operating Profit \$ /ha  
P&C eaten kg DM/ha



Water Quality

## KPIs

Purchased N Surplus kg N/ha/yr  
Kg N/ha leached (OS)  
Kg P/ha lost (OS)

*\*The KPIs for GHG will be refined as the HWEN process develops*



# Know Your Numbers

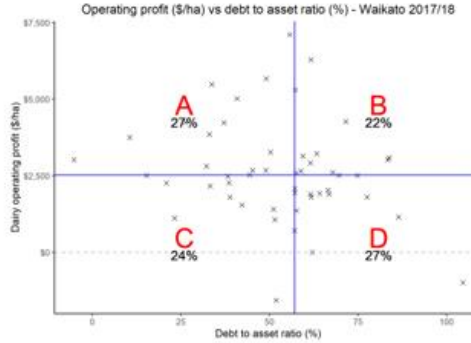
Goals and values

Know your numbers

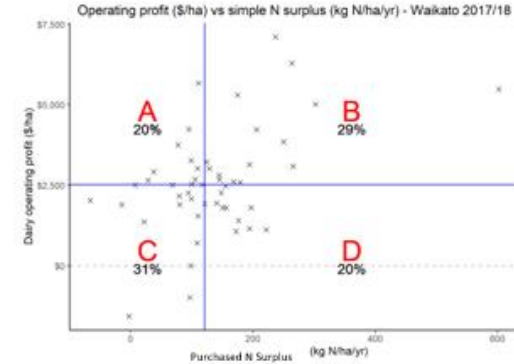
Understand the principles, drivers and levers

Take Action

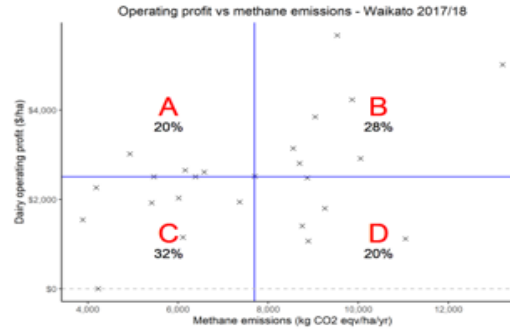
### Profit and Debt



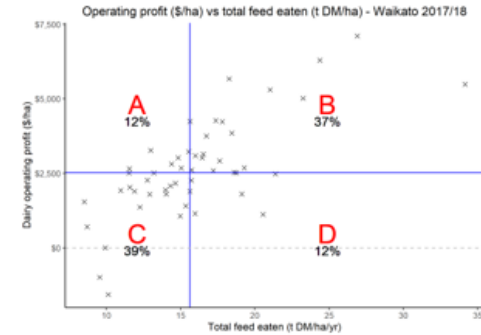
### Profit and Nitrogen



### Profit and Methane



### Profit and Dry Matter Intake



# Future Proof System...

- Have a current, timebound FEP
- Fall in quadrant A or B for operating profit and debt to asset ratio
- Fall in quadrant A or B for N surplus and profit
- Fall in quadrant A or B for dry matter intake, methane and operating profit

