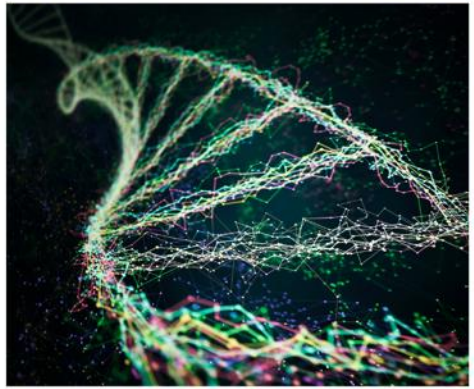


Farmer insights on climate change

B+LNZ Farmer Survey

August, 2024

Primary Purpose

Contents

1. Introduction

Research objectives:

The primary objectives for the study were to determine:

- Farmer views on climate change and on-farm emissions
- The kinds of responses to managing on-farm emissions that farmers may support.

Online survey methodology:

The **target population** for this survey was farmers on the B+LNZ farmer database

The **sample size** for this survey was n=427. For a 50% figure at the 95% confidence level, the **margin of error for this sized sample is plus or minus 4.7%**

This was a **randomly selected and representative sample** of farmers from the B+LNZ farmer database by region

2. Overview

OVERVIEW

- Most farmers agree that human generated greenhouse gas emissions are having an impact on climate change, however only a minority also agree that livestock on NZ farms are having an impact on climate change.
- Just over half of farmers are interested in using tools or technologies to help manage on farm emissions.
- Farmers strongly agree that the impact on food production and security should be taken into account when deciding how on-farm emissions will be treated and that a price on emissions is not the best way to incentivise change.
- Over half of farmers agree they should be rewarded or incentivised for using new technologies to tackle methane produced by animals.
- Only a small minority agree that farmers should pay a price on their emissions.

