

DOUG AVERY'S

Resilient

Farmer®

bnz
Be good with money

BNZ Innovate or Stagnate series

Doug Avery
Hokitika
3rd August 2015
doug@resilientfarmer.co.nz
www.resilientfarmer.co.nz
Facebook resilient farmer

10/10/2014

FMG
Advice & Insurance

Allflex
Identify the Difference

beef + lamb
new zealand

Seed Force
the power to grow

"The greatest danger for most of us
is not that our aim is too high
and we miss it
but that it is too low
and we reach it."

Michelangelo

F.E.A.R has two meanings

- Forget Everything and Run.
- or
- Face Everything and Rise.
- The world is made by people who turn up!

DOUG AVERY'S

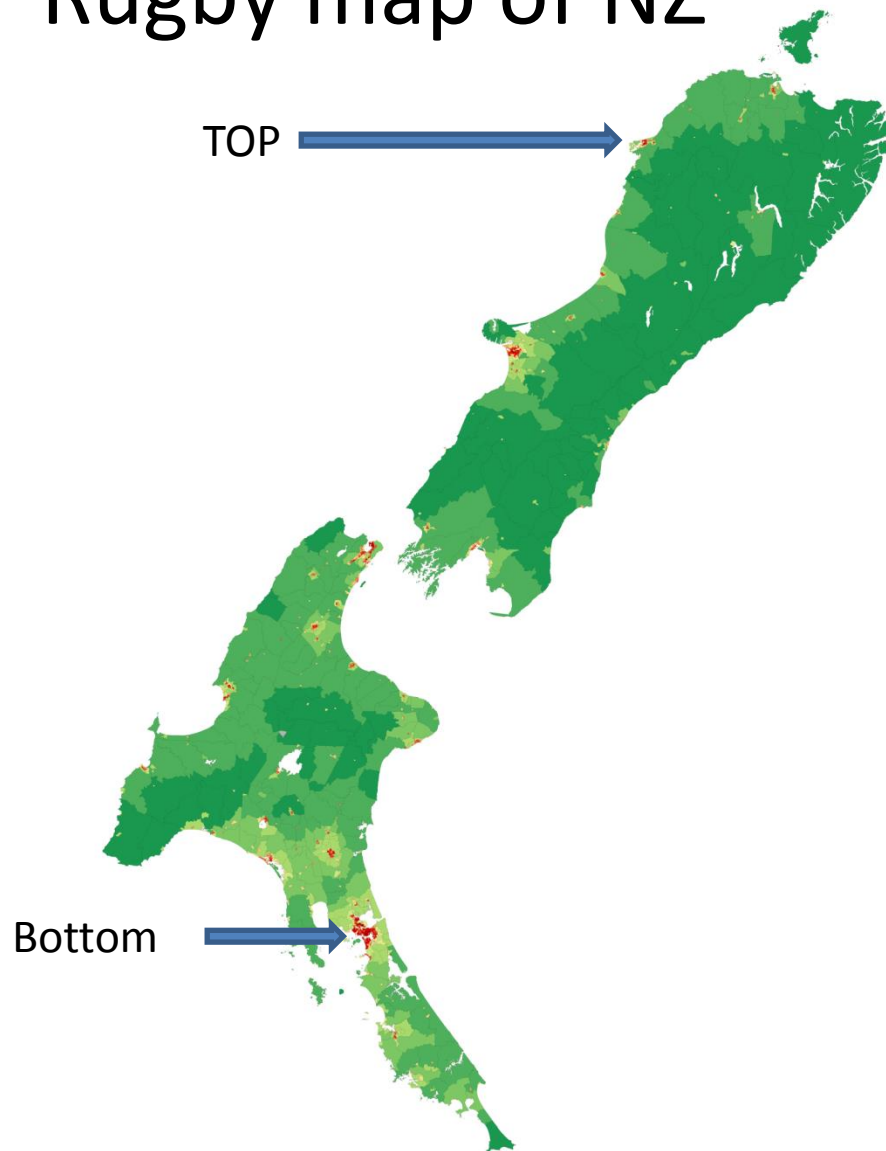
Resilient

Farmer®

CHANGE
AHEAD



Rugby map of NZ



DOUG AVERY'S
Resilient
Farmer®



21/08/2014

FMG
Advice & Insurance

Allflex
Identify the Difference

bnz

beef + lamb
new zealand

Seed Force
the power to grow



DOUG AVERY'S
*Resilient
Farmer®*

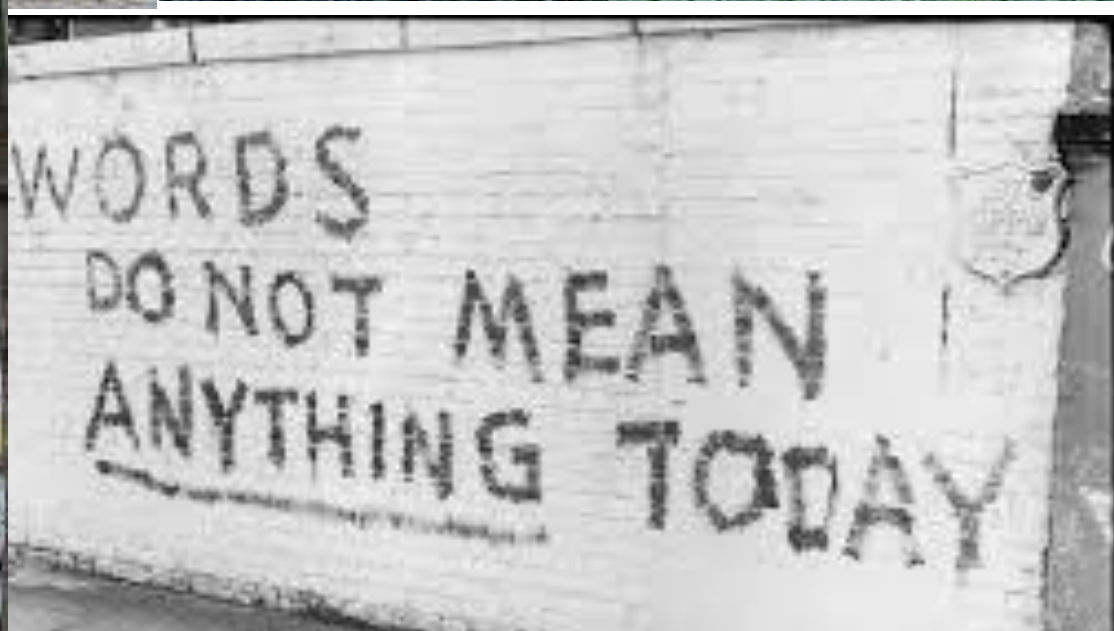
FMG
Advice & Insurance

Allflex
Identify the Difference

bnz

beef + lamb
new zealand

Seed Force
the power to grow





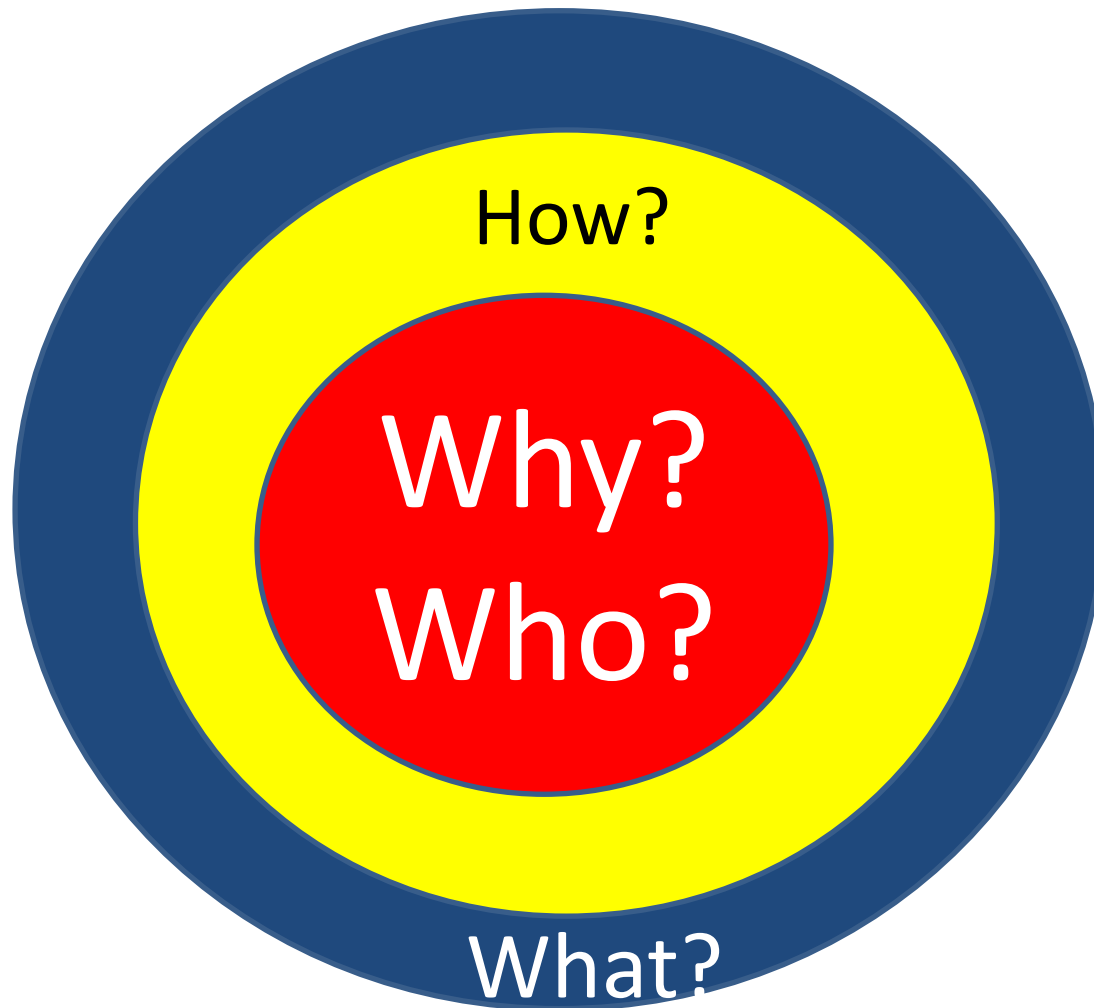
“You cannot distribute
wealth that has not
been created”

**Resilient
Farmer®**

***Time can move on and we loose
sight of what's going on!***



The Golden Circle



Resilient Farmer

Objective One

- Build emotional resilience...human capital

Objective Two

- Build financial resilience.. financial capital

Objective Three

- Environmental resilience.. natural capital

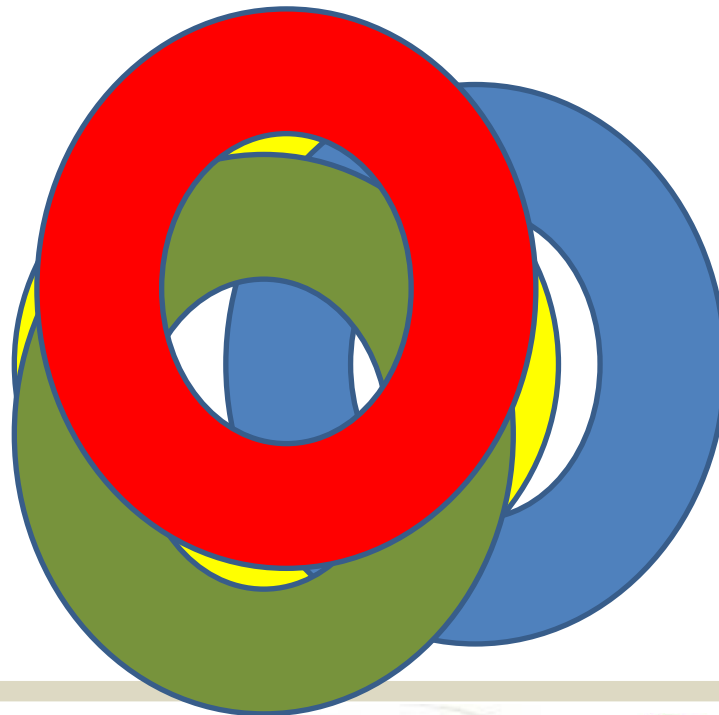
Delivery Channels

- Speaking
- Mentoring
- Written and video material
- Webinars



I have learned there are four basic cycles in farming

- High prices and low prices.
- Under supply and over supply.
- Wet and dry.
- Hot and cold.



