

SURVEY OF NEW ZEALAND FARMER INTENTIONS,
EXPECTATIONS AND OPINIONS, JUNE-AUGUST, 1978

by

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THE AGRICULTURAL ECONOMICS RESEARCH UNIT

Lincoln College, Canterbury, N.Z.

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Appreciation is expressed to the large number of farmers who responded to the questionnaire. In addition, thanks are due to the following group of prominent New Zealand companies and institutions whose financial contributions made this exercise possible. The hope is expressed that the resulting extensive data contained in this Report will be of value and interest to all concerned with the future welfare and success of New Zealand agriculture.

Australia and New Zealand Banking Group

Bank of New Zealand

I.C.I. Tasman Limited

Ivon Watkins-Dow Limited

Merck Sharp and Dohme (N. Z.) Limited

New Zealand Newspapers Limited

New Zealand Wire Industries Limited

Radio New Zealand

The National Bank of New Zealand Limited

The New Zealand Farmers' Fertiliser Co. Limited

Olin Corporation of New Zealand Limited.

I. BACKGROUND

1. INTRODUCTION

In 1977 a survey of New Zealand Farmer Intentions, Expectations and Opinions was undertaken from Lincoln College. It aimed at detecting, inter alia, the forthcoming production decisions and the price and income expectations of a sample of New Zealand farmers. In addition the exercise endeavoured to ascertain farmer opinion on a range of issues that are relevant to agricultural policy in this country.

The results revealed a degree of optimism that pointed to increases in planned output and investment as compared to the 1976-77 season. Unfortunately a major and widespread drought occurred later in the 1977-78 season, causing many farmers to revise their plans (see Tables 95 and 96 of the current Report). Some of the aims expressed in the Survey were consequently not attained. Nevertheless considerable data were derived from the responses and these have been utilised by policy-making and other bodies.

Following the excellent farmer response in 1977, and in view of the urgent need for additional information on the agricultural sector, it was decided to undertake a second survey of intentions, expectations, opinions and practices in the period June-August 1978. On this occasion questions were of a more quantitative nature and a much wider range of subjects was included. Several subjects and question areas were inserted at the request of the subscribing companies and institutions.

Provisional results of the 1978 Survey were made available to sponsoring firms and policy-making bodies in September. The detailed final results are now released in this Report.

2.

2. THE SAMPLE

A stratified random sample of just over 3,000 dairy, sheep-beef and cropping farmers was drawn from an up-to-date list of farmers classified according to the New Zealand Standard Industrial Classification. The sample was stratified by farm type within official statistical areas. Farms below 45 acres were eliminated and the total sample represented about 7 per cent of the estimated 45,000 full-time farmers throughout New Zealand.

3. RESPONSE RATE

Over 1,800 farmers responded to the mail questionnaire (a copy of which is attached as Appendix A) and of these 1,710 replies were accepted as satisfactorily completed as at the closing date.

4. ACCURACY OF RESULTS

Responses were reasonably well distributed between various regions. In addition, the statistical data derived from the questionnaires were checked against survey results published by the New Zealand Meat and Wool Boards' Economic Service and the New Zealand Dairy Board. The survey data corresponded closely with the results of the surveys undertaken by these two organisations.

II CONCLUSIONS

From an analysis of the responses to the questionnaire the main conclusions of the 1978 Survey are as follows:-

1. INTENTIONS

A. Dairy Farmers.

(i) Dairy farmer respondents indicated that whereas the average number of cows in milk in each herd at the end of 1977 was 126, it is likely to increase to around 132 by the end of 1978, a rise of almost 5 per cent. In the largest dairying area (South Auckland-Bay of Plenty), an increase of 6 per cent is intended compared with a rise of only 2 per cent in the Taranaki Land District.

B. Sheep-Beef Farmers.

(i) Sheep farmer respondents estimated that the number of breeding ewes in mid-1978 would be almost 3 per cent higher than a year ago, while at mating time in 1978, compared with the same time in 1977, there were 2.7 per cent more ewes put out to the rams.

Areas where some of the largest percentage increases in breeding ewe numbers are expected include Central and North Auckland, the Wellington Provincial Land district and Southland.

(ii) Female beef breeding cows/heifer numbers in mid 1978 were estimated by respondents to be 5.5 per cent lower than at the same time in 1977.

Some of the largest percentage falls have occurred in the Hawkes Bay, Wellington, Marlborough and Canterbury Areas.

C. Cropping Farmers.

From the stated intentions of a relatively small number of wheatgrowers it would appear that the area sown in wheat during the 1978-79 season will be little changed from that in 1977-78. However, weather conditions since the Survey was carried out could alter this prospect.

D. Investment and Other Expenditure - All Farmers.

(i) In respect of the main categories of on-farm investment more respondents indicated their intention to increase investment in 1978-79 (as compared with 1977-78) than did those who indicated they will reduce expenditure. In some categories there were indications of substantially increased levels of investment (e.g. new plantings of lucerne). Between the 13 Provincial Land Districts there were some significantly different levels of investment intentions.

(ii) In 14 of the farm machinery and implements categories respondents indicated they intend increasing their purchases in 1978-79 compared with 1977-78. In respect of farm bikes, a category not covered in the 1977 Lincoln Survey, there are indications of substantial purchases during 1978-79, with around 14 per cent of respondents stating they intend purchasing a new machine.

(iii) Intentions of farmer respondents indicate that fertiliser application will increase by 9 per cent in 1978-79 compared with 1977-78, with the largest increase occurring in the sheep-beef sector. The largest provincial increases will take place in the Northland, South Auckland-Bay of Plenty, Hawkes Bay, Marlborough and Otago areas.

(iv) Responses indicated an overall drop in the tonnage of lime to be applied in 1978-79 compared with 1977-78. Some of the largest falls will occur in the Central Auckland, South Auckland-Bay of Plenty, Wellington, Nelson and Canterbury districts. On the other hand substantially increased applications are indicated for areas such as Hawkes Bay, Taranaki, Westland and Otago.

(v) Fifty-eight per cent of respondents indicated they intended increasing their fencing programme in 1978-79 compared with the previous season. In every Provincial Land District increases were indicated except in Marlborough where responses pointed to a programme of about the same level as in the 1977-78 season.

(vi) Regarding the intended source of supply for materials for their 1978-79 fencing programme, respondents indicated they would, overall, procure two-thirds from their suppliers, and the remaining third from their on-farm stocks.

(vii) Twenty-four per cent of respondents stated their intention to increase their purchases, either substantially or slightly, of agricultural chemicals (weedicides and pesticides) in 1978-79 compared with the previous season. Only 18 per cent estimated their expenditure would be slightly or substantially less.

(viii) In respect of those farmers who are required to drench, vaccinate and dip their animals, increased expenditure is intended in all three categories in 1978-79 compared with last season.

(ix) Respondents intimated there would be little change in their demand for permanent and casual farm staff during 1978-79 compared with 1977-78.

2. EXPECTATIONS

A. Dairy Farmers.

(i) Thirty-four per cent of dairy farmer respondents are expecting milk pay-out prices in 1978-79 to be more than 10 per cent higher than in 1977-78, while 60 per cent are anticipating prices between 5 and 10 per cent greater.

