



## Key Influences on New Zealand Agribusiness

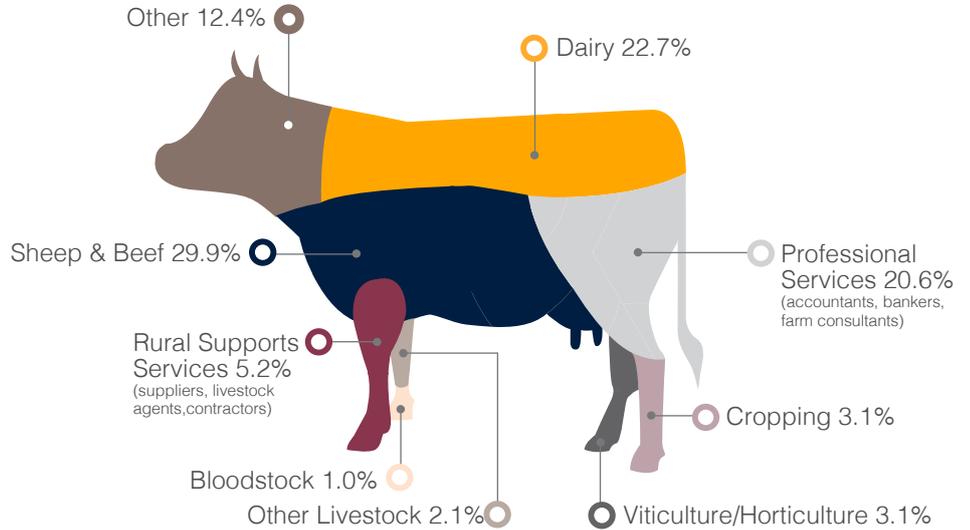
## Insights from the Southern Field Days

This year, over three days at the Southern Field Days, we asked farmers, rural professionals and others involved in New Zealand agribusiness what factors they felt would have the largest influence on the sector over the next 12 months.

This is what they told us.

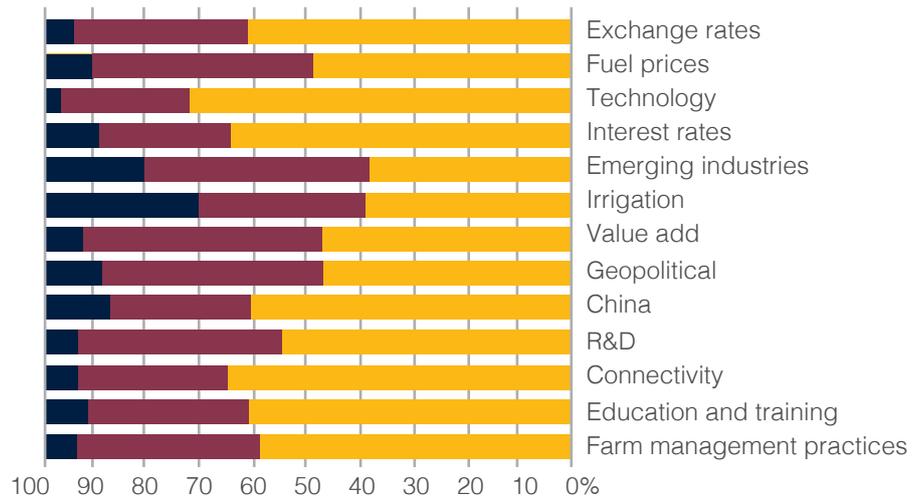
### What was the primary occupation within the rural sector of respondents?

The respondents were from a broad cross section of the agri sector. Livestock farming made up over 50% of the survey responses which was not surprising given their significance in the sector. A fifth of the respondents were rural professionals such as agribusiness advisors, legal professionals and rural bankers.



