

DOUG AVERY'S

**Resilient  
Farmer®**

**bnz**  
Be good with money

# Thriving in business and life

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CDANZ Symposium  
23rd Nov 2015  
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Facebook Bonavaree Farm  
and Resilient Farmer



28/08/2012

**FMG**  
Advice & Insurance

**Allflex**  
Identify the Difference

beef+lamb  
new zealand

**Seed Force**  
the power to grow



# Where's the wealthiest place in the world?



# Normal??????

- Ordinary
- Average
- Commonplace
- Standard
- Routine
- General



© Edward Monkton

**We are all "SPECIAL"**

"The greatest danger for most of us  
is not that our aim is too high  
and we miss it  
but that it is too low  
and we reach it."

Michelangelo



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21/08/2014





18/08/2014





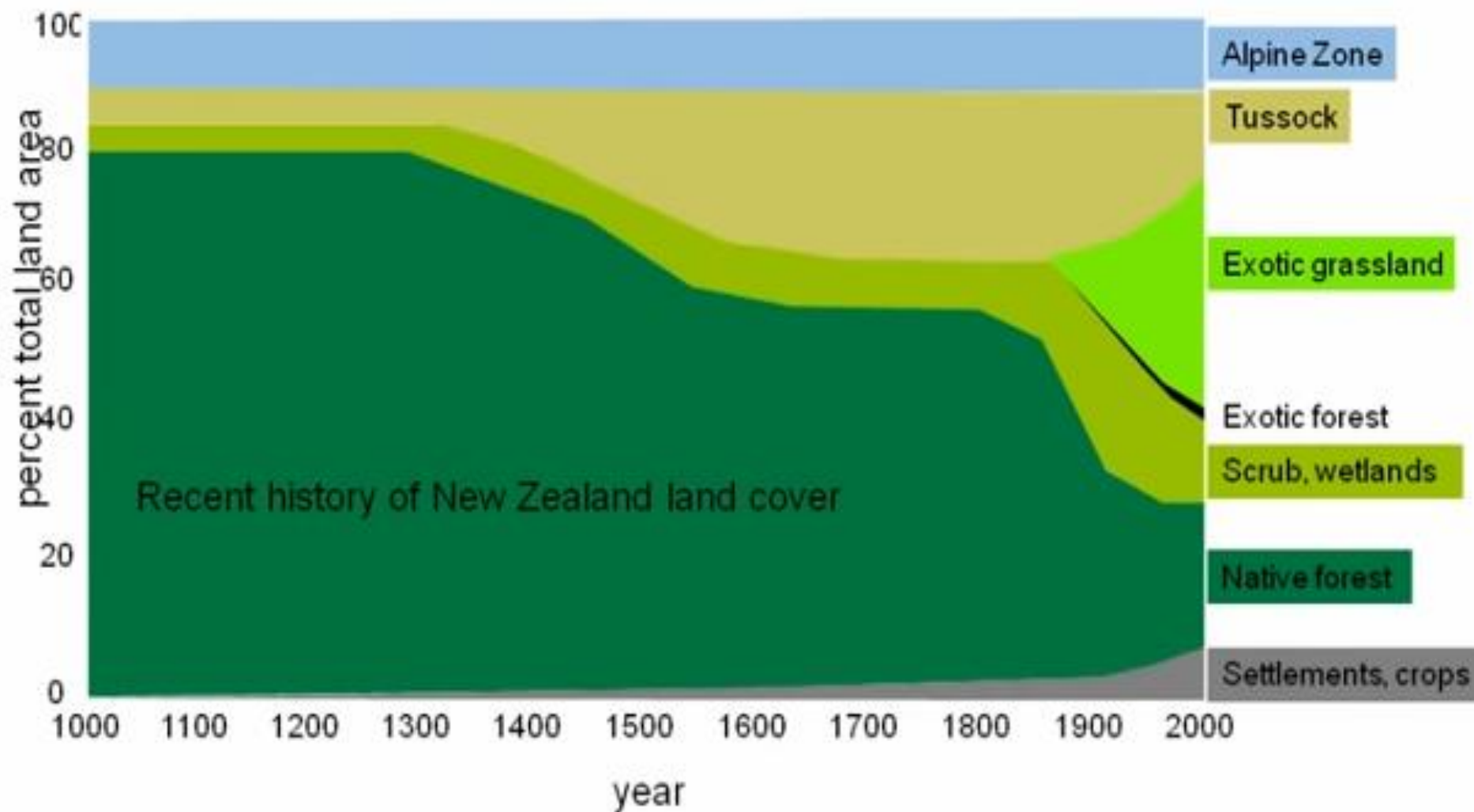


“You cannot distribute  
wealth or well being  
that has not been created”



# Some thoughts

- NZ is one of the most urbanised countries in the World with 87% of its people living in urban zones.
- NZ relies more than any other country on agricultural export.
- 49% of NZ land area is farmed.
- Primary sector industries create 61% of the NZ exports.
- Farmers make up less than 4% of the population.





Avery in New Zealand since August 23<sup>rd</sup> 1842







Emigrants embarked at Blackwell 29 April 1842, sailed from Gravesend 1 May 1842. Arrived Nelson 22 August 1842, emigrants landed 23 August. Voyage 96 days land to land. First vessel to sail from London to Nelson direct. Total souls 169 - of these, eleven women were nursing, and eleven women pregnant at time of embarkation. Alfred Domett was a cabin passenger. He became Editor of the Examiner, M.P., Commissioner of Crown Lands, Colonial Secretary, and Premier in 1862-63. He was responsible for the streets named after poets in Nelson, and in Napier.

