

DOUG AVERY'S

Resilient  
Farmer®

# Embracing Risk and navigating change Building a “Resilient Future”

Doug Avery  
The Resilient Farmer  
Tour of Scotland  
2018





# What's your story?

- What's your current story?
- What's your past story?
- What's your future story?















*We need to turn around to see the future*







*Where's the wealthiest  
place in the world?*

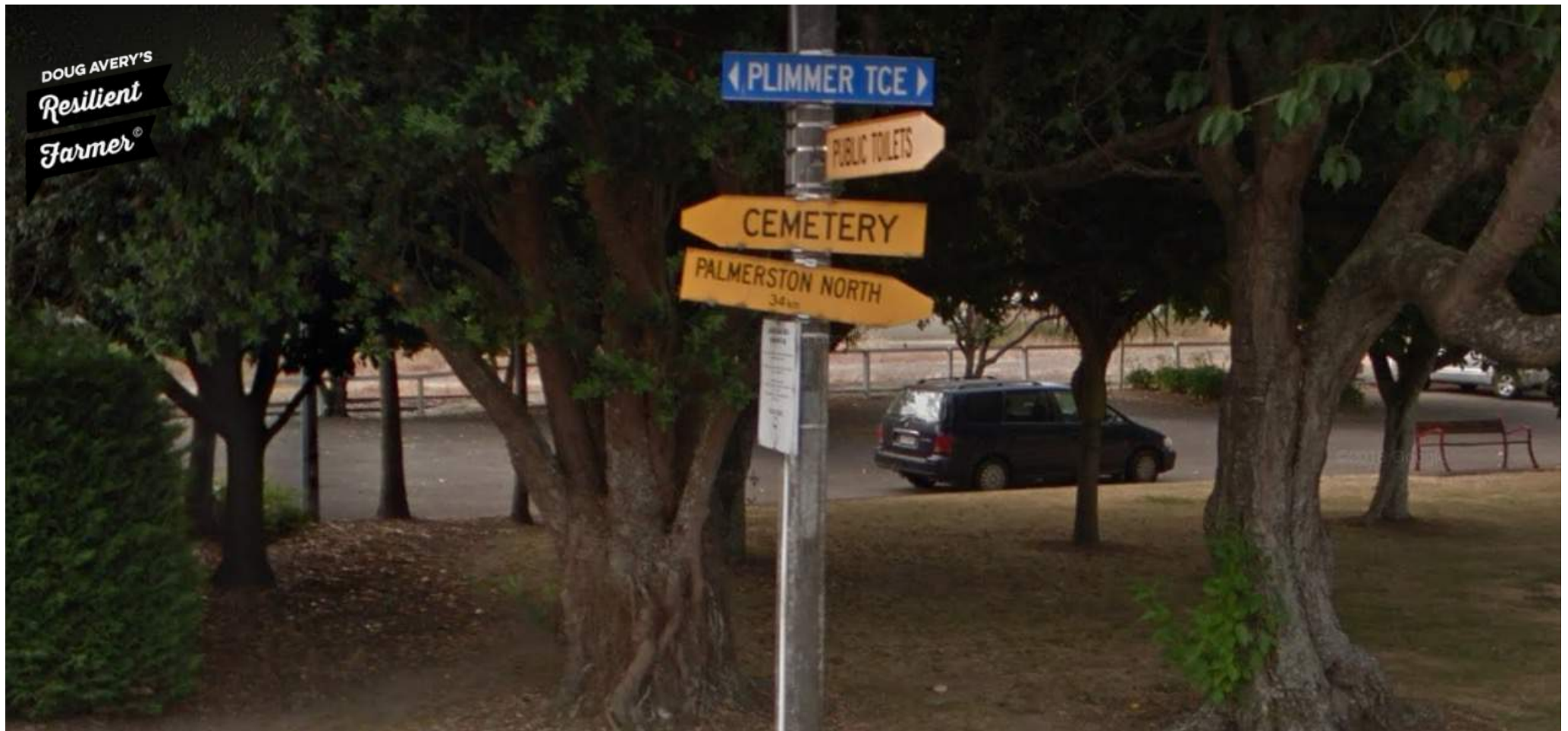




It's OK to say

"I'M NOT OK"





DOUG AVERY'S

*Resilient*

*Farmer®*



# *Normal??????*

- *Ordinary*
- *Average*
- *Commonplace*
- *Standard*
- *Routine*
- *General*

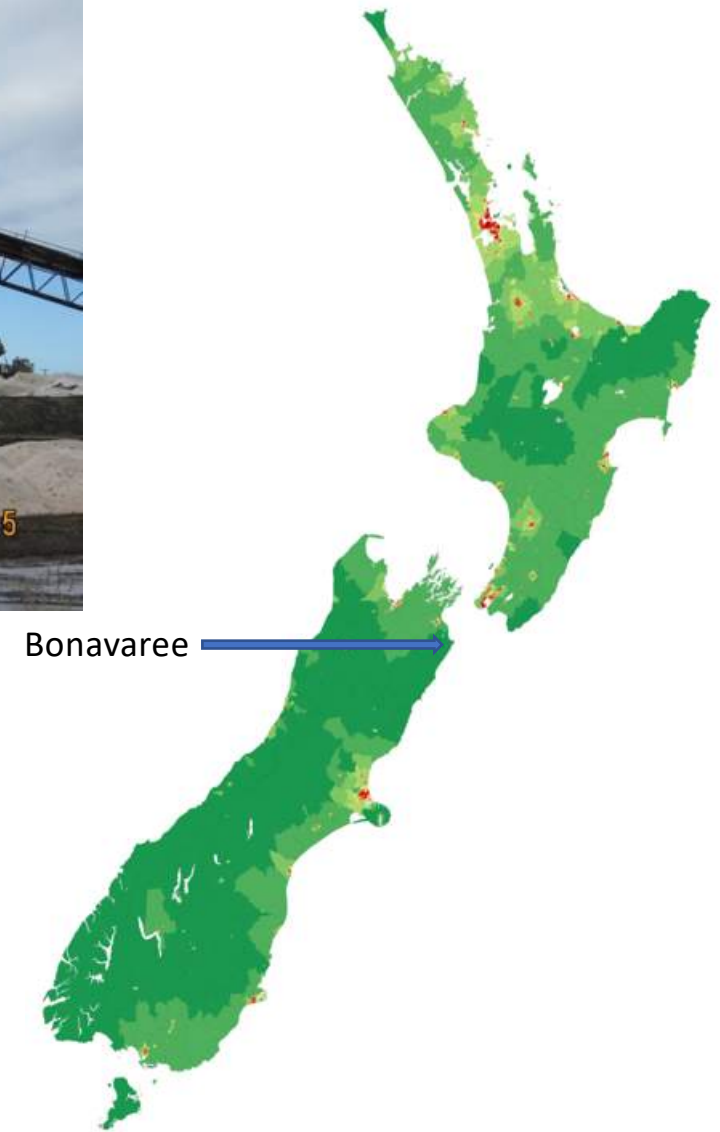


© Edward Monkton

## **We are all "SPECIAL"**



Resilient  
Farmer®





# Flood







DOUG AVERY'S

*Resilient*

*Farmer®*

Fires

Resilient  
Farmer®





Resilient  
Farmer®





DOUG AVERY'S  
*Resilient  
Farmer®*



01/12/2016

TOUS ATRYE  
**Resilient**  
**Farmer®**





## Our life journey

Bend  
Over  
Here  
It  
Comes  
Again





Drought..... 8 years of it

23/01/2004



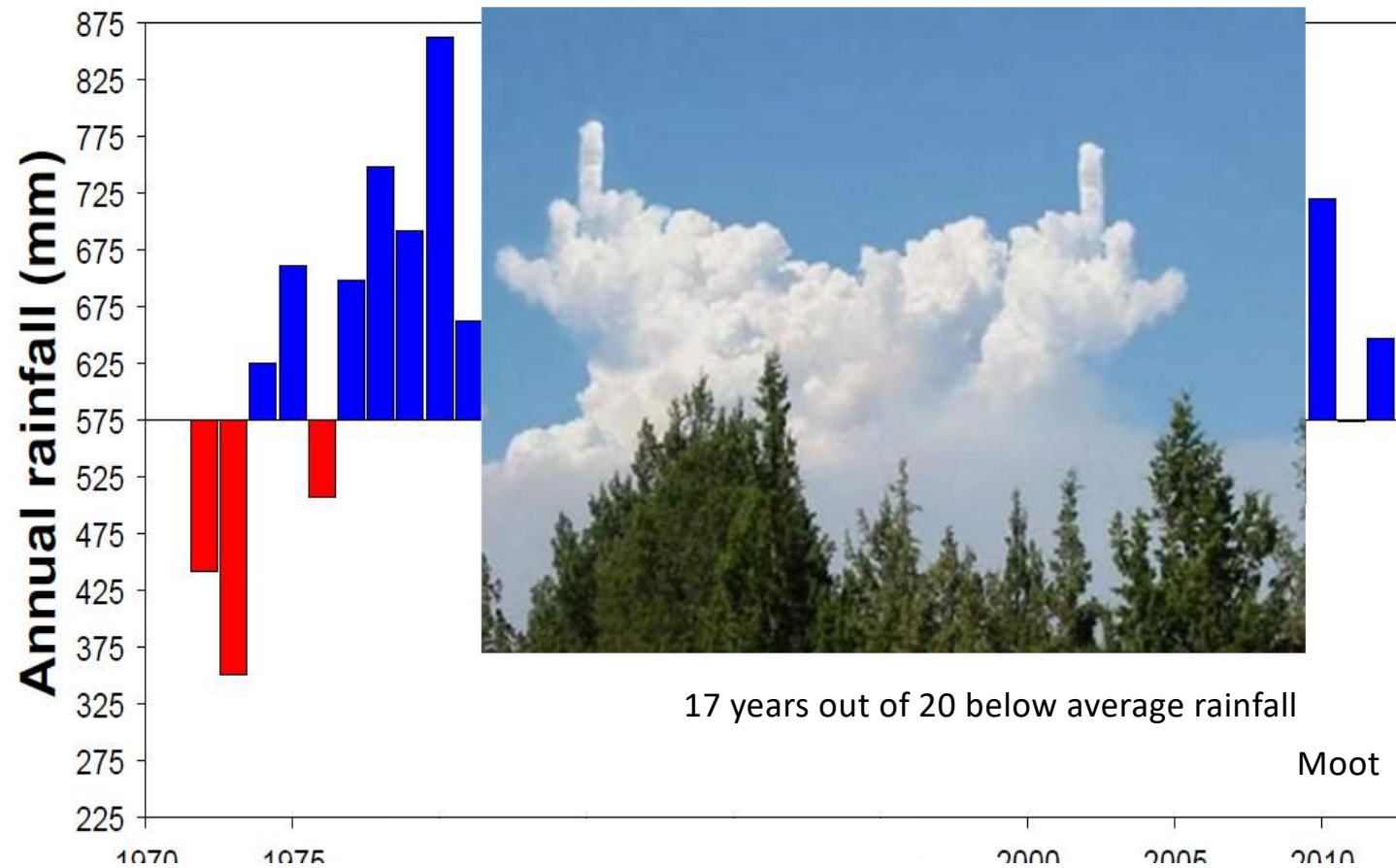
Small Business  
**Resilient  
Farmer®**