Normal??????

- Ordinary
- Average
- Commonplace
- Standard
- Routine
- General

ARE YOU NORMAL?



© Edward Monkton

Managing resilience is like flying a kite



Building Relationships Learning and collaboration



Together

Teachings from geese

Collaboration

Working together

Encouragement

Positive honking each other
to greater heights

Organisation

71% greater flying reach

Sharing

Taking turns at the hard work flying the front

Your Teachers ?



Communications
Teacher?????

How do we communicate?

- Negative or positive?
- Whistle blower or solution thinker?
- Concern thinker or influence thinker?

Learning and teaching, teaching and learning



Make life your class room

07/03/2012

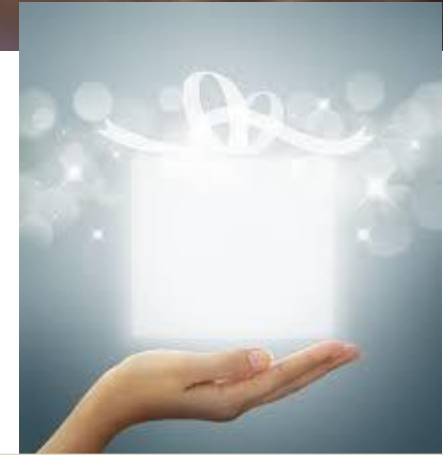
Are you happy?



Success is not
the key to happiness
Happiness is the
key to success
If you love what
you are doing,
you will be
successful.

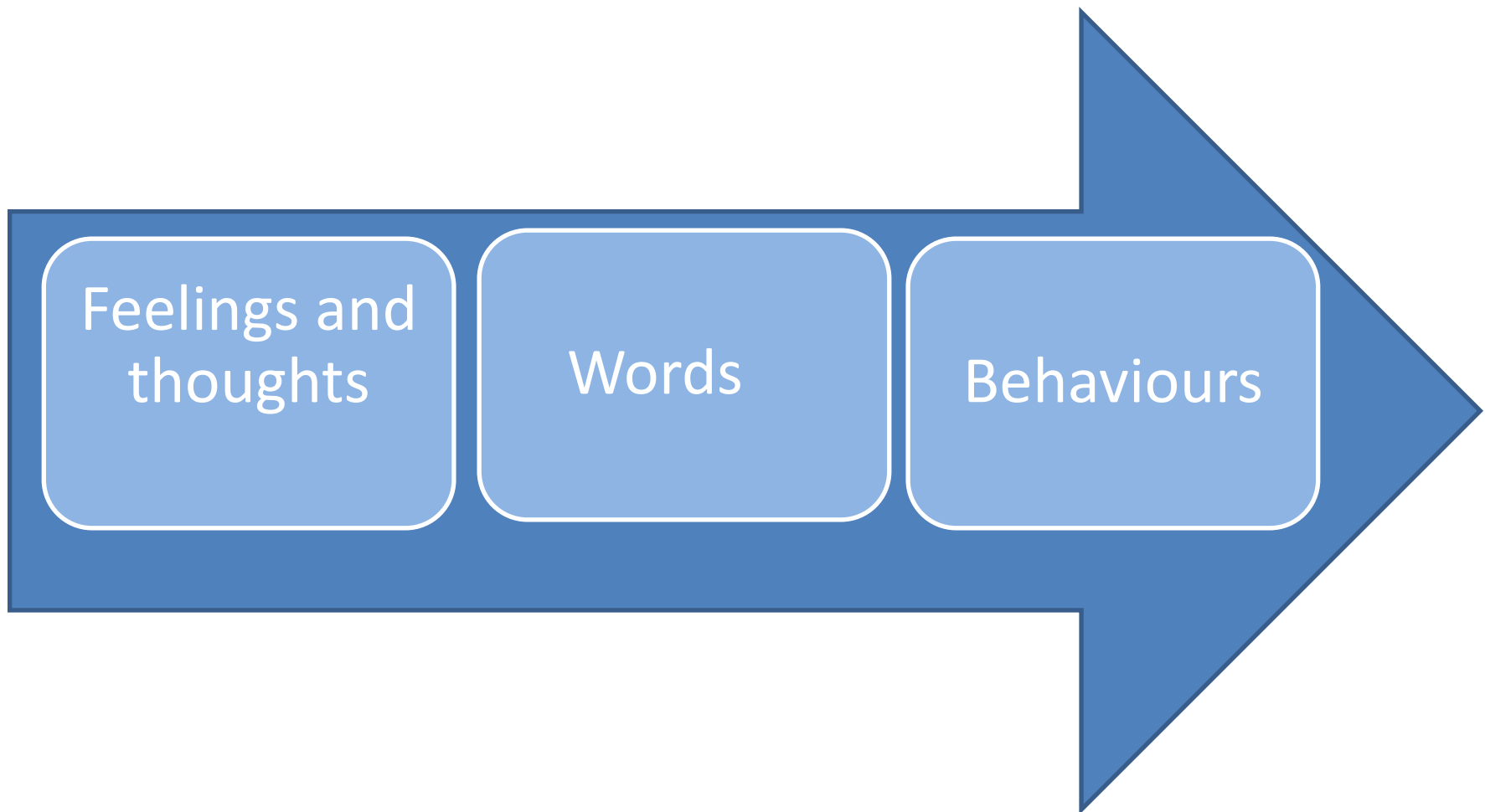
Are you successful?

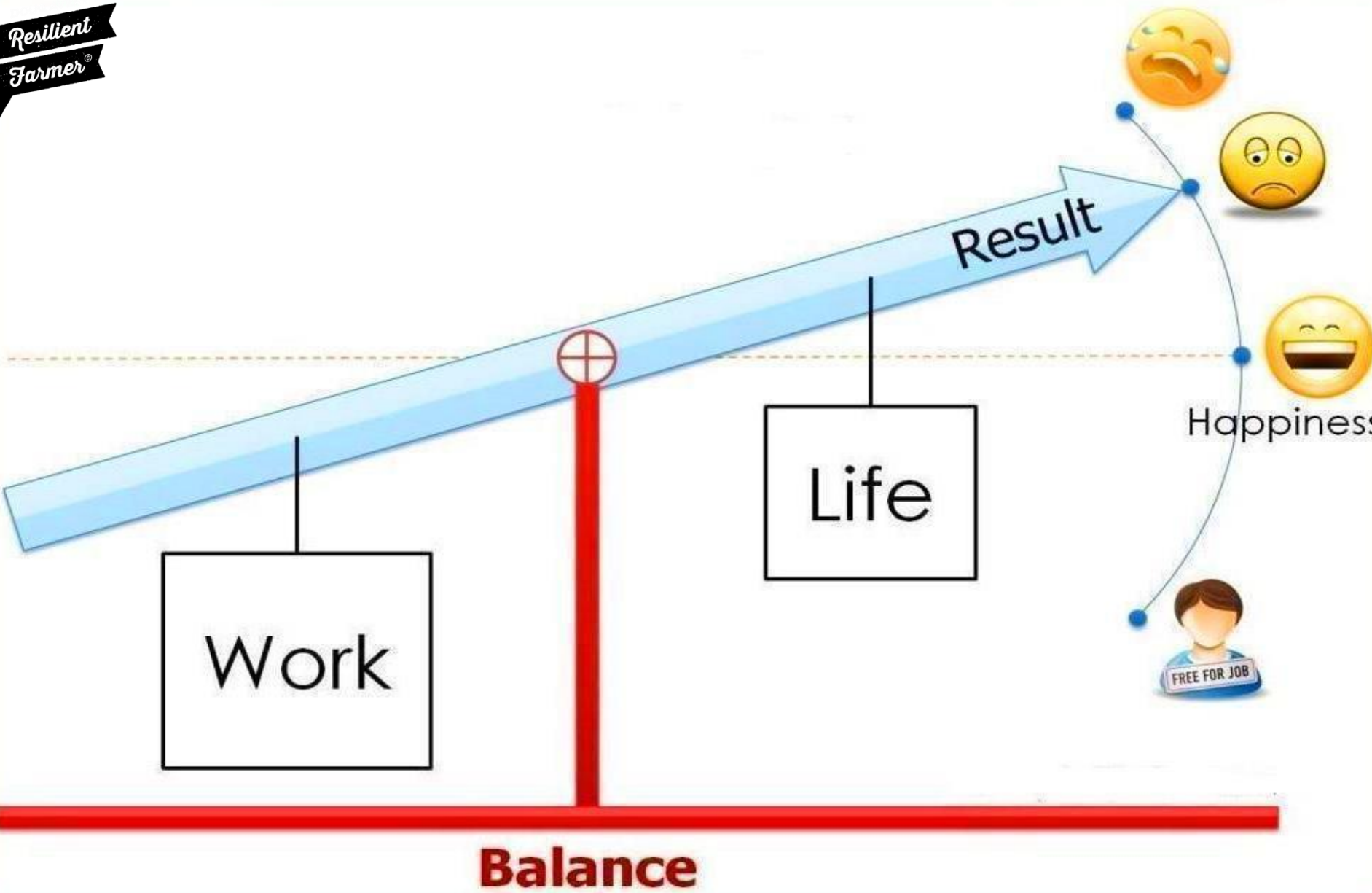
- The progressive realisation of a worthy goal



What thoughts do you sow?