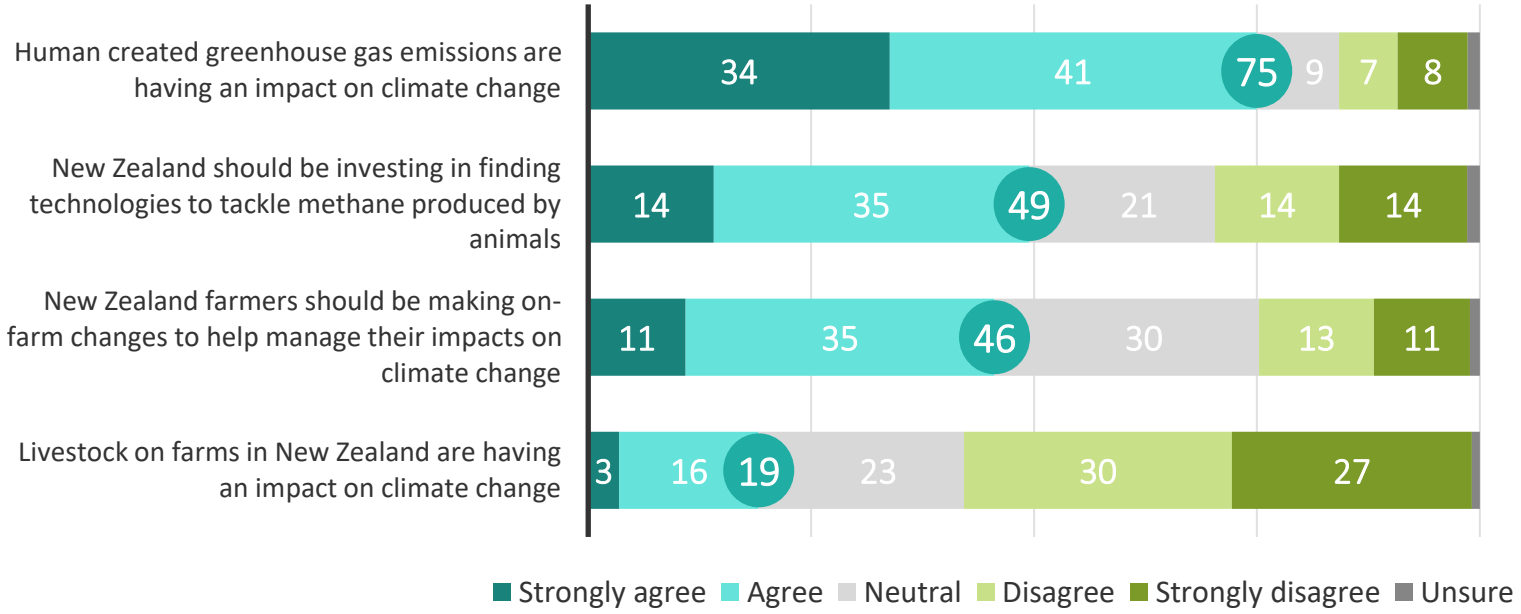
3. Climate Change

Climate change

- Most farmers agree (75%) that ‘human-created greenhouse gas emissions are having an impact on climate change.’
- Just under half (49%) of farmers agree that ‘New Zealand should be investing in finding technologies to tackle methane produced by animals,’ and a similar number (46%) agree that ‘New Zealand farmers should be making on-farm changes to help manage their impacts on climate change.’
- A minority of farmers (19%) agree that ‘livestock on farms in New Zealand are having an impact on climate change.’

General views around impacts and industry responses to climate change

How strongly do you agree or disagree that (%)



Base: All (n=427)

Managing on-farm emissions with tools or technologies

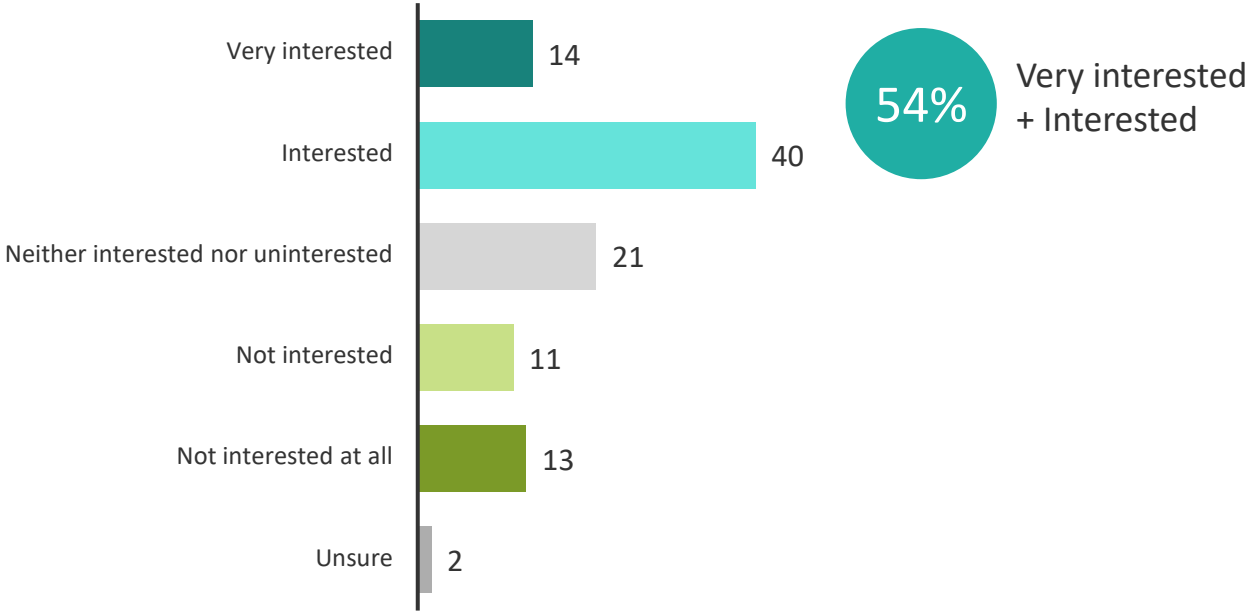
- Just over half (54%) of farmers are interested in 'using tools or technologies (including genetics) designed to help them manage on-farm emissions,' while 24% were not interested.

- The main reasons these interested farmers gave for this view were:
    - A sense of environmental responsibility and the need to reduce their emissions (26% of interested farmers held this view, around 8% of the entire sample).
    - They wanted to be efficient and profitable to ensure sustainability (10%).
    - To meet market and consumer expectations (10%).
    - An interest in using genetic tools (10%).

- The main reasons farmers not interested in using tools to manage on-farm emissions gave for their view were:
    - A belief that livestock emissions are part of natural cycles and not a significant climate issue (18% of farmers who were not interested using tools and technologies held this view, around 5% of the entire sample).
    - A preference for alternative solutions, such as planting trees and protecting native bush over genetic modifications (13%).
    - A belief that New Zealand's farming emissions are too small to have a global impact, making efforts seem futile (11%).
    - A disbelief in human-caused climate change, viewing it as exaggerated and politically motivated (10%).

