



FEDERATED FARMERS GOATS

BUSINESS PLAN 2010-11

1. Mission

Our vision is to add value to the business of goat farmer members, encouraging sustainability through best practice.

2. Key strategic issues

2.1 World-wide Mohair prices remain strong and farm gate returns are good – even as the NZ\$ appreciated against many other currencies. However, the New Zealand clip has, at best, remained stable recent years.

2.2 Killing space for goats at freezing works throughout the country is unreliable.

2.3 There is a deficiency of licensed animal remedies for goats.

2.4 Perceptions of farming goats, particularly among Government agencies and Territorial Authorities, demonstrate an ignorance of reality.

2.5 There is a steady stream of enquiries from farmers interested in farming goats seeking advice on goat farming and where to find and purchase good stock lines to start their flock.

2.6 The average age of goat farmers is increasing - how do we attract younger farmers into the industry?

2.7 The need to foster programmes of work to challenge existing farming practices to see continual improvement in quality and returns.

Mindful of these issues, Federated Farmers Goats aims to support goat farmers to maximise profitability by supporting initiatives to increase fibre returns, seeking more assured killing schedules, lobbying for a complementary regulatory environment and encouraging best practice through industry initiatives.

3. Goals

Federated Farmers Goats will provide leadership to the goat farming and mohair industry, through:

3.1 Maintaining strong relationships between the fibre warehouses and farmers and continue to promote the benefits of farming goats especially in conjunction with cattle sheep and deer.

3.2 Establish effective working relationships with meat processing companies and actively pursue solutions that will provide more assured killing schedules.

- 3.3 Encourage goat farming research programmes.
- 3.4 Work with Federated Farmers to ensure that there is a regulatory environment complementary to goat farming. Encourage best farming practice.
- 3.5 Provide support to local industry groups.
- 3.6 Maintain a register of breeding angora goats.
- 3.7 Seek ways to promote goat farming through appropriate educational institutions.
- 3.8 Implement a programme of work to raise the profile of the industry, particularly within the Federated Farmers of New Zealand network.

4. Strategies

- 4.1 Compile and release national fibre production figures twice annually for the information of members.
- 4.2 Maintain a working relationship among all goat farming (breed) groups.
- 4.3 Seek financial and practical support for the continuation of the goat evaluation scheme.
- 4.4 Produce submission template for use by Federated Farmers policy team to assist them in making appropriate representations on any proposed regulatory issues that will impact on the operations of (Angora) goat farmers.
- 4.5 Hold a minimum of three audio and two face-to-face board meetings annually.
- 4.6 Review the guidelines for registering angora goats to ensure they are appropriate for the current circumstances and make appropriate recommendations to 2011 AGM.
- 4.7 Increase membership of Federated Farmers Goats to 150 members.
- 4.8 Prepare an information leaflet for use by Federated Farmers of New Zealand Field Officers.