# Annual rainfall at 'Bonavaree'







A battle lost but not the war

19/07/2004

*Resilient  
Farmer®*

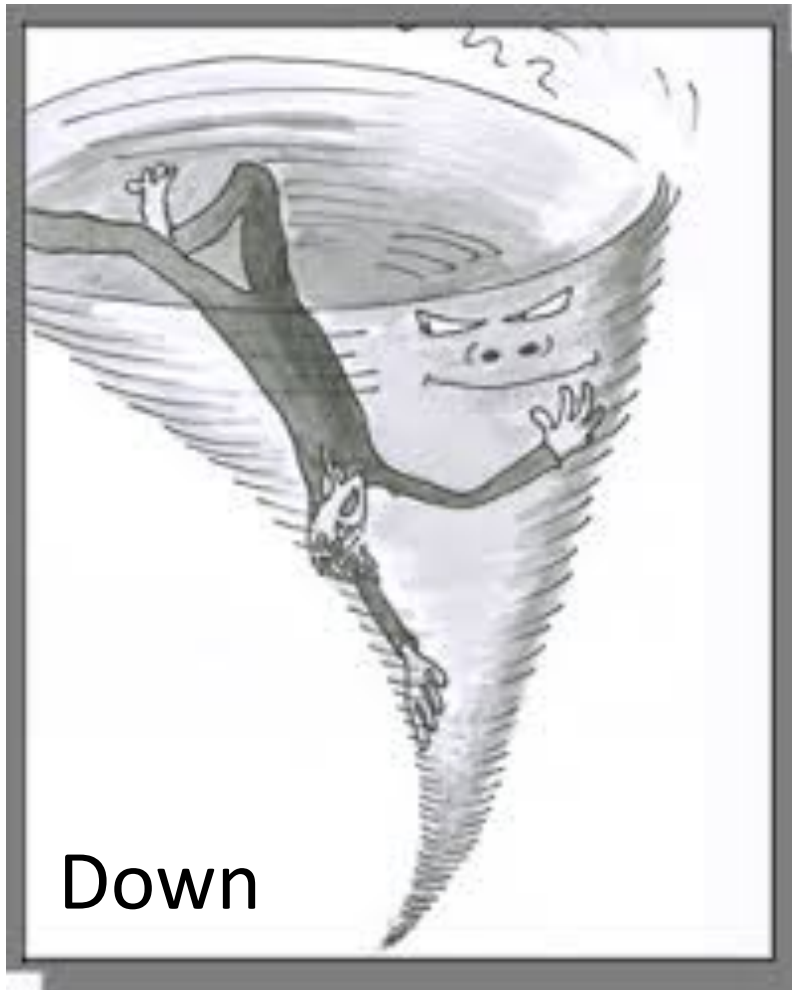




When the pressure came on one leg broke!







Down

# The Three Ugly Sisters

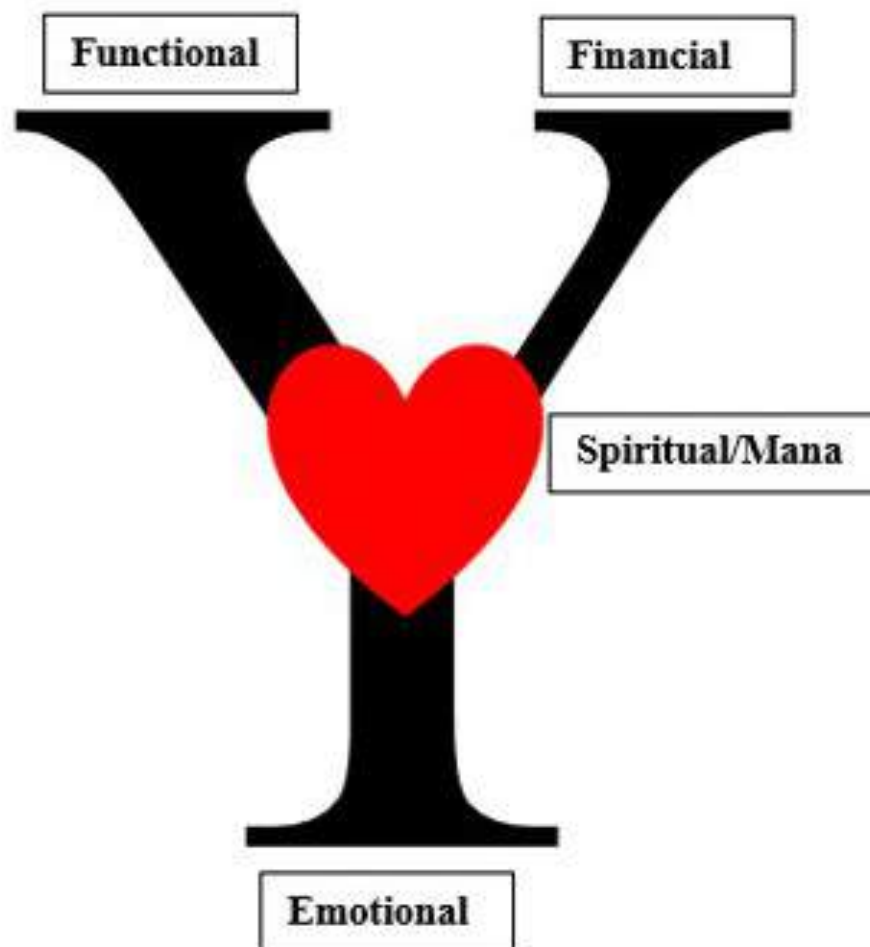






F.E.A.R has two meanings

- Forget Everything and Run.
- or
- Face Everything and Rise.
- The world is made by people who turn up!









## Fences of the mind.... We have a choice!











# Two Knowledge groups

Hard Knowledge

Soft Knowledge



# Building Resilience Fences of the mind





## *Resilience ...*

**It's your ability to  
“bounce forward”  
from your troubles**





## 8 things resilient people don't do!

- Waste time feeling sorry for themselves.
- Shy away from change.
- Waste time on things they can't control.
- Dwell on the past.
- Make the same mistakes, over and over.
- Resent other peoples success.
- Give up after failure..
- Feel the world owes them something.

DOUG AVERY

*Resilient*

*Farmer®*

**CHANGE  
AHEAD**



# Disrupt or Be Disrupted:

Today isn't just about innovation. It isn't just about improving products and making things better. It's about disruption and reinvention.















DOUG AVERY'S  
*Resilient  
Farmer*®

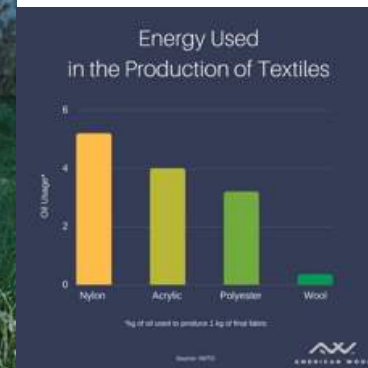
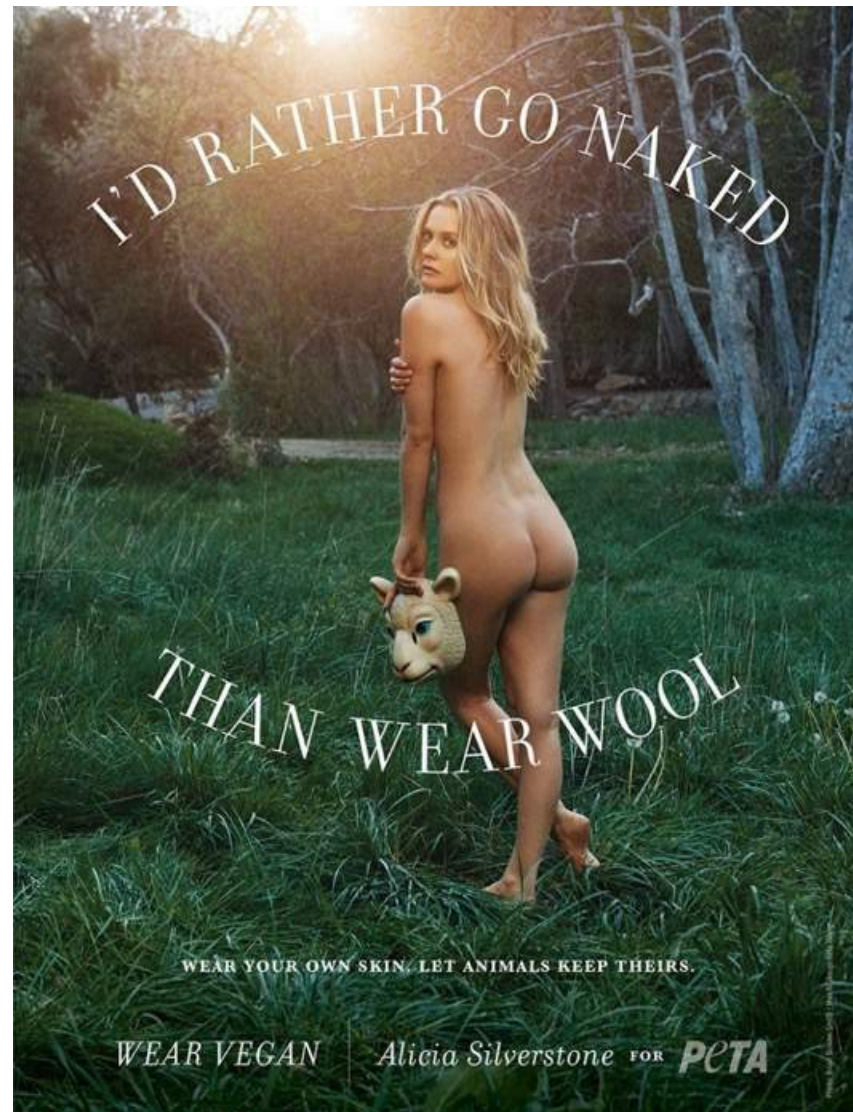


Virtual Chook



Cauliflower meat, for the consumer who hates killing plants.









