



P3 Trust Programme

-CONNECTING THE DOTS

□ P3 Trust?

- Local group of farmers established 10 yrs ago
- Not a catchment-based group
- In a 'priority' catchment
- Saw an opportunity

□ Our project?

Helps farmers to create their own Farm Environment and Green House Gas plans.

Cross sector/Industry involved/Farmer centered

4 workshops (on and off farm), on-site visit + review meeting

❏ What's different?

Farmer Journey prioritized

Sector input seen as critical and built up-front

Farmers are supported by those they will engage with later. Smooth transition post programme.

□ Who's involved?

Tatua, Fonterra, Open Country Dairies,
Dairy Goats Co-Op, Synlait, Waikato
Regional Council, DairyNZ, Beef + Lamb
NZ, Pioneer, Dairy Training Ltd.

□ Why?

Shared values/desires

Service farmers will use longer term

Ensure transfer of relationship

□ Results?

Recruitment was easy

Farmer confidence increased

Plans are completed

Farmers know who will help them with the next steps

Farmers are proud of 'their' plan

Better & deeper relationships with stakeholders

Actions happening on the ground