(ii) In respect of overall export prospects for New Zealand dairy products over the next 5 years, 8 per cent think there will be a substantially increased demand, 56 per cent a moderately expanding demand, while 32 per cent consider there will be little change from the present situation. Farmers in the 'over 50' age group are not as optimistic as those in the 40-50 year group or those under 40 years of age.

B. Sheep-Beef Farmers.

(i) Six per cent of sheep farmer respondents expect, compared to 1977-78, substantially higher schedule prices in 1978-79, and 59 per cent slightly higher schedule prices, for their lambs.

(ii) Sixty-six per cent of sheep farmer respondents anticipate slightly higher wool auction prices in 1978-79 compared with 1977-78; eight per cent anticipate substantially higher prices.

(iii) Considerable optimism is evident in regard to beef prices in the 1978-79 season compared with the 1977-78 season, with 37 per cent of respondents anticipating substantially higher prices and 52 per cent slightly higher prices.

C. Farm Incomes.

Whereas in the 1977 Lincoln Farmer Survey, 39 per cent of respondents expected their incomes before tax to be higher than the year before, in this survey 50 per cent anticipate higher incomes than in 1977-78 and only 31 per cent anticipate lower incomes, compared with 38 per cent in last year's survey. Dairy farmers are the most optimistic group.

D. The Rate of Inflation.

In the 1977 Survey respondents predicted the rate of inflation in the 1977-78 season would be just over 14 per cent. In the event their prediction was close to the actual. In the 1978 Survey respondents have indicated they expect the rate of internal inflation in the 1978-79 production year to be just over 12 per cent.

3. OPINIONS, ATTITUDES AND PRACTICES

A. Dairy Farmers.

(i) Thirty-five per cent of dairy farmer respondents indicated they use drenching as a means of controlling bloat, 15 per cent use the water trough and 11 per cent resort to flank painting. Seventeen per cent take no action.

(ii) Fifty-one per cent of respondents treat mastitis 'routinely' and 47 per cent occasionally.

(iii) Sixty-five per cent of dairy farmer respondents use dry cow therapy.

B. Sheep-Beef Farmers.

(i) Seventy-eight per cent of sheep farmer respondents were affected by industrial troubles in the freezing works during the 1977-78 season. Whilst respondents in the Southland Provincial District were affected the worst, other areas, including Otago, Canterbury, Hawkes Bay and Wellington Province, were also affected severely. On average the respondents were affected on three occasions during the season, involving about 60 head of cattle and just over 800 sheep, of which 726 were lambs. This was distinct from the problem of the disposal of old ewes.

(ii) Sheep farmer respondents estimated the financial losses resulting from these hold-ups as around \$1,870 per farm. The largest losses were in Southland, followed by Hawkes Bay and Canterbury.

(iii) Physical effects of the freezing industry's industrial troubles on farming operations in 1977-78 included a shortage of feed for livestock, farmers being forced to carry stock longer on farms, consequential lower lambing and wool weights and premature consumption of feed reserved for the winter period.

(iv) Eighty-six per cent of sheep farmer respondents stated they were unable to dispose of their old ewes when they wanted to during the 1977-78 season. On average 355 old ewes were affected.

(v) On wool marketing, 59 per cent of sheep farmer respondents indicated they wished to continue with present marketing arrangements and 41 per cent stated they would support the Wool Board purchasing all wool and marketing in various ways.

(vi) Sixty-four per cent of sheep-beef respondents indicated they would personally prefer to be able to vote directly in selecting representatives to the Meat and Wool Boards. Thirty-six per cent stated they would prefer a continuation of the present system whereby an Electoral College elects the members on behalf of producers.

(vii) Forty-six per cent of sheep farmer respondents dip their sheep to control lice and fly and 31 per cent to control lice only. Seventy-one per cent indicated they dip their own sheep. The most popular dipping method is by constant replacement shower. Most dipping is carried out in the months of March (25 per cent), January (24 per cent) and February (19 per cent). There are however considerable Land District differences in seasonal dipping patterns.

(viii) In purchasing sheep dips farmer respondents are influenced most by past results (66 per cent), the price (21 per cent) and the recommendations of a veterinarian (14 per cent). Contractors and other farmers also influenced the choice of dip used.

(ix) In purchasing a drench respondents are influenced by results achieved in the past (72 per cent), the recommendations of a veterinarian (29 per cent), the price (28 per cent) and published product efficiency tests (10 per cent).

(x) In respect of purchases of dips and drenches, sheep farmer respondents did not admit to being influenced by any form of media advertising.

C. All Farmers.

(i) On-farm stocks of fencing materials are of significance in assessing seasonal requirements. The Survey discloses that about one third of the materials for the 1978-79 fencing programme will come from such on-farm stocks.

(ii) Contrary to general belief, the Survey discloses that a high proportion of on-farm fencing is at present carried out by farm staff. Contractors are undertaking a minor share. This could be a reflection of the current economic conditions.

(iii) The Survey shows that only 5 per cent of respondents have had any cause to query, on the grounds of quality and/or quantity, consignments of fertiliser mixtures to their farms.

(iv) The local stockist, Ministry of Agriculture staff, the County Weeds Inspector, and the farmer's spraying contractor, are the main sources of advice to farmers on agricultural chemicals.

Stock and Station agents, Dairy companies, County Councils, farmers' trading societies and farmers' Co-operatives are the main source of supply for agricultural chemicals.

(v) Only 7 per cent of farmer respondents indicated they had employed anyone under the Special Farm Employment Scheme and of these 90 per cent had found the scheme satisfactory.

(vi) Sixteen per cent of respondents indicated they had joined or applied to join the Livestock Incentive Scheme. This compares with 9 per cent in the 1977 Survey. Over 90 per cent of those who had applied considered their prospects of achieving the targets set were either reasonable or good.

Of the reasons for not joining the scheme the most common was the contention that an expansion limit had been reached. In the 1977 Survey this reason also predominated but in the 1978 Survey it appears to be more dominant.

(vii) Whereas in the 1977 Survey, increased costs were regarded as the most important single factor limiting expansion of output, in the 1978 Survey it is second to freezing works industrial problems. Climate, the cost and availability of money and taxation remain important factors that are mentioned again in the 1978 response.

(viii) When asked to suggest the most effective expansion incentive for farm production, respondents gave greatest emphasis to tax relief or reform (including reductions in fluctuations in tax liabilities and special expense deductions such as wage payments qualifying as a deduction of 150 per cent). Other suggestions included guaranteed prices, a more effective restraint on cost increases and an assurance that freezing works would remain operative.

(ix) About 85 per cent of respondents have liabilities of less than \$100,000. About 7 per cent have no liabilities and about 2 per cent have liabilities in excess of \$200,000. Just over a third of respondents' liabilities are held by the Rural Banking & Finance Corporation; family relatives and solicitors' clients hold about 25 per cent and trading banks and stock and station agents about 15 per cent.