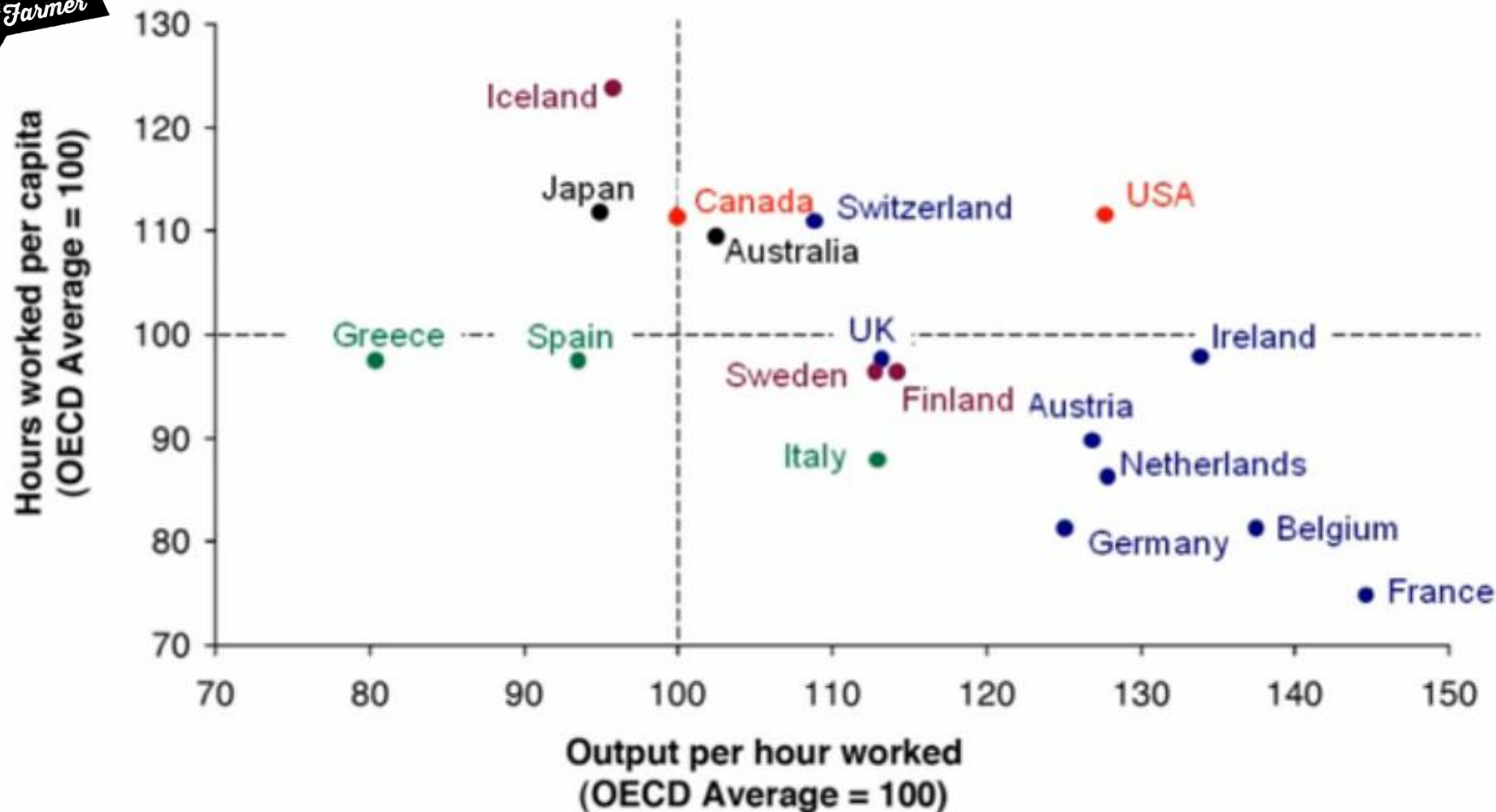


Some thoughts

- NZ is one of the most urbanised countries in the World with 87% of its people living in urban zones.
- NZ relies more than any other OECD country on agricultural export.
- In NZ we produce 18 bill of produce from the land.
- We turn that into 25 bill of food and beverage for our own 4.4 mill people and visitors.
- We sell a further 25 bill to 30 mill people overseas. They turn that into 140-200 bill of value.

4. New Zealanders have a relaxed easygoing lifestyle
or We need to work harder to be more prosperous

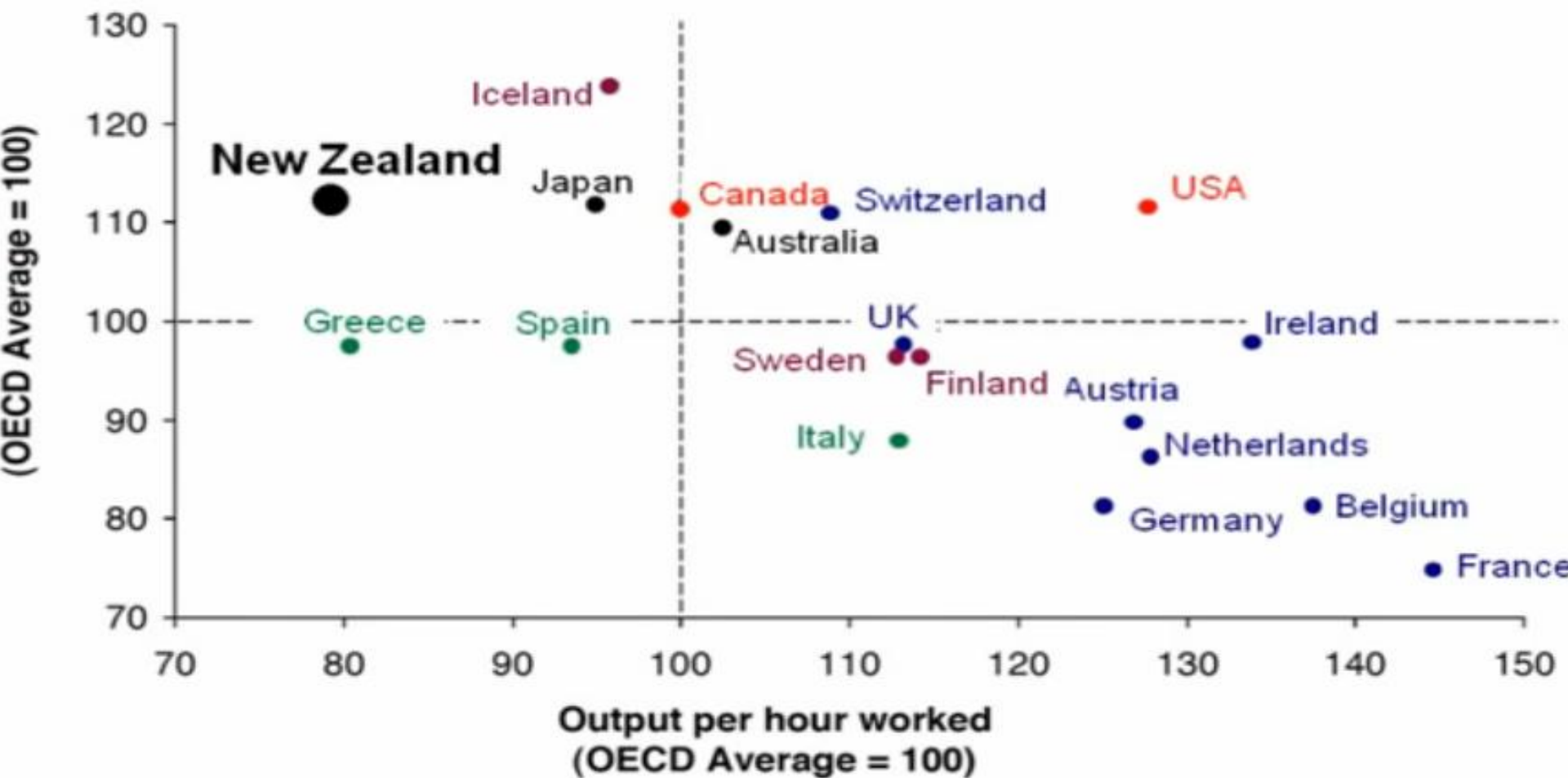
Resilient
Farmer®



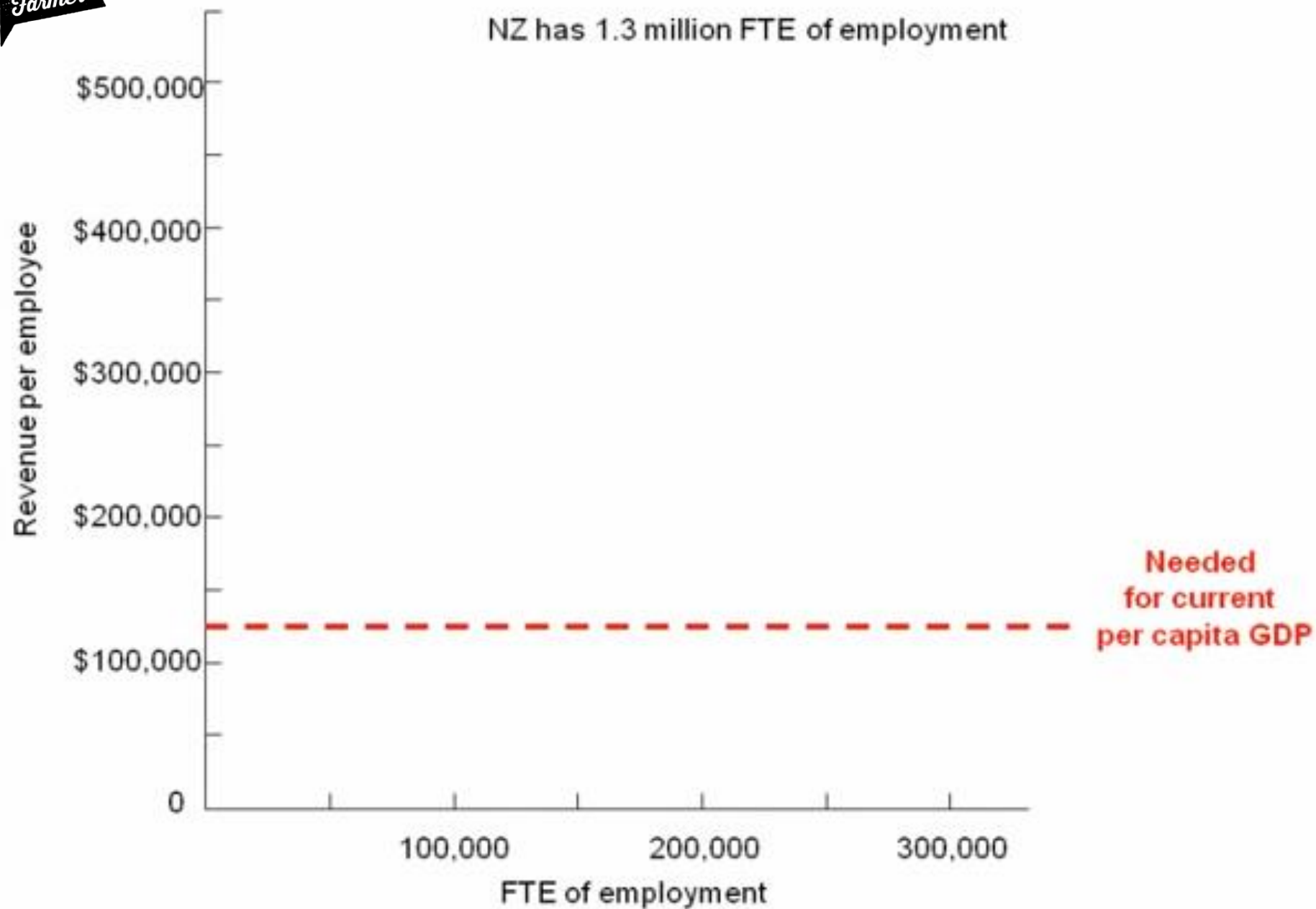
Source: Groningen Growth and Development Centre and the Conference Board, Total Economy Database, August 2005. 6

New Zealanders have a relaxed easygoing lifestyle
or We need to work harder to be more prosperous

