

Community engagement case study – Farming Systems Change Project

Led by **Ministry of Primary Industries**

Farming families, rural communities, other agencies

Stakeholders

What they did: Engaging with farming communities to understand their lived experience of issues and how best to collaborate with them to use those insights to best effect for and with those communities.

They engaged with farmers and rural communities, businesses and other government agencies that support rural communities. Using the outputs of engagement (e.g. case studies) to share with others to improve outcomes for farming communities, by encouraging behavioural change and better understanding farming systems.

Process of engagement

We “started by just listening to farmers” by sitting down with them in their homes and holding hui within their communities – learned from their lived experience what were the issues for them.

Farmers can learn

from shared best practice. Agencies can learn what they can do to best help farming families, and the rural communities that support them.

Value of engagement + outcomes for stakeholders

Purpose of engagement

It’s about improving our understanding of the system so insights can be fed into the government’s approaches to how it supports farming communities.

Transformational change is required in the Primary Sector. Farm teams have a **large number of complex challenges** to address, including (but not limited to):



One outcome of engagement

MPI produced case studies to share best practices of high performing farms. Engagement revealed the perspective they are first and foremost “farming families” rather than farmers as a profession. MPI has gained a better understanding of the range and complexity of challenges facing farmers and rural communities, and shared this back with them in hui to affirm our findings.