

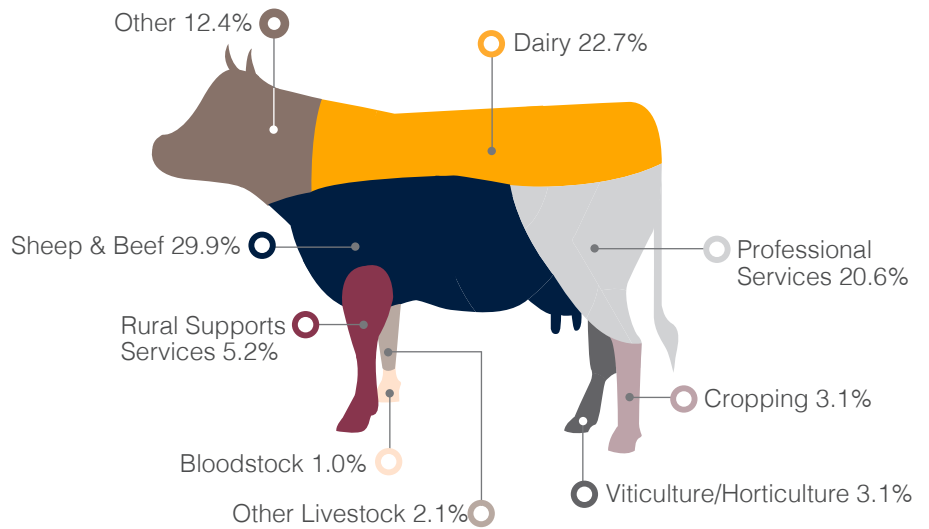
Key influences on New Zealand agribusiness

Insights from the Southern Field Days

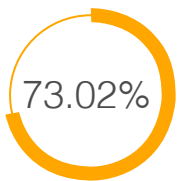
This year, over three days at the Southern Field Days, we asked farmers, rural professionals and others involved in New Zealand agribusiness what factors they felt would have the largest influence on the sector over the next 12 months.

Below is a summary by percentage of the top five positive and negative influences identified by the survey.

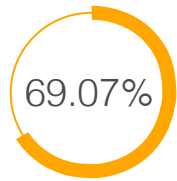
Respondents by profession



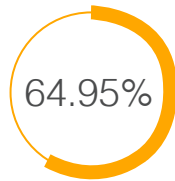
Positive influences



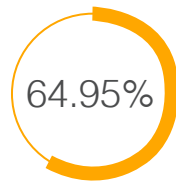
Technology



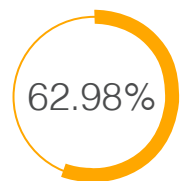
Farm management practices



Interest rates

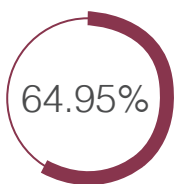


Connectivity



Education and training

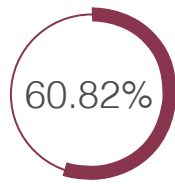
Negative influences



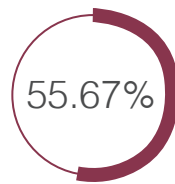
Commodity prices



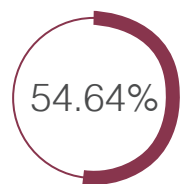
Regulation



Succession



Climatic conditions



Human resources

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This document provides general information only, current at the time of dissemination. Any advice in it has been prepared without taking into account your personal circumstances. Over the three days of Southern Field Days an in-depth, supervised survey was conducted on 97 random participants. These are the results.