



**New Zealand Farm
Environment Trust®**
Championing Good Farming Practices

Annual Report 2022





Contents

Chair’s Report	4
Looking Ahead	6
Board of Trustees	8
Recognising our Support Base	9
Treasurer’s Report	10
Financial Report	12



The New Zealand Farm Environment Trust is a charity established to champion farming and growing practices that protect and enhance the environment for all.

Chair's Report

The 2021/22 year was primarily about getting back in business after activities having been curtailed by the pandemic since early 2020. Although still impacted by Covid disruption, it was a time to reconnect with our teams regionally and with our farmers and growers. Those attending the awards functions were grateful for the chance to connect with their peers and be able to hear others' stories. "It isn't until you can't, that you realise how important it is to connect with industry peers in a supportive and positive setting."

Regional activity

In 2022, BFEA award functions were delayed and then run as networking functions in place of traditional gala dinners, to allow for flexibility given the uncertainty of the health environment. The regional teams had to remain agile both in terms of judging and function planning. The Trust wishes to acknowledge the significant efforts put in by the regions to deliver a programme during this time.

The call was made to run with only run round of judging, instead of the normal two rounds, to allow the teams time to get around to all the entrants once it was considered safe to do so. Entrant numbers were capped to make this feasible. The Waikato region was unable to proceed with judging, owing to being under Alert Level restrictions during their normal judging window and then falling into the nationwide red traffic light setting during the time that they had rescheduled.

The awards functions were scaled back to provide an opportunity for in-person networking and celebration. Shortly before the functions were held in June/July, the number of attendees allowed was raised above 100 people. This timing was favourable, as it allowed invitations to be extended a little more widely to include more of those who would normally attend. However, there were no ticket sales in 2022, so entrants were unable to include their wider support groups. It is hoped that 2023 will see an environment such that function attendee numbers will not be curtailed, and ticket sales can be reintroduced.

Field days hosted by the 2022 Regional Supreme Winners were all delayed until after the end of the financial year, with a number of these scheduled for the spring.



National Showcase & Leadership Summit

The National Sustainability Showcase celebrating the 2022 Regional Supreme Winners has also been delayed. This will now be held at Te Pae Christchurch Convention Centre in November.

Our annual Leadership Summit for BFEA Alumni will be held in Christchurch, at the same time as the Showcase.

Storytelling

The year saw a continued focus on telling the great stories of our amazing food and fibre producers. A communications plan was developed to provide a presence during the autumn, when awards functions would ordinarily have been running. There was a storytelling campaign focused on entrants. In another new initiative, several entrants created their own video introductions, and these were rolled out on social media in the months leading up to the awards.

May saw the launch of a second season of the television series "A New Zealand Food Story", hosted by chef Ben Bayly. Courtesy of Ballance Agri-Nutrients, Ballance Farm Environment Awards were a naming rights sponsor for the series, which commenced on 14 May. Three former Regional Supreme Winners were featured in the eight-episode series – Woodhaven Gardens (Horizons), Granity Downs (Southland) and Maungatapere Berries (Northland).

Another initiative to feature BFEA entrants was the Round the Farm Table Cookbook. This is a collection of delicious recipes that celebrate wonderful farming families and the outstanding food they produce on the land they love. Chef Al Brown created 12 delicious recipes using meat and produce from the farms and orchards of BFEA entrants from around the country. All the recipes were inspired by the families he visited.

We revisited former BFEA award winners with a "What are they up to now?" series. This has been a great way to see how former entrants have evolved over the years and find out more about their latest innovations and accolades. We anticipate adding to this series over the coming year.

Catchment Group Award

A new Catchment Group Award was rolled out in several regions around the country, recognising the efforts of rural communities working together to improve water quality in local rivers, streams, lakes and wetlands. This award was supported by NZ Landcare Trust, after a successful pilot run in the Waikato in 2021.

Thirteen catchment groups participated from across the country. In this first year of running nationally, this category was run as an award. However, with such different types of catchment groups entering, it made for an extremely difficult task for the judges to determine winners. In 2023, the Trust is going to put more resource into showcasing all entrants, as it has been recognised that all these groups have a valuable story to tell. There was a buzz from many of these groups and it was noted that "Opportunity to share information between catchment groups needs to be taken up."

Brand Refresh

Both the NZ Farm Environment Trust and the Ballance Farm Environment Awards have undergone a brand refresh, with new logos being developed. These two new logos have been developed to work together while not being identical. They now bring in the concept of land, water and air, to acknowledge the importance of climate change alongside land and water management.

As part of this work, the Trust values have been formalised. These are:

Stewardship	We protect our natural legacy through endorsing kaitiakitanga.
Leadership	We find and nurture leaders.
Connection	We foster relationships across the food and fibre sector.
Celebration	We celebrate and inspire excellence in farming and growing practices.
Integrity	We have high standards and are proudly independent.

During the second half of 2022, graphics and imagery will be selected to epitomise these values.

Good Farming Practice – Mentoring Programme

We have commenced developing a new mentoring programme designed to facilitate the transfer of knowledge from former BFEA award winners. The goal of the programme is to "Grow the skills, knowledge and confidence of young farmers and early career advisors to implement good practice". Long term the aim is to accelerate the adoption of good environmental farm management practices across New Zealand.

This programme is being piloted in Otago, with the view to extending the pilot to other regions in 2023. The pilot workshop resulted in valuable feedback from potential mentors, and it is believed that the impact of upskilling and support could benefit many farmers and the farming industry. The mentoring programme could also support the development of the potential future leadership roles of young farmers and advisors.