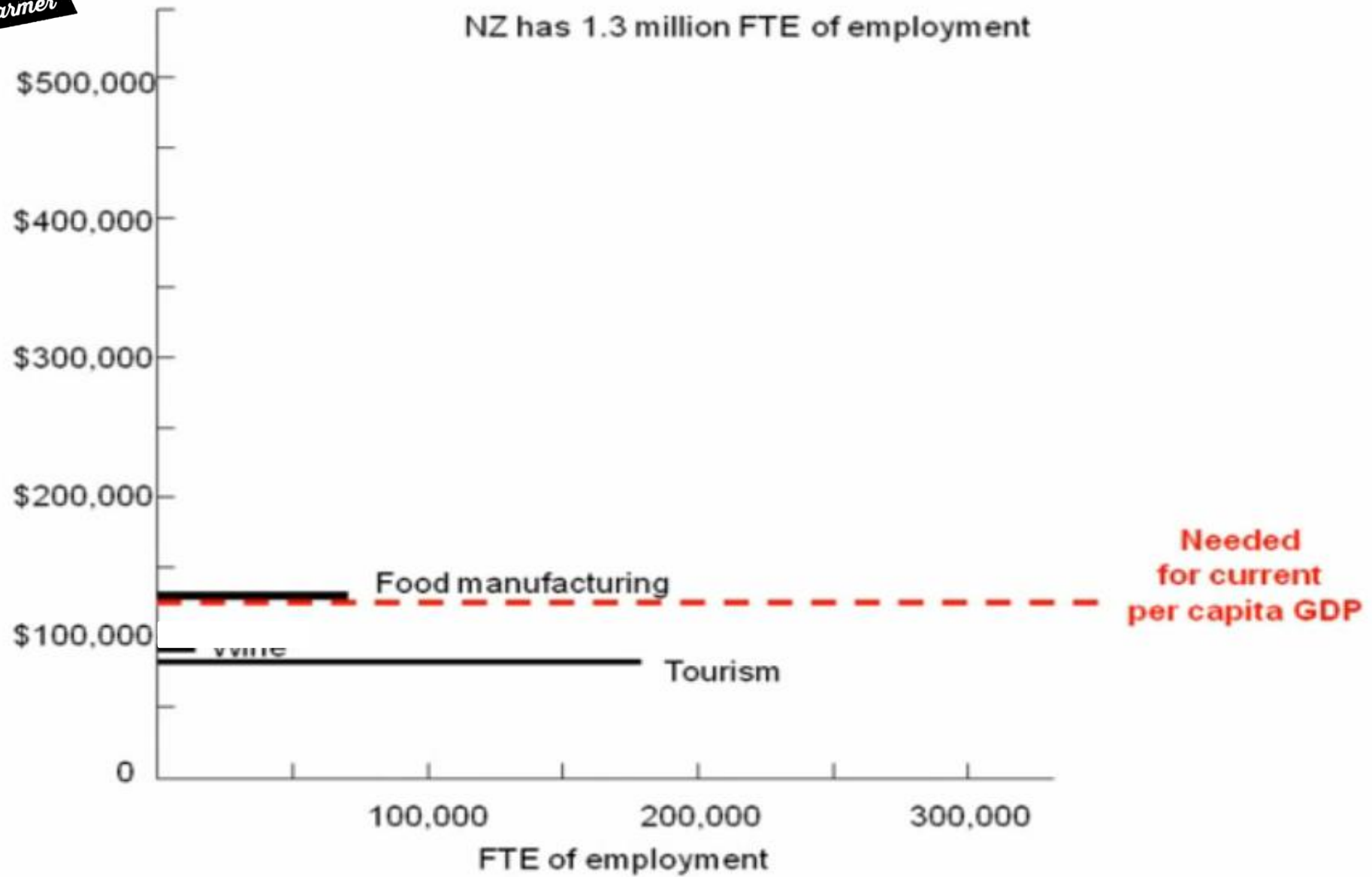
Resilient
Farmer®



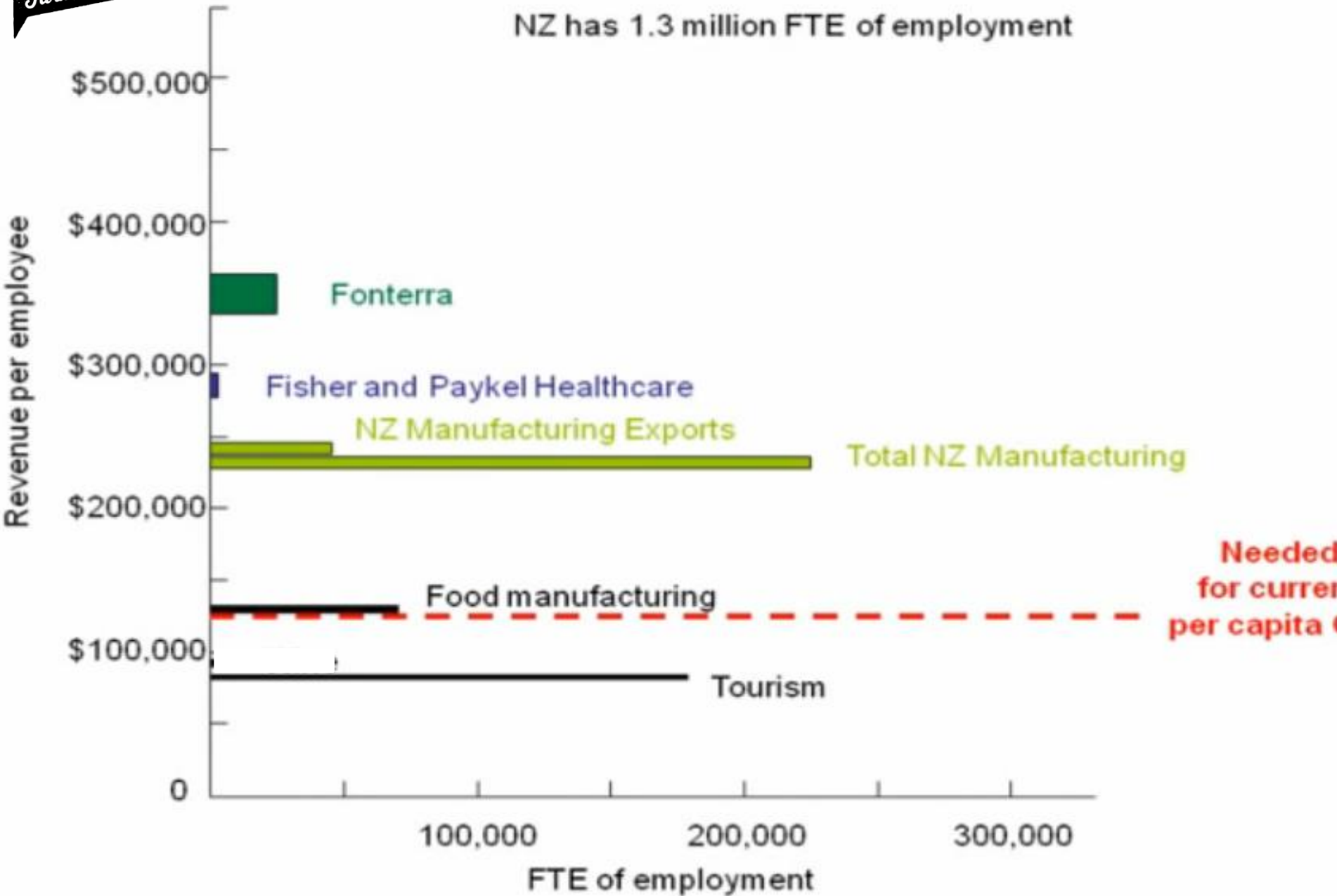
Source: Groningen Growth and Development Centre and the Conference Board, Total Economy Database, August 2005. 6



NZ has 1.3 million FTE of employment



NZ has 1.3 million FTE of employment



DOUG AVERY'S
Resilient
Farmer®



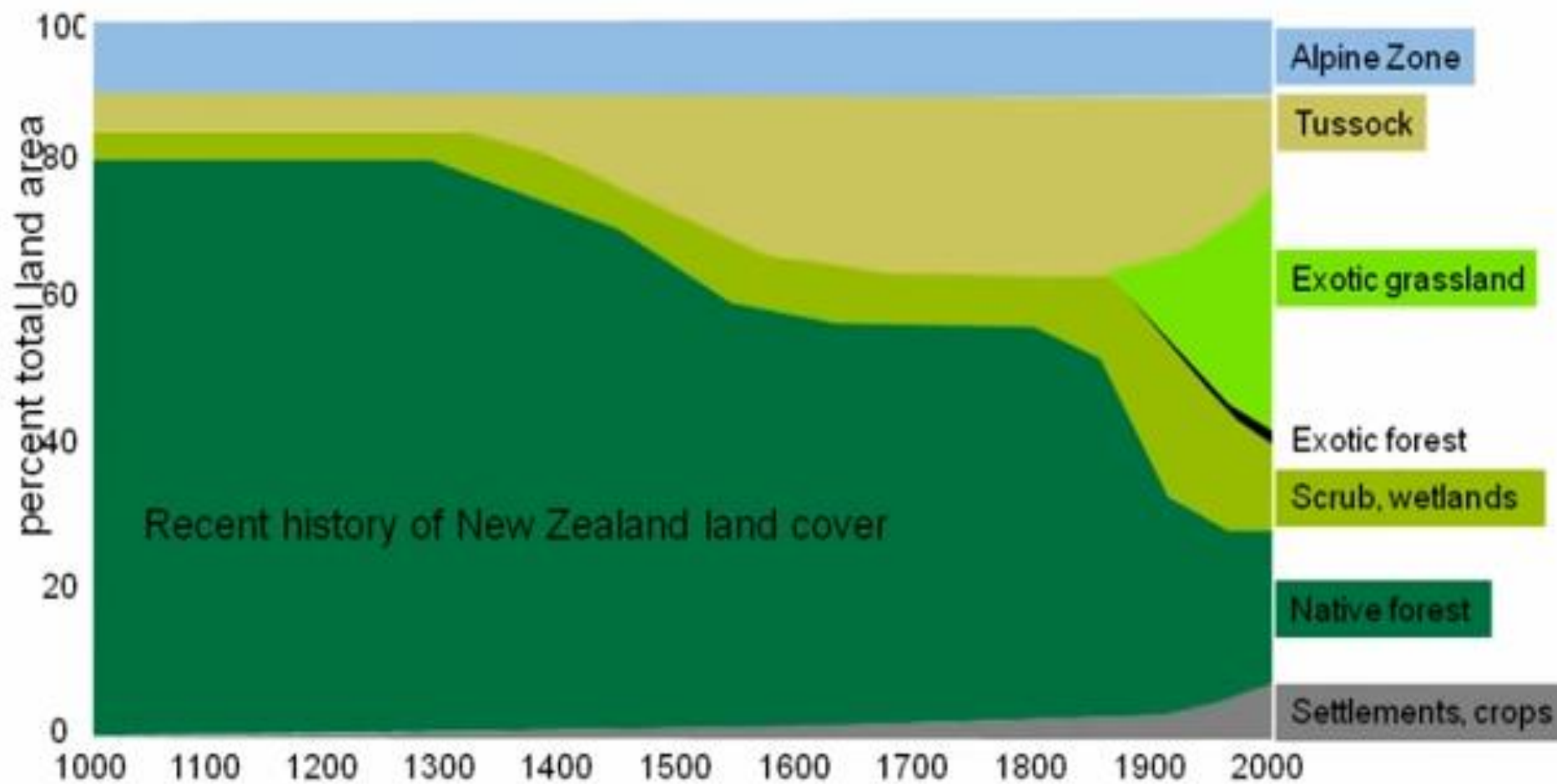
FMG
Advice & Insurance

Allflex
Identify the Difference

bnz 

beef+lamb
new zealand

 **Seed Force**
the power to grow 



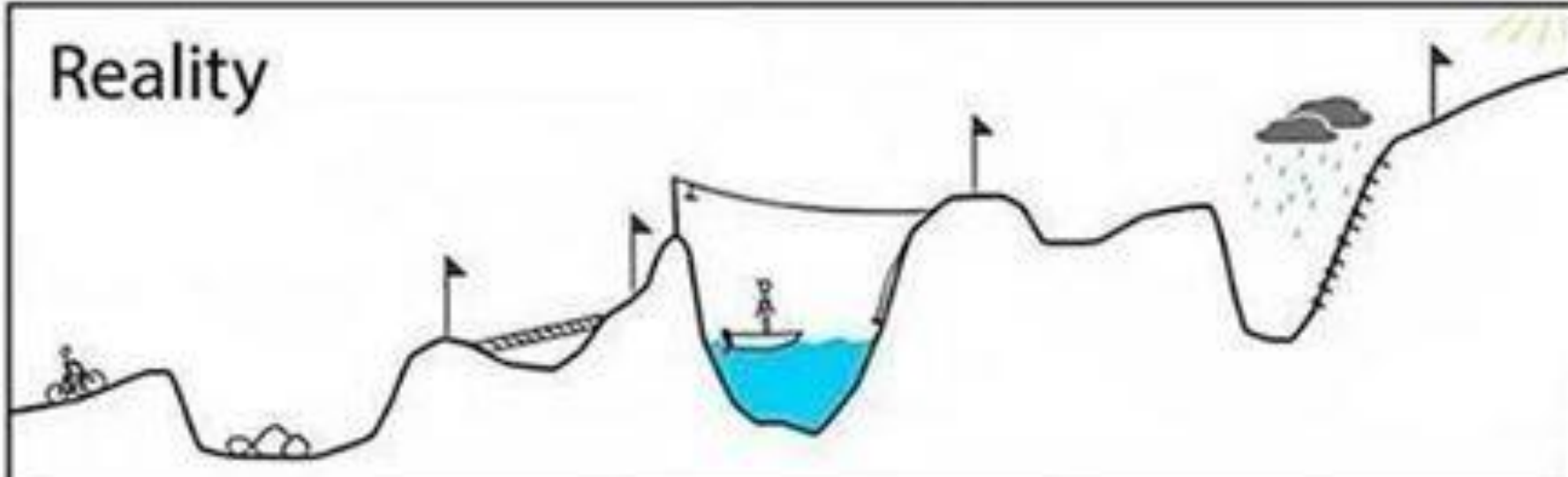
Key points

- We need to work smarter, not harder.
- Innovation and learning is key.
- Accepting and seeking change.
- Collaboration with others to accelerate growth.

