



c u s t o m i s e d   a g r i c u l t u r a l   l e a r n i n g   f r o m   A g R e s e a r c h

## *What is AgCelerate?*

- AgCelerate offers a unique learning alternative for New Zealand agribusinesses, leading to improved business performance
- AgCelerate focuses on improving the performance of individuals through behaviour change
- AgCelerate programmes are customised to meet the learning objectives and business aspirations of each client.





## Who benefits?



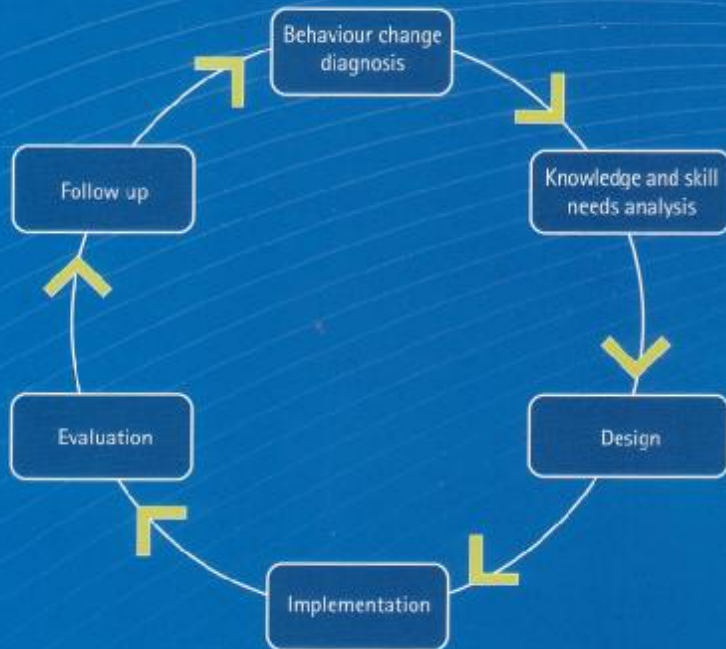
- Animal health companies
- Regional councils
- Agribusinesses
- Farmer co-operatives
- Rural finance companies
- Industry good organisations
- Corporate Farmers

## How will you benefit?

- Lift performance of **your company**
  - motivate groups & individuals to adopt best practice
  - improve the success of new technologies / products in the market
  - use it as a novel marketing tool
- Lift performance of **your team**
  - increase the relevance of the agribusiness professional
  - provide the skills and knowledge to improve on-farm and management practices
- Lift performance of **your clients**
  - provide skills and knowledge to grow their business

## How will it help you?

AgCelerate offers a unique approach to learning. The key components include:



This approach leads to an interactive experience for learners, provides an objective measurement of effectiveness and encourages use of new skills and knowledge to meet individual and company goals.

## How does it work?

### Communication & adoption



Communication via the media and large groups is effective in raising awareness. By using interpersonal methods (small groups and one-to-one communication) we achieve behaviour change.



## Why AgCelerate?

We have created a solution for encouraging learning and behaviour change using our:

- leading edge biological knowledge
- skills to construct quality decision support models
- expertise in adult learning.

This customised learning service offers farmers and agribusinesses an opportunity to access a learning process developed by those with an understanding of the issues as well as the resources, knowledge and networks within a leading life science company here in New Zealand.



## Why AgResearch?

Historically, significant resources have flowed into agricultural technology transfer and extension activities. However, AgResearch found these methods had varying levels of effect, and felt there must be better ways of improving the uptake of new information by adults, to ultimately boost agribusiness and farmer productivity and profitability.

Over the past five years, the AgSystems team based at Ruakura has developed a social sciences capability. This team, with an in-depth understanding of adult learning and behaviour change, carries out research alongside leading edge scientists from the agricultural, environmental and biotechnological sectors to provide a human dimension.

