

Survey Results

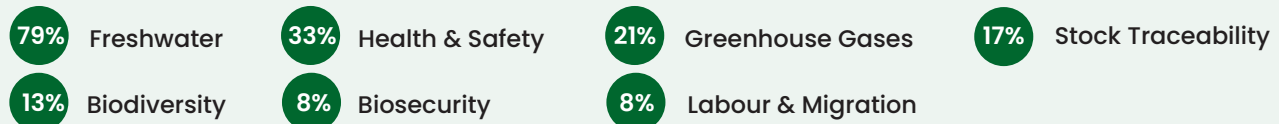
Surveys are part of the Evaluation and Monitoring strategy for the project. The results indicate farmer engagement and the progress of our continual improvement goals. The next survey is scheduled for February 2024.

Survey 3 was conducted via telephone interview. The participants were invited to make comment and therefore provide more information than could be obtained through a set of multi-choice questions. The percentages for each question reflect the number of participants that offered that response. More than one response for a question was allowed. Not all questions were answered by all participants.

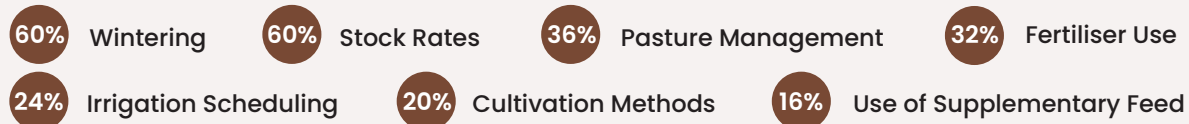
Question 1a: What environmental regulations affect your farming business?



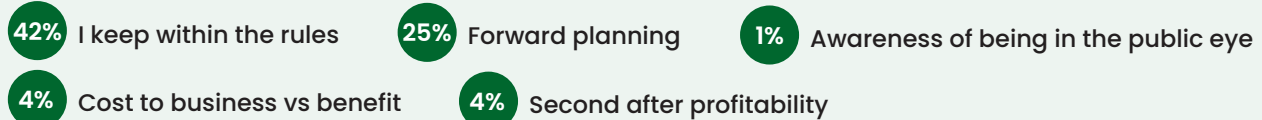
Question 1b: Which environmental regulation/s has the biggest impact?



Question 2: What on-farm practices do you think have the biggest environmental impact on your catchment?



Question 3: How do you consider environmental effects in your decision making?

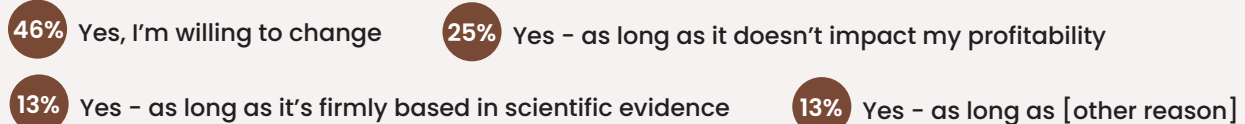


"You have to take legislation into consideration."

"I'm always trying to make sure I'm keeping within the rules."

"I try to understand the science behind the rules so I can improve."

Question 4: Are you willing to change how you farm for better environmental outcomes?



Question 5: Do you have the resources to confidently make decisions regarding environmental requirements for your farming business?

68% Yes 20% No 12% Somewhat

"Not yet - but between AIC, Dairy NZ and private consultants, I think we will."

Question 6a: Can you start making changes now?

83% Yes 17% No

Question 6b: What is the top priority for your business?

50% Stock rates 40% Wintering 35% Pasture Management 25% Irrigation Scheduling
20% Fertiliser Use 10% Cultivation Methods 10% Use of Supplementary Feed

Question 7a: Why do you think engaging with the wider community is important?

32% So they understand we aren't the bad guys 24% Because we're all in this together
8% Support in the planning environment

"We are all part of the problem so we all need to be part of the solution."

"The more the public knows, the more they will understand and there will be less judgement and criticism."

"We're all in this together. Without a healthy environment nobody will thrive."

Question 7b: Who should we engage with?

80% AIC Shareholders 68% Our Neighbours 44% Local Townships 40% Rūnanga
32% Recreational Users

Question 8a: Do you confidently know how your farm will look in the future?

67% No 25% Yes 8% Somewhat

Question 8b: How are you planning for the future?

76% Engaging Advisors 62% Business Plan 48% Farm Environment Plan

Question 9: Why is farming to a high standard important to you?

- 87% Creating a Positive Image of Farming
- 60% Market Access
- 40% Social License
- 33% Recognition of Actions

"It's important to farm to a high standard for intergenerational transfer; to provide certainty that we have a future."

Question 10a: How do you encourage others to improve farm management?

- 33% Lead by Example
- 25% Information Sharing
- 17% Peer Pressure

"We discuss small and simple changes that we've made to improve that collectively have a big impact."
"I'm open and honest about my farm performance and the challenges, sharing wins and failures."

Question 10b: If you don't encourage others, why not?

- 50% No ability/skills
- 25% No time
- 25% Socially awkward

Question 11a: How can we encourage the next generation into farming? if you aren't doing this, why not?

- 32% Provide employment opportunities for young people/succession planning
- 23% Show a pathway for young people via school/education
- 18% Communicate the positives

"Accentuate the positives to balance the negative space around regulation."

Question 11b: What are the main factors that impacted your response to the previous question?

I do encourage the next generation:

- 37% Stewardship
- 32% Continued learning
- 26% Building Assets
- 26% Income/Capital
- 21% Family Legacy
- 21% Lifestyle

I don't encourage the next generation:

- 37% Regulation makes it hard
- 5% Margins

"I want to leave things better for the next generation."

Queries or Feedback? If you have any queries or feedback about this survey, please contact Susannah Gardiner via the details adjacent.



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