# 173 years in the game

## ~ PASSENGER MANIFEST ~

Alder, Samuel, 23 · Carpenter

Alder, Cecelia, 23 · Wife

Alexander, Helen, 17 · Dressmaker · L Berry, Sentinel Vineyard

Atkins, Thomas, 32 · Farm Labourer · Joan Atkins b1924 m. E Dick had 5 children

Atkins, Jane, 28 · Wife

Atkins, John Henry, infant

Avery, John, 32 · Farm Labourer

Avery, Eliza, 24 · Wife · Gwenda White for Sheat g grandchildren

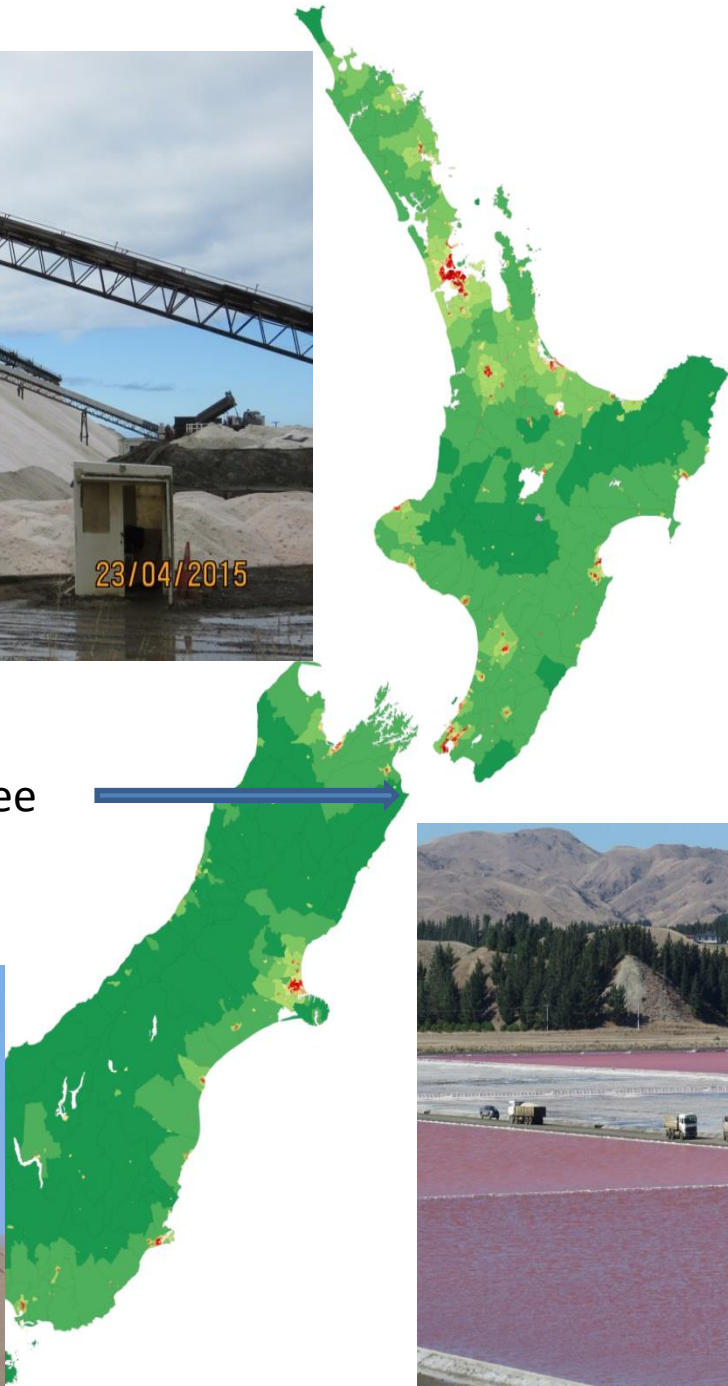
Avis, James, 26 · Miner & Lime burner





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Farmer<sup>®</sup>

Bonavaree









DOING EVERYTHING  
**Resilient**  
**Farmer®**

# Hard Work Background

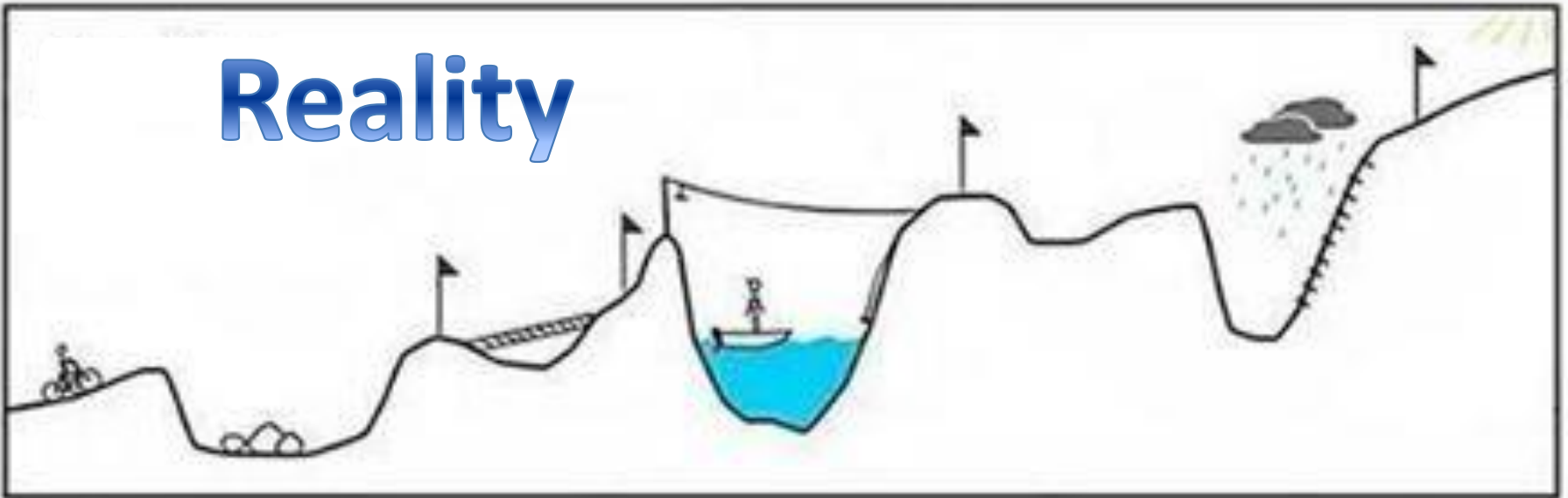




# My Plan



# Reality



LIFE IS A JOURNEY OF  
“PEAKS AND VALLEYS”



# Dreams and vision





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Climbing "Peaks"  
can be hard



But the reward greater than  
imagined



No one can stay on a Peak  
We must return to the Valley





# Drought..... 8 years of it



23/01/2004



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# A battle lost but not the war



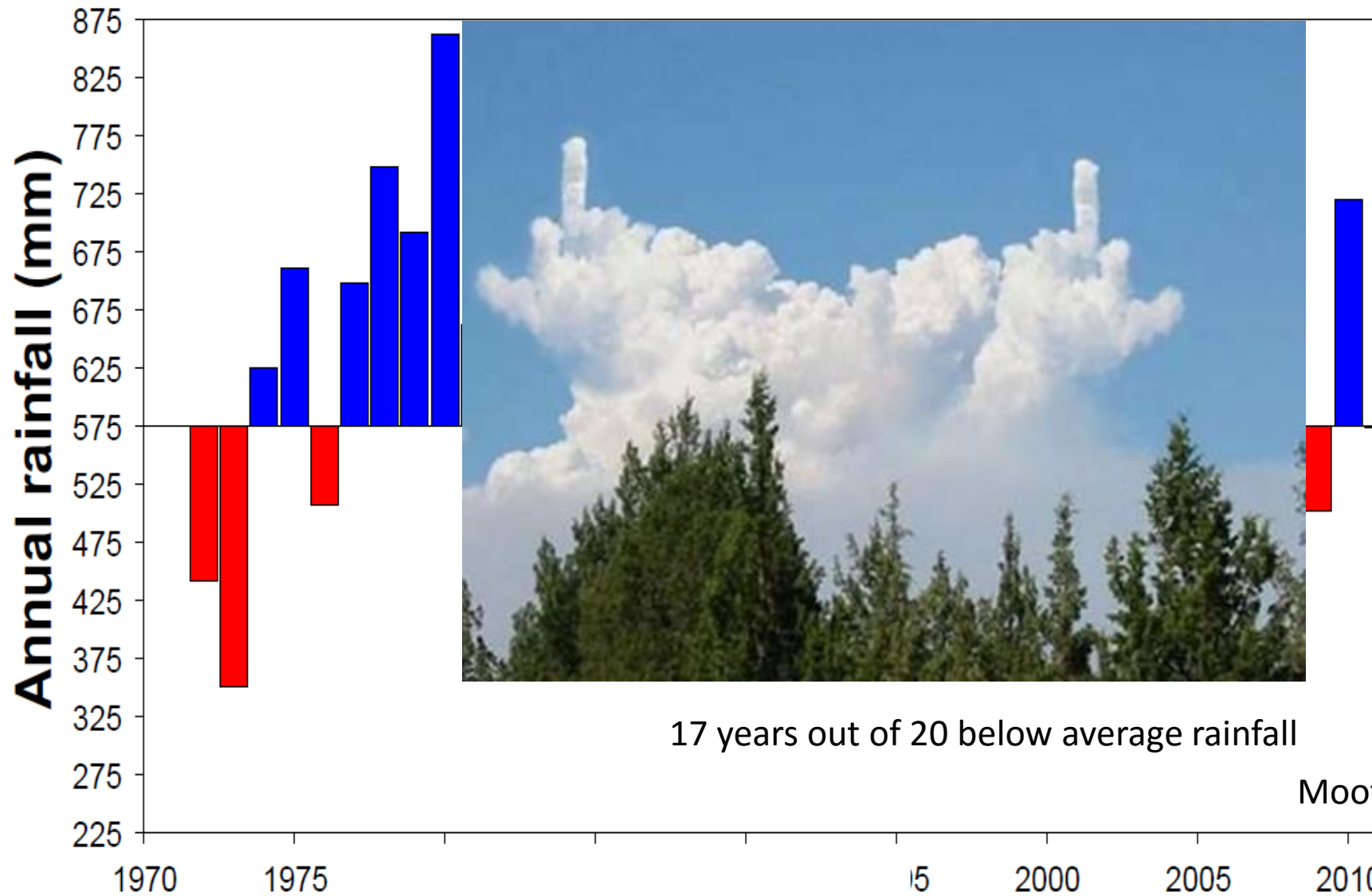
19/07/2004



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# Annual rainfall at 'Bonavaree'

