



Mentoring
Helping the Organic Sector Grow

Content of talk



- Mentoring and innovation
- Rural Mentor programme – What is it?
- Benefits
- Background of this programme
- Who is involved?
- Training
- What is expected of the mentor?
- Feedback from mentees
- Cost
- How can you get involved?

Mentoring and innovation



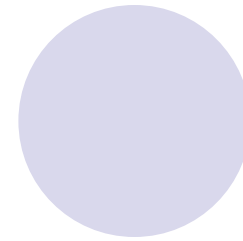
- Wealth of knowledge and experience in organic industry
- Sharing of information leads to innovation
- Roadblocks to conversion
 - Fear of unknown
 - Lack of networks
 - Confusion around certification

Information Transfer



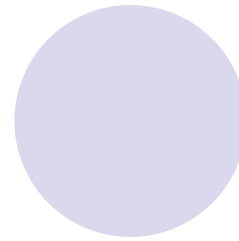
- When new to the industry who did you get information off?
- Main methods of information transfer:
 - Discussion groups
 - Current networks
 - Industry experts
 - Certifiers
 - Internet

What is it?



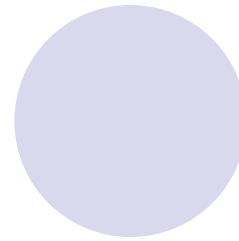
- Formalised farmer-to-farmer mentoring scheme
- Voluntary and “off-line”
- Mentee/mentor or both
- Partnerships have one year lifespan
- Currently farmer-to-farmer based
 - Dairy
 - Sheep and Beef
 - Organics

Who Benefits



- Individual mentees
 - Gain knowledge and expertise
 - Support and encouragement
 - Reassurance
 - Build networks
 - Non-threatening way to seek support
 - Accountability

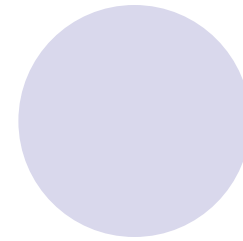
Who Benefits



- Individual mentors

- Provides opportunity for passionate farmers to share skills and expertise
- Build on leadership skills
- Have business processes challenged
- Keep in touch with industry
- Extend networks
- Satisfaction

Who Benefits



- Wider Industry

- Retention of people in the industry
- Quality of farmers through conversion
- Build capability in industry
- 'Ripple effect'

Background to this programme



- Two Waikato/King Country Pilots
 - Sheep and Beef (Nov 2006)
 - Dairy (Mar 2007)
- South Island Organic Pilot 2008
- Secured funding from Sustainable Farming Fund then DairyNZ, Meat & Wool and OANZ
- Developed infrastructure and industry partnerships
- Launched in 2009:
 - Waikato/King Country - April
 - Canterbury - June
 - Southland - June

Rural Mentor Vision:

To establish a nationwide industry wide mentoring scheme that provides benefits to the wider industry.

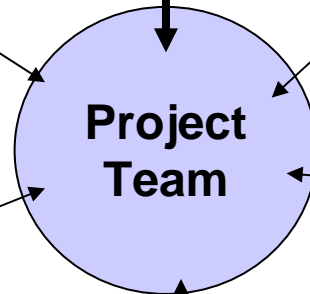
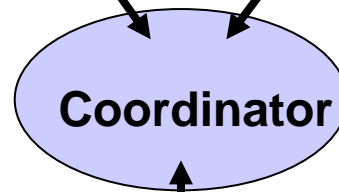
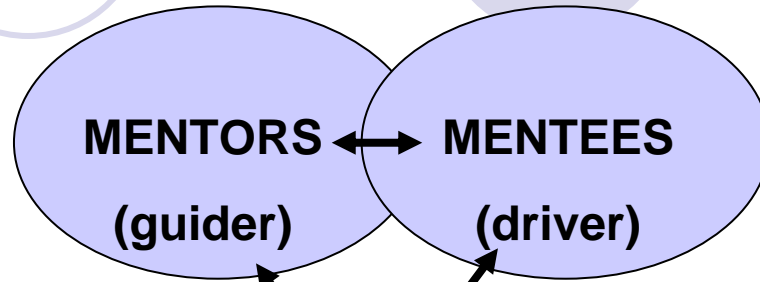
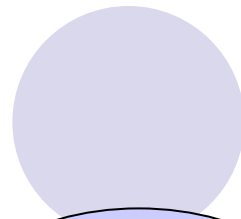
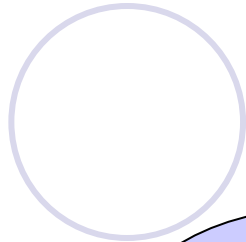
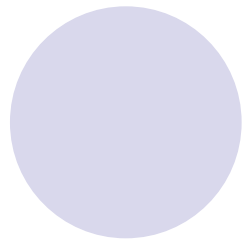
Opportunity to support, grow, inspire and develop farmers'