(x) Fourteen per cent of respondents intimated that in 1978-79 they will be faced with having to negotiate the renewal of a mortgage or other loans. The largest amount is owing to private individuals through their solicitors (27 per cent) followed by the trading banks (17 per cent) and family relatives (10 per cent). The most favoured source from whom respondents hope to borrow the amount owing is the Rural Banking & Finance Corporation (31 per cent) followed by the trading banks (25 per cent) and private individuals through law offices (16 per cent).

(xi) Anticipated additional financial requirements averaged about \$15,000 per respondent and most of these will be of a short-term nature. About three-quarters is expected to be obtained from trading banks and stock and station agents. Respondents also indicated they hoped to acquire the long term finance mainly from the Rural Banking & Finance Corporation.

(xii) Eighty-five per cent of respondents answered the question as to whether they were able to secure finance for all their farming requirements during the 1977-78 season. Of these almost all (96 per cent) replied in the affirmative.

(xiii) About 44 per cent of farmer respondents use the Bank of New Zealand, the next most used being the Australia and New Zealand Banking Group, followed by the National Bank of New Zealand Ltd. About a quarter of respondents consider their trading banks could improve their service to farmers. The most frequent suggestion was 'a more personal service - including a better understanding of farming by trading bank staff'.

(xiv) The two stock and station agent companies, Wrightson N.M.A. Ltd., and Dalgety N.Z. Ltd. between them service almost half the respondents and the various farmer co-operatives throughout New Zealand have about 20 per cent of respondents as their customers. About 20 per cent of respondents have two or more stock and station agents.

Thirty-five per cent of respondents consider that the quality of the service stock and station agents give to farmers could be improved. A major suggestion is a plea for more personal service and more frequent visits to respondents' farms.

(xv) The average annual premium paid by farmer respondents to life insurance organisations in respect of their own lives is approximately \$678. Only 15 per cent of farmer respondents have loans from these organisations and they average around \$27,000. Between Provincial Land Districts there are considerable differences in annual premiums and borrowings.

(xvi) By far the most popular depository for farmer respondents' idle funds are the trading banks (71 per cent), followed by stock and station agents (15 per cent).

(xvii) There was considerable support for a suggestion that the Rural Banking and Finance Corporation provide a scheme for accepting money from farmers as savings or as deposits on demand. Sixty-one per cent of respondents were in receipt of a loan from the Rural Bank.

Suggestions on how the Rural Bank could improve its services to farmers included better publicity of services available, a more liberal type of lending policy and speeding up the processing of loan applications.

(xviii) Ninety-four per cent of farmer respondents indicated ownership of a Television receiving set and just over half were colour sets. Whilst almost all confirmed they received satisfactory signals from T.V.1 channel, only two-thirds stated that the signals from T.V.2 were satisfactory. Six per cent of respondents said they intended purchasing a new set in 1978-79 and all but five per cent of intending purchasers indicated they would be colour sets.

(xix) Fifty-seven per cent of farmer respondents confirmed that they listened to the midday National Farm Programme.

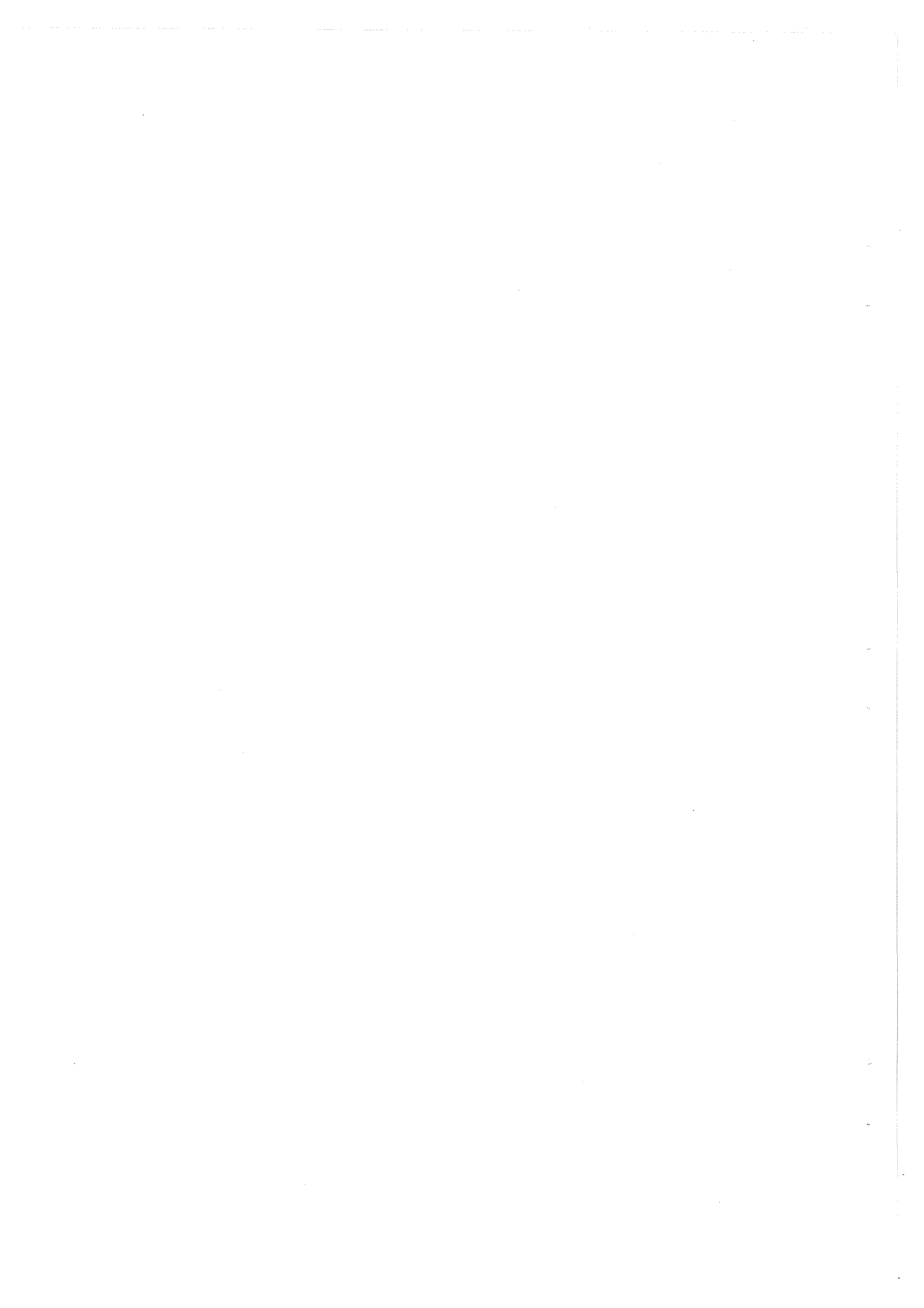
(xx) In respect of both T.V. and radio programmes respondents furnished a comprehensive list of suggested programme subjects.

(xxi) Respondents indicated they read a wide range of newspapers, journals and periodicals, etc., although on only a few publications did they spend over half-an-hour of reading time. They indicated being influenced moderately or markedly in their farm management decisions and practices by only a relatively few publications and programmes.