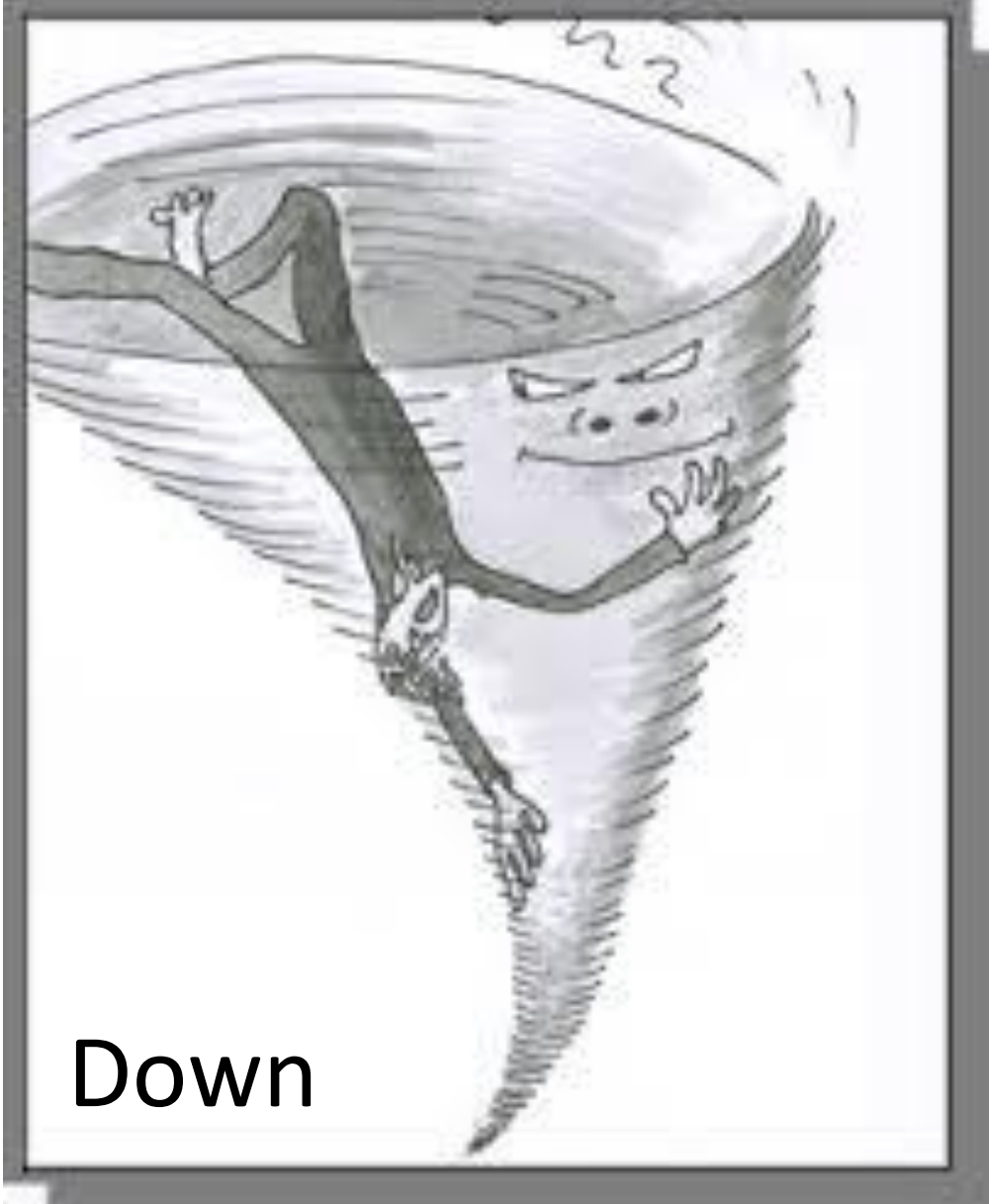




When the pressure came on one leg  
broke!

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Down



# The Three Ugly Sisters



***“There’s as much opportunity  
out there now as there has ever  
been.....  
It’s just have we the eyes to see  
it.”***





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**CHANGE  
AHEAD**

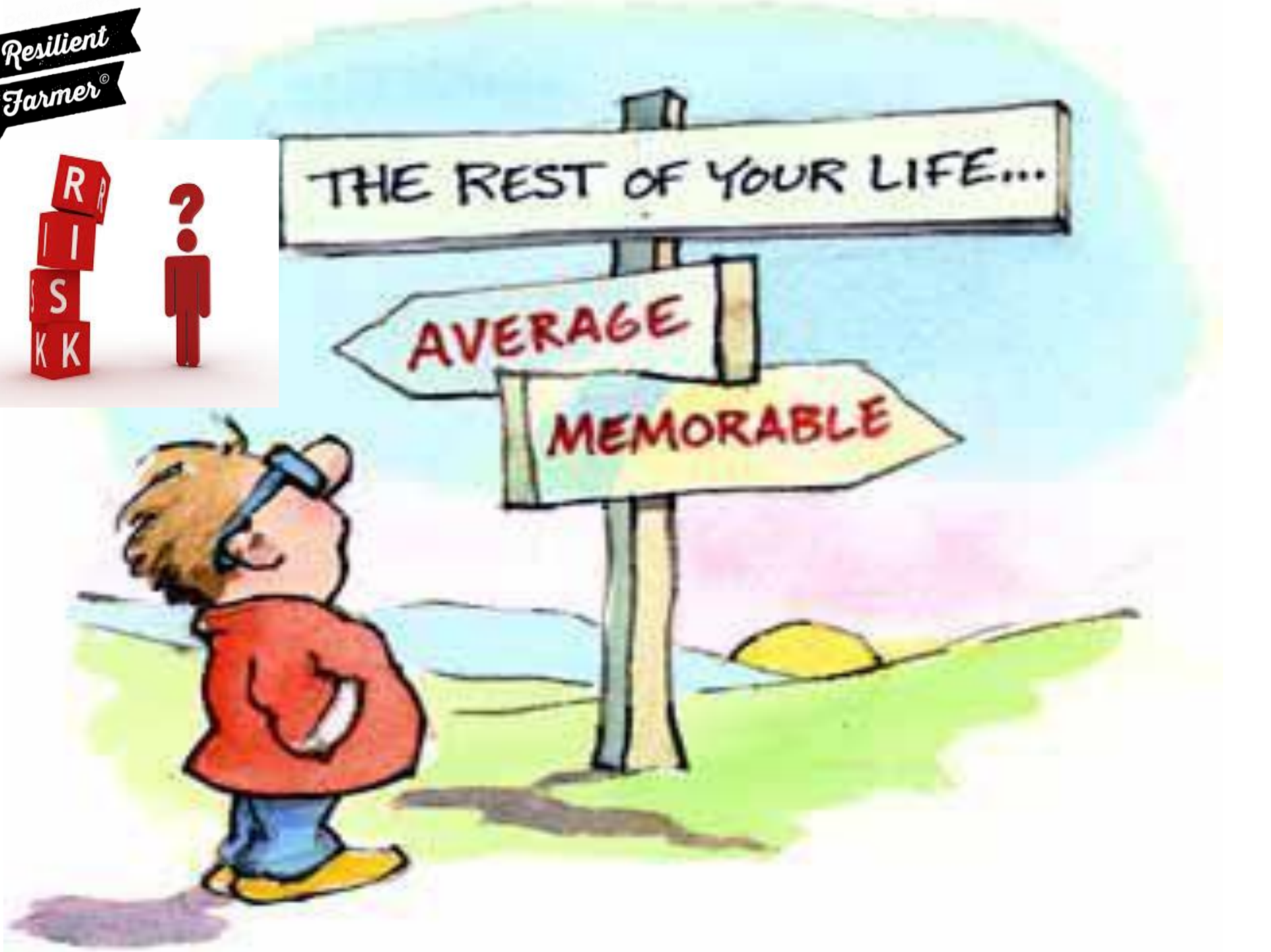


F.E.A.R has two meanings

- Forget Everything and Run.
- or
- Face Everything and Rise.
- The world is made by people who turn up!



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# The Dice of Life





# New Zealand Land Care Trust

- Soils
  - Farming systems
  - Climate
  - Landscapes
  - Social science
  - Production and conservation plants
- 

*Resilient  
Farmer®* “The sweetest fruits are on the outside  
branches”



