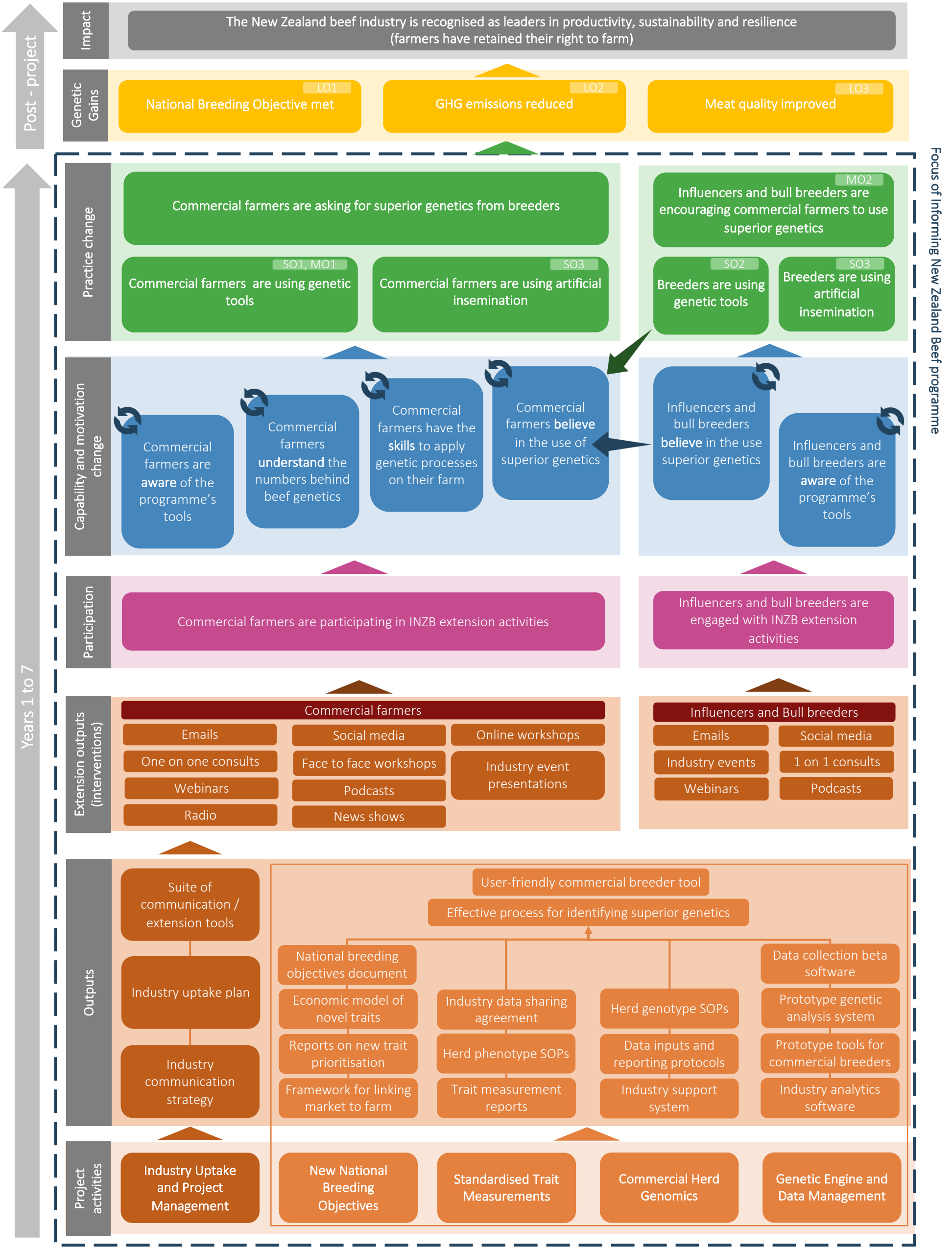
Post - project
Years 1 to 7
Impact
The New Zealand beef industry is recognised as leaders in productivity, sustainability and resilience (farmers have retained their right to farm)
Genetic Gains
LO1
National Breeding Objective met
LO2
GHG emissions reduced
LO3
Meat quality improved
Focus of Informing New Zealand Beef programme
Practice change
Commercial farmers are asking for superior genetics from breeders
SO1, MO1
Commercial farmers are using genetic tools
SO3
Commercial farmers are using artificial insemination
MO2
Influencers and bull breeders are encouraging commercial farmers to use superior genetics
SO2
Breeders are using genetic tools
SO3
Breeders are using artificial insemination
Capability and motivation change
Commercial farmers are aware of the programme's tools
Commercial farmers understand the numbers behind beef genetics
Commercial farmers have the skills to apply genetic processes on their farm
Commercial farmers believe in the use of superior genetics
Influencers and bull breeders believe in the use superior genetics
Influencers and bull breeders are aware of the programme's tools
Participation
Commercial farmers are participating in INZB extension activities
Influencers and bull breeders are engaged with INZB extension activities
Extension outputs (interventions)
Commercial farmers
Emails
Social media
Online workshops
One on one consults
Face to face workshops
Industry event presentations
Webinars
Podcasts
Radio
News shows
Influencers and Bull breeders
Emails
Social media
Industry events
1 on 1 consults
Webinars
Podcasts
Outputs
Suite of communication / extension tools
Industry uptake plan
Industry communication strategy
User-friendly commercial breeder tool
Effective process for identifying superior genetics
National breeding objectives document
Economic model of novel traits
Reports on new trait prioritisation
Framework for linking market to farm
Industry data sharing agreement
Herd phenotype SOPs
Trait measurement reports
Herd genotype SOPs
Data inputs and reporting protocols
Industry support system
Data collection beta software
Prototype genetic analysis system
Prototype tools for commercial breeders
Industry analytics software
Project activities
Industry Uptake and Project Management
New National Breeding Objectives
Standardised Trait Measurements
Commercial Herd Genomics
Genetic Engine and Data Management