(xxii) Half the respondents admitted having to revise their production decisions in the 1977-78 season and a quarter said they had to revise their investment decisions during the same season. The widespread drought, the freezing works' industrial problems, and low profitability, were cited as major reasons for such revisions of production and investment decisions.

(xxiii) The extent of the drought in the 1977-78 season is confirmed by the responses that indicate that three-quarters were affected either moderately or severely and only five per cent said they were not affected at all.

(xxiv) Positive measures introduced by Government in 1974 to mitigate the effects of droughts have been adopted by only a minority of respondents. When asked to suggest how farmers could cope better with the effects of future droughts, respondents made a number of suggestions, the main one of which was the importance of keeping the freezing works operating throughout such periods.



III. TABLES OF RESULTS

Notes:

1. Due to rounding errors slight discrepancies may be found between tables reporting aggregated and disaggregated results.
2. This Report contains most of the results of the Survey. Additional data have been furnished to the subscribing firms.

1. INTENTIONS

A. Dairy Farmers.

TABLE 1

Expected Average Number of Cows in Milk at end 1978 (compared to end 1977) - By Provincial Land District and Overall

	No. of Valid Observ- ations	End 1977	End 1978	% Change
<u>North Island</u>				
1. Northland	88	123.4	127.0	+ 3.25
2. Central Auckland	26	122.0	123.7	+ 1.39
3. Sth Auckland- Bay of Plenty	292	137.4	145.6	+ 5.97
4. East Coast	-	-	-	-
5. Hawkes Bay	16	116.2	116.6	+ .03
6. Taranaki	106	123.1	125.6	+ 2.03
7. Wellington	53	113.9	119.8	+ 5.18
<u>South Island</u>				
8. Marlborough	5	96.8	99.4	+ 2.69
9. Nelson	15	99.5	106.0	+ 6.53
10. Westland	10	139.1	148.3	+ 6.61
11. Canterbury	15	89.2	94.5	+ 5.94
12. Otago	10	86.6	90.3	+ 4.27
13. Southland	<u>12</u>	91.9	97.7	+ 6.31
	648	_____	_____	_____
New Zealand Average		126.2	132.1	+ 4.7

18.

B. Sheep-Beef Farmers

TABLE 2

Expected Breeding Ewe Numbers at 30th June 1978
 Compared with Mid 1977
 - By Provincial Land District and Overall

	No. of Valid Observ- ations	Mid 1977	Mid 1978	% Change
<u>North Island</u>				
1. Northland	40	1,031	1,146	+ 11.2
2. Central Auckland	14	942	1,132	+ 20.2
3. Sth Auckland- Bay of Plenty	107	1,566	1,563	-
4. East Coast	29	1,942	1,986	+ 2.3
5. Hawkes Bay	72	2,471	2,516	+ 1.8
6. Taranaki	29	1,753	1,825	+ 3.8
7. Wellington	110	2,104	2,187	+ 4.1
<u>South Island</u>				
8. Marlborough	21	2,082	2,118	+ 1.7
9. Nelson	15	934	985	+ 5.5
10. Westland	6	1,145	1,168	+ 2.0
11. Canterbury	160	1,857	1,885	+ 1.5
12. Otago	113	2,295	2,369	+ 3.2
13. Southland	133	1,871	1,925	+ 4.9
	<u>849</u>	<u> </u>	<u> </u>	<u> </u>
New Zealand Average		1,894	1,947	+ 2.8

TABLE 3

Estimate of Ewes Mated, Autumn 1978
 Compared with Autumn, 1977
 - By Provincial Land District and Overall

	No. of Valid Observ- ations	Autumn 1977	Autumn 1978	% Change
<u>North Island</u>				
1. Northland	39	1,076	1,114	+ 3.5
2. Central Auckland	12	1,064	1,110	+ 4.3
3. Sth Auckland- Bay of Plenty	107	1,572	1,626	+ 3.4
4. East Coast	29	1,954	2,061	+ 5.5
5. Hawkes Bay	74	2,469	2,488	+ 0.7
6. Taranaki	29	1,767	1,834	+ 3.8
7. Wellington	109	2,101	2,196	+ 4.5
<u>South Island</u>				
8. Marlborough	21	2,085	2,120	+ 1.7
9. Nelson	15	935	986	+ 5.4
10. Westland	6	1,146	1,168	+ 1.9
11. Canterbury	160	1,858	1,877	+ 1.0
12. Otago	115	2,304	2,376	+ 3.1
13. Southland	134	1,859	1,915	+ 3.0
	<u>850</u>	<u> </u>	<u> </u>	<u> </u>
New Zealand Average		1,904	1,955	+ 2.7

TABLE 4

Expected Change in Female Beef Breeding Cows/Heifers Mid 1978
Compared with Mid 1977 - By Provincial Land District and Overall

	No. of Valid Observ- ations	Mid 1977	Mid 1978	% Change
<u>North Island</u>				
1. Northland	56	134	143	+ 6.7
2. Central Auckland	15	97	99	+ 2.0
3. Sth Auckland- Bay of Plenty	84	122	114	- 6.6
4. East Coast	27	206	196	- 4.9
5. Hawkes Bay	51	167	147	-12.0
6. Taranaki	22	142	132	- 7.0
7. Wellington	70	144	125	-13.2
<u>South Island</u>				
8. Marlborough	11	129	110	-14.7
9. Nelson	12	65	70	+ 7.7
10. Westland	9	108	101	- 6.5
11. Canterbury	89	120	98	-18.4
12. Otago	60	100	110	+10.0
13. Southland	43	98	95	- 3.1
	<u>549</u>	<u> </u>	<u> </u>	<u> </u>
New Zealand Average		128	121	- 5.5

C. Cropping Farmers.

TABLE 5

Intended Wheat Area in 1978-79 Season Compared with 1977-78			
	1977-78	1978-79	% Change
Average Hectares	8.9	8.9	-
(51 Valid Observations).			

TABLE 6

Intended Barley Plantings in 1978-79 Season Compared with 1977-78			
	1977-78	1978-79	% Change
Average Hectares	43.7	39.9	- 8.70
(41 Valid Observations).			

TABLE 7

Intended Area of Processed Crops in 1978-79 Season Compared with 1977-78			
	1977-78	1978-79	% Change
Average Hectares	37.2	32.4	- 12.4
(28 Valid Observations).			

TABLE 8

Intended Area of Grass for Seed in 1978-79 Season Compared with 1977-78			
	1977-78	1978-79	% Change
Average Hectares	26.9	39.7	+ 47.58
(25 Valid Observations).			

TABLE 9

Intended Area of Clover for Seed in 1978-79 Season Compared with 1977-78			
	1977-78	1978-79	% Change
Average Hectares	46.4	43.1	- 7.1
(34 Valid Observations).			