# Let go of the past:

"The past is a great teacher, but it's a horrible master. Living in the clutches of the past can shackle your imagination and relegate you to thinking small."

1909 Model  
**Resilient  
Farmer®**

the  
**Henry  
Ford**





# Encourage courage:

"You'll never instill the spirit of reinvention in your team by making people afraid to express their ideas."





# Embrace failure:

"We have to carefully nurture ideas through numerous trials and adjustments to bring them to harvest.

Therefore, you need to encourage everyone on your team to think of failure as essential nourishment for innovation."



# Do the opposite:

" Leaders who have experienced the pinnacles of success have dared to zig while everyone else zags. Doing the opposite—upending expectations, pushing through boundaries, running toward the thing everyone else is running from—is critical to stand out from the crowd."



# Imagine the possibilities:

" When you're looking for powerful ways to reinvent your business, your team, your life, you have to be willing to close your eyes sometimes and imagine possibilities that don't yet exist."





# Reject limits:

"As a disruptor, you will constantly be met with resistance. The path forward involved crushing supposed limits, refusing to accept the reflexive no, and unleashing an unwavering belief that you will prevail."



Result of the rugby world cup

Concern

weather

Trump

Brexit

● ← Influence

Result of the rugby world cup

Concern

weather

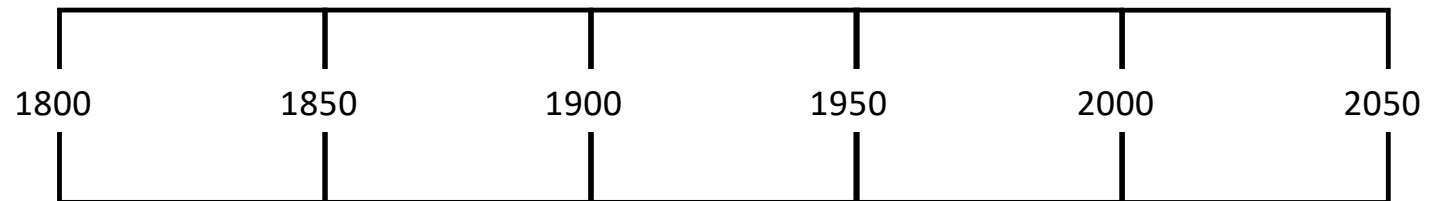
Trump

Brexit





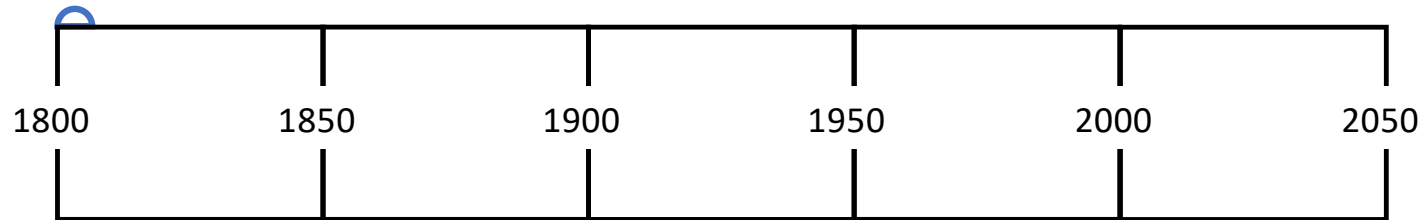
## Time line





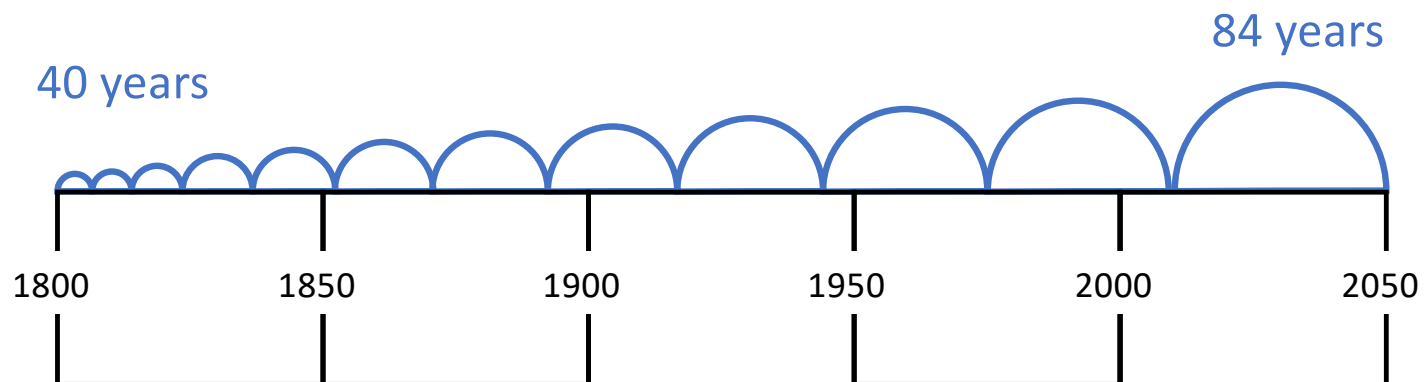
40 years

human  
lifespan

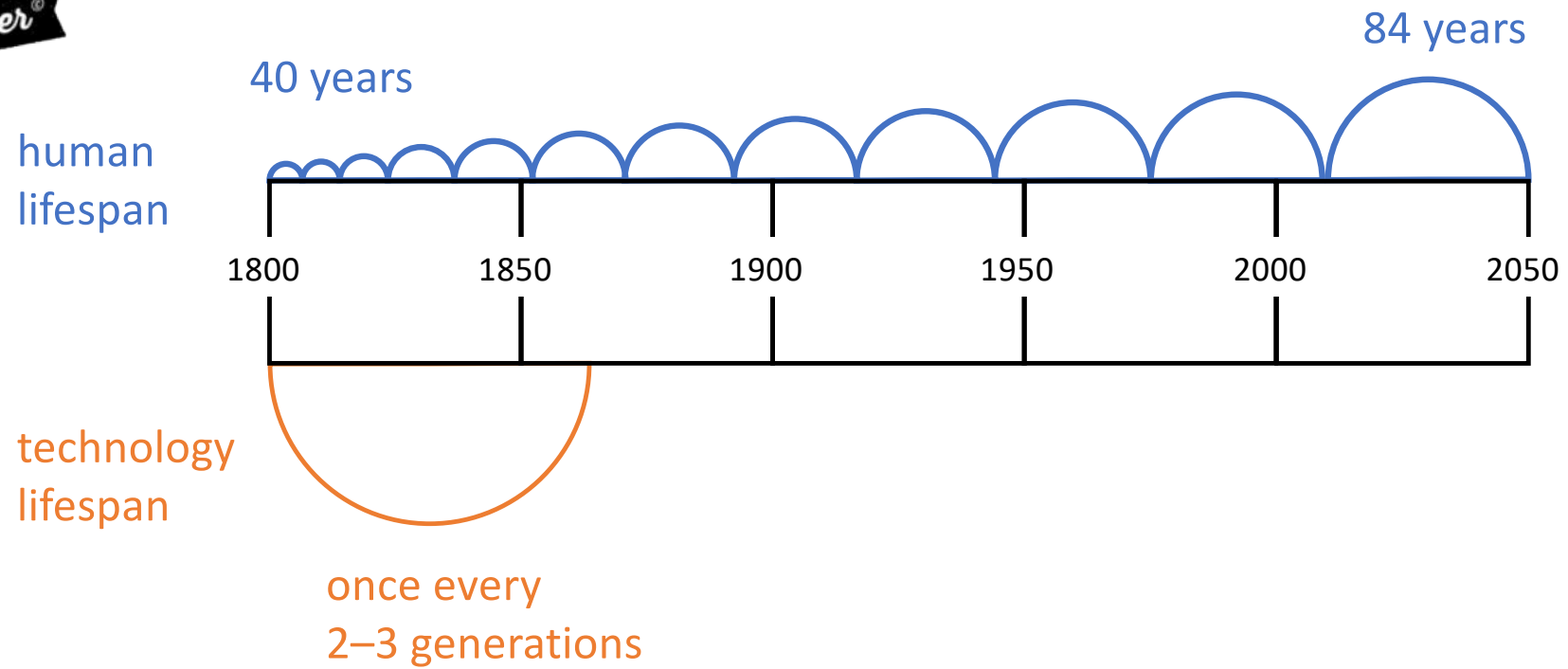


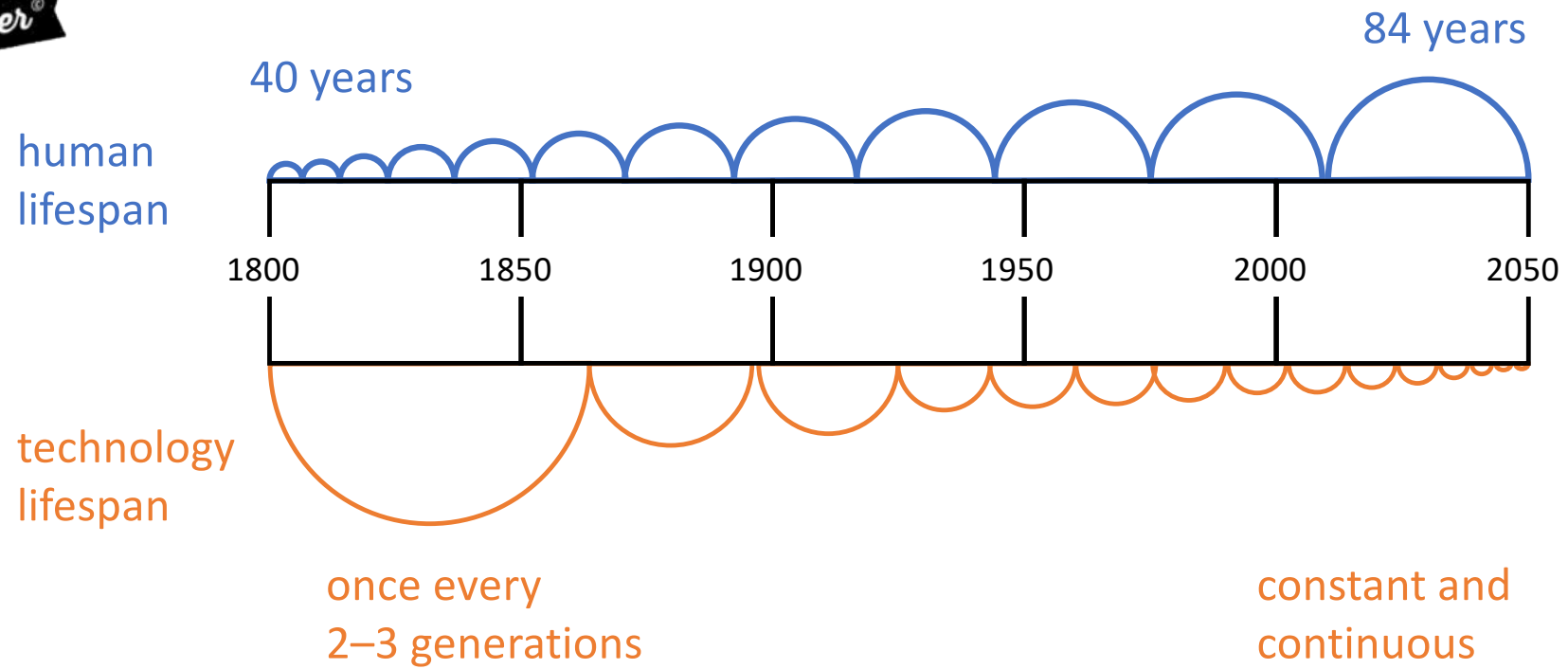


human  
lifespan



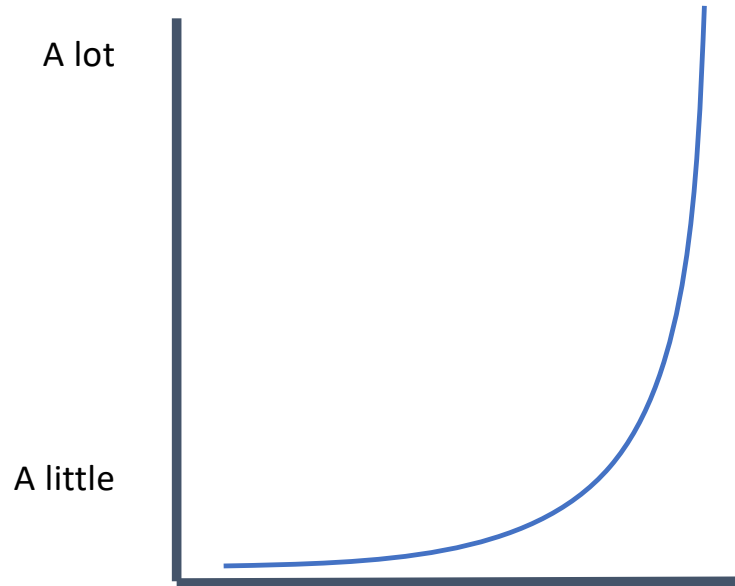




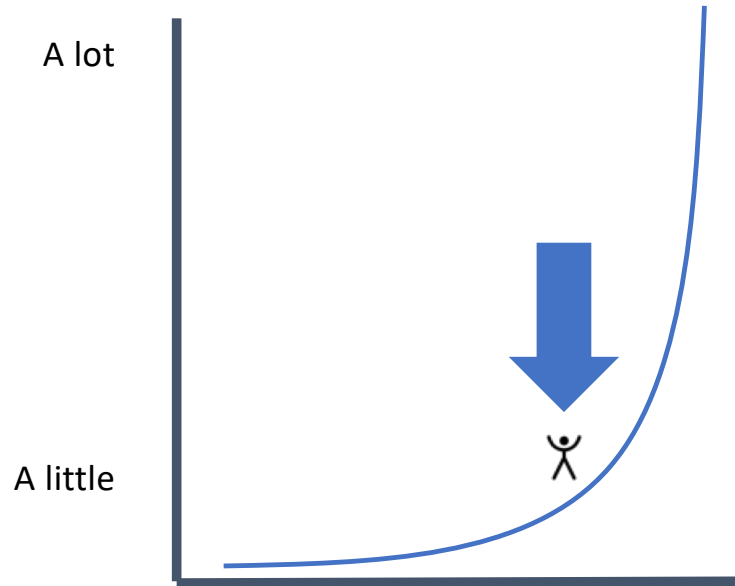


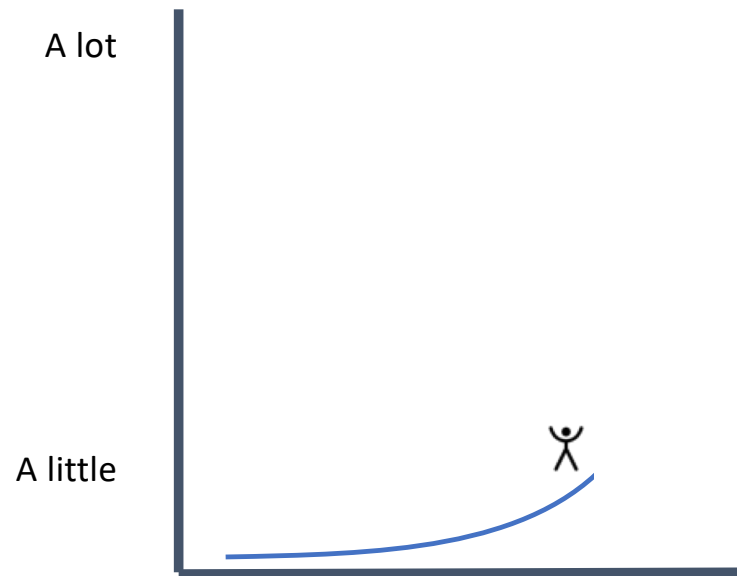
DOUG AVERY'S  
*Resilient*  
*Farmer*®

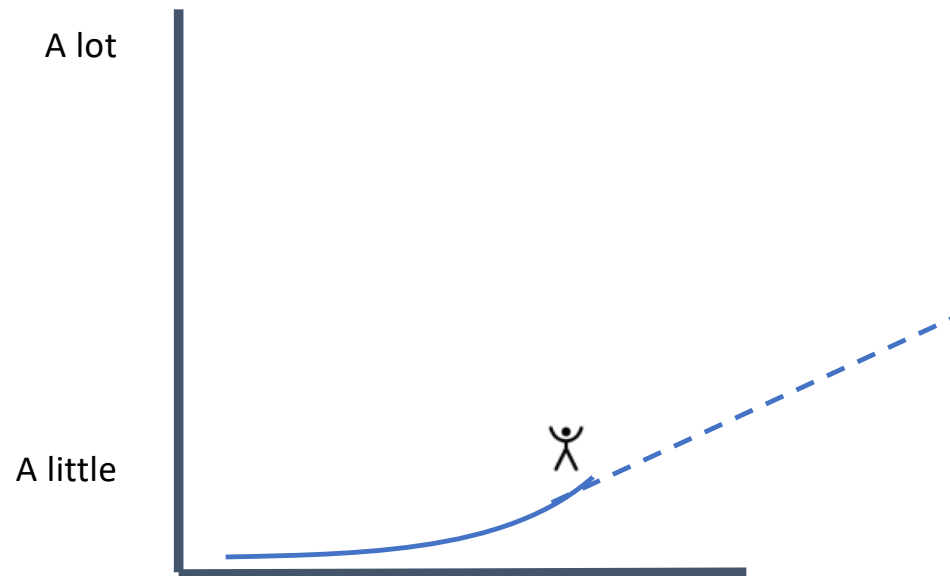


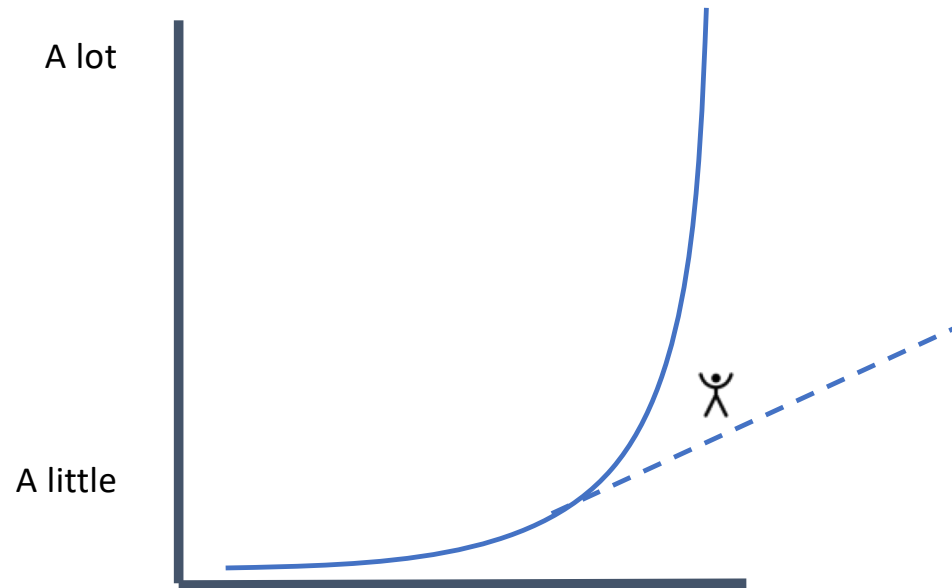
















What's your mind set?