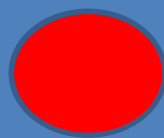


Result of the rugby world cup

Concern

weather

Value of the \$



Influence

Result of the rugby world cup

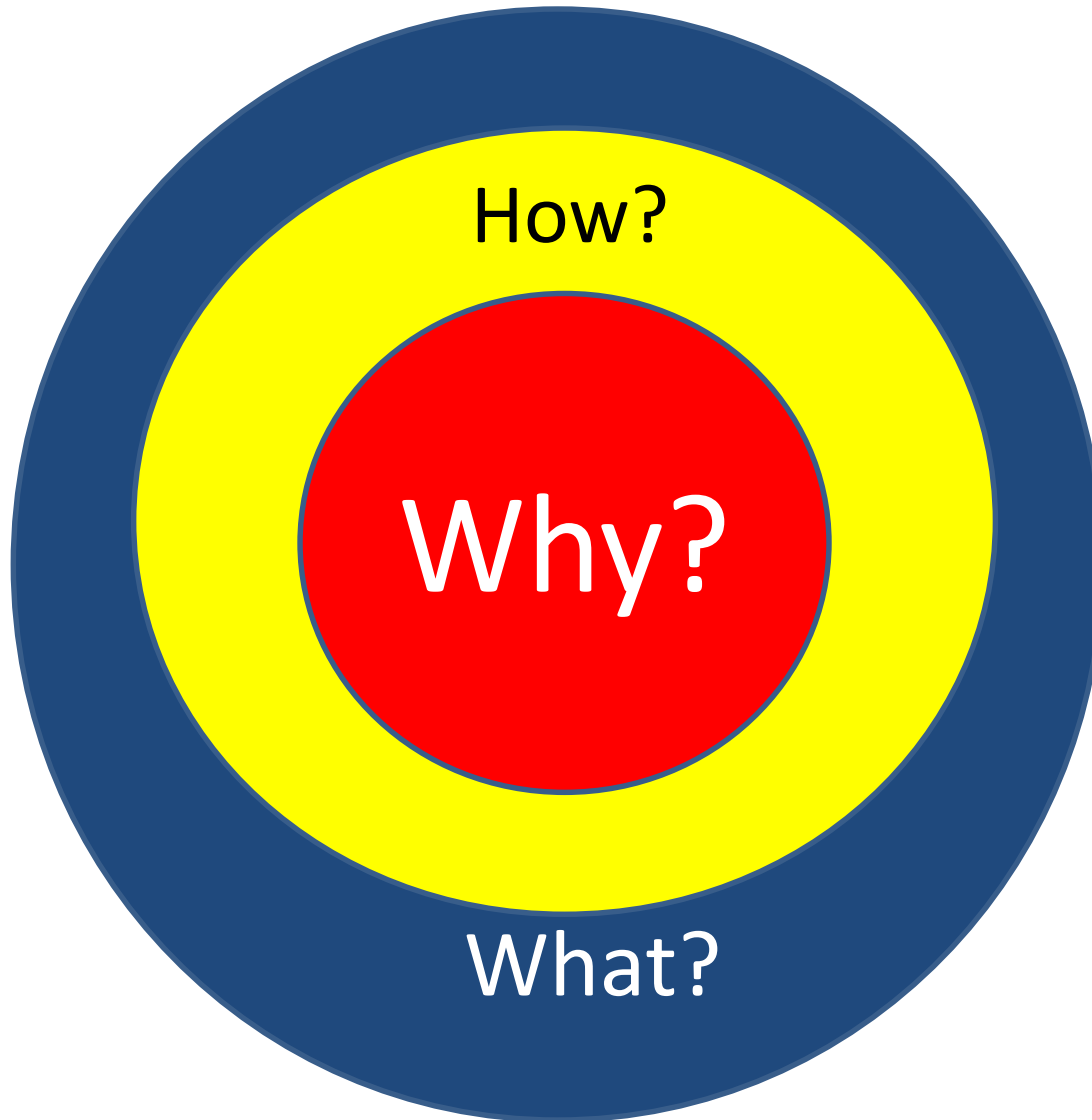
Concern

weather

Value of the \$



# The Golden Circle





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Deep soil carbon



In 2012 we have 450 ha of “HOT” pastures  
These pastures return over \$3,000 per ha per year



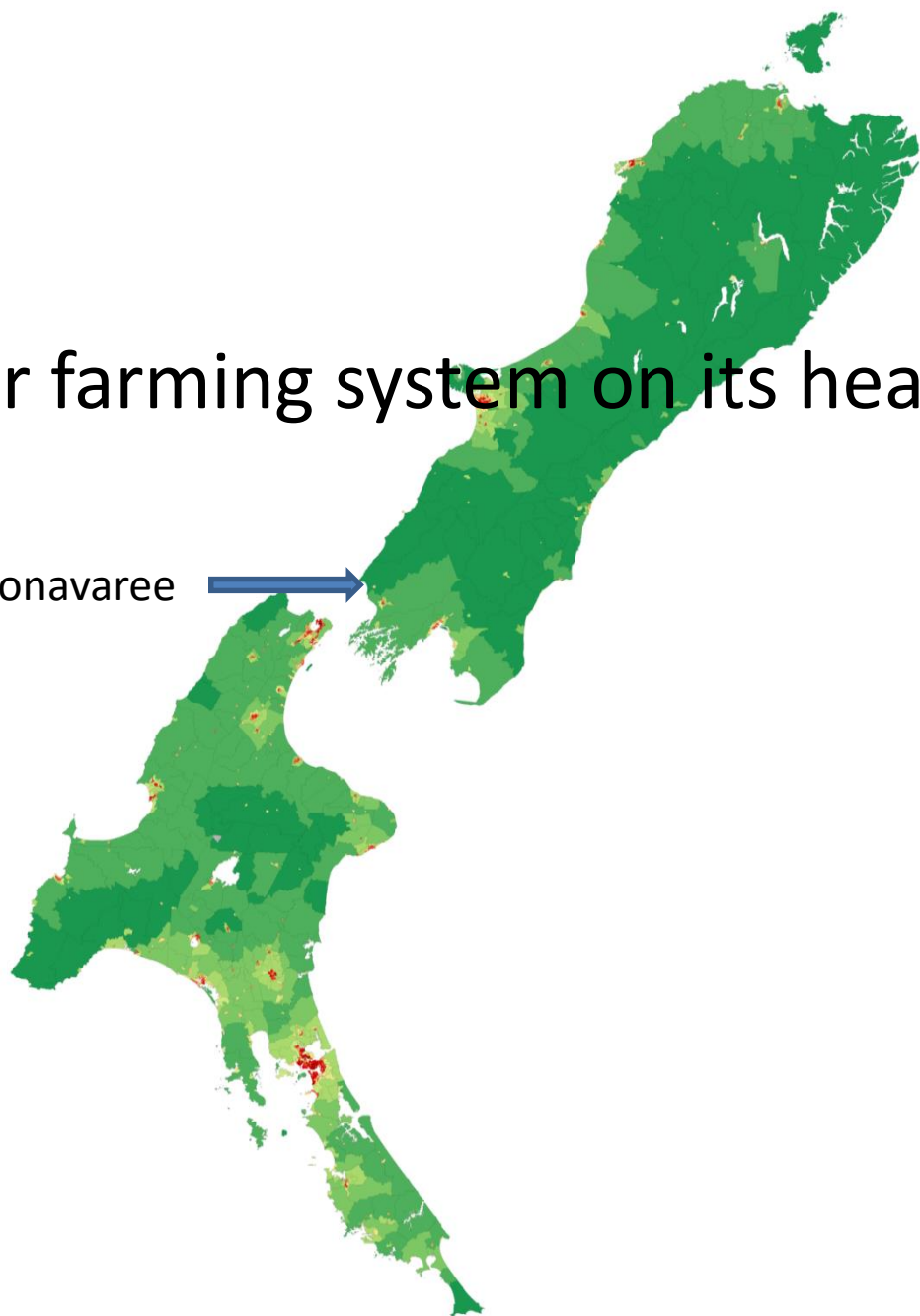
07/05/2013





We turned our farming system on its head.

Bonavaree





# The effects of N on water utilisation

## 25 kgs of N per tonne of legume DM



Natural N production.....lower emissions

Lucerne/ prairie grass/plantain

04/08/2013



Rye grass/ white clover/ plantain



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**Efficient production**

04/08/2013



# Change in stock performance

Ewes growing lambs at 360 grms per day  
birth to weaning.

Average for NZ is 175 grms per day

What do animals do best on?  
74% legume, 26% other.

27/09/2013





In 2002 we had 3700 sheep producing  
38 tonne of lamb meat.

In 2014 we have 4200 sheep producing  
88 tonne of lamb meat.



50% less greenhouse gas for each kg of lamb  
reduction in 12 years





Traditional Marlborough on the right

Bonavaree's Marlborough on the left

\$42000 17 yrs

\$4700 17 yrs

25-35% internal rate of return on our  
money invested

A few degrees of separation  
at the start, huge further along the journey

25/03/2012



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Between every Peak  
there is a Valley



Beyond every Peak  
is a greater challenge

21/07/2013



The generations continue, thriving  
again.

We are “PROUD” farmers





**Rural career**

**development  
starts at a  
young age**





The games we play  
have a real edge to them





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# Amazing diversity of work



## in a modern farm

## A thriving environment to grow our young



# Resilient Farmer

## Objective One

- Build emotional resilience...human capital

## Objective Two

- Build financial resilience.. financial capital

## Objective Three

- Environmental resilience.. natural capital





## ***Resilience ...***

**It's your ability to  
“bounce forward”  
from your troubles**



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# Resilient Farmer

promoting positive thoughts, words,  
conversations and actions.



“If you don’t know what you want,  
you have little chance of achievement”.



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***Time can move on and we loose  
sight of what's going on!***



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Men's suicide rate is three  
times that of women.

This year thousands of men  
will die from stubbornness.

NO WE WON'T

Learn the preventive medical tests you need. [ahrq.gov](http://ahrq.gov)



LAMAR

15201



Suicide..... what we can see

15%



Depression.... what hold suicide up there

85%



Stress...feeds depression



Solution



## Six ways to well being

- Connect.
- Give.
- Take notice.
- Don't personalise problems that are not yours.
- Keep learning.
- Be active.





