

# EXTENSION 350

## FARMERS LEARNING FROM FARMERS

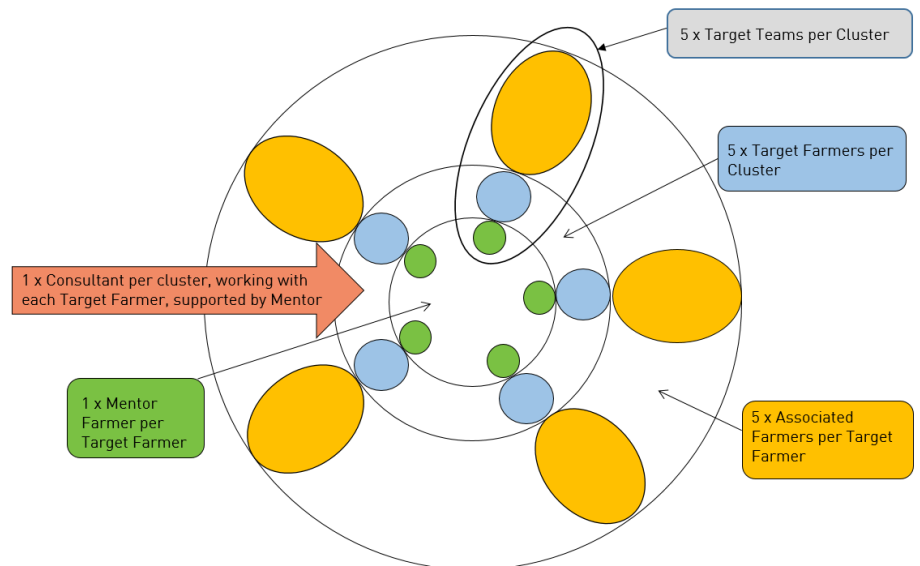


Extension 350 is an innovative programme designed to increase farm profitability, improve environmental sustainability and improve farmer wellbeing of 350 Northland farms through a farmer led mentoring and extension programme. Through focused support and shared learning Extension 350 will help improve farm systems, and build business and personal resilience.

This farmer focused, grassroots extension project has the potential to make a real economic and social impact on dairy, sheep and beef farmers across Northland. Profitability equals choices giving farmers the flexibility to make decisions that support longer term goals for on-farm improvements, debt repayment, managing succession or improving livelihood.

### How Extension 350 works

The initiative is modelled on geographical clusters of five farms that each operate in a triangle between the target farm, mentor farmer and farm consultant. Advice and direction is provided to the target farm by the consultant and this relationship is supported and encouraged by a mentor farmer. Target farmers and mentor farmers interact and influence a surrounding group of associated farmers, creating a ripple effect in the farming community.



*Visual representation of one cluster*

### Objectives

- Increase farm profitability
- Improve environmental sustainability
- Improve farmer wellbeing

### Outcomes

- Raise the on-farm performance of Northland farms
- Strengthen farmer networks and lift farmer interactions
- Increase participation and engagement of Māori farmers and incorporations

### Where are we now?

- Group One (2016-19) is well underway with all farmers recruited, WFAs in place and FEP and LEPs underway.
- Group Two (2017-20) is underway with sheep and beef clusters in both southern and mid Northland; and dairy clusters in the far North, and Kaipara. Mentor Farmers are recruited and spaces for Target and Associate farmers are available now.

### For further information please contact

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