Opportunity for **farmers'** to share their knowledge and expertise, focused on increasing the mentees' farming competence and capability.

Facilitate personal development and promote leadership.

Attractive industry where farmers support, encourage and help others to succeed.

National and include hort/viticulture and agribusiness and rural professional scene.

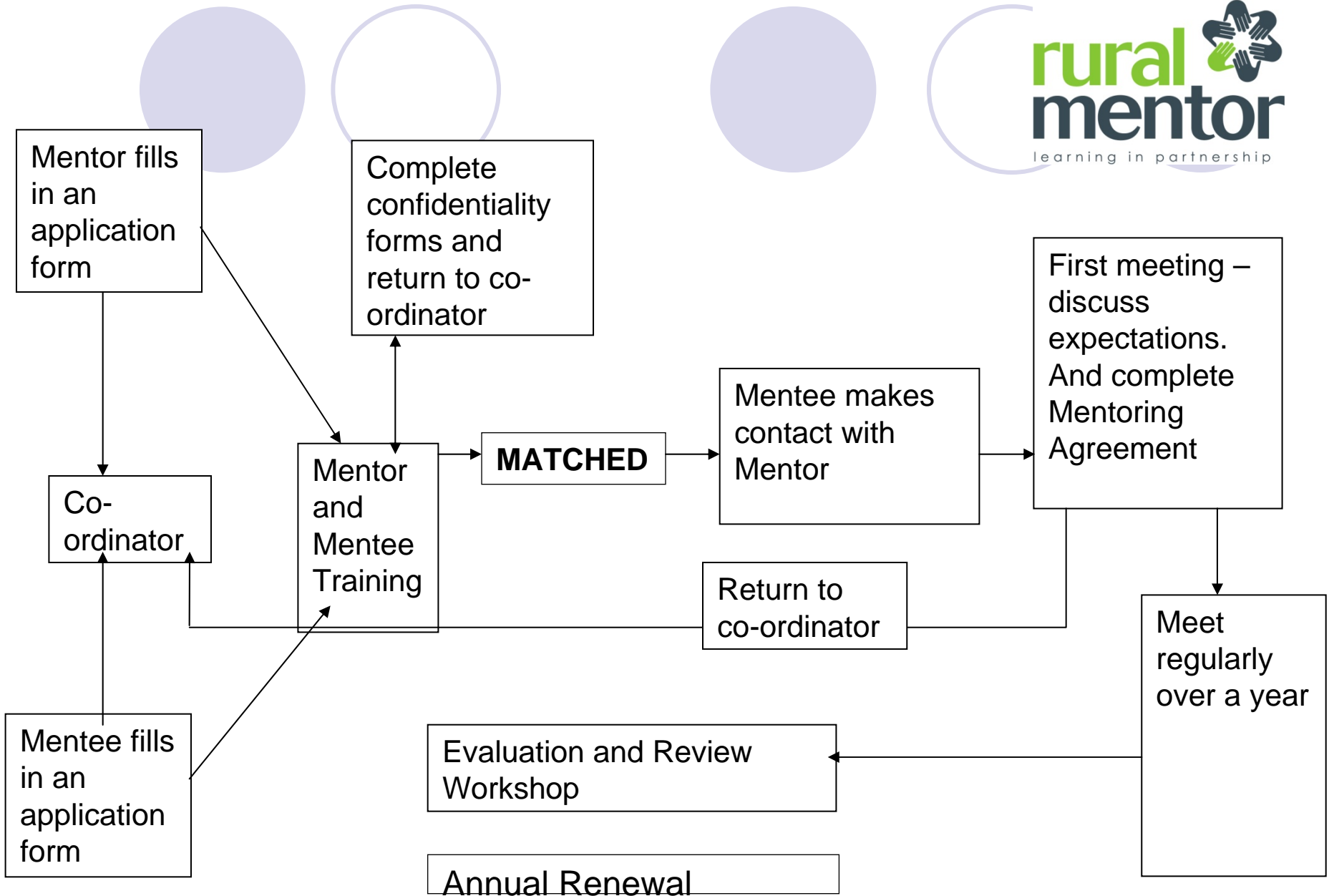


NZ Young Farmers

Who is involved?