**NOW..... Is a great word**

**This creates HOPE!**

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HOPE  
CHANGES  
EVERYTHING.



# Teachings from geese

## Collaboration

Working together

## Encouragement

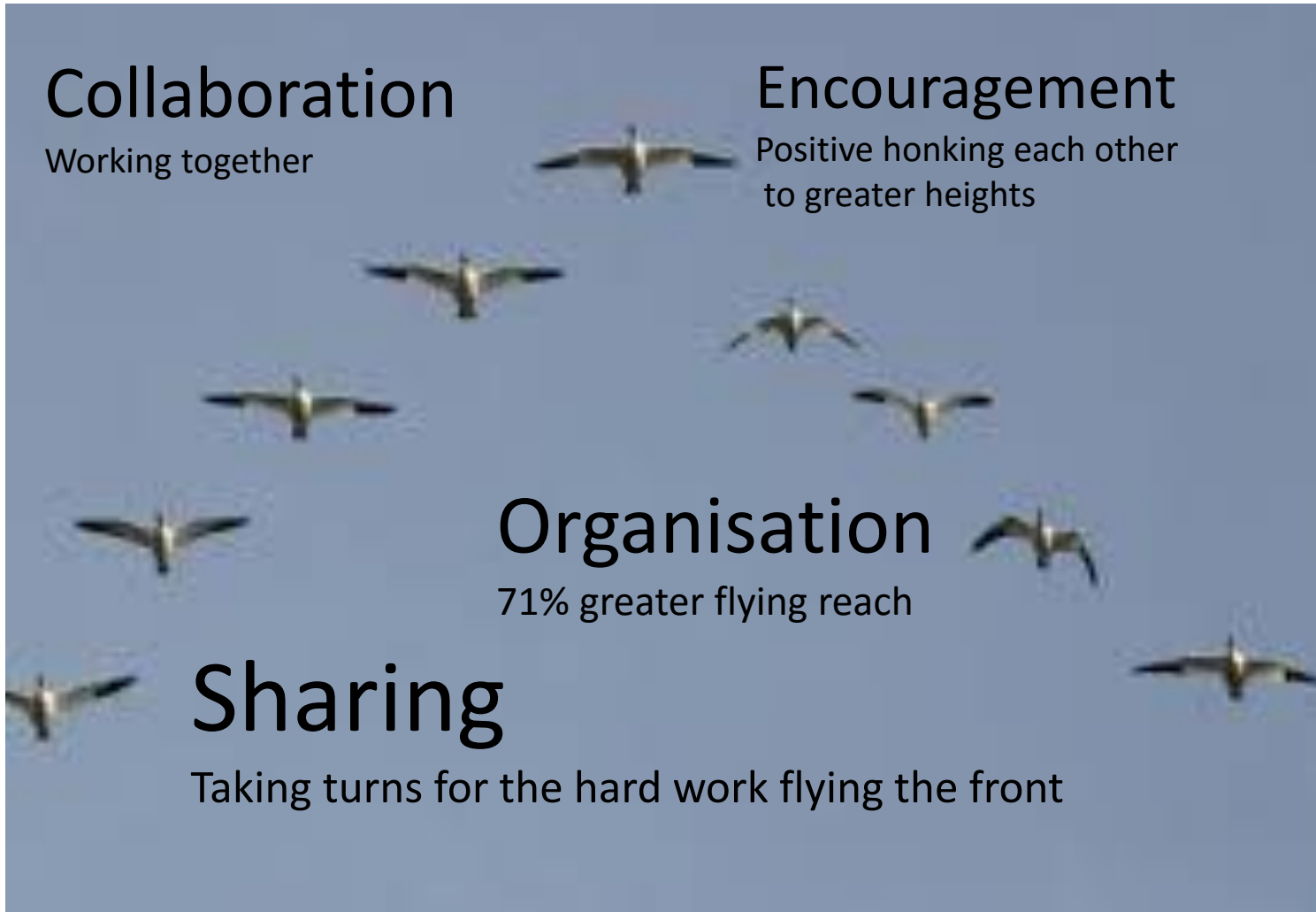
Positive honking each other  
to greater heights