resistant



resilient





resistant

resilient

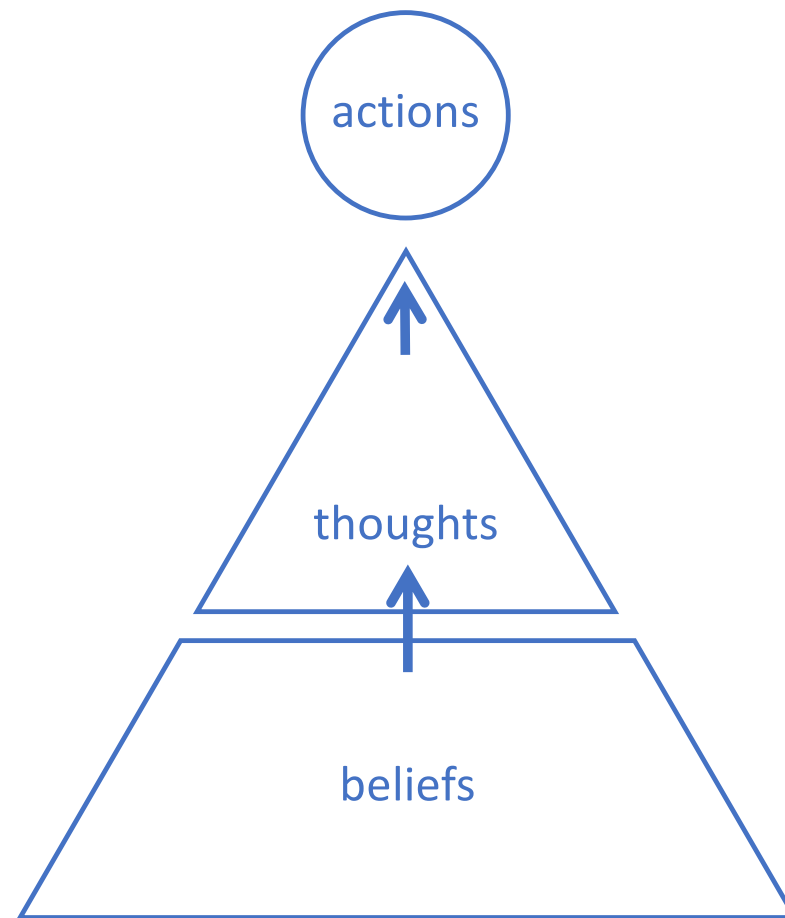


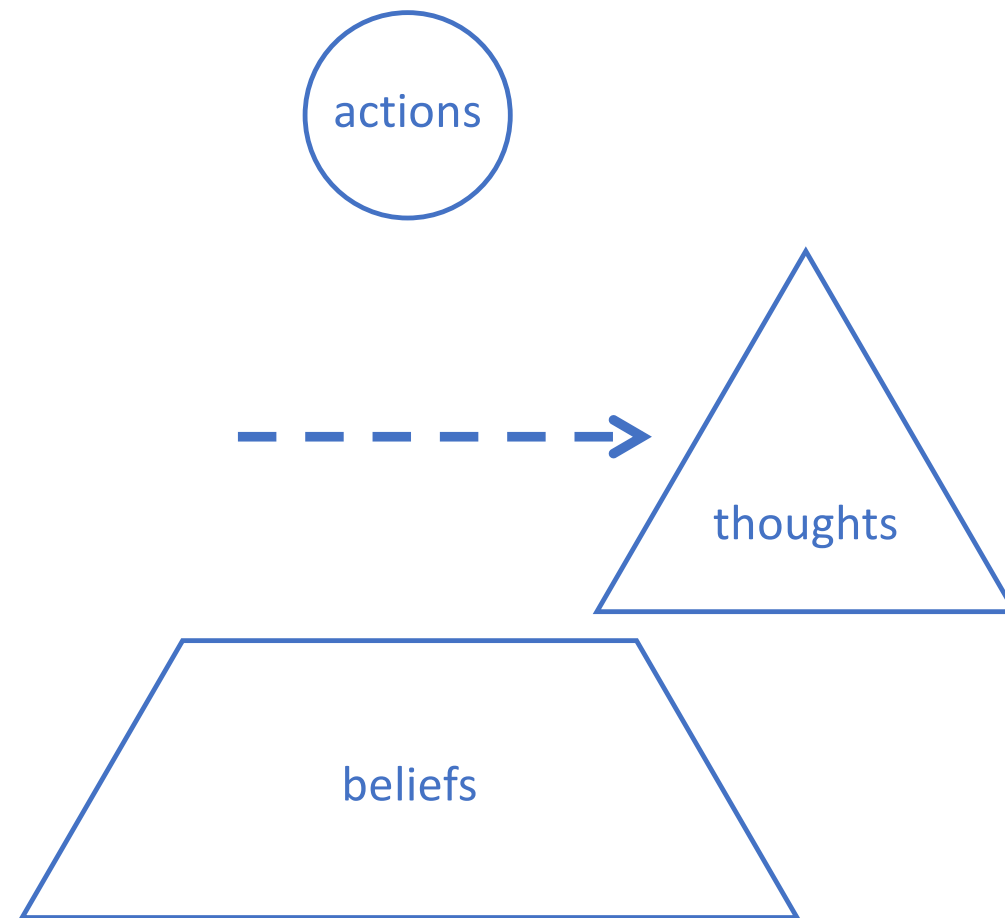




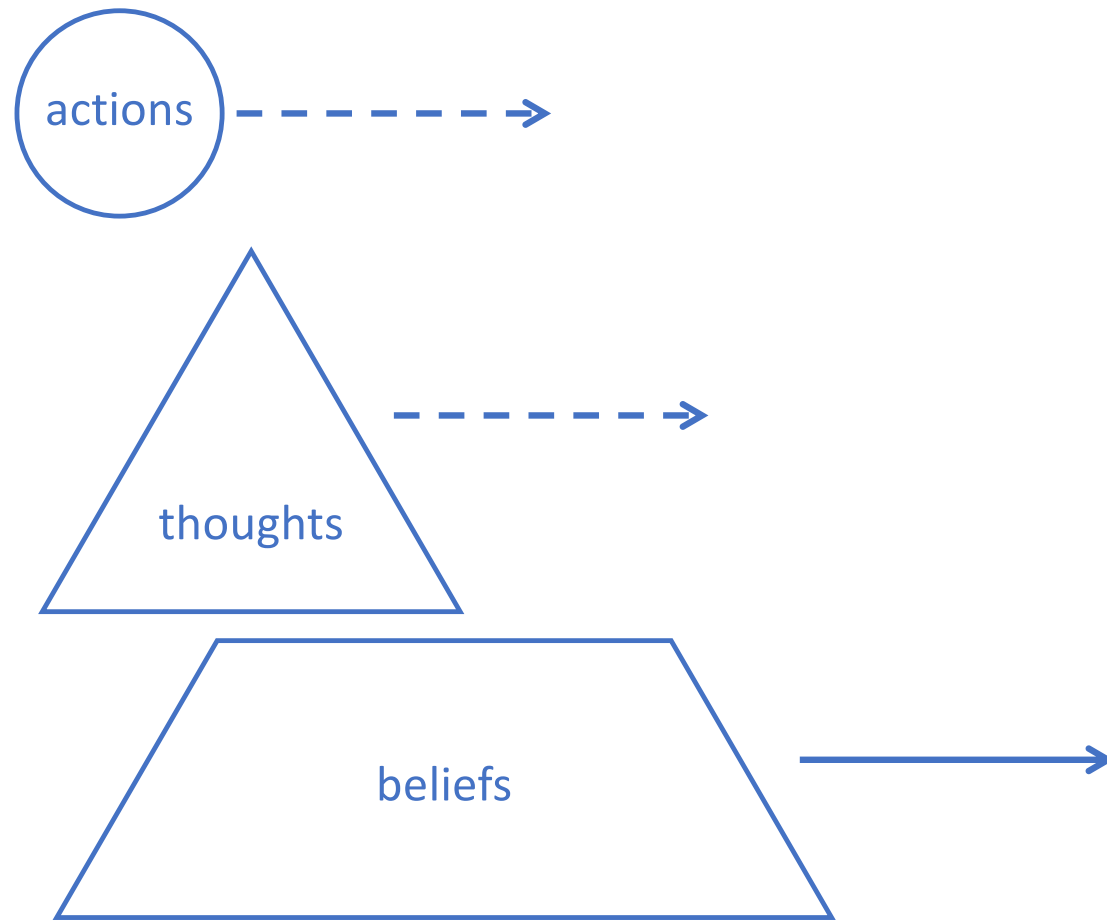
# The Dice of Life



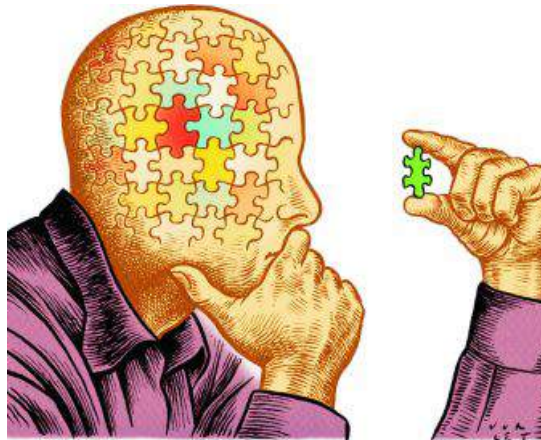








# *Critical thinking*



Everyone Needs a

MENTOR





# *Teachings from geese*

## Collaboration

Working together

## Encouragement

Positive honking each other  
to greater heights

## Organisation

71% greater flying reach

## Sharing

Taking turns for the hard work flying the front

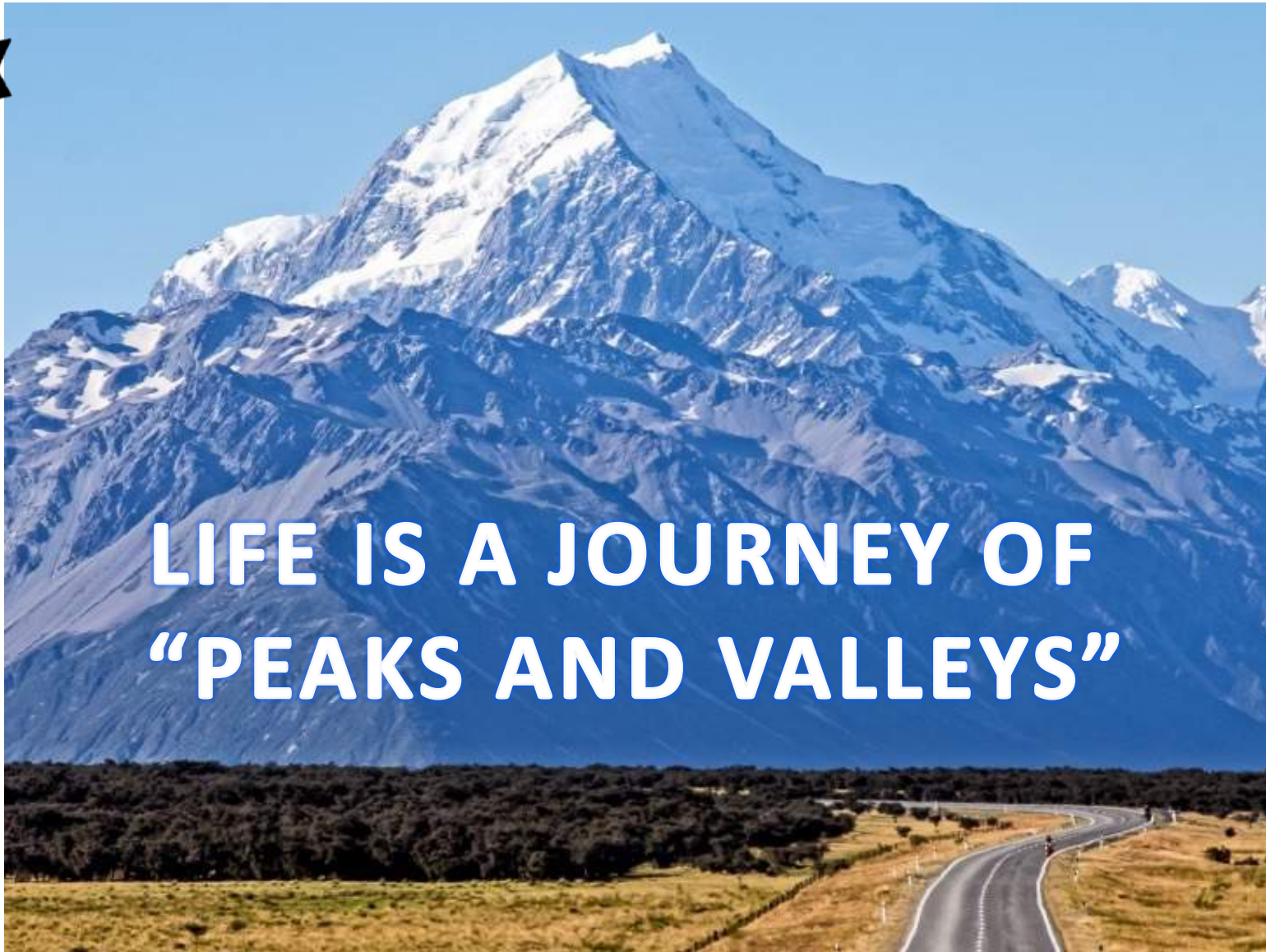






“You win or you learn”





