

A Holistic Approach To Farming

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Introduction

- 1998 – Holistic Resource Management course
 - Principle Focus.
- 2001 – 1,900 ha farm consisting of many enterprises –Greg and Graeme were principal decision-makers
- 2011 – 4,000 ha property with 240 ha irrigation. 2 families - 4 partners involved in business
 - Predominantly a sheep enterprise
 - Business Coach (Principle Focus).

A Holistic Approach

- View and assess the farm business as five components known as the 5Ps:
 - People
 - Property (Land or Environment)
 - Production
 - Profit
 - Pecuniary
- All five components are equally important as each other
- 5Ps create framework to our business
- Create goals and vision for both farm business and personal
 - 12 month and 5 year.

Vision – *where we wish to head to*

A.H Bear Vision:

“To be a vibrant, progressive and profitable agricultural based business that balances the requirements of its production systems, financial goals, the environment and the aspirations of its people.”



Goals – signposts to lead the way



How do we implement a Holistic Approach?

- **Communicate, communicate, communicate**
- Strategic Planning Meeting – every month with all four partners present.



How do we implement a Holistic Approach?

Continued...

- *Communicate, communicate, communicate*
- Work Activity Meeting held every fortnight
- Annual Goal Setting Day
- Documented roles and responsibilities for each partner within the farm business.



How do we implement a Holistic Approach?

Continued...

- Risk Policies created and reviewed annually
- Mentoring, networking and further education
- Personality Test for all four partners – Myers Briggs
- 12 month Stock Management Manual.



Benefits of Holistic Approach

- Create a strong family unit between the two families – based on respect and trust.
- Capitalise on diverse skill base of all four partners – *“everyone is sitting on the right seat of the bus”*.
- Ownership and Responsibility from all four partners in how the farm business runs.
- Strategic Decision making – address farming issues when in the important but not urgent quadrant. Reduce stress and emotion.



Benefits of Holistic Approach

Continued...

- Effective Time Management.
- Reduces impact of factors that can't be controlled eg. Flood, drought.
- Confidence to pursue other opportunities eg. Native pastures.

Success?

- Address and improve our weakest links:
 - Turnover
 - Working hours.
- Employed by business. Stay working in business rather than work off-farm
- Excited about the future of farming
- Freedom to pursue personal goals.



The Future

“Romancing the next generation is the ultimate test of Sustainability” Joel Salatin