D. Investment - All Farmers.

TABLE 10

Intended Capital Expenditure on Seeding or Re-Seeding of Virgin or
Developed Pastures, etc., in 1978-79 Compared with 1977-78
- By Provincial Land District and Overall

	No. of Valid Observ- <u>ations</u>	Substant- ially <u>Higher</u> %	Slightly <u>Higher</u> %	<u>Same</u> %	Slightly <u>Lower</u> %	Substant- ially <u>Lower</u> %
<u>North Island</u>						
1. Northland	93	25	26	35	5	9
2. Central Auckland	26	23	31	38	0	8
3. Sth Auckland - Bay of Plenty	234	21	34	34	7	4
4. East Coast	20	15	45	35	0	5
5. Hawkes Bay	54	19	37	33	4	7
6. Taranaki	66	13	35	45	2	5
7. Wellington	98	12	48	33	4	3
<u>South Island</u>						
8. Marlborough	20	15	45	15	5	20
9. Nelson	24	21	37	29	13	0
10. Westland	14	50	14	22	14	0
11. Canterbury	154	12	33	38	9	8
12. Otago	98	17	37	34	6	6
13. Southland	<u>110</u>	17	36	34	9	4
	1011	—	—	—	—	—
New Zealand Average		20	35	33	6	6

TABLE 11

Intended Capital Expenditure on New Lucerne Planting in 1978-79
 Compared with 1977-78
 - By Provincial Land District and Overall

	No. of Valid Observ- ations	Substant- ially More	Slightly More	Same	Slightly Less	Substant- ially Less
		%	%	%	%	%
<u>North Island</u>						
1. Northland	2	50	0	50	0	0
2. Central Auckland	-	-	-	-	-	-
3. Sth Auckland- Bay of Plenty	34	38	35	18	0	9
4. East Coast	1	0	100	0	0	0
5. Hawkes Bay	4	25	50	25	0	0
6. Taranaki	5	20	40	40	0	0
7. Wellington	7	29	57	0	14	0
<u>South Island</u>						
8. Marlborough	10	30	50	10	0	10
9. Nelson	5	20	60	20	0	0
10. Westland	-	-	-	-	-	-
11. Canterbury	95	19	39	22	6	14
12. Otago	36	17	34	25	5	19
13. Southland	10	20	30	20	10	20
	<u>209</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>
New Zealand Average		23	39	21	5	12

TABLE 12

Intended Capital Expenditure on New Planting of Plantation Trees
in 1978-79 Compared with 1977-78
- By Provincial Land District and Overall

	No. of Valid Observ- ations	Substant- ially More	Slightly More	Same	Slightly Less	Substant- ially Less
		%	%	%	%	%
<u>North Island</u>						
1. Northland	21	14	33	38	5	10
2. Central Auckland	3	0	100	0	0	0
3. Sth Auckland- Bay of Plenty	38	16	50	26	3	3
4. East Coast	8	0	25	75	0	0
5. Hawkes Bay	11	37	36	18	0	0
6. Taranaki	19	16	26	42	0	0
7. Wellington	35	23	31	29	3	3
<u>South Island</u>						
3. Marlborough	5	40	0	40	20	0
3. Nelson	4	0	75	0	25	0
3. Westland	2	50	0	50	0	0
3. Canterbury	49	14	37	35	4	10
3. Otago	23	9	26	47	9	9
3. Southland	22	27	41	23	5	4
	<u>240</u>	—	—	—	—	—
New Zealand Average		18	37	36	6	3

TABLE 13

Intended Capital Expenditure on Irrigation/Drainage Work and
Construction of Landing Strips in 1978-79 Compared with 1977-78
- By Provincial Land District and Overall

	No. of Valid Observ- ations	Substant- ially More	Slightly More	Same	Slightly Less	Substant- ially Less
		%	%	%	%	%
<u>North Island</u>						
1. Northland	71	15	34	38	6	7
2. Central Auckland	15	27	7	53	6	7
3. Sth Auckland - Bay of Plenty	124	16	23	44	11	6
4. East Coast	11	9	73	18	0	0
5. Hawkes Bay	22	36	23	27	0	14
6. Taranaki	45	16	20	44	7	13
7. Wellington	67	20	25	37	4	14
<u>South Island</u>						
8. Marlborough	3	33	0	67	0	0
9. Nelson	15	13	60	20	0	7
10. Westland	7	29	14	29	28	0
11. Canterbury	71	27	22	31	6	14
12. Otago	55	13	20	33	22	12
13. Southland	69	15	30	38	10	7
	<u>575</u>	—	—	—	—	—
New Zealand Average		20	27	36	9	8

TABLE 14

Intended Capital Expenditure on Access Roads and Fertiliser Storage
Facilities in 1978-79 Compared with 1977-78
- By Provincial Land District and Overall

	No. of Valid Observ- ations	Substant- ially More	Slightly More	Same	Slightly Less	Substant- ially Less
		%	%	%	%	%
<u>North Island</u>						
1. Northland	87	23	32	30	7	8
2. Central Auckland	15	13	27	47	0	13
3. Sth Auckland- Bay of Plenty	135	14	26	48	5	7
4. East Coast	18	6	39	44	6	5
5. Hawkes Bay	46	18	17	41	11	13
6. Taranaki	49	8	29	55	2	6
7. Wellington	71	11	17	51	10	11
<u>South Island</u>						
3. Marlborough	10	40	0	50	0	10
4. Nelson	14	14	50	29	0	7
5. Westland	8	37	0	63	0	0
6. Canterbury	69	26	33	18	6	17
7. Otago	48	17	29	31	4	19
8. Southland	39	26	20	38	8	8
	609	—	—	—	—	—
New Zealand Average		20	25	42	4	9

TABLE 15

Intended Capital Expenditure on Increased Water Reticulation Facilities
in 1978-79 Compared with 1977-78
- By Provincial Land District and Overall

	No. of Valid Observ- ations	Substant- ially More	Slightly More	Same	Slightly Less	Substant- ially Less
		%	%	%	%	%
<u>North Island</u>						
1. Northland	97	17	40	26	11	6
2. Central Auckland	23	26	26	35	9	4
3. Sth Auckland- Bay of Plenty	254	16	30	34	7	13
4. East Coast	16	13	50	19	12	6
5. Hawkes Bay	51	18	29	27	8	18
6. Taranaki	78	20	26	37	4	13
7. Wellington	88	17	32	42	5	4
<u>South Island</u>						
8. Marlborough	12	17	25	42	0	16
9. Nelson	17	18	65	17	0	0
10. Westland	9	11	11	67	0	11
11. Canterbury	83	17	34	19	6	24
12. Otago	58	26	24	29	7	14
13. Southland	45	18	45	24	0	13
	<u>831</u>	—	—	—	—	—
New Zealand Average		19	33	33	5	10

TABLE 16

Intended Capital Expenditure on Purchase and Erection of New and Replacement Fencing in 1978-79 Compared with 1977-78
- By Provincial Land District and Overall