## AgCelerate Case Study



### An industry growth initiative

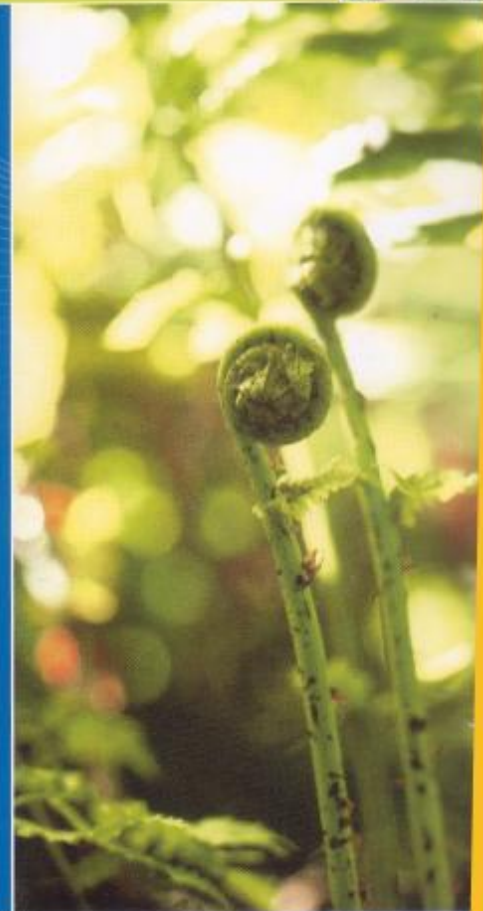
Nearly 2500 sheep and beef farmers throughout New Zealand have attended a Meat New Zealand Pasture Quality Workshop, a one-day workshop funded by Meat New Zealand, principally sponsored by Wrightson, supported by Round-Up. At the workshops farmers were provided with the principles, assessment and management of pasture quality.

Development of the workshop concept began with the AgCelerate team talking to farmers to determine their pre-existing understanding of pasture quality, preferred methods of attaining new information and challenges and successes they had experienced in terms of implementing strategies to improve pasture quality. This information was then used to guide the workshop design team and also led to the development of the Q Graze software, a tool that helped farmers to understand the possible consequences of implementing various on-farm strategies. Facilitators from Wrightson Solutions and AgResearch were trained by the AgCelerate team to deliver the workshops throughout the country.

A sample of farmers interviewed 4-6 months following the workshops found that 68% of farmers had made or intended to make farm management changes to improve the quality of their pastures.

*"Many farmers said the workshops had given them more confidence to put existing ideas into practice, while others had picked up new ideas, especially during small group discussions"*

Sam McIvor  
Information Manager  
Meat & Wool New Zealand



## AgCelerate Case Study

### AgCelerate a marketing tool

In 2003 and 2004 AgVax Developments Ltd, a NZ animal health company experiencing rapid growth, contracted the AgCelerate team to design and implement workshops for their veterinary clients on Sheep Reproduction and Lamb Growth.

The objective of each workshop was to give vets the confidence to extend their business services outside of those traditionally offered. The workshops focused on giving the vets the opportunity to learn strategies to overcome any barriers they faced in terms of offering a new service and to provide them with confidence when discussing the technical areas of sheep reproduction and lamb growth with their clients.

The Serious Solution workshops have provided AgVax a unique and valuable marketing tool in a difficult market where competition is fierce.

*"The AgResearch social science team have succeeded in helping us secure our unique position as a supplier of serious solutions for animal health in New Zealand. Their work has really enhanced our relationship with our veterinarian clients and awakened them to the fact that we have a distinct advantage to offer them. The feedback we are receiving is tremendous, and we are very pleased with the result."*

*Richard Campbell  
General Manager Sales & Marketing AgVax Developments Ltd*

## AgCelerate Q&A



### 1. Can AgCelerate meet the needs of those land based businesses with complex management structures?

Equity partnerships, corporate entities and governance structures involving multiple land ownership face significantly different governance and management issues compared to the owner/operator model. The AgCelerate team works closely with those within AgResearch who have helped organisations deal with some of the challenges facing these organisations. Customised learning programmes can be developed to assist with strategic business planning through to governance and management of land based enterprises including development and implementation of innovative farm systems and resource optimisation.

### 2. We are seeing increased emphasis on the economic growth of Maori authorities; does AgCelerate have a role to play?

AgCelerate offers distinctive learning programmes based on the needs of different groups having an interest in Maori owned land:

1. Technical programmes to improve farm management decisions
2. Management programmes to demonstrate the value of innovative systems to increase production and the adoption of new technologies and effective management
3. For governance bodies we can increase the understanding of the agricultural industry and the importance of cohesive governance to drive business growth and resource protection

To deliver these programmes the AgCelerate team utilises the expertise within the Maori Agribusiness team, the Agriculture and Environment group and leading business experts.



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