## Organisation

71% greater flying reach

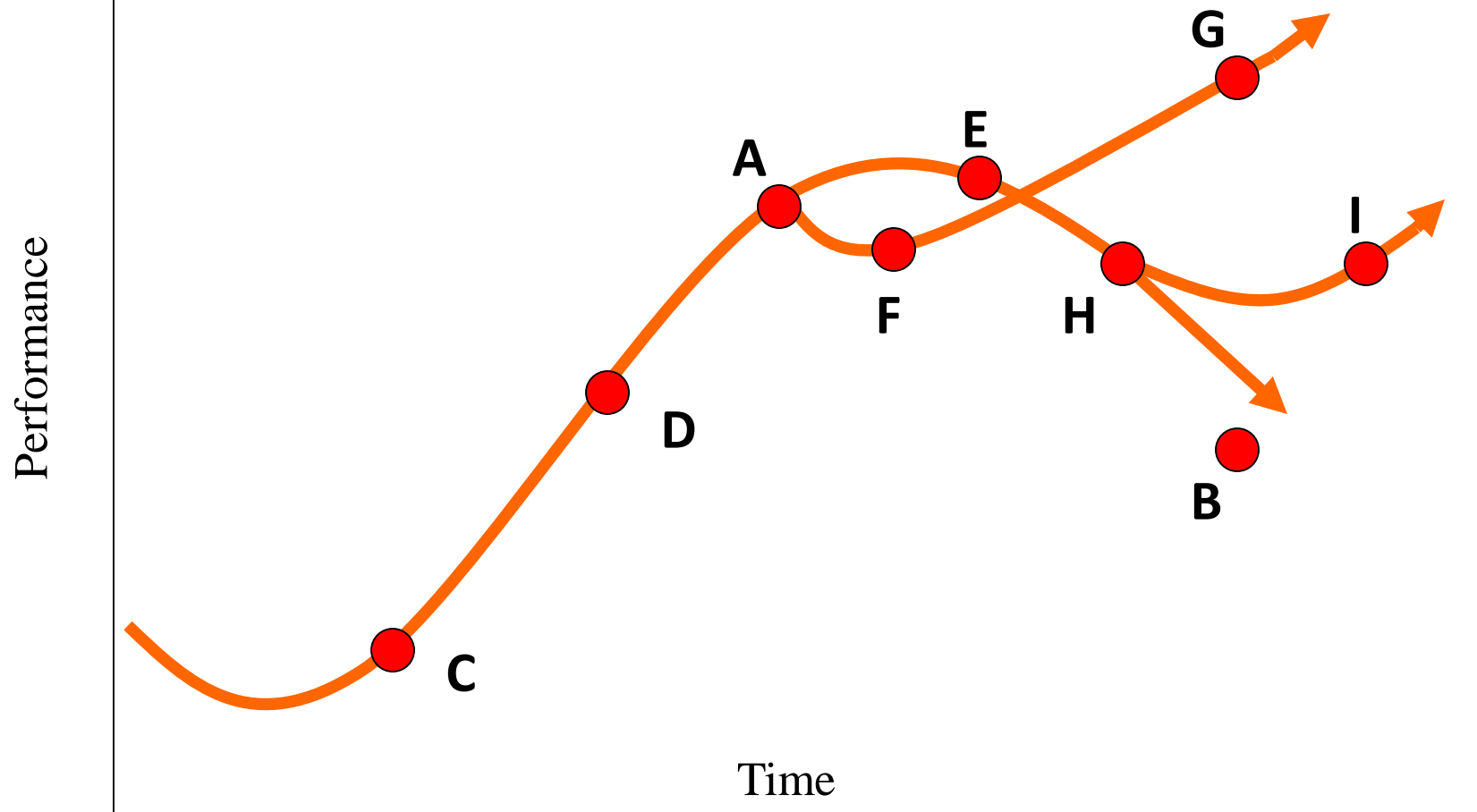
## Sharing

Taking turns for the hard work flying the front



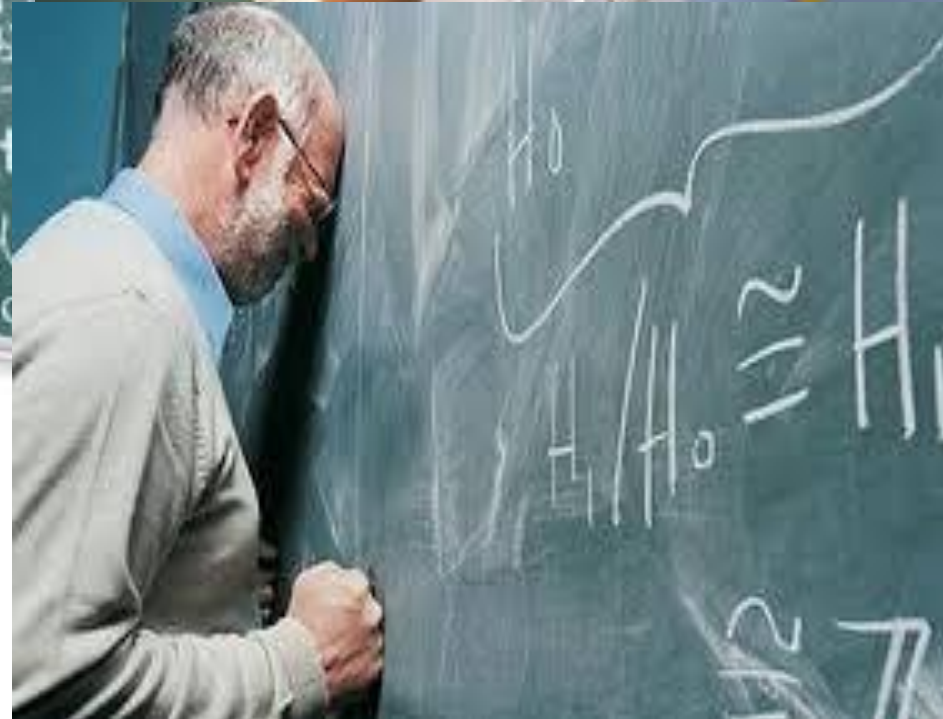
# The Sigmoid Curve

Where are you on your sigmoid curve?





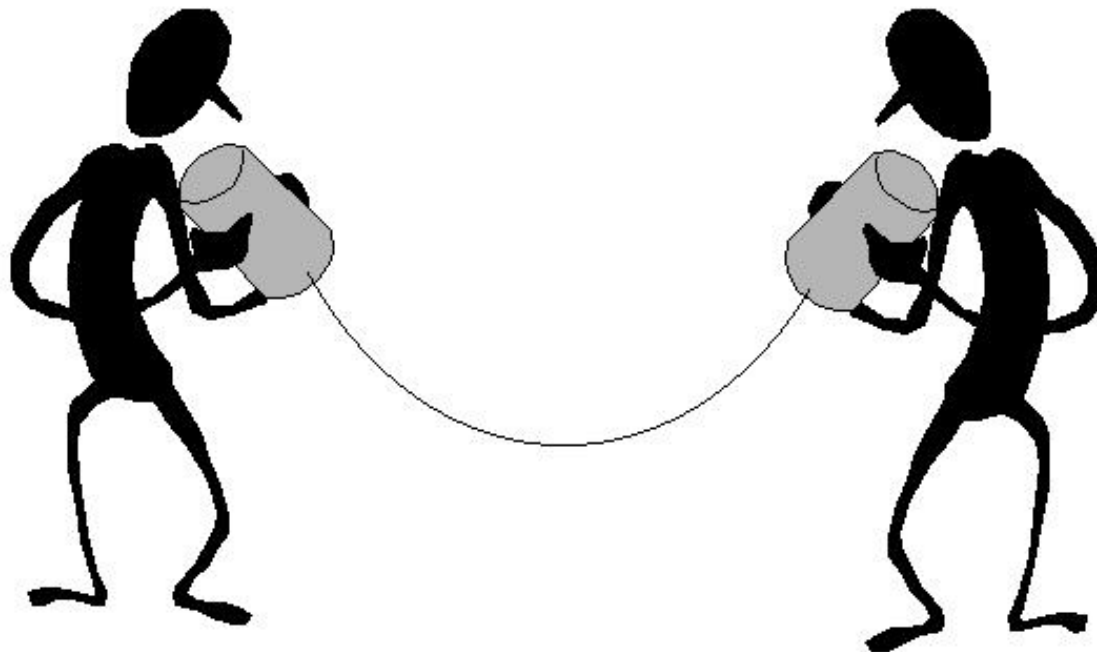
# Your Teachers ?



Communications  
Teacher?????

# How do we communicate?

- Negative or positive?
- Whistle blower or solution/ healthy thinker?
- Concern thinker or influence thinker?



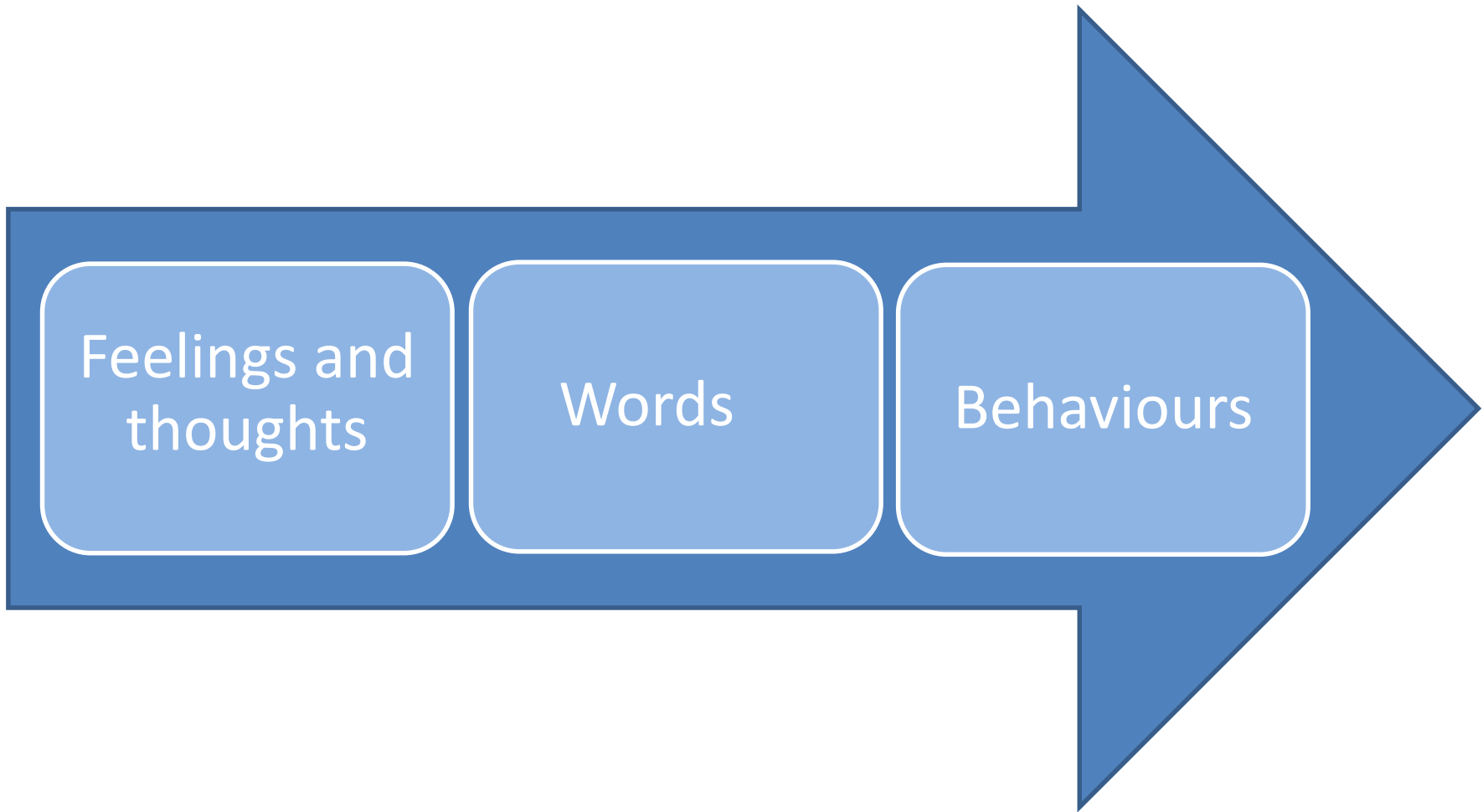


# What thoughts do you sow?





# This is your window to the world





# **The Underlying Message**

**Life is tough – deal with it!**

**Make a choice as to how to deal  
with it!**

# Key points

- We need to work smarter, not harder. *Value..... not volume.*
- Innovation and learning is key. *Continuous self improvement*
- Accepting and seeking change.
- Collaboration with others to accelerate growth.
- Working WITH and natural forces of nature.