	No. of Valid Observ- ations	Substant- ially More	Slightly More	Same	Slightly Less	Substant- ially Less
		%	%	%	%	%
<u>North Island</u>						
1. Northland	154	33	31	26	5	5
2. Central Auckland	41	24	27	44	5	0
3. Sth Auckland- Bay of Plenty	382	19	32	37	6	6
4. East Coast	32	19	53	22	6	0
5. Hawkes Bay	90	18	34	40	5	3
6. Taranaki	126	19	31	36	8	6
7. Wellington	149	12	33	44	9	2
<u>South Island</u>						
8. Marlborough	26	31	23	35	4	7
9. Nelson	29	10	55	24	7	4
10. Westland	15	27	13	47	13	0
11. Canterbury	221	18	32	31	8	11
12. Otago	120	16	37	31	9	7
13. Southland	142	21	30	38	7	4
	<u>1527</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>
New Zealand Average		20	33	35	7	5

TABLE 17

Intended Capital Expenditure on Alterations and Additions to
Farm Buildings in 1978-79 Compared with 1977-78
- By Provincial Land District and Overall

	No. of Valid Observ- ations	Substant- ially More	Slightly More	Same	Slightly Less	Substant- ially Less
		%	%	%	%	%
<u>North Island</u>						
1. Northland	102	15	33	34	4	14
2. Central Auckland	26	15	39	35	0	11
3. Sth Auckland- Bay of Plenty	275	20	23	34	8	15
4. East Coast	24	17	38	33	8	4
5. Hawkes Bay	54	17	28	11	7	37
6. Taranaki	91	12	26	40	4	18
7. Wellington	97	15	19	46	6	14
<u>South Island</u>						
8. Marlborough	20	15	15	40	15	15
9. Nelson	17	18	47	29	6	0
10. Westland	12	50	8	42	0	0
11. Canterbury	141	16	30	29	5	20
12. Otago	78	15	30	32	4	19
13. Southland	72	31	17	26	10	16
	<u>1009</u>	—	—	—	—	—
New Zealand Average		20	27	33	6	14

TABLE 18

Intended Capital Expenditure on Erection of New Farm Buildings
in 1978-79 Compared with 1977-78
- By Provincial Land District and Overall

	No. of Valid Observ- ations	Substant- ially More	Slightly More	Same	Slightly Less	Substant- ially Less
		%	%	%	%	%
<u>North Island</u>						
1. Northland	54	41	24	18	0	17
2. Central Auckland	16	44	31	13	0	12
3. Sth Auckland- Bay of Plenty	135	33	29	19	1	18
4. East Coast	7	29	14	14	0	43
5. Hawkes Bay	18	39	22	6	0	33
6. Taranaki	47	34	17	24	4	21
7. Wellington	43	35	20	21	5	19
<u>South Island</u>						
8. Marlborough	9	11	45	11	0	33
9. Nelson	11	27	46	27	0	0
0. Westland	6	67	16	0	17	0
1. Canterbury	70	32	24	11	1	32
2. Otago	47	30	21	19	2	28
3. Southland	50	50	12	14	2	22
	<u>513</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>
New Zealand Average		35	24	17	2	22

TABLE 19

Intended Capital Expenditure on Erection of Hay Barns, Silos
or Other Feed Storage Facilities
in 1978-79 Compared with 1977-78
- By Provincial Land District and Overall

	No. of Valid Observ- ations	Substant- ially More %	Slightly More %	Same %	Slightly Less %	Substant- ially Less %
<u>North Island</u>						
1. Northland	47	17	49	15	0	19
2. Central Auckland	13	23	23	31	8	15
3. Sth Auckland- Bay of Plenty	112	19	29	24	3	25
4. East Coast	4	25	25	25	0	25
5. Hawkes Bay	14	29	29	21	0	21
6. Taranaki	47	21	22	36	0	21
7. Wellington	32	28	25	25	0	22
<u>South Island</u>						
8. Marlborough	9	33	11	22	0	34
9. Nelson	8	25	50	25	0	0
10. Westland	6	33	33	17	17	0
11. Canterbury	72	24	31	15	5	25
12. Otago	38	34	24	18	3	21
13. Southland	39	33	28	23	0	16
	<u>441</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>
New Zealand Average		24	30	22	2	22

D. Investment All Farmers

TABLE 20

Farm Machinery and ImplementsPercentage of Farmer Respondents who
indicated their intention to Purchase

	1977 Survey %	1978 Survey %	Difference <u>1978</u> 1977
A. Wheeled Tractors	8.0	11.4	+
B. Crawler Tractors	0.7	1.0	+
C. Header Harvesters	0.5	0.6	+
D. Hay Balers	2.3	2.7	+
E. Ploughs	2.1	2.9	+
F. Cultivators	2.3	1.9	-
G. Mowers	7.3	6.5	-
H. Rollers	1.7	1.9	+
I. Drills	1.6	2.2	+
J. Milking Machines	3.9	2.7	-
K. Irrigation Pump	0.8	0.9	+
L. Irrigation Plant	1.0	1.2	+
M. Shearing Machines	3.2	4.0	+
N. Grain Storage Equipment	1.3	1.9	+
O. 4-Wheeled Drive Vehicles	3.2	3.1	-
P. Trucks	3.7	3.1	-
Q. Utility Vehicles	3.1	3.8	+
R. Motor Cars	9.0	11.3	+
S. Station Waggons	0.5	0.9	+
T. Farm Bikes	Not surveyed	13.7	

TABLE 21

Intended Application of Fertiliser in 1978-79 Season
Compared with 1977-78 - By Provincial Land District and Overall

	<u>No. of Valid Observations</u>	<u>1977-78 (tonnes)</u>	<u>1978-79 (tonnes)</u>	<u>% Change</u>
<u>North Island</u>				
1. Northland	145	59.6	67.8	+ 14.12
2. Central Auckland	40	63.1	57.5	- 8.87
3. So. Auckland-Bay of Plenty	421	52.2	58.6	+ 14.18
4. East Coast, North Island	30	79.1	78.0	- 1.39
5. Hawkes Bay	92	77.0	86.8	+ 11.41
6. Taranaki	130	46.0	49.7	+ 8.04
7. Wellington	159	58.8	63.5	+ 6.19
<u>South Island</u>				
8. Marlborough	22	56.0	65.5	+ 16.96
9. Nelson	28	44.3	42.0	- 5.19
10. Westland	16	73.3	77.4	+ 5.59
11. Canterbury	213	40.8	42.2	+ 3.43
12. Otago	126	57.5	65.9	+ 14.61
13. Southland	<u>148</u>	70.1	75.8	+ 8.13
	1,570	—	—	
NEW ZEALAND AVERAGE		56.0	61.1	+ 9.11

TABLE 22

Intended Application of Fertiliser in 1978-79 Season
Compared with 1977-78 - By Type of Farming

	<u>No. of Valid Observations</u>	<u>1977-78 (tonnes)</u>	<u>1978-79 (tonnes)</u>	<u>% Change</u>
Dairy	621	40.0	41.9	+ 4.75
Sheep-Beef	861	69.3	76.7	+10.68
Cropping	<u>67</u>	29.6	30.6	+ 3.38
	1,569			

TABLE 23

Intended Application of Lime in 1978-79 Season
Compared with 1977-78 - By Provincial Land District and Overall

