



FAR Strategy 2026-2031

Vision for the arable sector

A confident, resilient and profitable arable sector, producing trusted foods, feeds and seeds

Purpose of FAR

Connecting growers with science and information to support successful arable farms and a valued arable sector



Trusted research, development and innovation

Goal - Contribute to arable farm success

We will...

- **Engage growers** to identify research that matters
- **Prioritise research** for maximum impact from available resources
- **Partner with growers**, research providers and industry in New Zealand and globally



Extension with impact

Goal - Deliver value to arable growers

We will...

- **Deliver results** promptly
- **Provide** trusted and timely information
- **Translate research results** to support practical on-farm decisions
- **Deliver to growers** through multiple channels and partners



Building arable sector understanding

Goal - A visible and valued arable sector

We will...

- **Champion arable's contributions** to New Zealand farmers and society
- **Build a robust evidence base** to promote the value of our industry
- **Strengthen and align relationships** with government, commercial providers and other primary sectors



An efficient and effective FAR

Goal - A focused and agile organisation

We will...

- **Be sound stewards** of grower investment
- **Monitor, evaluate and evolve** delivery to arable growers
- **Build** a connected and capable FAR team
- **Support and develop** our staff and grower and industry volunteers
- **Invest** in systems to improve efficiency and performance

Principles

*Focused on growers
Enhancing arable community*

Values

*Trusted • Independent • Curious
Collaborative • Engaged*