|  |  |  |
| --- | --- | --- |
|  | Your organisation | Your role |
| Title | Eastern Farming (EF) | General Manager |
| Description | * You are a tribal-owned and operated farm located in the County catchment. * You produce sheep, beef, and wool for the export and domestic markets. | * You have a staff of 10 people working the farm. * You are hoping to expand the farm and you are looking for options to value-add and/or diversify the business operations. |
| Goals | * To smooth and grow the farm revenue streams. * To create high value produce that provides jobs. * To reduce your environmental impact. | * To expand and manage successful business operations. * To explore and make networking synergies in high value and/or new farm-based business products. |
| Values | * Sustainability. * Producing high value products, quality jobs, accessible services, and a healing landscape. | * Development of tribal-owned lands. * Providing job opportunities. * Pragmatic knowledge of the farming business. |
| Relationships | * Parent organisation (TROTT/TROTT Commercial) and tribal members. * Farming sector players (meat and wool sector organisations, advisors, customers, local and central government, etc.). * Neighbours. | * Member of the national Farmer Production Group. * Governance role on two land trusts and on the Tairawhiti Technical Institute (education provider) board. * Community leaders, tribal members, and whānau (family). |
| Resources | * Your profitability is $0.5M. * $0.2M of your operating budget is for erosion control, including establishing riparian strips (plantings around waterways that stabilise the soil). |  |
| You are here because … | Your aim is to extract greater value and to reduce your impact on the environment. You are mindful of the criticism directed at the farming sector and how this could impact your social licence to operate. You plan to invest more time identifying partners and understanding initiatives that could assist you to do more for the environment than you currently are. | You want to increase your networks and identify new opportunities for the farm business. You are interested in initiatives that could assist your business to do more for the environment and you are also interested in emerging revenue opportunities for the farm, such as tourism, horticulture, honey and hemp. |