NZ WPSA: Challenges for the Future

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Membership breakdown.....

NZ WPSA Membership Breakdown

	2000	2010	Change(%)
Affiliate	26	18	-30.75
Individual	106	62	-41.5
Student	0	2	n/a
Life	12	5	n/a

- Significant reduction in overall membership.
- Reflects increasing scale within the industry.
- Significant reduction in WPSA income.

Affiliate membership breakdown....

NZ WPSA Affiliate Membership Breakdown

	2000	2010
Poultry/Feed Producers	10	8
Service Companies	16	10

- Reflects service industry amalgamation.
- Loss of small companies.

Other factors.....

- By far the largest proportion of individual membership are employees of large companies and generally inactive in the organization.
- The organization has a good financial reserve.
- The committee is a good mixture of academics and industry personnel.

Changed environment .....

1960 REGULATED	2010 DEREGULATED
High and stable profitability	Vulnerable profitability
Numerous of small producers	Few large producers
A lot of technical support	Reduced technical support
Research cost subsidised	Research cost not subsidised
Production efficiency focus	Consumer issues focus
Producers efficiency driven	Producers marketing driven
Little government intervention	High government intervention
Low level of organisation	High level of organisation
Technical progress academically driven.	Technical progress service industry driven.

What this may mean……

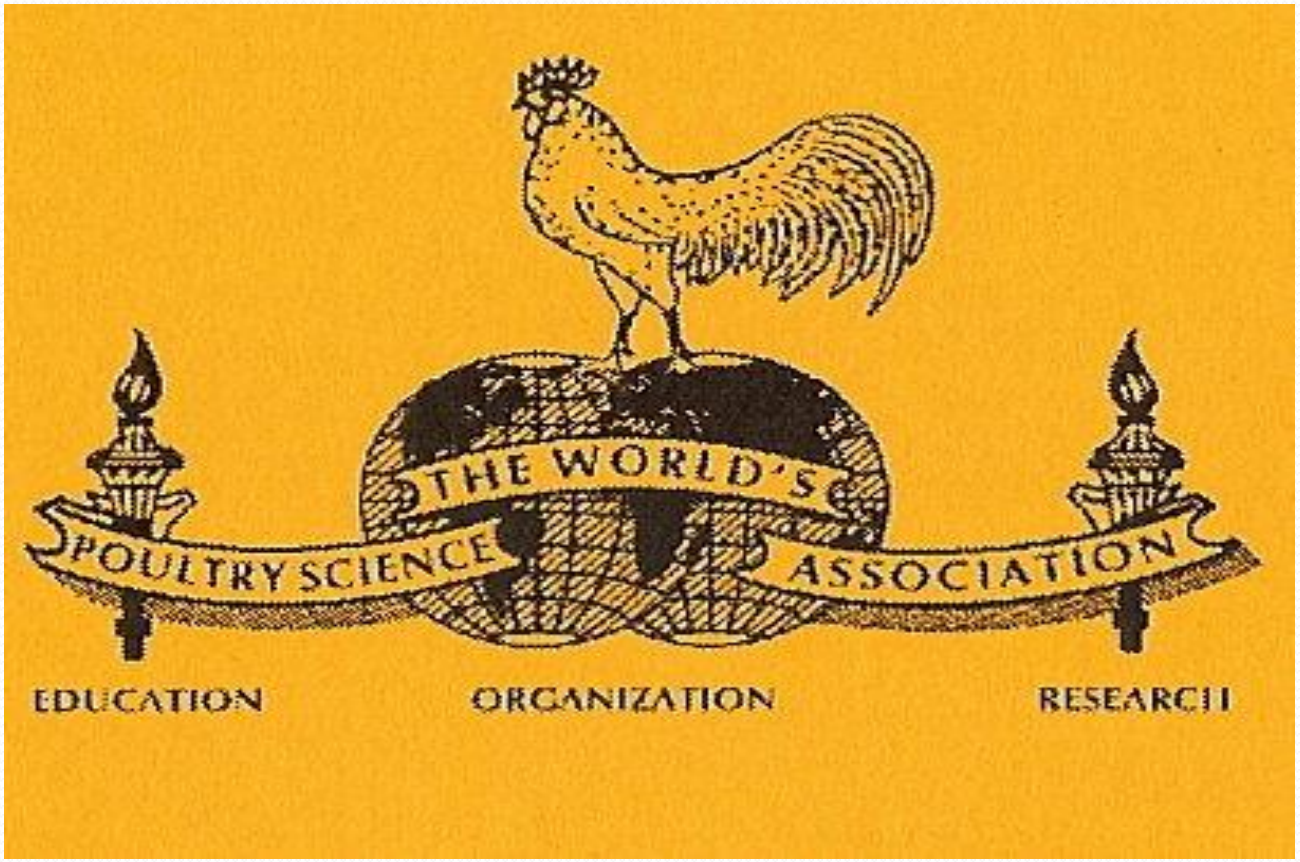
- Continued contraction of producer numbers.
- Increasing pressure on resources for independent research.
- Increasing importance of consumer issues.
- Technical progress along consumer issue line.
- Research driven by government/regulatory needs.
- Increasing government intervention in the food chain.
- Changes to generic industry organisation.
- Increasing complexity at base production level.
- Producers will increasingly depend on their companies for support and direction. Independent advice harder to come by.

Key financial factors going forward.

- Membership will continue to decline unless WPSA adds value to the industry.
- Large companies will continue to be the biggest supporters of WPSA.
- These companies will question the value they get from their investment and contribution is likely to fall.
- Direct service industry representation in NZ is also likely to fall.
- Real value of annual income of NZ WPSA will continue to decline.

Looking at the WPSA charter as the base for going forward…

WPSA Charter



Education……

- Has been and could continue to be the main thrust of our branch.
- Continue the biennial conference ensuring a mix of forward opportunities and current issues and increase industry representation in technical program planning.
- Increase the number of proactive industry “road shows”.
- Actively promote world body initiatives re developing countries.

Organisation……

- Improve and formalise linkage into generic industry organisations (PIANZ, EPF, NZFMA) to shift program agenda closer to industry needs and add value via relevant conference and “road show” topics.

Research.....

- Encourage use within industry of the world wide speaker and expertise network the WPSA has.
- Encourage support and maintenance of the current research infrastructure within New Zealand.
- Actively look for linkage between research institutes for research areas relevant to our industry.

Possible changes required……

- Increase industry participation in creating the program agenda. Co-opt membership to form core group which meets annually at the Massey Technical and WPSA Conferences……OBJECTIVES
- Identify key industry issues.
- Suggest how WPSA can contribute to assist in terms of EDUCATION and RESEARCH.

- Encourage formal links of research networks into the industry by self funded “Seminars”.

- Develop, in conjunction with Australian WPSA, a support approach to helping PNG/Pacific Islands poultry industry development.