“If you always do what you have always done, you’ll always get what you have always got”.



Reality



DOUG AVERY'S

Resilient

Farmer®

LIFE IS A JOURNEY OF “PEAKS AND VALLEYS”



Dreams and vision

Climbing "Peaks" can be hard

DOUG AVERY'S

Resilient

Farmer®

But the reward greater than
imagined



No one can stay on a Peak We must return to the Valley

DOUG AVERY'S

Resilient

Farmer®

Between every Peak
there is a Valley



Beyond every Peak is a greater challenge

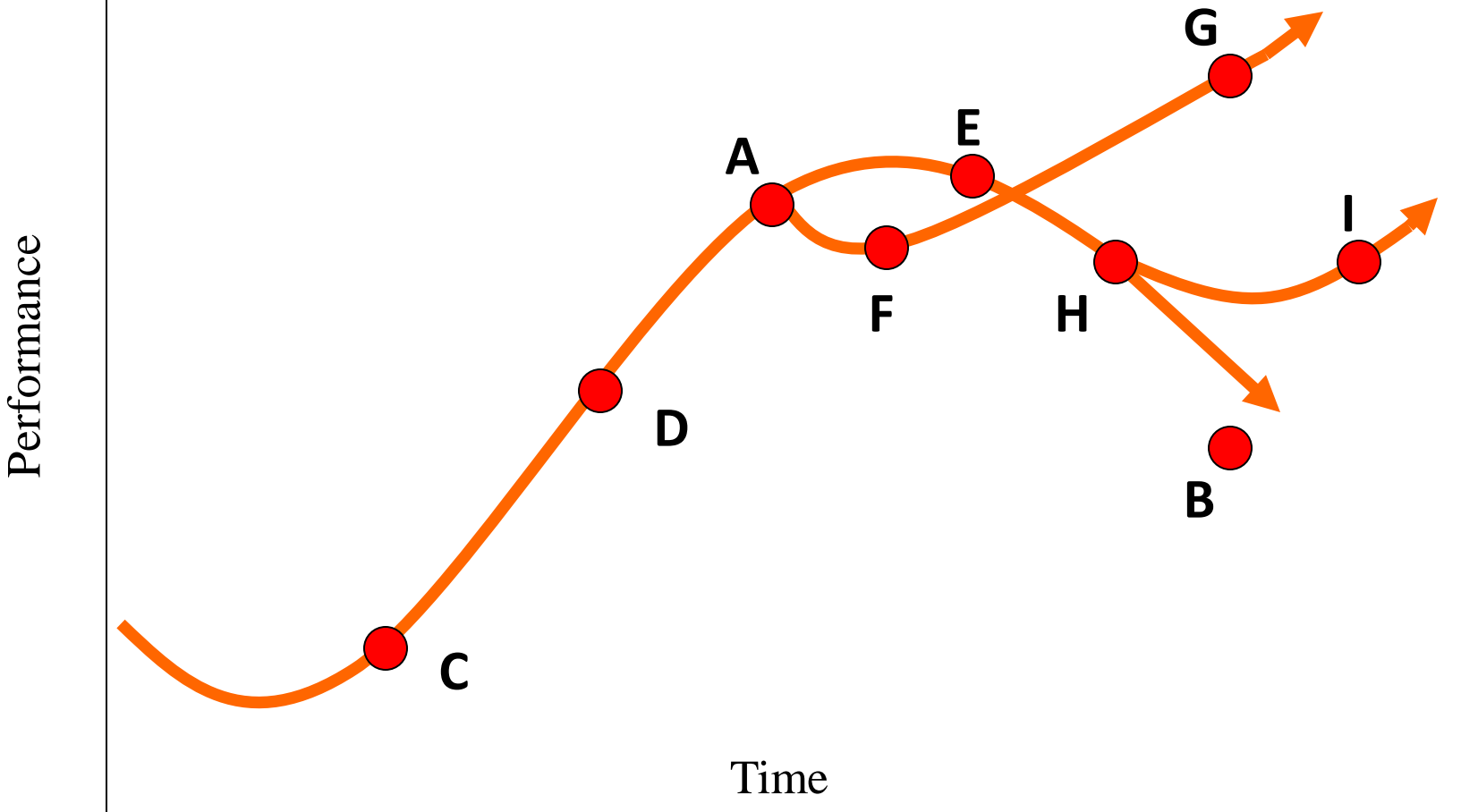
DOUG AVERY'S
Resilient
Farmer®

Seeking help and mentoring to keep our journey on track as we climb



The Sigmoid Curve

Where are you on your sigmoid curve?



Traditional Marlborough on the right

Bonavaree's Marlborough on the left

\$42000 17 yrs

\$4700 17 yrs

25-35% internal rate of return on our
money invested

A few degrees of separation
at the start, huge further along the journey

25/03/2012

Men's suicide rate is three times that of women.



Suicide..... what we can see

15%



Depression.... what hold suicide up there

85%



Reducing our national sadness.....

Our greatest opportunity



Stress...feeds depression

Solution



Six ways to well being

- Connect.
- Give.
- Take notice.
- Don't personalise problems that are not yours.
- Keep learning.
- Be active.

The Underlying Message

Life is tough – deal with it!

Make a choice as to how to deal
with it!

NOW..... Is a great word

This creates HOPE!

HOPE CHANGES EVERYTHING.

DOING EVERYTHING
**Resilient
Farmer®**

Hard Work Background



My neighbours grow salt



16/02/2012



Our life journey

Bend
Over
Here
It
Comes
Again





FMG
Advice & Insurance

Allflex
Identify the Difference

bnz

beef + lamb
new zealand

Seed Force
the power to grow

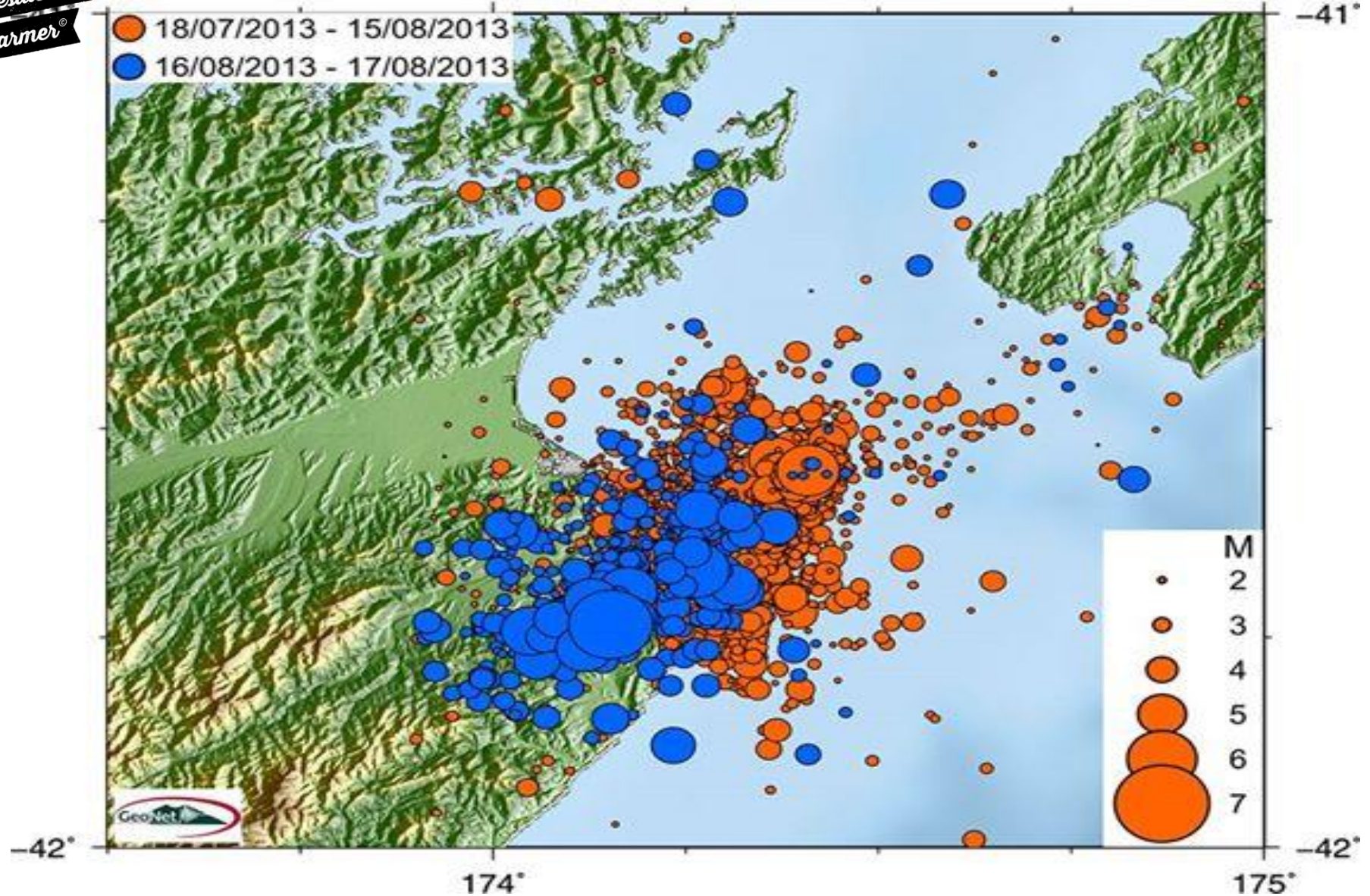
Resilient
Farmer®

174°

175°

-41°

- 18/07/2013 - 15/08/2013
- 16/08/2013 - 17/08/2013



174°

175°

-42°

DOUG AVERY'S
*Resilient
Farmer®*



FMG
Advice & Insurance

Allflex
Identify the Difference

bnz ★★

beef+lamb
new zealand

Seed Force 
the power to grow

"It's not how many times you
get knocked down that counts.
It's how many times
you get up."