Interest in using tools or technologies to manage on-farm emissions

How interested would you be to using tools or technologies (including genetics) designed to help you manage on-farm emissions? (%)



Base: All (n=427)

Reasons for interest in using new technologies to manage on-farm emissions

What are the main reasons for your answer? (coded)

	%
Environmental responsibility: Acknowledgement of the need to address climate change and reduce emissions for the sake of the environment.	26%
Efficiency and profitability: Emphasising the need for efficient and profitable farming practices to ensure sustainability.	10%
Market and consumer expectations: Recognition that market and consumer demands are driving the need for reduced emissions.	10%
Support for genetic tools: Interest in genetic tools and technologies that can help reduce emissions and improve efficiency.	10%
Long-term sustainability: Focus on long-term sustainability and the importance of continuous improvement in farming practices.	8%
Personal responsibility and collective effort: Belief that everyone, including farmers, should contribute to reducing emissions.	7%
Interest in new technologies: Open to adopting new technologies if they provide tangible improvements in efficiency and profitability.	5%
Scepticism and trust Issues: Distrust in certain proposed technologies and scepticism about the motivations behind some climate change initiatives.	4%
Support for science-based solutions: Preference for science-based solutions and trials over political mandates.	3%
Cost and affordability: Concerns about the costs associated with new technologies and their impact on farming operations.	3%
Impact on exports: Recognition that reducing emissions can benefit exports and improve market access.	2%
Global Competitiveness: The need to maintain a competitive edge in the global market by adopting sustainable practices.	2%

Base: Those interested or very interested in using tools and gave a reason (n=160)

Reasons for lack of interest in using new technologies to manage on-farm emissions

[Those less than interested\ What are the main reasons for your answer? (coded)

	%
Natural Processes: Emphasis on the belief that livestock emissions are part of natural cycles and not a significant climate issue.	18%
Alternative Solutions: Preference for planting trees, protecting native bush, and other ecological methods over genetic modifications.	13%
Perceived Ineffectiveness: There is a belief that New Zealand's farming emissions are too small to have a global impact, making efforts seem futile.	11%
Scepticism about Climate Change: Many respondents express disbelief in human-caused climate change, viewing it as exaggerated or politically motivated.	10%
Local and Global Comparison: The perception that New Zealand farmers are already among the most efficient and that additional efforts are unnecessary compared to other industries and countries.	6%
Practicality and Implementation: Concerns about the practicality, cost-effectiveness, and potential negative impacts of new technologies on animal welfare and farm productivity.	6%
Economic Concerns: Financial constraints and prioritising profitability over new technologies are significant concerns.	6%
Distrust in Science and Policy: Concerns about the reliability of climate science and scepticism towards government policies and initiatives.	6%
Global Responsibility: Feeling that larger countries should take more responsibility for climate change due to their higher emissions.	5%
Focus on Other Environmental Issues: Some prefer to concentrate on issues like reducing fossil fuel use, pollution, and improving farming practices rather than emissions from livestock.	5%
Market and Consumer Perceptions: Worries about the impact of genetic modification on New Zealand's clean, green image and premium market returns.	2%
Recognition of Efforts: A desire for acknowledgment of the existing measures farmers have taken to improve environmental performance.	2%

