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|  | Your organisation | Your role |
| Title | Farmer Browns | General Manager – Country Operations |
| 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 oversee 100 people working on farms across the country. * You are hoping to expand farming opportunities and you are looking for options to value-add and/or diversify business operations. |
| Goals | * To enhance business growth opportunities and expand farm revenue streams. * To create high value produce that provides jobs. * To reinvigorate the environment. | * 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–protecting people, nature and profit. * Innovative and trustworthy * Producing high value products, quality jobs, accessible services, and a vibrant landscape. | * Development of high productivity farm land. * Providing job opportunities. * Pragmatic knowledge of the farming business. |
| Relationships | * Global headquarters. * Farming sector players (meat and wool sector organisations, advisors, customers, local and central government, etc.). * Neighbours. | * Director of the national Farmer Production Group. * Various national and international farming organisations. * Executives at global headquarters. * Local farm managers. |
| 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 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 want to increase your networks and identify new opportunities for the farm business. You are interested in initiatives that could assist your business, particularly in emerging revenue opportunities for the farm, such as tourism, horticulture, honey and hemp. |