FMG
Advice & Insurance

17/08/2013

Allflex

Identify the Difference

bnz ★★

beef+lamb
new zealand

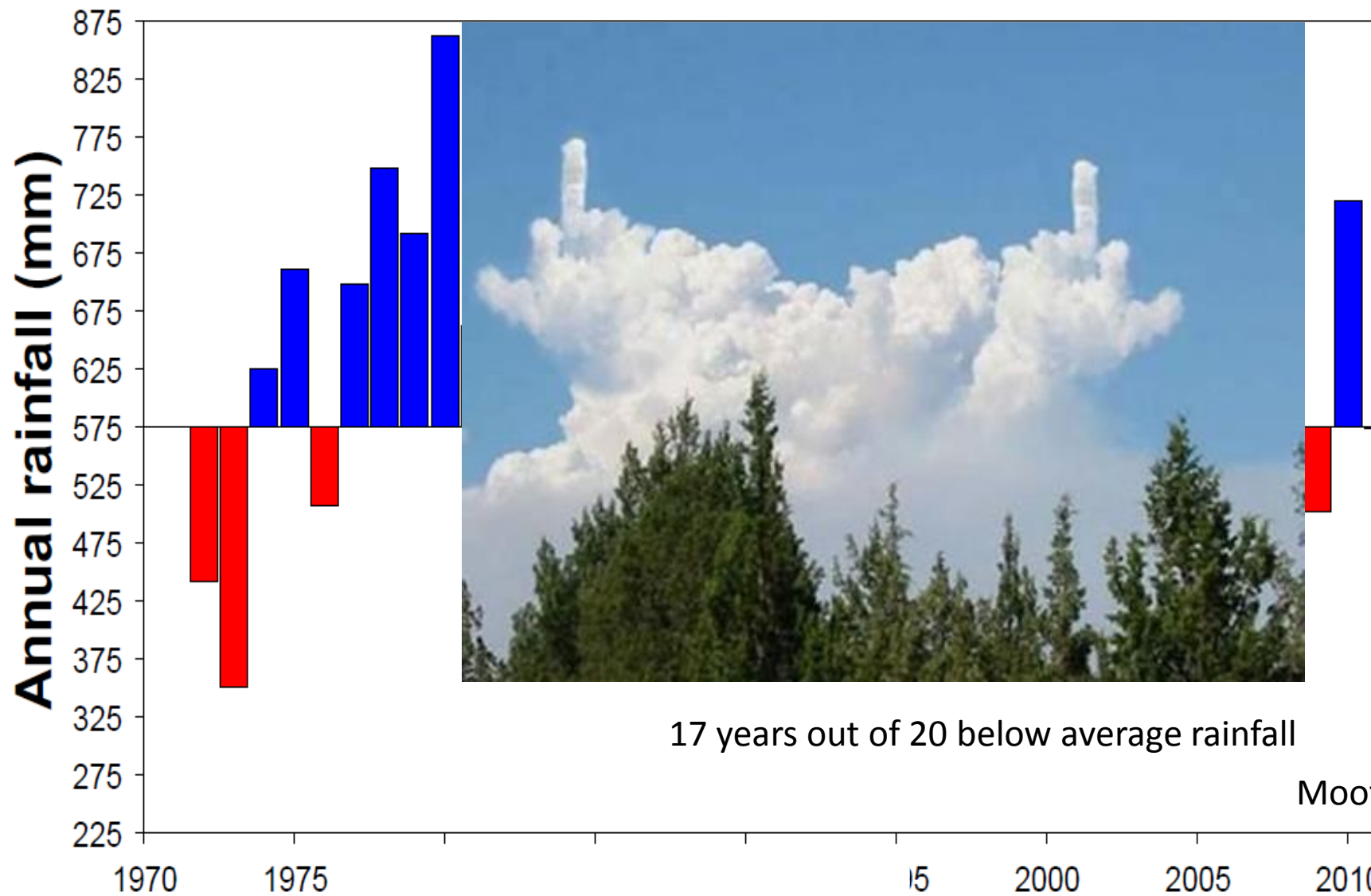
Seed Force >
the power to grow

Drought..... 8 years of it



23/01/2004

Annual rainfall at 'Bonavaree'



DOUG AVERY'S
*Resilient
Farmer®*



A battle lost but not the war



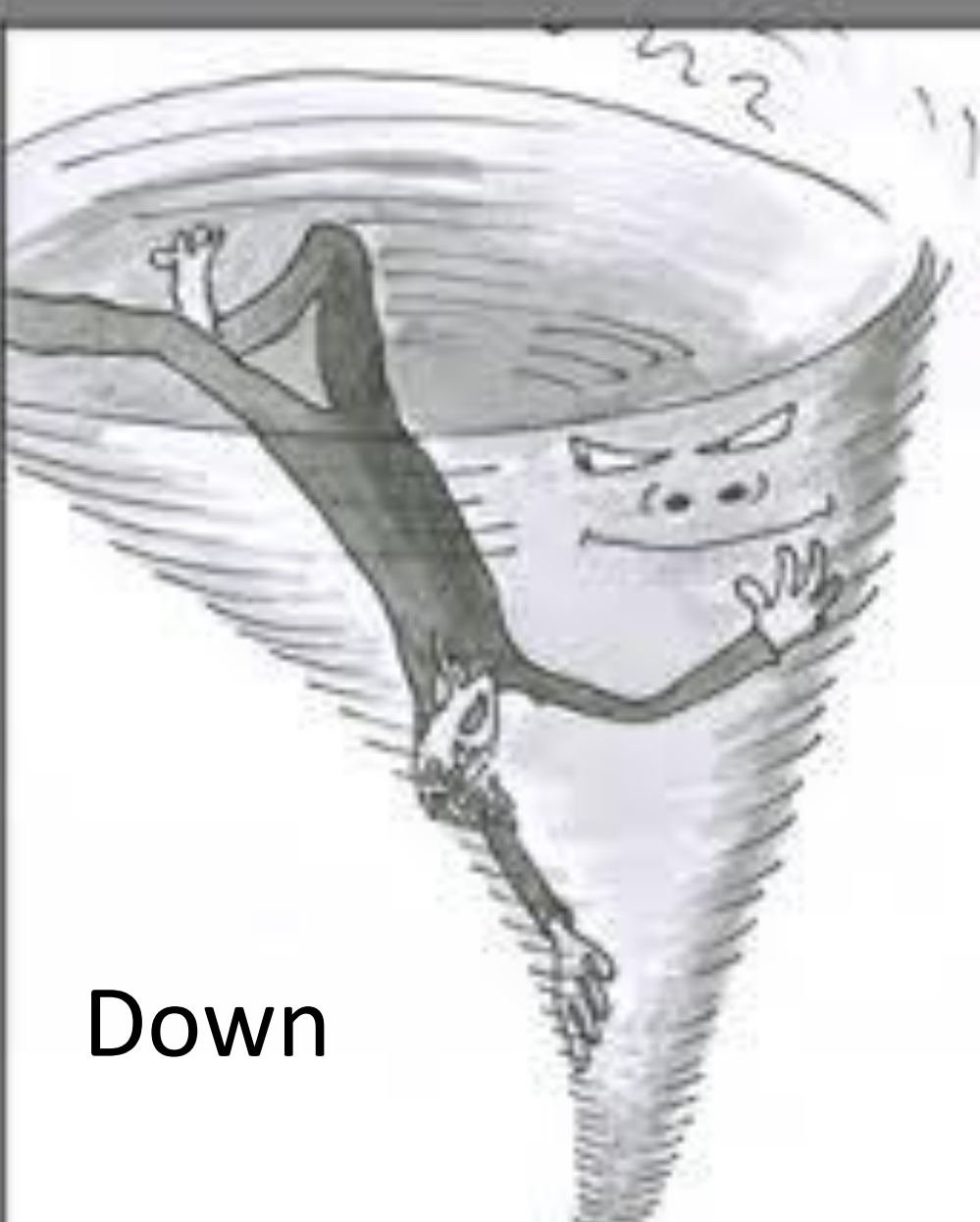
19/07/2004

“It’s not how many times you
get knocked down that counts.
It’s how many times
you get up.”

Resilient
Farmer®

When the pressure came on one leg broke!

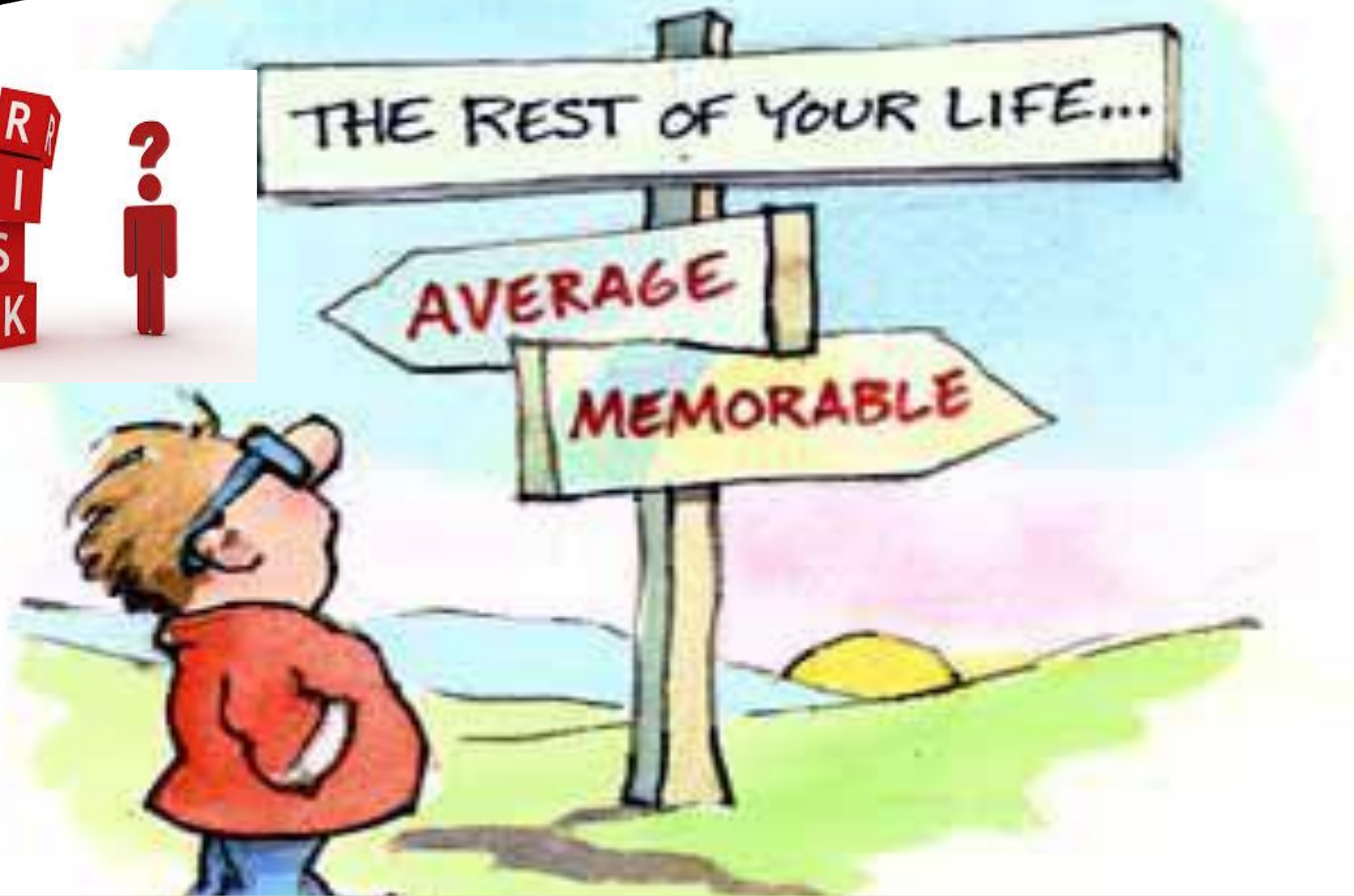




Down

The Three Ugly Sisters





Result of the rugby world cup

Concern

weather

Value of the \$

 Influence

Result of the rugby world cup

Concern

weather

Value of the \$

The Dice of Life



Resilience ...

**It's your ability to “bounce
forward”
from your troubles.**

Environmental resilience.....natural capital.

Financial resilience.....financial capital.

Emotional resilience....human capital.

8 things resilient people don't do!

- Waste time feeling sorry for themselves.
- Shy away from change.
- Waste time on things they can't control.
- Dwell on the past.
- Make the same mistakes, over and over.
- Resent other peoples success.
- Give up after failure..
- Feel the world owes them something.

New Zealand Land Care Trust

- Soils
- Farming systems
- Climate
- Landscapes
- Social science
- Production and conservation plants

**Resilient
Farmer®**

“The sweetest fruits are on the outside branches”





What are our fruits in Grassmere

- Good soils
- Precious limited water
- High sun shine
- Farming systems



Download from
Dreamstime.com
This watermark image is for previewing purpose only.

31751487
Mallivan | Dreamstime.com



**Resilient
Farmer®** *“There’s as much opportunity out there now as
there has ever been.....*

It’s just have we the eyes to see it.”