New Partnership – Farmax

In the last year, the Trust was pleased to announce a new partnership with Farmax. In continuing to place more emphasis on providing participants in the BFEA with quality feedback, this experience is valuable to have on-board.

Farewells

After over five years with the NZ Farm Environment Trust, James Ryan indicated he would be stepping down at the end of July. He noted "It's been an absolute privilege to lead an organisation where you get to experience the best of New Zealand. The highlight for me has been engaging with the country's progressive food and fibre producers and the passionate rural professionals that support the country's most important sector."

After eight years in the role, Andrea Hanna has stood down from her role as National Judging Coordinator for the Ballance Farm Environment Awards. During this period Andrea made a substantial contribution to the awards and the Trust particularly through her ongoing leadership to the judging coordinators and wider judging teams. Andrea was also a trustee of the NZ Farm Environment Trust for 10 years.

We would like to acknowledge the significant roles that both James and Andrea played leading the Trust over recent years. We wish them both all the best with their next challenges.

Joanne van Polanen
Chair, New Zealand Farm Environment Trust

Looking Ahead

Despite the challenges of the previous 24 months, the Trust remains very positive about the future.

The entrants of the 2022 BFEA awards have continued to produce amazing stories. In particular, the Regional Supreme Winners are all doing something special on their properties that deserves to be exposed and talked about. The Trust is looking at new ways to enhance storytelling in more depth, showcasing specific practices or elements of an entrant's sustainability journey. Opportunities include more video stories and social media exposure.

The 2022/23 year will see a strategic review of the Trust's activities, including a review of BFEA functions after last year's alternate format. Some highlights of the changed format lead us to looking at options for some kind of hybrid event format.

The Trust will continue to work on initiatives to champion good practice across the primary sector including the potential for working with former award-winning farmers and growers to inspire the next generation of food and fibre producers.

For the first time, two National Sustainability Showcases are scheduled within the 2022/23 year. The first of these will celebrate the Regional Supreme Winners of 2022, at Te Pae, Christchurch in November. The second will celebrate the Regional Supreme Winners of 2023 at Te Papa, Wellington in June next year. The Trust is hopeful that by June 2023, the normal timeframe for running awards will finally be restored. If the June 2023 Showcase proceeds as planned, it will be the first time it has run in its normal timeslot since June 2019.

The Trust is looking forward to welcoming a new General Manager on board.



Board of Trustees



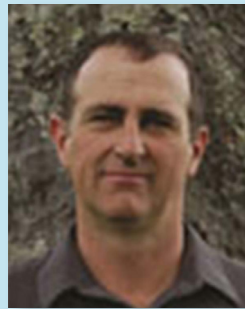
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DAVID BOONE
Secretary



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TERRY OLSEN



KATE TAYLOR

Recognising our Support Base

The Trust is grateful of the generous support that it continues to receive from its partners. We would like to thank our sponsors and partners for their ongoing generosity and support. We look forward to continuing to work together to promote sustainable farming and to showcase the country’s amazing farmers and growers.

We would also like to acknowledge our regional teams who remain the bedrock of the organisation. It is the contribution made at the grassroots, with passion, humility, knowledge and good humour, which makes the work of the Trust, including the BFEA programme, such a success.

NATIONAL SPONSORS



NATIONAL PARTNERS



REGIONAL PARTNERS





Treasurer's Report

It is my pleasure to be reporting on the financial results of the New Zealand Farm Environment Trust for the year ended 30 June 2022.

These accounts carry an unqualified independent audit certificate.

The New Zealand Farm Environment Trust recorded a deficit of \$107k for 2021/22. The Trust retains reserves of \$441k. This result has been a consequence of managing income and expenses over a period of uncertainty, with some income in advance recorded for delayed regional functions and the delayed national programme.

In 2021/22, total revenue was \$686k compared to \$778k in 2020/21. Total expenses increased from \$666k in 2020/21 to \$ 792k in 2021/22.

For the year ahead, the Trust is anticipating a further deficit that will be funded out of reserves.

I would like to acknowledge the significant in-kind contribution made to the activities of the Trust. Many organisations and volunteers have contributed a huge amount of time and energy to support running the Ballance Farm Environment Awards because they are passionate about sustainable farming and growing. I would also like to thank the Trust's bankers Rabobank and ANZ, accountants PKF Hamilton and auditors Smith + Jack Chartered Accountants.

Mike Scarsbrook
Treasurer, New Zealand Farm Environment Trust



Financial Report

Financial Performance

	2021/22	2020/21
Revenue		
Revenue from providing goods and services	679,846	757,619
Funding from central or local government	-	4,686
Interest, dividends and other investment revenue	5,703	15,289
Total Revenue	685,550	777,595
Expenses		
Costs related to providing goods or services	739,705	609,079
Other expenses	52,523	57,401
Total Expenses	792,228	666,480
Surplus/(Deficit) for the Year	(106,678)	111,114

The New Zealand Farm Environment Trust is a Charitable Trust incorporated under the Charitable Trusts Act 1957 and a registered charity under the Charities Act 2005.

The summarised financial figures provided here have been extracted from the audited financial statements of the New Zealand Farm Environment Trust as audited by Smith + Jack Chartered Accountants. A full copy of the financial performance report may be supplied on request.



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www.nzfetrust.org.nz

FOR MORE INFORMATION

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