



Farmer Time Pilot Interim Evaluation Report

Farmer Time is a unique educational programme that brings farming directly to students through virtual classroom sessions. Students regularly chat live to their matched farmer gaining a 'real-time' understanding of farming across the seasons.

Farmer Time aims to:

- Increase young students' knowledge about where their food comes from and the farmers who grow it.
- Inspire thinking about potential careers in the food and fibre sector.

During Term One of 2022, Beef + Lamb New Zealand Inc. conducted a Farmer Time Pilot. Farmer Time is a successful programme internationally, however, we need more information from Kiwi farmers and teachers to ensure a successful roll out of this initiative in Aotearoa.



2 Farmer Time Pilot

Farmer Time Pilot Information

The Farmer Time Pilot was conducted in the ten weeks of Term One, 2022.

184 students
6 urban schools
8 farmer-teacher pairings
47 Farmer Time sessions
94* learning hours *approximately

Farmers located in:

- Gisborne
- Hawke's Bay
- Lake Taupo
- King Country
- Gore
- Haketaramea Valley

Schools located in:

- Auckland
- Christchurch
- Whitianga





Farmer Feedback

- **100% of farmers felt their Farmer Time sessions had a positive impact**
- **All farmers enjoyed their Farmer Time experience**
- **All farmers would recommend Farmer Time to other Farmers**
- **On average farmers spent 70 minutes a fortnight on Farmer Time preparation & sessions**
- **Majority of farmers will continue with Farmer Time**
- **Majority of farmers experienced some technology issues**

“The kids were engaged, asked questions prior to the videos and put a bit of humanity and a face to the term ‘farmer.’”

Farmers, Napier

“The teacher and children were always engaged, enthusiastic and asked lots of questions. They created a wall in their classroom and recorded interesting facts and ideas they learnt during the sessions, which they sometimes referred to during sessions.”

Farmer, King Country

“We’ve both really enjoyed it so far and come away from each of our chats with the children excited that we’re helping them understand farming and food origins.”

Farmers, Gisborne

“I think students understood that it was important to know where their food comes from and how important it is to be looking at where their meat/crops come from, how the animals had been treated and cared for, the food they had been fed, and the condition of the land.”

Teacher, Green Bay Primary

“Parents gave feedback about the dinner time conversations they had been having and the excitement over each of the calls.”

Teacher, St Michael’s Church School, Christchurch

“Thanks for this opportunity. I was surprised at how much I learnt. It was a very memorable time for me, thank you.”

Teacher, St Joseph’s Primary, Grey Lynn



Teacher Feedback

- **All teachers said they would recommend the Farmer Time programme to other teachers**
- **All teachers enjoyed the Farmer Time experience**
- **All teachers said the class enjoyed the Farmer Time experience**
- **The majority of teachers feel their students gained a better understanding of the food supply chain**
- **On average teachers spent 70 minutes of Farmer Time a fortnight – this included communications, session and follow-up work**
- **7/8 teachers did pre and post learning work with their class based on Farmer Time sessions**
- **The majority of teachers felt the need for additional in-class resources**



Farmer Time topics covered

FARM & WATER
SAFETY
CROPPING

WEANING &
SCANNING

FARM MANAGEMENT

SUSTAINABILITY

FARM TECHNOLOGY
& EQUIPMENT

ANIMAL BIOLOGY

FIVE FREEDOMS OF ANIMAL WELFARE

PROTECTION OF
WATERWAYS

FARM PREDATORS

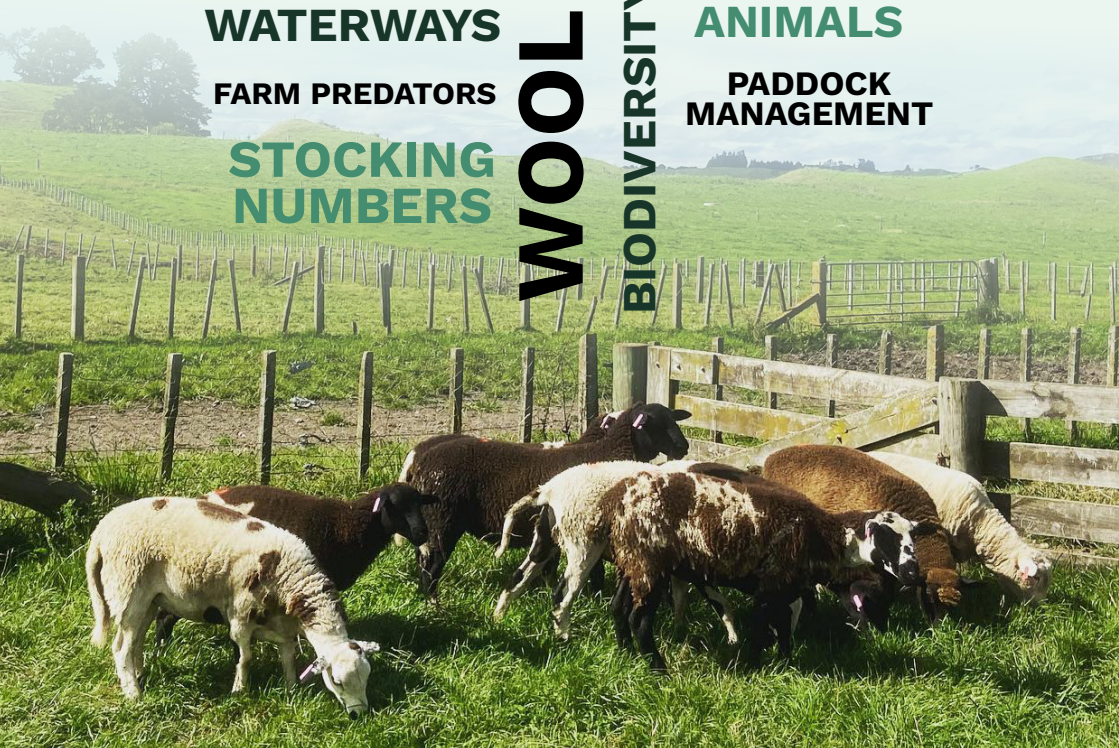
STOCKING
NUMBERS

WOOL

BIODIVERSITY

FARM
ANIMALS

PADDOCK
MANAGEMENT



What did the students learn from the Farmer Time experience?

“That there is more to farming than just cows and sheep in a paddock. That the farmers really care for their animals and their welfare.” Teacher, Green Bay Primary

“They got to see (although virtual) first-hand what life looks like on a farm. **They got to see processes which they never would have got to see otherwise**.” Teacher, Orewa Beach Primary

“That farming is really technological. They were impressed by the technology collecting data and managing the farm.” Teacher, Mercury Bay Area School

“ I think every child should have the opportunity to buddy up with a farmer like this. The children have benefitted massively from the experience.”

Teacher, St Michael's Church School, Christchurch

Here's what the students said

“I like seeing the newborn puppies. I also enjoyed seeing the big harvesting machine pulling up all of the wheat.”

“I liked seeing the dogs respond to different whistles.”

“I liked seeing how big the farm was because I have never seen a farm that big before. I also liked learning about the different things they do on the farm.”

To receive the full Farmer Time Pilot Evaluation Report, email regina@beeflambnz.co.nz. For further information about Farmer Time and how to get involved please visit:

www.farmertime.co.nz



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