



Report 11.316
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Committee Environmental Wellbeing Committee
Author David Cameron, Manager, Land Management

Farm Environment Awards 2002 - 2011

1. Purpose

To provide an update on the Farm Environment Awards since their inception in 2002.

2. The decision-making process and significance

No decision is being sought in this report.

3. Background

The regional Farm Environment Awards were first mooted in 2001. This followed an approach from the Waikato based National Farm Environment Award Trust. A memorandum of Agreement was signed between the Trust and Greater Wellington. Greater Wellington acted as the Award Operator and ran the awards until 2008.

In 2004 the National Trust held elections to establish a Board to oversee the running and governance of the Awards. To date ten Councils are signed up as funders of the regional award programmes and within each region a regional Committee runs the respective regional awards programme. Participating Councils are Northland, Waikato, Bay of Plenty, Gisborne, Hawkes Bay, Horizons, Wellington, Canterbury, Otago and Southland. Gisborne and Hawkes Bay combine to run the East Coast awards and each year nine Supreme winners are selected.

Each year since 2005 a National Showcase has been held to promote and advertise farming excellence as demonstrated by all the regional winners. In 2011 the National Showcase featured the selection of a national winner for the first time.

4. Award Categories

Each regional award contains specific categories that are nationally sponsored by a family of sponsors. The main sponsor is Ballance Agri-Nutrients. Awards are presented for farms in the following land use categories: sheep and beef, dairy and harvest. Harvest includes arable and horticulture. Additionally there are habitat improvement, nutrient management, innovation, lifestyle and special places awards.

5. Funding

Each Regional Council contributes \$25,000 to the National Trust who co-ordinate the running of awards in each region with a local organising Committee. The local Committee comprises representatives of national sponsors, past entrants and Regional Council staff. Their main tasks are securing entrants, regional judging, awards presentations and a field day on the winner's property.

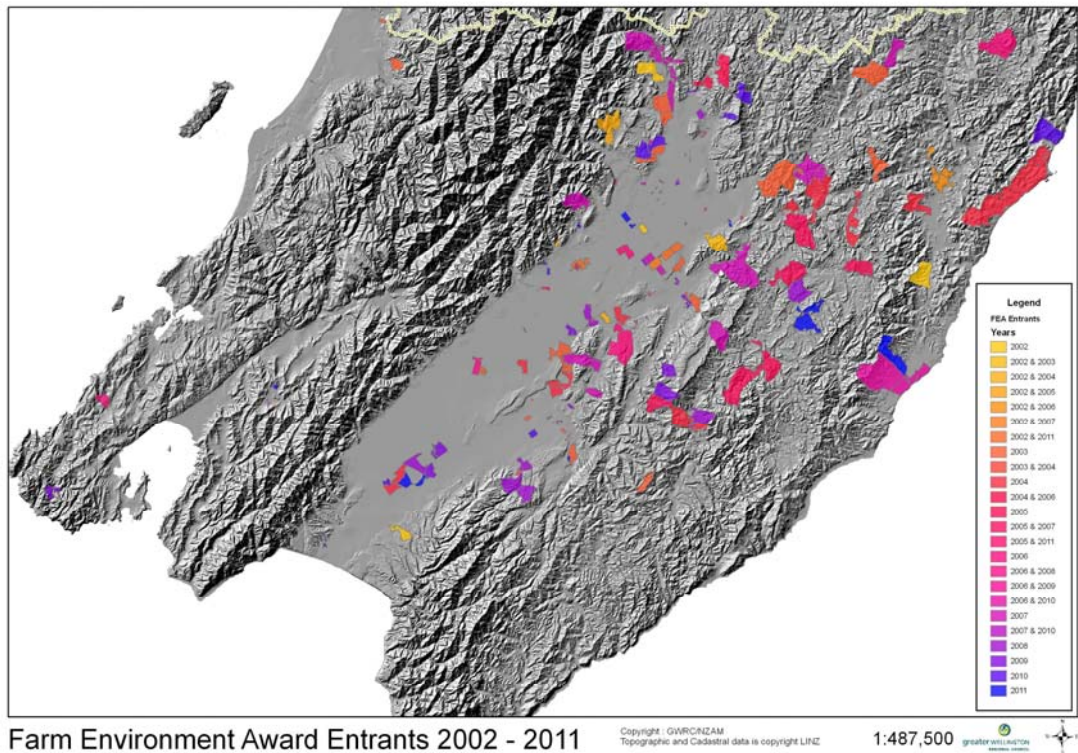
In each region the contribution of the Regional Council extends well beyond the annual cash contribution. Over the last ten years Greater Wellington has provided an average of 150 hours of "in-kind" staff contribution. This involvement is vital for the ongoing success of the awards and it reflects the very positive relationships established between Land Management staff and the wider farming community. The particular areas where this expertise is very valuable for the Awards is encouraging new entrants and assisting with the preliminary and finals judging.

6. Regional Statistics

The following table summarises entries received from landowners in the Greater Wellington region over the last ten years.

Land Use Category	Entries Received	Number of Regional Winners
Sheep and Beef	65	6
Dairy	25	2
Harvest	27	2
Lifestyle	27	N/A
Total	144	10

The following map shows the location of entrants and winners over the last ten years.



7. Communication

The Farm Environment Awards present several excellent opportunities for Greater Wellington to promote sustainable land management across a range of land uses. At the conclusion of the announcement of each regional winner a national communications strategy is activated. This includes media releases, national articles and promotion of the National Showcase. In addition the Field day provides scope to promote best management practice across a range of environmental issues. A number of the sheep and beef category winners are very diligent implementers of Farm Plans.

Regional category winners are showcased through Rural Focus and Our Region.

Akura Conservation centre is a sponsor of the Lifestyle Award and in its own right has been the recipient of the Innovation Award for its plastic sleeve recycling programme.

8. Recommendations

That the Committee:

1. **Receives** the report.
2. **Notes** the content of the report.

Report prepared by:



David Cameron
Manager, Land Management

Report approved by:



Wayne O'Donnell
Group Manager, Catchment Management