***“If you always do what you have always done, you’ll always get what you have always got”.***



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“Team culture....pulling together”



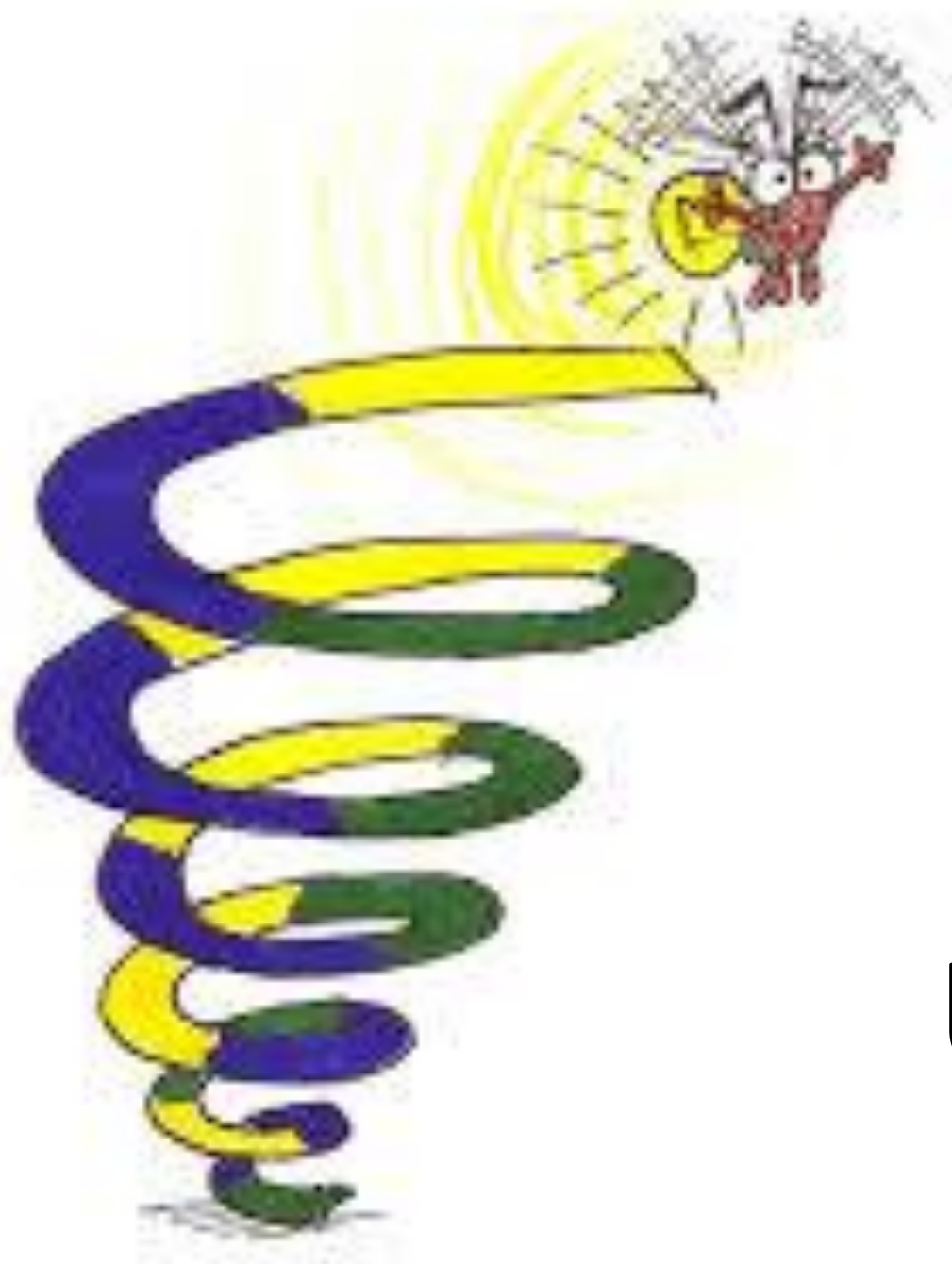
# All our banks were full leading into 2015

- Money bank.
- Fertiliser bank.
- Stock condition bank.
- Emotional bank.
- Relationship bank.

Success is not  
the key to happiness  
Happiness is the  
key to success  
If you love what  
you are doing,  
you will be  
successful.

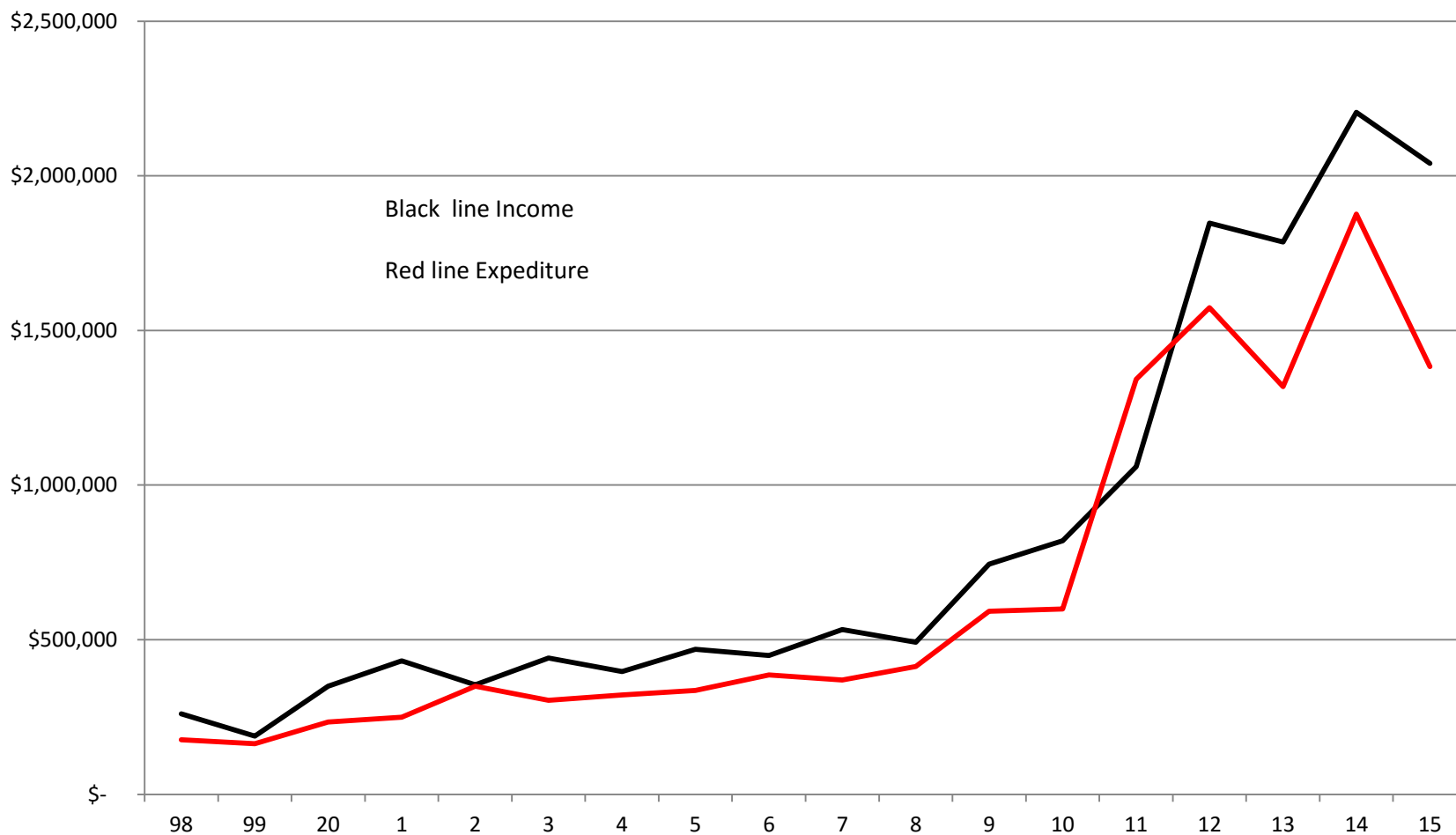






UP

# Income and Expenditure





# Significant Natural Area's





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28/02/2013



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At Bonavaree we have lots of groups  
and individuals enjoy our land