Pasture 2002

In 2002 we had lots of very average pasture
These pastures are capable in today's terms
of returning about \$280 per ha



In 2012 we have 450 ha of “HOT” pastures
These pastures return over \$3,000 per ha per year



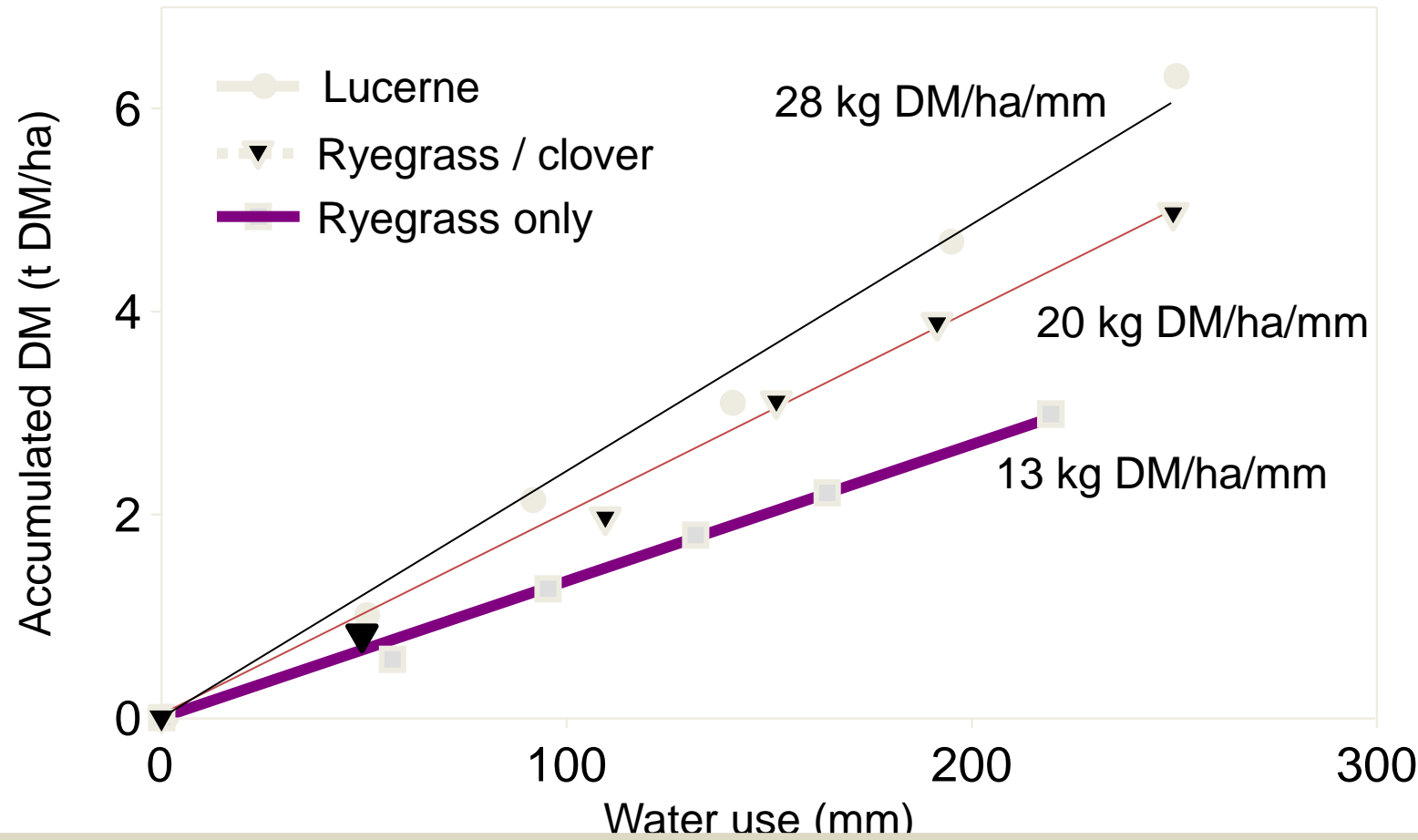
Two year cropping program controls weeds

DOUG AVERY'S
Resilient
Farmer®



Spring WUE: legume = (nitrogen)

WATER USAGE EFFECTIVENESS



The effects of N on water utilisation

25 kgs of N per tonne of legume DM



Lucerne/ prairie grass/plantain



Rye grass/ white clover/ plantain

**Resilient
Farmer®**

Young lucerne has roots which keep finding new water



Enables great mating feed every year

- Mixed Age Ewes now scanning 190%



Change in stock performance

Ewes growing lambs at 360- 400 grms per day.

Average for NZ is 175 grms per day



What do animals like to eat?
74% legume, 26% other.

27/09/2013



Early rumen development

18.10.2010

DOUG AVERY'S
*Resilient
Farmer®*



FMG
Advice & Insurance

Allflex
Identify the Difference

bnz ★★ ★

beef+lamb
new zealand

Seed Force 
the power to grow

DOUG AVERY
**Resilient
Farmer®**



In 2002 we had 3700 sheep producing
38 tonne of lamb meat.

In 2014 we have 4200 sheep producing
88 tonne of lamb meat.



50% less carbon for each kg of lamb
reduction in ten years

DOUG AVERY'S
Resilient
Farmer®



Dominion Salt

Add salt



Resilient
Farmer®



FARMAX
YOUR ADVANTAGE

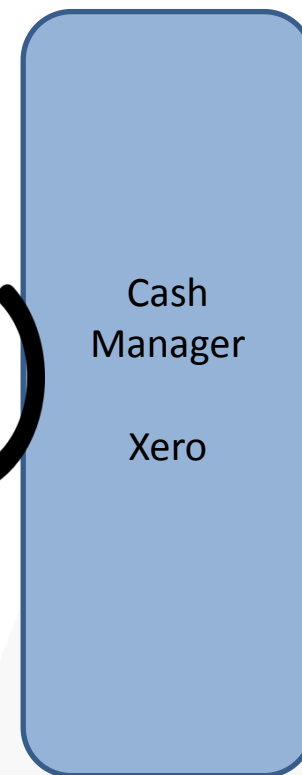
FARMAX
YOUR ADVANTAGE

What you
need
to make it
work

Historical Data
Recording &
Mapping

Modelling &
Decision
support

Financial



Collaboration & Integration

FMG
Advice & Insurance

Allflex
Identify the Difference

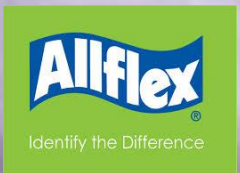
bnz

beef+lamb
new zealand

Seed Force
the power to grow

Collecting data increases understanding..... reduces risk!

Holy crap! Pete, is that you?!



Three types of work on our farms. What do you do in a week?

- Work. \$18-\$25 per hour. 50 hr week @ \$25 equals \$1250 per week. Shifting stock, spraying weeds, driving the tractor etc. \$65K
- Tactical Work. \$100 per hour. Feed budgeting, rotation planning, financial budgeting etc. 40hr week @ \$100 equals \$4000 per week. 200k plus
- Strategic Work. \$1000 per hour. Big picture stuff..... whole farm systems. \$\$\$k plus

Significant Natural Area's





Resilient
Farmer®

FMG
Advice & Insurance

Allflex
Identify the Difference

bnz

beef+lamb
new zealand

Seed Force
the power to grow

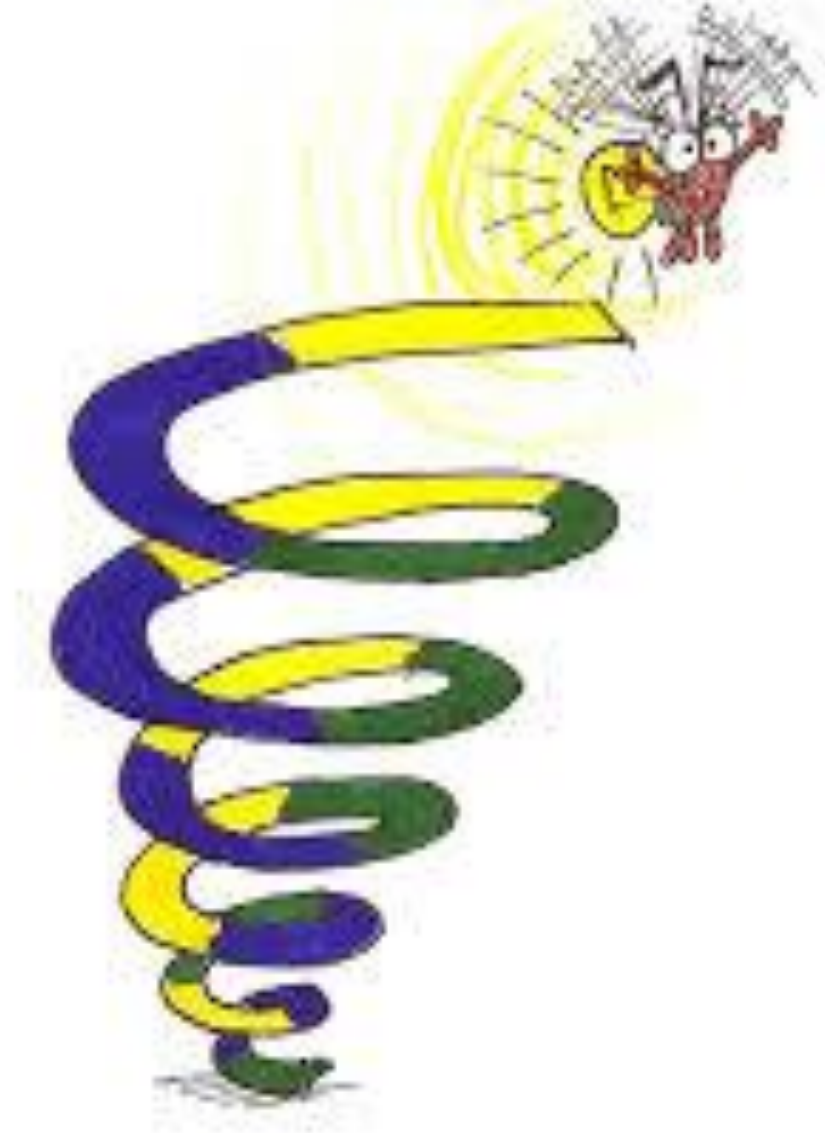
Turning on the power of people.

