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|  | Your role |
| Title | County Catchment farmer and landowner |
| Description | * You are a third-generation, non-indigenous farmer and landowner living and working in the County catchment. * Along with your family and a small crew of workers, you graze a large herd of sheep and cows on a block of land you’ve inherited from your parents. * While you’ve noticed some environmental and landscape change resulting from the erosion problem, you live upstream of the worst impacts. |
| Goals | * Make a living from the land. * Carry on the family legacy. * Provide for your family and community. |
| Values | * Love for the land. * Self-sufficiency (making your own way). * Hard work brings rewards. |
| Relationships | * You keep in close contact with other catchment residents, especially your fellow farmers. * You are familiar with various government staff, including representatives from Eastern Regional Council (ERC) and the Department of Rural Affairs (DRA). * You are a member of the Farmers Federation (FF) and sometimes call on the FF Eastern Region Regional Chair for guidance and advice. |
| Resources | * You’re in contact with a large network of farmers within the catchment and across the country, both through your personal networks and FF member events. * 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 … | * 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 – work the land that’s been in your family for generations. |