	<u>No. of Valid Observations</u>	<u>1977-78 (tonnes)</u>	<u>1978-79 (tonnes)</u>	<u>% Change</u>
<u>North Island</u>				
1. Northland	87	88.3	95.4	+ 8.04
2. Central Auckland	25	105.9	57.0	- 46.18
3. So. Auckland-Bay of Plenty	170	46.4	42.1	- 9.27
4. East Coast, N.I.	7	73.6	89.3	+ 21.33
5. Hawkes Bay	26	48.0	76.2	+ 58.75
6. Taranaki	27	21.8	25.3	+ 16.06
7. Wellington	76	94.5	83.6	- 11.53
<u>South Island</u>				
8. Marlborough	11	67.1	70.4	+ 4.92
9. Nelson	19	58.9	47.0	- 20.20
10. Westland	15	116.9	131.6	+ 12.57
11. Canterbury	148	86.3	71.4	- 17.27
12. Otago	69	53.8	66.8	+ 24.16
13. Southland	<u>113</u>	87.2	91.7	+ 5.16
	793	—	—	
NEW ZEALAND AVERAGE		72.8	70.7	- 2.88

TABLE 24

Intended Application of Lime in 1978-79 Season
Compared with 1977-78 - By Type of Farming

	<u>No. of Valid Observations</u>	<u>1977-78 (tonnes)</u>	<u>1978-79 (tonnes)</u>	<u>% Change</u>
Dairy	275	48.2	49.7	+ 3.11
Sheep-Beef	467	84.0	84.8	+ 0.95
Cropping	<u>50</u>	104.1	60.5	- 41.88
	792			

F. Fencing

TABLE 25

Fencing Intentions in 1978-79 Season Compared with 1977-78 -
By Provincial Land District and Overall

	No. of Valid Observations	Compared with 1977-78	
		More %	Less %
<u>North Island</u>			
1. Northland	147	67	33
2. Central Auckland	40	57	43
3. Sth Auckland - Bay of Plenty	351	56	44
4. East Coast	27	70	30
5. Hawkes Bay	79	56	44
6. Taranaki	121	52	48
7. Wellington	145	53	47
<u>South Island</u>			
8. Marlborough	20	50	50
9. Nelson	28	68	32
10. Westland	16	56	44
11. Canterbury	205	60	40
12. Otago	114	53	47
13. Southland	129	60	40
	<u>1422</u>		
New Zealand Average		58	42

TABLE 26

Fencing

36.

Intended Length of Fencing to be erected during 1978-79

	No. of Valid Observ- ations	New Fencing			Repairs			Compared with 1977-78		
		Less than 1 Mile	1-2 Miles	Over 2 Miles	Less than 1 Mile	1-2 Miles	Over 2 Miles	Less	Same	More
<u>North Island</u>										
1. Northland	141	62	31	7	68	28	6			✓
2. Central Auckland	33	61	33	6	84	13	3			✓
3. Sth Auckland- Bay of Plenty	280	74	21	5	81	15	4			✓
4. East Coast	27	48	37	15	43	57	0			✓
5. Hawkes Bay	68	56	34	10	66	32	2			✓
6. Taranaki	99	71	25	4	85	12	3			✓
7. Wellington	130	79	16	5	79	18	3			✓
<u>South Island</u>										
8. Marlborough	21	62	24	14	86	14	0		✓	
9. Nelson	25	48	36	16	83	17	0			✓
10. Westland	15	53	40	7	71	22	7			✓
11. Canterbury	189	69	21	10	78	17	5			✓
12. Otago	106	62	29	9	66	28	6			✓
13. Southland	<u>123</u>	77	16	7	80	17	3			✓
	1257	—	—	—	—	—	—			✓
New Zealand Average		69	24	7	76	20	4			✓

TABLE 27

Fencing

Intended Source of Supplies for 1978-79 Fencing Programme
By Provincial Land District and Overall

	No. of Valid Observ- ations	<u>Wire</u>		<u>Posts & Battens</u>	
		Mainly Own	Mainly	Mainly Own	Mainly
		<u>Stock</u>	<u>from</u>	<u>Stock</u>	<u>from</u>
		%	Supplier	%	%
<u>North Island</u>					
1. Northland	160	26	74	31	69
2. Central Auckland	46	24	76	28	72
3. Sth Auckland- Bay of Plenty	412	27	73	26	74
4. East Coast	33	52	48	32	68
5. Hawkes Bay	92	35	65	35	65
6. Taranaki	137	23	77	33	67
7. Wellington	166	34	66	40	60
<u>South Island</u>					
8. Marlborough	26	46	54	36	64
9. Nelson	28	46	54	44	56
10. Westland	19	32	68	26	74
11. Canterbury	224	42	58	39	61
12. Otago	128	48	52	43	57
13. Southland	<u>143</u>	30	70	31	69
	1614	—	—	—	—
New Zealand Average		33	67	33	67

TABLE 28

Intended Purchase of Agricultural Chemicals (Weedicides and Pesticides)
in 1978-79 Compared with 1977-78 -
By Provincial Land District and Overall

	No. of Valid Observations	Substant- ially Greater	Slightly Greater	Same	Slightly Less	Substant- ially Less
		%	%	%	%	%
<u>North Island</u>						
1. Northland	155	9	24	52	10	6
2. Central Auckland	47	13	11	59	13	4
3. Sth Auckland- Bay of Plenty	422	6	18	61	11	4
4. East Coast	32	3	31	50	0	16
5. Hawkes Bay	94	11	27	52	5	5
6. Taranaki	131	2	14	62	14	8
7. Wellington	154	4	14	59	16	7
<u>South Island</u>						
3. Marlborough	25	12	20	56	8	4
4. Nelson	29	7	21	62	10	0
5. Westland	17	6	12	58	18	6
6. Canterbury	223	6	16	54	15	9
7. Otago	130	5	13	58	16	8
8. Southland	142	6	16	56	16	6
	<u>1601</u>	—	—	—	—	—
New Zealand Average		6	18	58	12	6

TABLE 29.

Sheep Farmer Respondents Expenditure Intentions on Drenching, Vaccinating and Dipping -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Drenching			Vaccinating			Dipping		
		Inc. %	Same %	Dec. %	Inc. %	Same %	Dec. %	Inc. %	Same %	Dec. %
<u>North Island</u>										
1. Northland	61	33	65	2	32	66	2	21	79	0
2. Central Auckland	17	23	71	6	13	73	13	22	71	7
3. Sth Auckland- Bay of Plenty	127	27	72	1	17	79	4	14	84	2
4. East Coast	31	29	71	0	31	69	0	28	72	0
5. Hawkes Bay	75	28	68	4	26	73	1	16	83	1
6. Taranaki	33	27	73	0	25	75	0	24	76	0
7. Wellington	112	23	71	5	14	83	3	15	81	4
<u>South Island</u>										
8. Marlborough	21	33	62	5	22	78	0	19	81	0
9. Nelson	18	28	66	6	20	80	0	19	81	0
10. Westland	7	14	86	0	20	80	0	17	83	0
11. Canterbury	169	21	75	4	16	79	5	15	82	3
12. Otago	123	22	77	1	11	86	3	9	90	1
13. Southland	<u>134</u>	34	64	2	28	71	1	25	74	1
	928	—	—	—	—	—	—	—	—	—
New Zealand Average		26	71	3	20	77	3	17	81	2