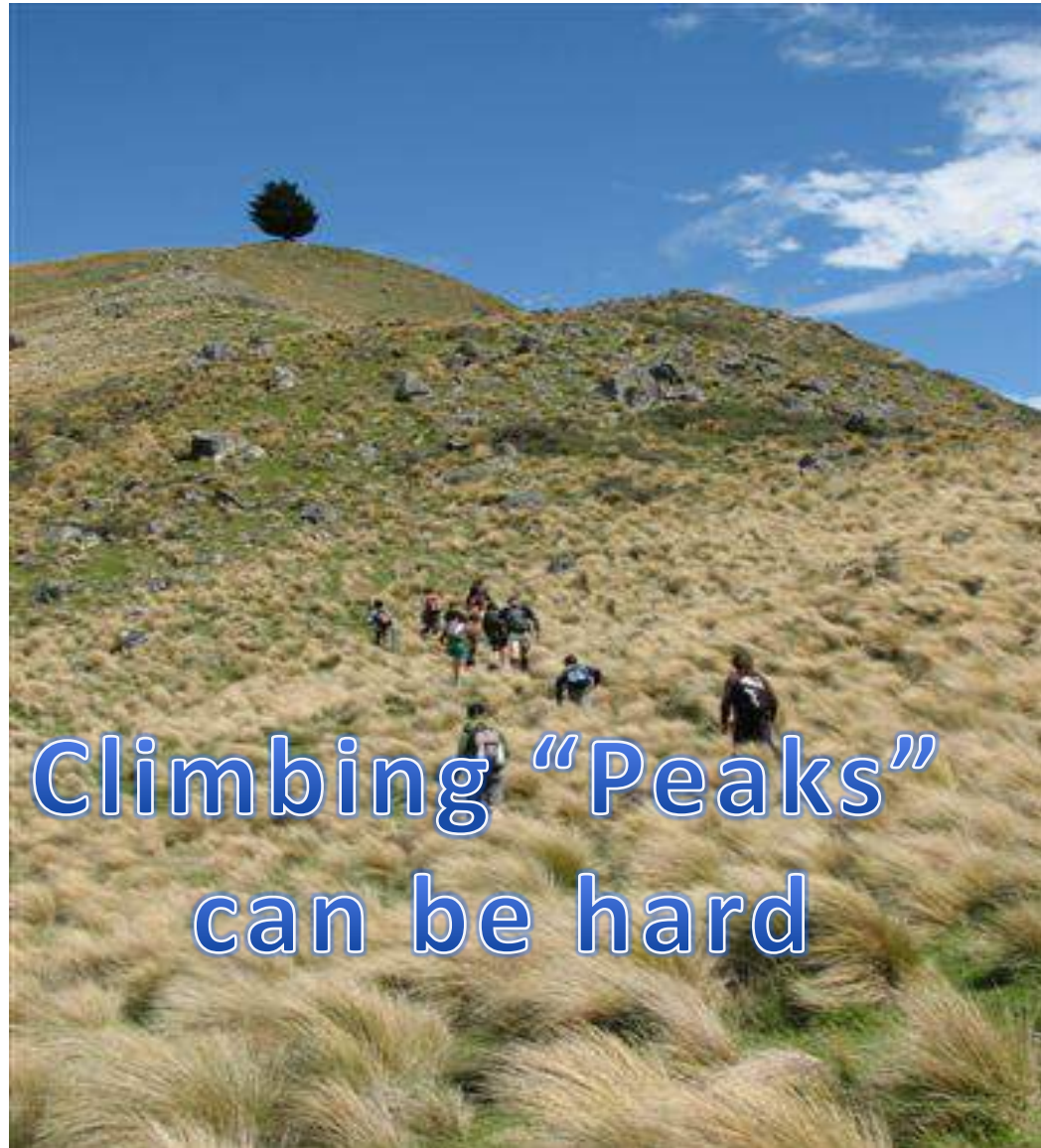
**LIFE IS A JOURNEY OF  
“PEAKS AND VALLEYS”**





# Dreams and vision





Climbing "Peaks"  
can be hard





But the reward greater than  
imagined



No one can stay on a Peak  
We must return to the Valley



The background of the slide is a photograph of a high-altitude mountain valley. In the foreground, dark, rocky cliffs frame a deep valley. In the distance, a large, snow-capped mountain peak rises against a blue sky with scattered white clouds. The valley floor is visible, showing some greenery and a winding path.

Between every Peak  
there is a Valley



The background of the slide is a photograph of a vast mountain range. In the foreground, a dark, rocky ridge slopes upwards from the bottom left towards the center. In the distance, several mountain peaks are visible, with the most prominent ones covered in a thick layer of white snow. The sky is a clear, pale blue. The overall scene conveys a sense of scale and challenge.

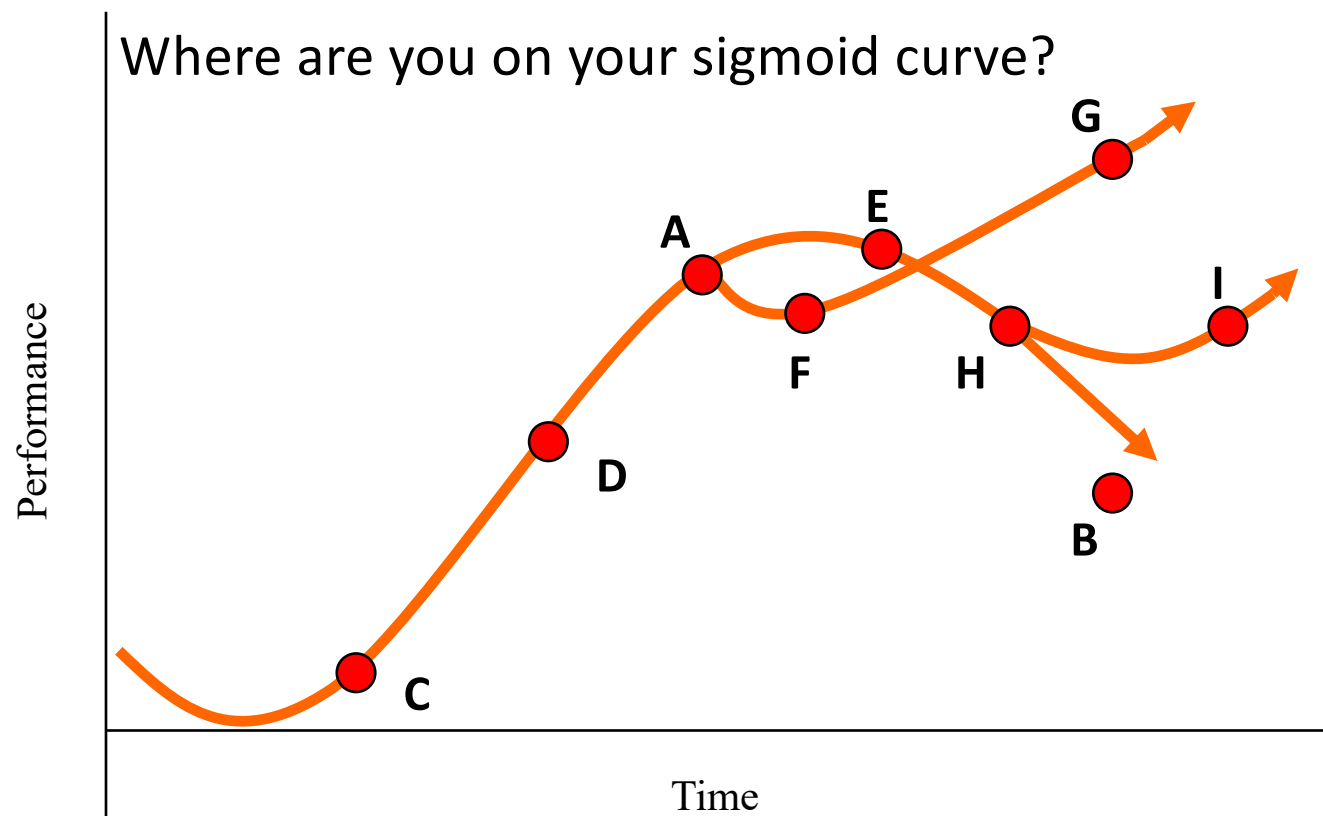
Beyond every Peak  
is a greater challenge