*“They don’t care how much I  
know until they know how  
much I care!”*

11/07/2012

11/07/2012

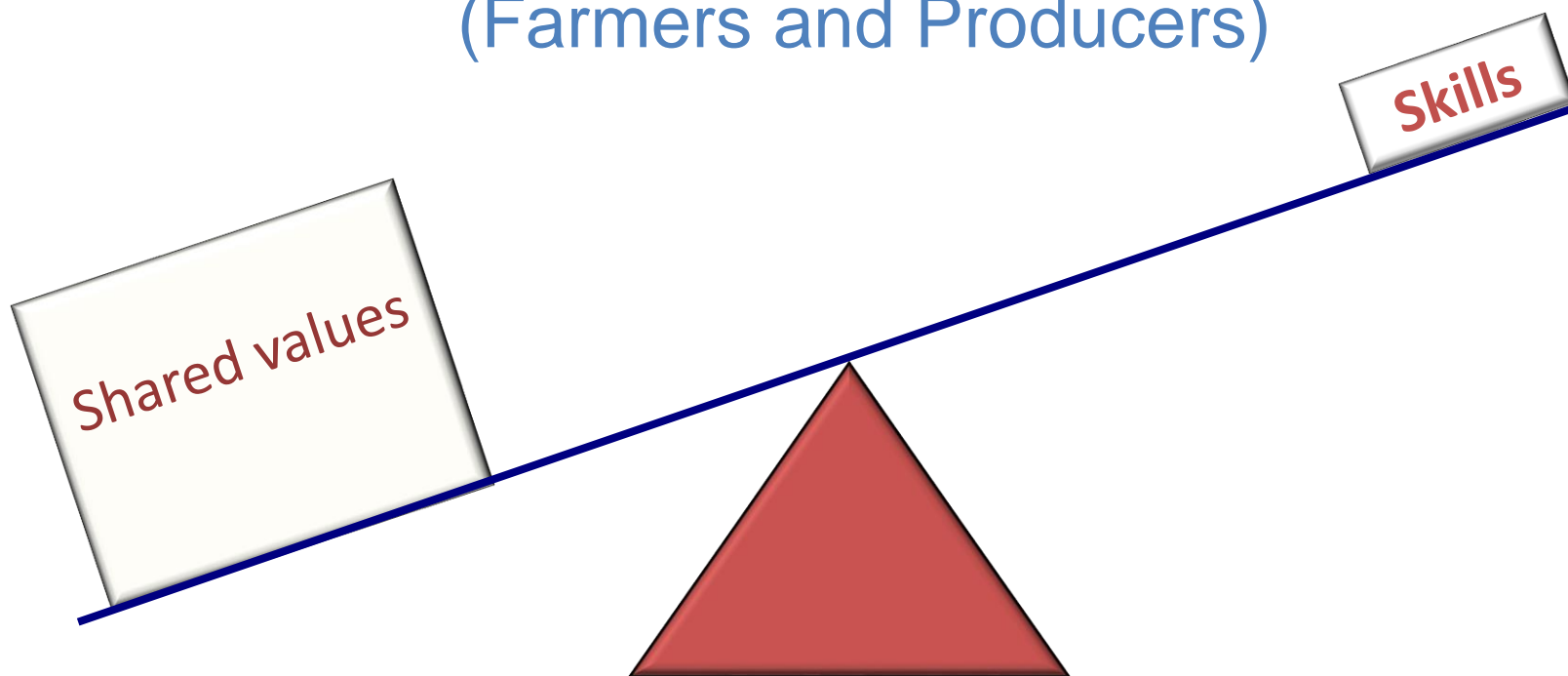


# What Drives Consumer Trust?

## Humane Treatment of Farm Animals

## Care of land.

(Farmers and Producers)



Shared values are 3-5X more important to build trust than technical skills.



# Social License To Operate

**Flexible  
Responsive  
Lower Cost**

**Rigid  
Bureaucratic  
Higher Cost**

## Social License

- Ethics
- Values
- Expectations
- Self regulation

High Trust  
Complete  
Autonomy



### **Tipping Point**

Single triggering event  
Cumulative impact

## Social Control

- Regulation
- Legislation
- Litigation
- Compliance

Low Trust  
Prohibition

# The 6 “C”s

## Confidence

***a sense of self-worth and mastery; having a sense of self-efficacy (belief in one's capacity to succeed)***

## Character

***taking responsibility; a sense of independence and individuality; connection to principles***

## Connection

***a sense of safety, structure, and belonging; positive bonds with people and social institutions***



# The 6 “C”s

## Competence

***the ability to act effectively in social situations,  
and at work***

## Contribution

***active participation and leadership in a variety  
of settings; making a difference***

## Caring

***a sense of sympathy and empathy for others;  
commitment to social justice***

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A black and white cow with large black patches stands in a lush green field filled with yellow wildflowers. The cow is facing right, looking slightly towards the camera. The background is a soft-focus green field with more yellow flowers.

Where and how do we fit  
into this world?



# My beach



20/05/2012



# China beach





You don't have  
to see the  
whole staircase,  
just take the  
**FIRST STEP**



# 2008 Green Ribbon Award





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# 2010 South Island Farmers of the Year







# 2011 MDC Farm Environment Award Winners





# 2012 NZ Land Care Ambassador





# 2013 NZ Landcorp Agricultural Communicator of the Year





DONG AVE

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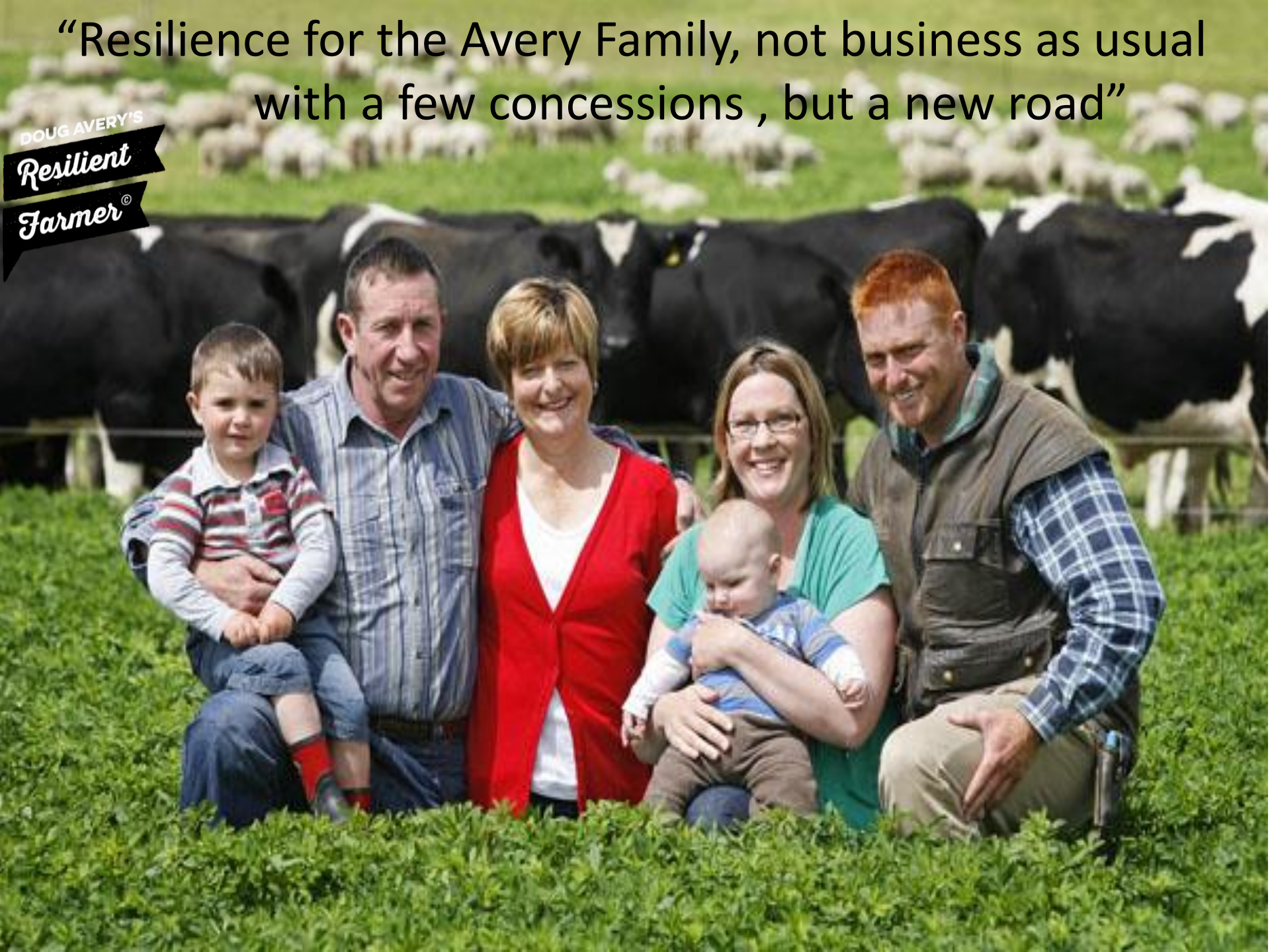
YESTERDAY  
I WAS CLEVER,  
SO I WANTED TO  
CHANGE THE WORLD.  
TODAY  
I AM WISE,  
SO I AM CHANGING  
MYSELF.

14/05/2011



“Resilience for the Avery Family, not business as usual with a few concessions , but a new road”

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Happy are those who dream  
dreams, and are prepared to  
pay the price to make those  
dreams come true



Vision without action is just a dream  
Action without vision is just activity  
Vision and action together can change the world





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WHAT MATTERS MOST  
IS HOW YOU SEE YOURSELF.