“Relationships built through the power of communication”



“Team culture....pulling together”

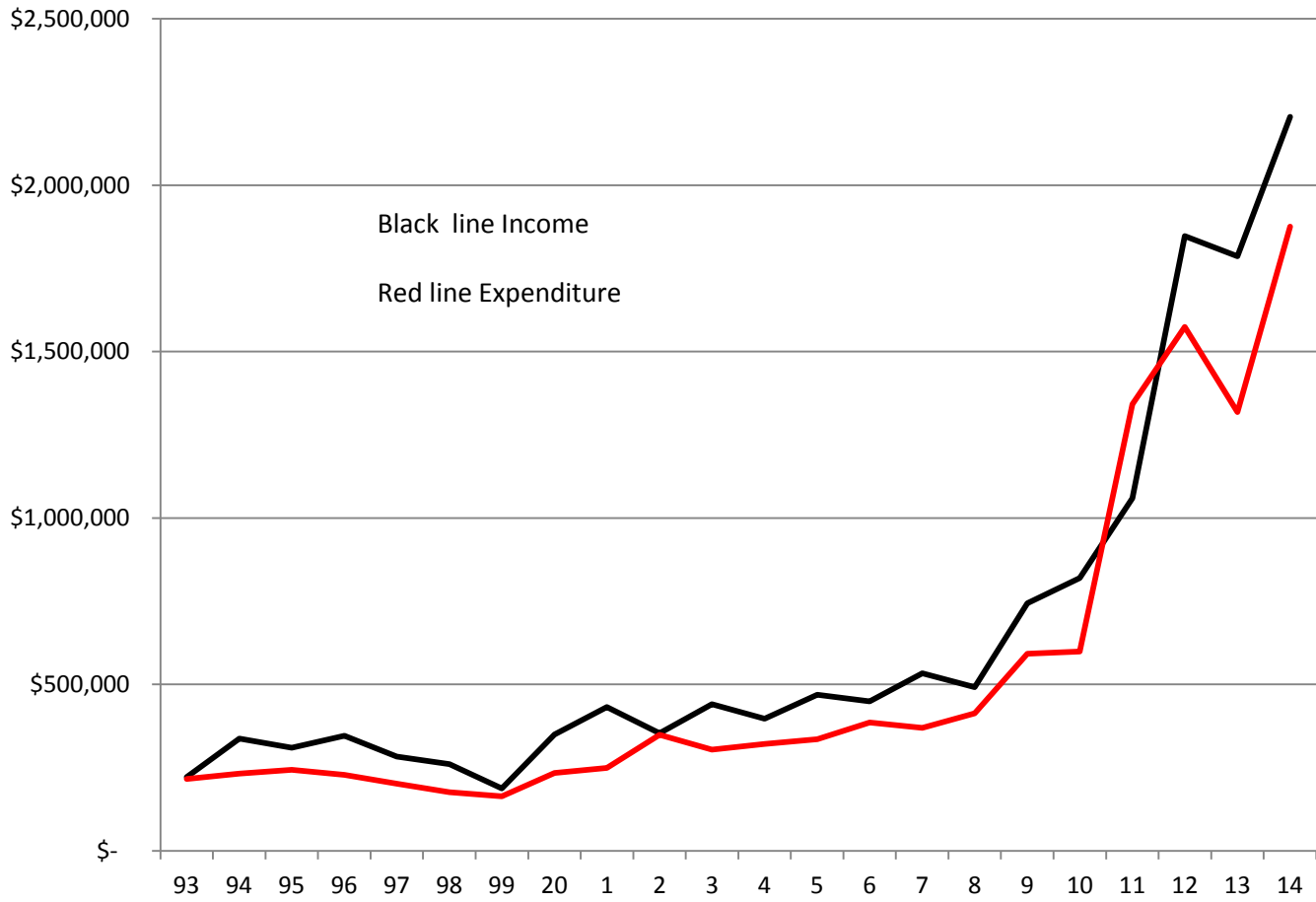




CBT UPWARD SPIRAL

UP

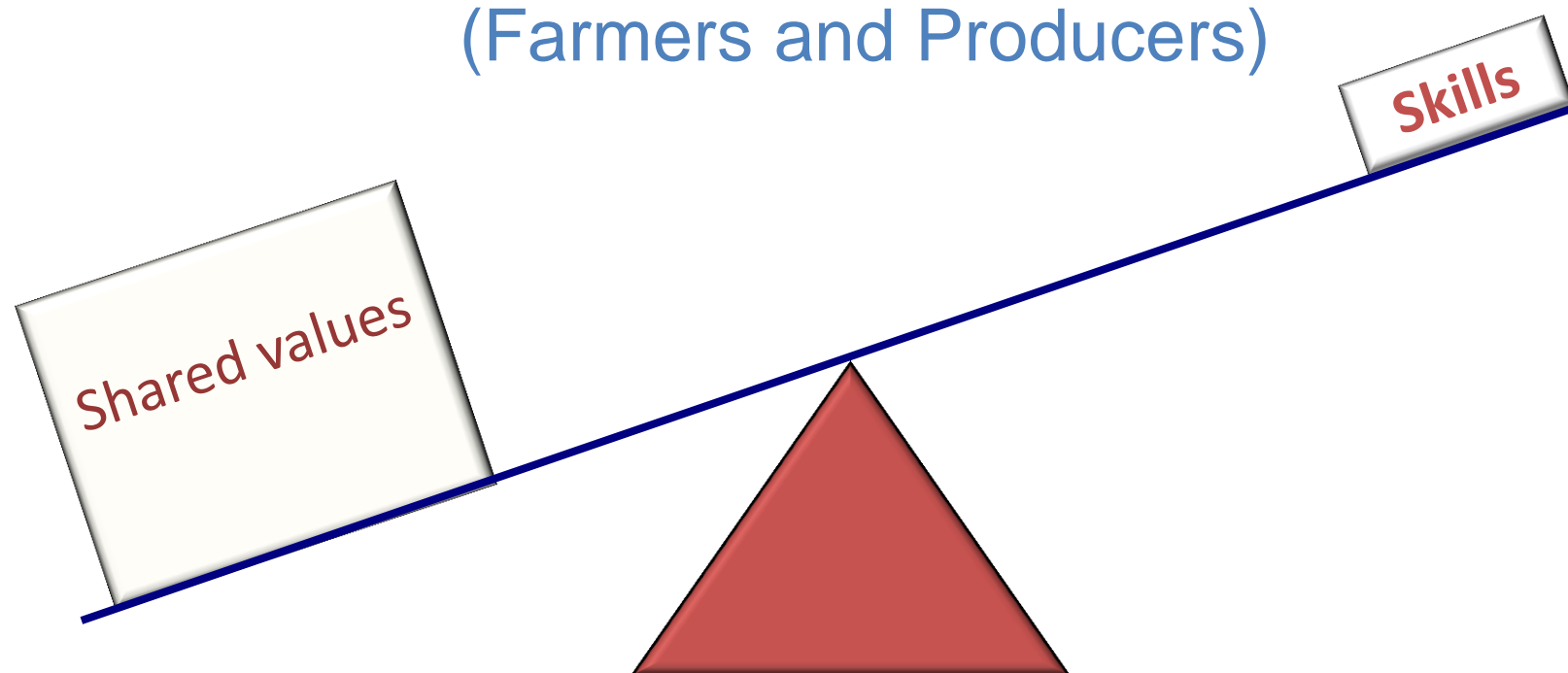
Bonavaree 1993-2014



What Drives Consumer Trust?

Humane Treatment of Farm Animals
Care of land.

(Farmers and Producers)



Shared values are 3-5X more important to build trust than technical skills.

At Bonavaree we have lots of groups
and individuals enjoy our land

*“They don’t care how much
you know until they know
how much you care!”*

11/07/2012

11/07/2012

DOUG AVERY

Resilient
Farmer®

YESTERDAY
I WAS CLEVER,
SO I WANTED TO
CHANGE THE WORLD.
TODAY
I AM WISE,
SO I AM CHANGING
MYSELF.

14/05/2011



My beach



20/05/2012



DOUG AVERY'S
**Resilient
Farmer®**

China beach



FMG
Advice & Insurance

Allflex
Identify the Difference

bnz

beef + lamb
new zealand

Seed Force
the power to grow



*“We are each given two hands...
one to help ourselves
and one to help others”*



Resilient
Farmer®



Happy are those who dream
dreams, and are prepared to
pay the price to make those
dreams come true

FMG
Advice & Insurance

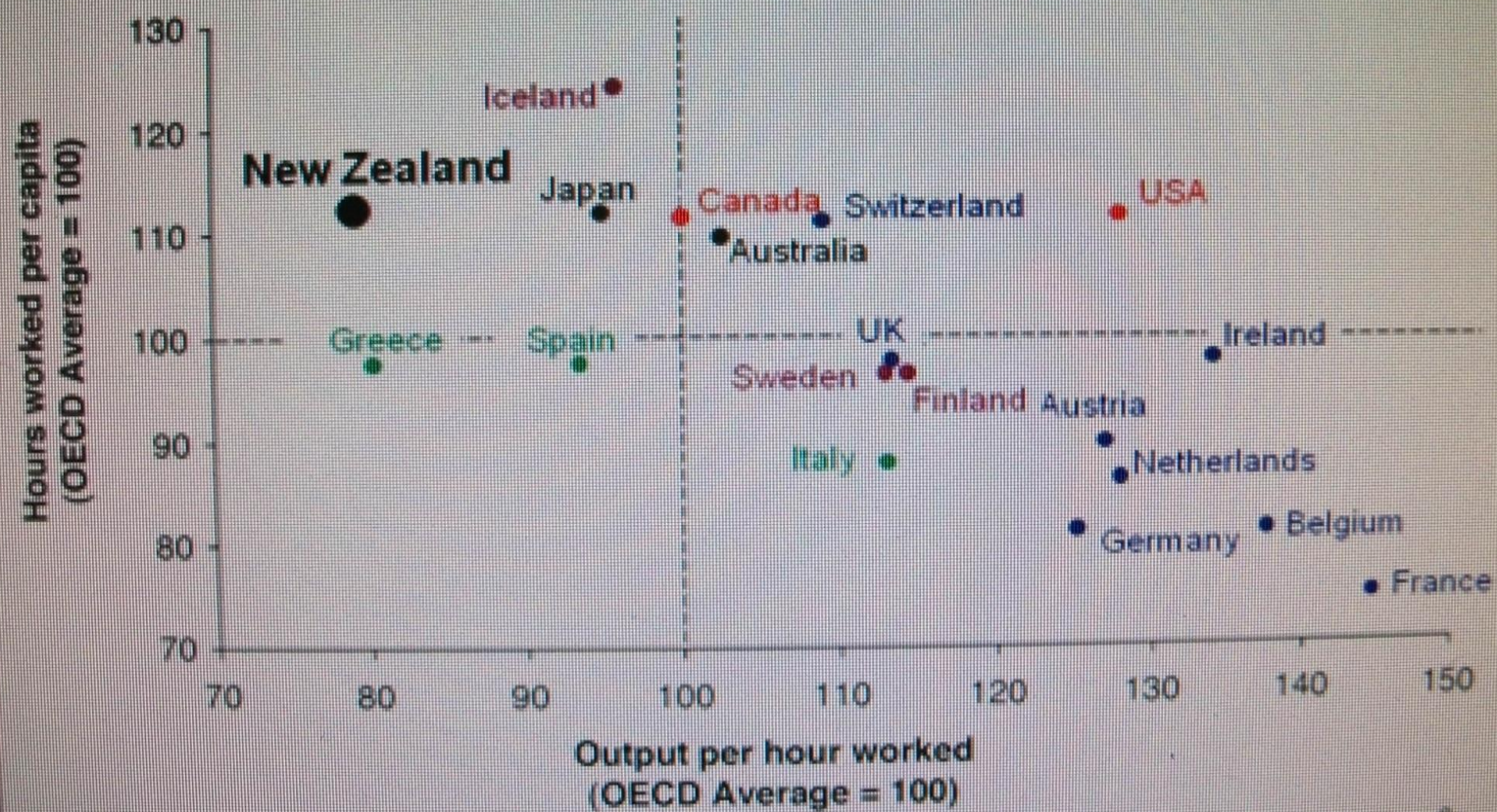
Allflex
Identify the Difference

bnz

beef+lamb
new zealand

Seed Force
the power to grow

4. New Zealanders have a relaxed easygoing lifestyle or We need to work harder to be more prosperous



Source: Groningen Growth and Development Centre and the Conference Board, Total Economy Database, August 2005. 6

“Where will NZ be in 5/ 10 yrs?”

“Resilience for the Avery Family, not business as usual with a few concessions , but a new road”

DOUG AVERY'S
Resilient
Farmer®



DOUG AVERY'S
*Resilient
Farmer®*

FARMIQ

SYSTEMS
LIMITED

**YOU ARE
WHAT YOU DO,
NOT WHAT YOU
SAY YOU'LL DO.**

FARMAX
YOUR ADVANTAGE


SUMMIT®
Animal Health

 **COACH
APPROACH**
SHIFT > GROWTH > SUCCESS

FMG
Advice & Insurance

Allflex
Identify the Difference

bnz ★★ ★

beef + lamb
new zealand

 **Seed Force**
the power to grow

"We cannot change
the cards we are

Minimising losses is as important
as maximising profits. They are
both winning processes

Randy Pausch



Vision without action is just a dream
Action without vision is just activity
Vision and action together can change the world



WHAT MATTERS MOST
IS HOW YOU SEE YOURSELF.

