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|  | Your organisation | Your role |
| Title | Farmer Browns | Farm Manager – County Catchment |
| Description | * A global farming company operating a large sheep and cattle farm in the County catchment. * You produce sheep, beef, and wool for the export and domestic markets. | * You are a non-indigenous farm manager living and working in the County catchment. * You manage a small crew of workers and graze a large herd of sheep and cows on a large block of land owned by Farmer Browns. |
| Goals | * To enhance business growth opportunities and expand farm revenue streams. * To create high value produce that provides jobs. * To reinvigorate the environment. | * Make a living from the land. * Help the company get the most from their land |
| Values | * Sustainability–protecting people, nature and profit. * Innovative and trustworthy * Producing high value products, quality jobs, accessible services, and a vibrant landscape. | * Love for the land. * Self-sufficiency (making your own way). * Hard work brings rewards. |
| Relationships | * Global headquarters. * Farming sector players (meat and wool sector organisations, advisors, customers, local and central government, etc.). * Neighbours. | * You are familiar with various government staff, including representatives from Eastern Regional Council (ERC) and the Department of Rural Affairs (DRA). * You keep in contact with other farmers in the catchment through your personal networks and the Farmers Federation (FF). |
| Resources | * Your profitability is $5M. * $0.2M of your operating budget is for erosion control, including establishing riparian strips (plantings around waterways that stabilise the soil). | * You’re in contact with a large network of farmers across the country. * Staff from ERC and DRA are able to provide some information and advice on matters relating to the management of your land. * You draw on your own hands-on experience working on your farm to make decisions around ecology and land-use. |
| 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’re concerned about the potential effects of any changes to land-use management in the County catchment. You’re worried about the impacts of the erosion but ultimately want to ensure that you can continue doing what you do best |