21/07/2013



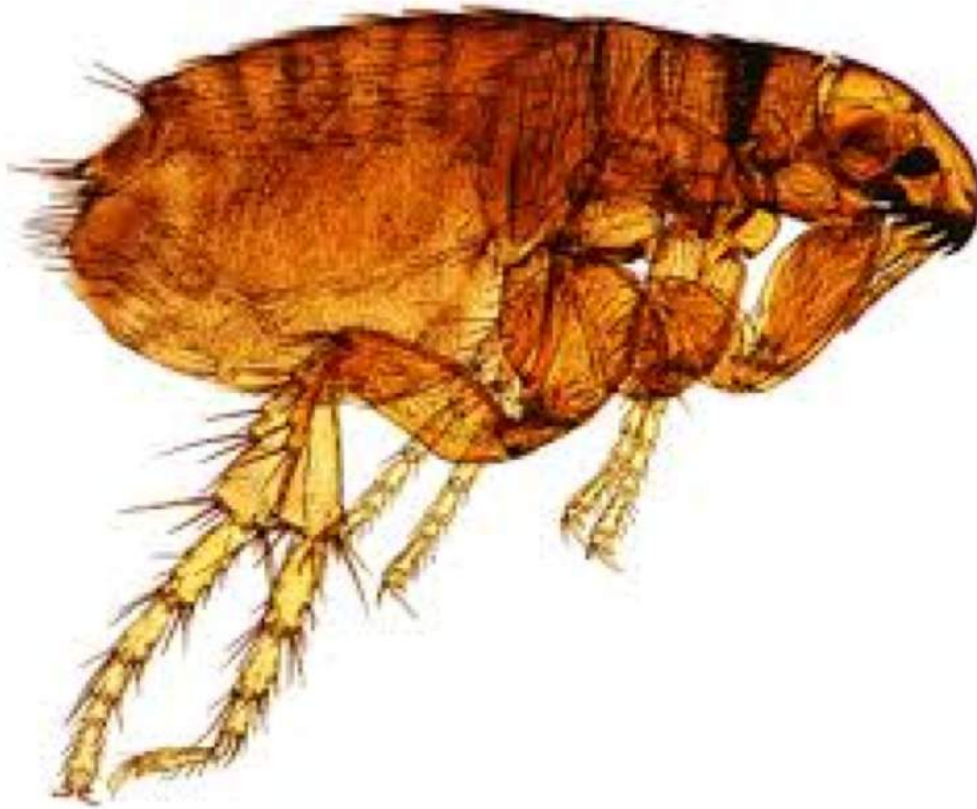


# The Sigmoid Curve





A flea can jump 100 times its own height



HOW MANY  
**Resilient**  
**Farmer®**









## New Zealand Land Care Trust

- Soils
- Farming systems
- Climate
- Landscapes
- Social science
- Production and conservation plants



“The sweetest fruits are on the outside branches”







## Pasture 2002

In 2002 we had lots of very average pasture  
These pastures are capable in today's terms  
of returning about \$280 per ha





Resilient  
Farmer®

In 2012 we have 450 ha of “HOT” pastures  
These pastures return over \$3,000 per ha per year



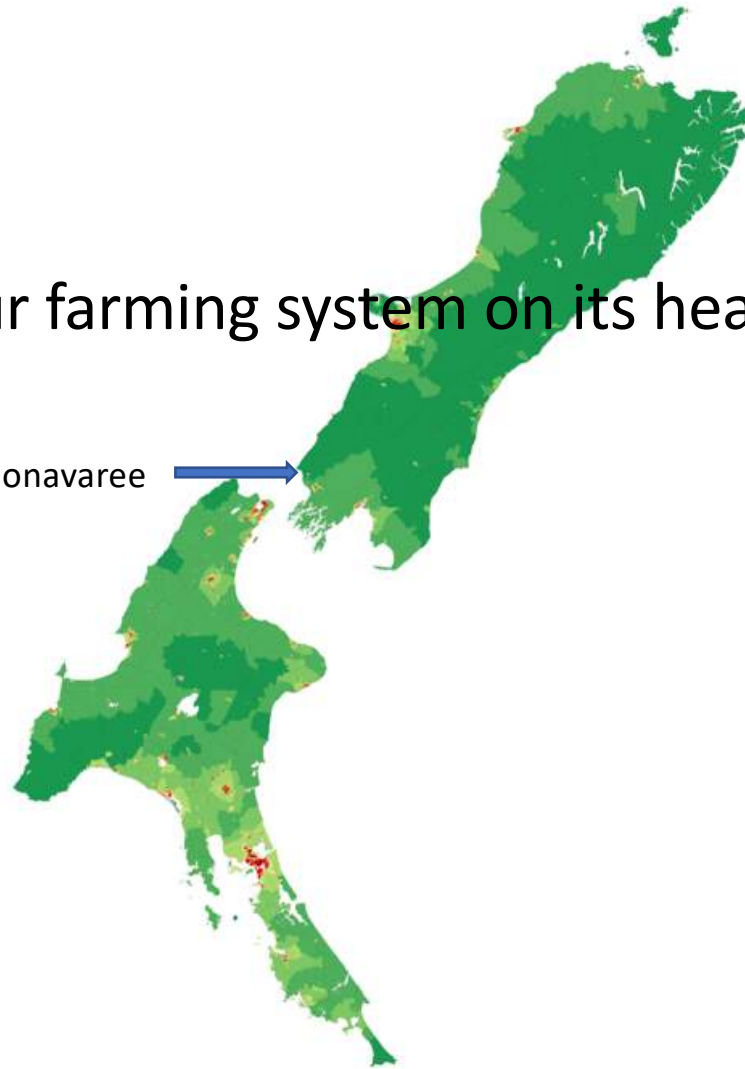
07/05/2013





We turned our farming system on its head.

Bonavaree



Resilient  
Farmer

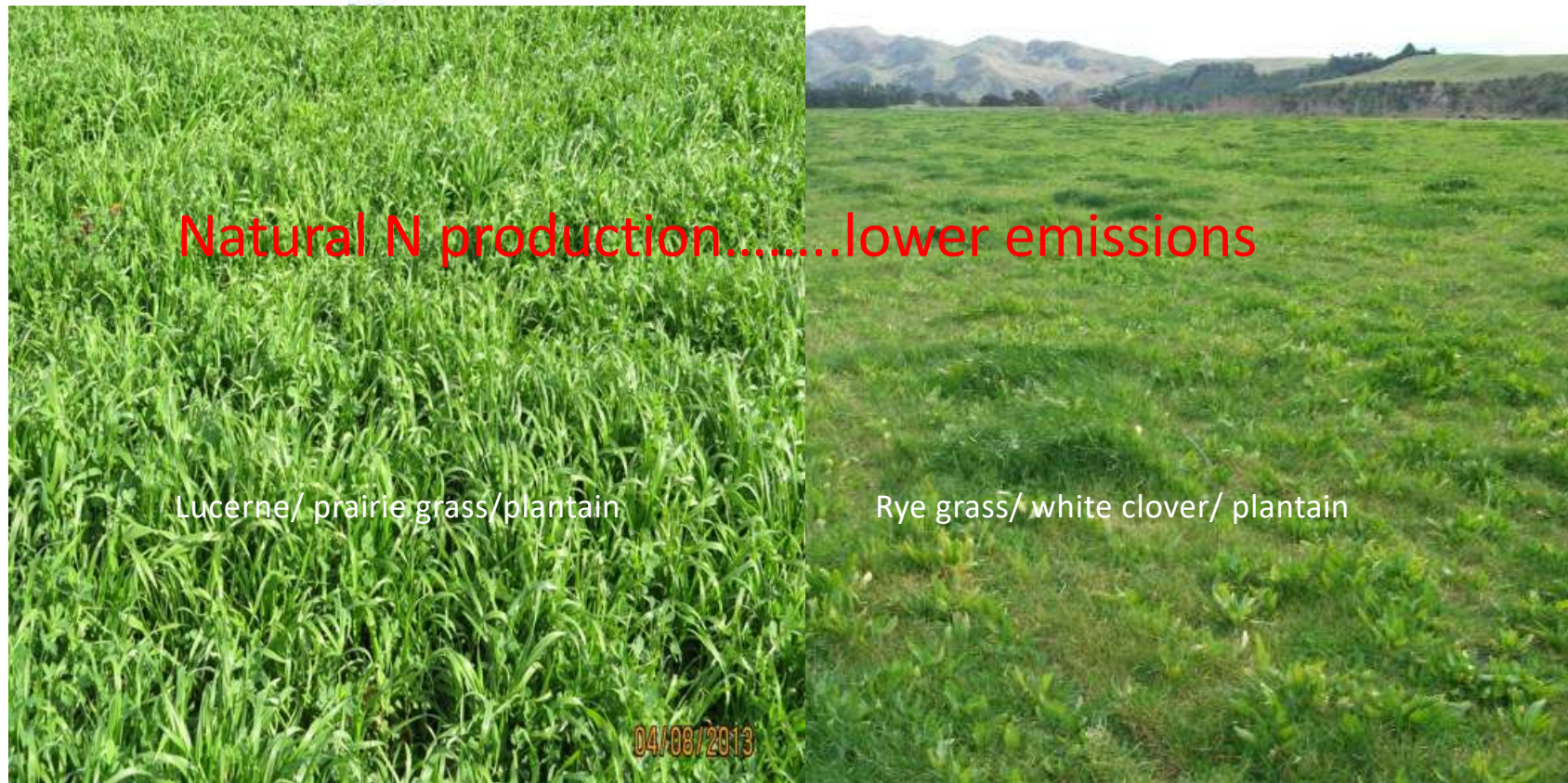






# The effects of N on water utilisation

## 25 kgs of N per tonne of legume DM





## Change in stock performance

Ewes growing lambs at 360- 400 grms per day.

Average for NZ is 175 grms per day

What do animals like to eat?  
74% legume, 26% other.