- Suitable for anyone from all walks of life
- Mentees
 - New to industry
 - Wanting to make next step in industry
 - Feel like stuck in rut
 - Personal development
- Mentors
 - Farm owners
 - Sharemilkers
 - Managers
 - Semi-retired/retired farmers



Training



- Mentees and mentors required to attend
- Provides
 - Details of programme
 - Frameworks, policy & guidelines
 - Background and motivation of other party
 - Personal development
 - Mentors with tools and templates
 - Opportunity to network



Mentor is required to...



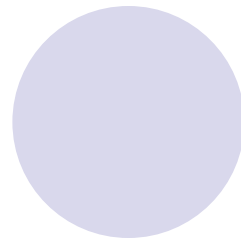
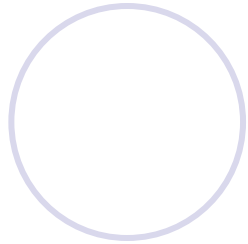
- Provide a listening ear
- Have empathy for others
- Offer support & guidance
- Encourage & motivate
- Act as a sounding board
- Commit time to the relationship
- Treat all information in a confidential manner

Feedback from Mentees ...



- Having someone outside the square to run questions by.
- Getting a different viewpoint. A sounding board.
- Expands our networks and direction to available resources.
- As a couple it makes us focus.
- Setting ourselves a goal and a time limit.
- Confirming what we are doing it all right.
- What I am getting is different to what I originally expected but it is great and there may be still more unknown benefits coming up
- The articulation of our own goals/dreams/vision – it is an awakening process.
- The mentor is keen to help but not ‘over help’ – coaches and guides us

Cost?



- \$200 cost for the mentees
 - \$100 towards mentors expenses
 - If eligible mentees get complimentary membership to NZYFC
 - Rest towards running of the programme
- Mentors
 - Receive \$100 once matched
 - Can claim for up to \$310 expenses

Current attendees



- Total of 87 people enrolled throughout 3 regions
- 25 pairs matched (50 people total)
- Majority Waikato
- Organic mentors are matched and awaiting mentees
- Range of dairy, sheep & beef, and organics

Summary

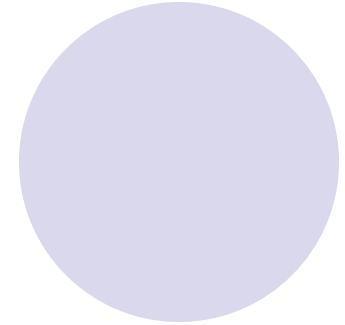
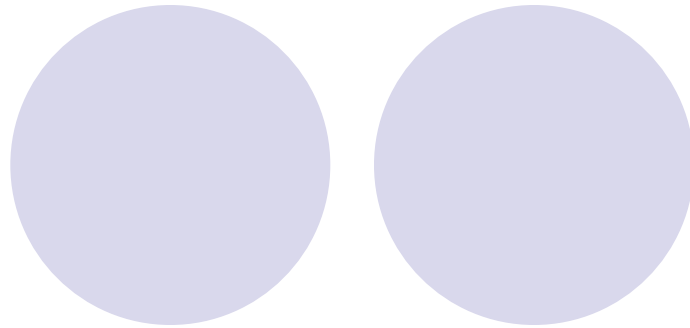


- Converting to organics can be difficult due to fear of the unknown
- Having a mentor provides support and knowledge
- Being a mentor - satisfying way of giving back to industry

How do you get involved?



- Next round is about to begin. Training to be held:
 - Waikato - 26th November, Hamilton
 - Southland - 2nd December, Gore
 - Canterbury – 3rd December, Lincoln



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