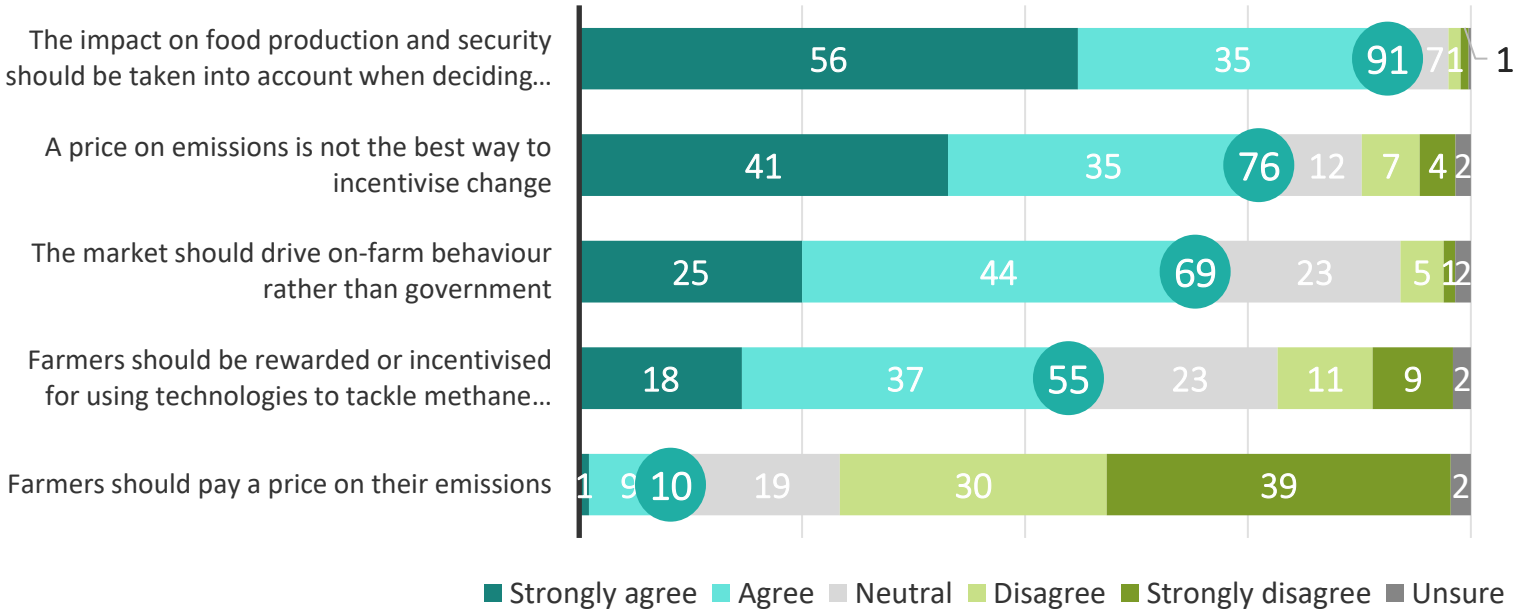
- Base: Those less than interested in using tools and gave a reason (n=131)

Responding to Climate change

- Most (91%) farmers agree that ‘the impact on food production and security should be taken into account when deciding how on-farm emissions will be treated.’
- A strong majority (76%) of farmers agree that ‘a price on emissions is not the best way to incentivise change.’
- A majority (69%) of farmers agree that ‘the market should drive on-farm behaviour rather than government.’
- Over half (55%) of farmers agree that ‘Farmers should be rewarded or incentivised for using technologies to tackle methane produced by animals.’
- Only 10% of farmer agree that ‘Farmers should pay a price on their emissions’

Responding to climate change

How strongly do you agree or disagree that (%)



Base: All (n=427)

Farmers final comments in relation to climate change focused on concerns with the fairness and the economic impacts on farmers of paying for emissions

Anything you would like to add in relation to climate change? (coded)

	%
Economic Concerns: Emphasis on the cost and fairness of paying for emissions, and concerns about profitability and competitiveness.	14%
Distrust in Climate Change Narrative: Suspicion that climate change policies are driven by political or financial agendas rather than science.	9%
Global Perspective: View that New Zealand's efforts are minimal compared to global emissions, and concerns about the effectiveness of local actions on a global scale.	8%
Focus on Practical Solutions: Preference for practical, locally-focused environmental improvements over global climate initiatives.	8%
Scepticism About Impact: Belief that New Zealand's small population and farming practices have a negligible impact on global climate change.	7%
Scepticism of Science and Policy: Distrust in the scientific methods and policies related to methane emissions and climate change.	7%
Environmental Stewardship: Commitment to environmental stewardship and sustainable farming practices, coupled with a desire for practical support and recognition.	6%
Recognition of Carbon Sequestration: Calls for recognition of all forms of carbon sequestration, including pre-1990 plantings and natural vegetation.	5%
Consumer Responsibility: Belief that consumers, not just farmers, should bear the cost of mitigating climate change.	4%
Need for Accurate Measurement: Calls for accurate methods to measure carbon sequestration and emissions on farms.	4%
Global Responsibility: Belief that larger, more industrialised countries should bear more responsibility for addressing climate change.	4%
Recognition of Existing Efforts: Highlighting current environmental practices, such as planting trees and fencing waterways, to mitigate negative impacts.	3%
Focus on Adaptation: Preference for adapting to climate change rather than attempting to mitigate it through costly regulations.	3%
Demand for Incentives: Desire for incentives and fair compensation for environmental efforts and emissions reductions.	3%

- Base: Those who choose to give a comment(n=193)


Primary
Purpose