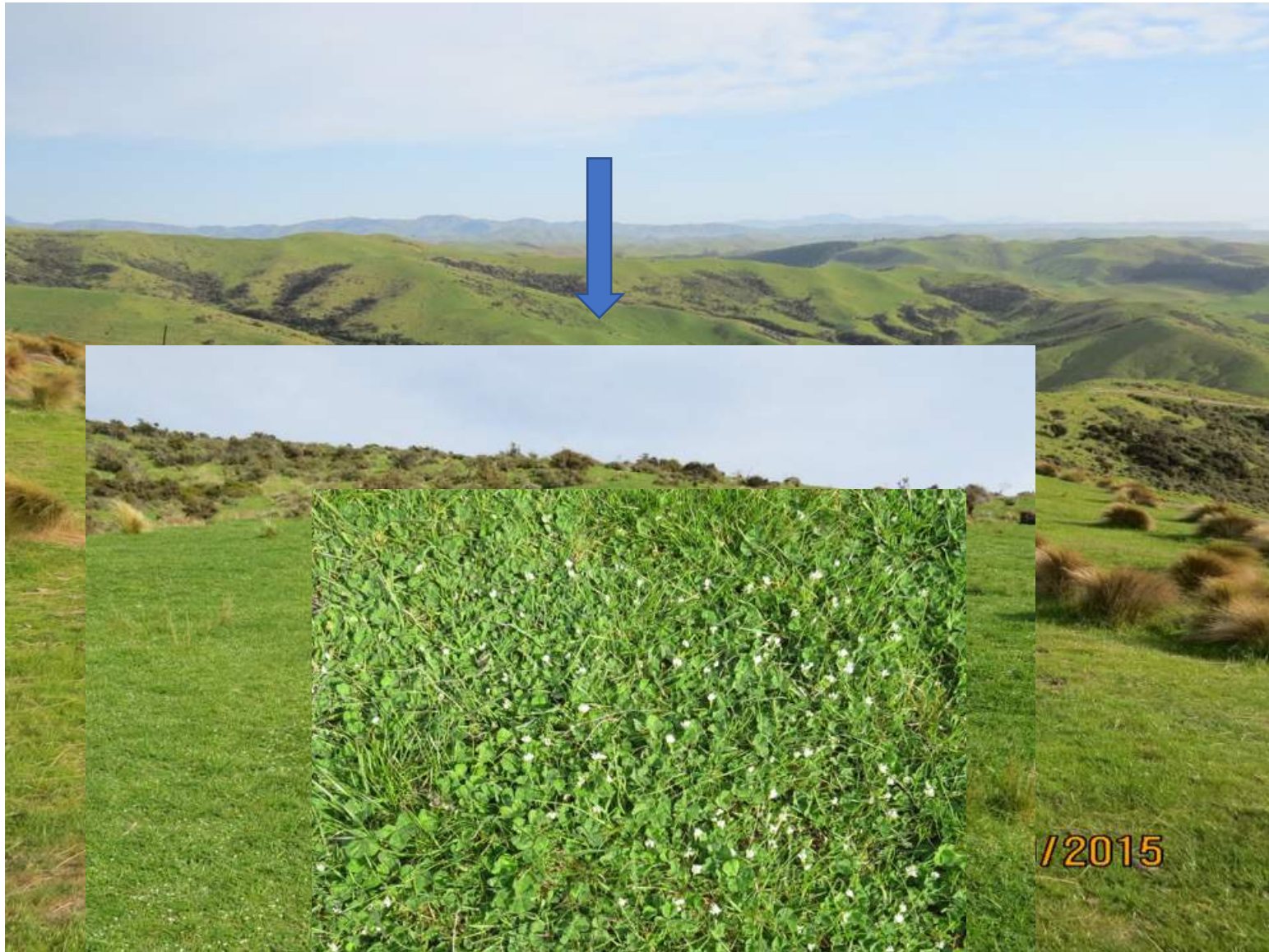
27/09/2013



Early rumen development  
Life time better feed conversion









90% OF TERMINAL LAMBS FINISHED  
IN UNDER 105 DAYS >@ 20 KGS

80% OF HGT TERMINAL LAMBS FINISHED IN  
UNDER 105 DAYS >@ 18 KGS

24/11/2014







What you need to make it work

Where does FarmMax grow?

**FARMAX**  
YOUR ADVANTAGE

**xero**

*Resilient Farmer*

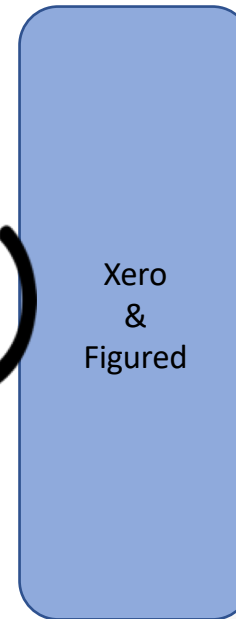
Historical Data  
Recording &  
Mapping



Modelling &  
Decision  
support



Financial



**Collaboration & Integration**

Bonavaree Farm Co Ltd

Google

File Edit View Favorites Tools Help

Boss...

Google

Resi...

Smar...

Farm...

MPI

Goog...

Figu...

Xero...

CHAN...

Goog...

Acco...

Home...

http...

My B...

Suic...

On D...

Asur...

S Rura...

Abil...

Inte...

Face...

Sail...

Silv...

fs Farm...

7 Da...

Trad

PIC OF THE WEEK

DOUG AVERY'S

Resilient

Farmer®

Driest for 18 years

28/01/2015

Timeline Photos

Tag Photo Options Boost Post Share Like



Bonavaree F

3 mins · Edited

Tonight's Marlborough E

green green grass of hor

their hands. Its their turn

balancing our stock when

pastures take off after rai

Tag Photo

Add

Like · Comment · Share



Write a comment



All our banks were full leading into 2015

- Money bank.
- Water bank
- Fertiliser bank.
- Stock condition bank.
- Relationship bank.
- Emotional bank.

Success is not  
the key to happiness  
Happiness is the  
key to success  
If you love what  
you are doing,  
you will be  
successful.





DOUG A. STOKES

Resilient  
Farmer®

Men's suicide rate is three  
times that of women.

This year thousands of men  
will die from stubbornness.

NO WE WON'T

Learn the preventive medical tests you need. [ahrq.gov](http://ahrq.gov)





Suicide..... what we can see

15%



Depression.... what hold suicide up there

85%



Stress...feeds depression



Solution



## Six ways to well being

- Connect
- Give.
- Take notice.
- Don't personalise problems that are not yours.
- Keep learning.
- Be active.





DOUG AUSTIN  
**Resilient  
Farmer®**







*At Bonavaree we have lots of groups  
and individuals enjoy our land*



**PROUD**

**P**

**Progressive in our approach  
Proactive in our engagement  
Positive in our thinking**

28/08/2012



R

Responsible in our behaviours

To people

To community

To animals

To the environment


28/08/2012



O

Open in our hearts and minds  
to the opportunities within  
our local and global  
communities

28/08/2012

The background of the slide is a scenic landscape photograph. It shows rolling green hills in the foreground, a body of water in the middle ground, and distant mountains under a blue sky with scattered white clouds. The text is overlaid on this image.

# U Unwavering in our pursuit of excellence and outcomes from stakeholders

28/08/2012





D

Determined in the pursuit of  
our vision.

Delivering quality, ethical food  
to the worlds discerning  
customers.

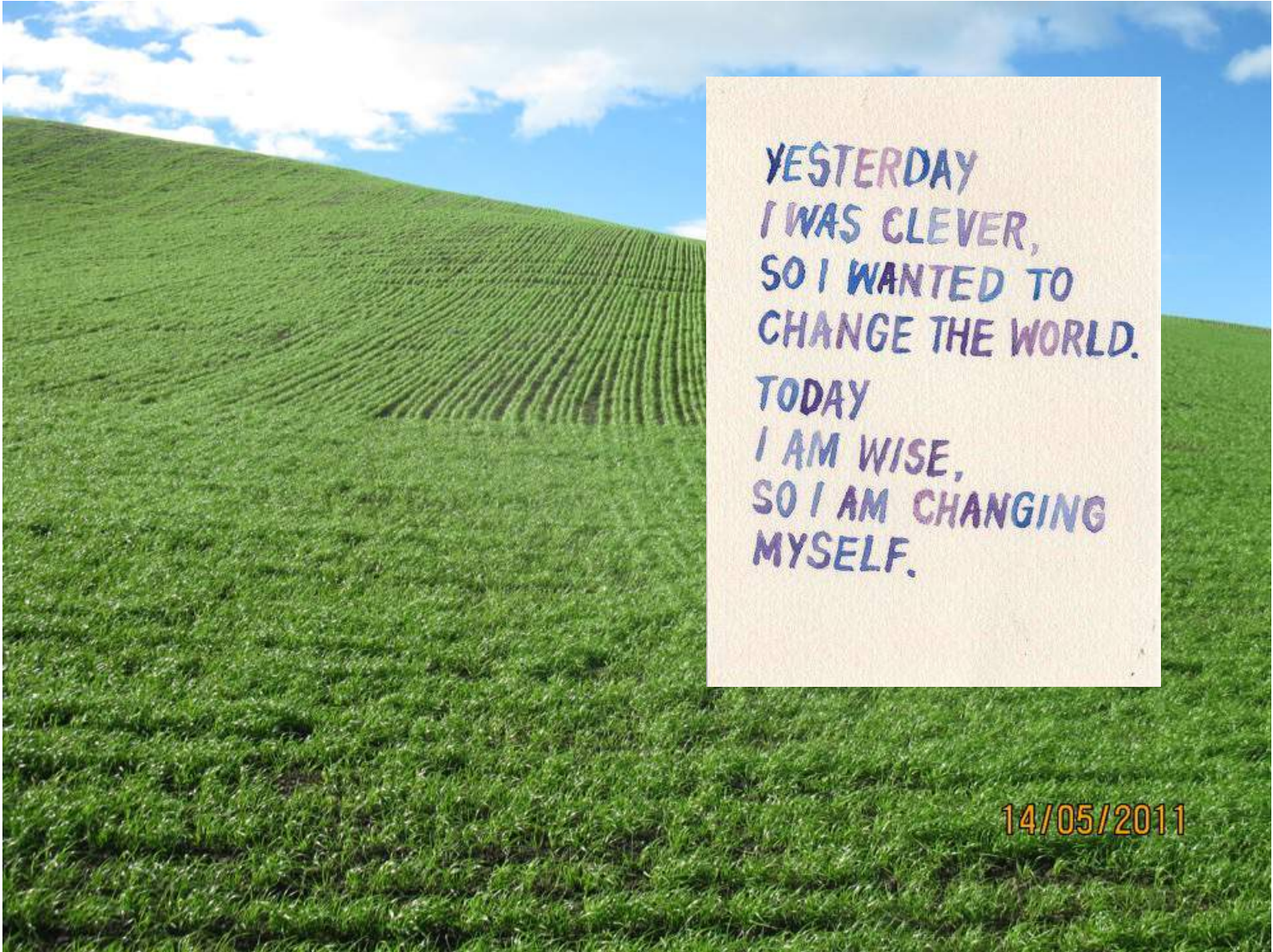
28/08/2012





# *Bonavaree Avery Family*



The background of the image is a photograph of a rolling green hill. A portion of the hill has been plowed, revealing dark, straight furrows in the soil. The sky above is blue with scattered white clouds.

YESTERDAY  
I WAS CLEVER,  
SO I WANTED TO  
CHANGE THE WORLD.  
TODAY  
I AM WISE,  
SO I AM CHANGING  
MYSELF.

14/05/2011





Happy are those who dream  
dreams, and are prepared to  
pay the price to make those  
dreams come true







*“We are each given two hands...  
one to help ourselves  
and one to help others”*





Vision without action is just a dream  
Action without vision is just activity  
Vision and action together can change the world





DOUG AVERY'S  
**Resilient**  
**Farmer®**

WHAT MATTERS MOST  
IS HOW YOU SEE YOURSELF.