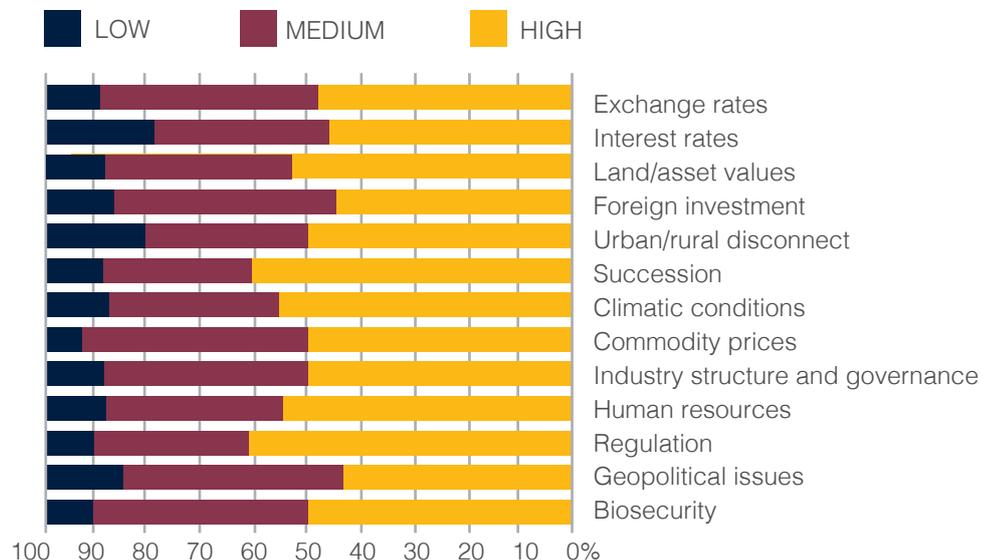
### Positive influences in agribusiness in the next 12 months

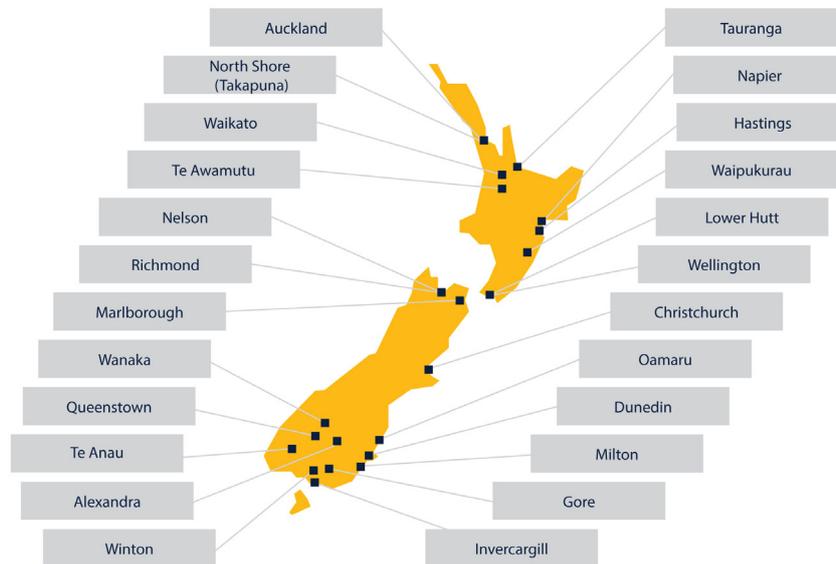
73.2% of respondents believed improvements in technology and its adoption would have the largest positive influence on New Zealand's agribusiness. This was closely followed by farm management practices, favourable interest rates, improved rural connectivity and continuing education and training.



### Negative influences in agribusiness in the next 12 months

64% of respondents identified unfavourable commodity prices as having the greatest negative impact on the sector over the next 12 months. This was followed by regulation (both local and central government), succession issues, climatic conditions and human resource challenges.





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Over the three days of Southern Field Days an in-depth, supervised survey was conducted on 97 random participants. These are the results.