TABLE 30

Intended Employment of Permanent and Casual Farm Staff
in 1978-79 compared with 1977-78
- By Provincial Land District and Overall

	No. of Valid Observ- ations	<u>Permanent Staff</u>			Employ No Perm. Staff	<u>Casual Staff</u>			Employ No Casual Staff
		More	Same	Less		More	Same	Less	
		%	%	%		%	%	%	
<u>North Island</u>									
1. Northland	144	9	38	1	52	6	52	3	37
2. Central Auckland	43	0	67	2	30	5	54	5	36
3. South Auckland- Bay of Plenty	390	5	51	3	41	8	61	6	25
4. East Coast	33	6	58	9	27	17	59	7	17
5. Hawkes Bay	85	2	61	2	34	13	63	7	17
6. Taranaki	123	4	48	2	46	8	49	3	40
7. Wellington	148	5	57	1	37	5	66	7	22
<u>South Island</u>									
8. Marlborough	24	4	46	4	46	4	58	8	29
9. Nelson	29	3	48	7	41	8	61	0	31
10. Westland	18	0	39	0	61	0	40	7	53
11. Canterbury	199	3	47	3	47	8	57	11	24
12. Otago	113	3	50	3	44	7	58	11	24
13. Southland	<u>126</u>	4	32	5	59	4	57	10	29
	1475	—	—	—	—	—	—	—	—
New Zealand Average		4	49	3	44	7	58	7	27

2. EXPECTATIONS

A. Dairy Farmers

TABLE 31

Expected Milk Payout Price 1978-79,
compared with 1977-78

	%
More than 10 per cent higher	34
Between 5 and 10 per cent higher	60
The same	5
Up to 5 per cent less	0

(648 Valid Observations).

TABLE 32

Dairy Export Prospects Over Next Five Years.
Assessment by Dairy Farmers, by Provincial Land District and Overall

	Substant- ial Increased <u>Demand</u>	Moderately Expanding Demand	Little Change from <u>Present</u>	Moderate Drop in <u>Demand</u>	Substant- ial Drop in <u>Demand</u>
	%	%	%	%	%
<u>North Island</u>					
1. Northland	7	60	29	3	1
2. Central Auckland	4	52	44	0	0
3. Sth Auckland- Bay of Plenty	10	59	29	2	0
4. East Coast	0	0	100	0	0
5. Hawkes Bay	0	50	44	6	0
6. Taranaki	5	51	37	7	0
7. Wellington	13	55	26	6	0
<u>South Island</u>					
8. Marlborough	0	100	0	0	0
9. Nelson	0	57	36	7	0
10. Westland	10	40	50	0	0
11. Canterbury	13	56	25	6	0
12. Otago	0	60	40	0	0
13. Southland	8	25	58	0	8

(655 Valid Observations)

TABLE 33

Expectations re Dairy Produce Export Prospects over Next 5 Years -
By Age of Respondent

	No. of Valid Observ- ations	Substant- ial <u>Increase</u> %	Moderate <u>Increase</u> %	<u>Same</u> %	Moderate <u>Decrease</u> %	Substant- ial <u>Decrease</u> %
Under 40 years	219	9	60	27	3	1
40-50 years	237	9	57	31	3	0
Over 50 years	181	5	51	38	5	1
	<u>637</u>	—	—	—	—	—
New Zealand Average		8	57	31	3	1

TABLE 34

Expectations re Dairy Produce Export Prospects over next 5 Years -
By Size of Farm

<u>Size of Farm</u>	<u>No. of Valid Observations</u>	<u>Substantial Increase</u>	<u>Moderate Increase</u>	<u>Same</u>	<u>Moderate Decrease</u>	<u>Substantial Decrease</u>
Small	155	9	50	35	5	1
Medium	242	7	58	31	3	1
Large	<u>258</u>	8	59	31	2	0
	655	—	—	—	—	—
Overall		8	56	32	3	1

B. Sheep-Beef Farmers

TABLE 35

Expected Change in Lamb Schedule Prices,
Wool Auction Prices and Beef Schedule Prices
in 1978-79 Compared with 1977-78

	<u>Lamb Schedule Prices</u> %	<u>Wool Auction Prices</u> %	<u>Beef Schedule Prices</u> %
Substantially Higher	6	8	37
Slightly Higher	59	66	52
The Same	29	21	9
Slightly Lower	7	5	1
Substantially Lower	1	1	0

(893 Valid Observations).

TABLE 36

Wool Prices

Expectations re 1978-79 Wool Auction Prices
 Compared with 1977-78 -
 By Type of Sheep-Beef Farm

	No. of Valid Observ- ations	Substant- ial Increase %	Moderate Increase %	Same %	Moderate Decrease %	Substant- ial Decrease %
High Country	14	0	50	50	0	0
Hill Country	246	7	64	21	8	0
Hard Hill Country	59	3	71	22	3	0
Intensive Fattening	75	5	77	16	1	0
Fattening-Breeding	361	7	67	21	4	1
Mixed Cropping	<u>109</u>	14	60	18	5	4
	864	—	—	—	—	—
New Zealand Average		7	66	21	5	1

C. Farm Incomes

TABLE 37

Expected Net Incomes in 1978-79 Compared with 1977-78 and
Expected Net Incomes in 1977/78 Compared with 1976/77 from
Previous Survey

	No. of Valid Observ- ations (1978 Survey)	1978 Survey <u>1978-79</u> 1977-78 %	1977 Survey <u>1977-78</u> 1976-77 %
More than 20% Higher	87	5))
))
11 - 19% Higher	116	7))
)	50) 39
6 - 10% Higher	309	19))
))
1 - 5% Higher	311	19))
No Change	314	19	23
1 - 5% Lower	154	9))
))
6 - 10% Lower	168	10))
)	31) 38
11 - 19% Lower	95	6))
))
Over 20% Lower	103	6))
	<hr/>	<hr/>	<hr/>
	1657	100	100

TABLE 38A

Expected Net Incomes in 1978-79 Compared with 1977-78 -
By Type of Farm

	No. of Valid Observ- ations	Mainly Dairy %	Mainly Sheep- Beef %	Mainly Cropping %	All Groups %
More than 20% Higher	87	6	5	9	5
11 - 19% Higher	116	8	6	9	7
6 - 10% Higher	309	25	14	19	19
1 - 5% Higher	313	20	19	10	19
No Change	313	17	19	24	19
1 - 5% Lower	154	8	10	7	9
6 - 10% Lower	168	9	11	16	10
11 - 19% Lower	95	4	7	3	6
Over 20% Lower	<u>102</u>	3	9	3	6
	1657	—	—	—	—
		100	100	100	100

TABLE 38B

Expected Rate of Inflation in 1978-79 Season

Mean = 12.24 Per Cent

(Note: In 1977 Survey estimate for
the 1977-78 Season was 14.2 Per Cent.)

3. OPINIONS, ATTITUDES AND PRACTICES

A. Dairy Farmers

TABLE 39

Dairy Farmer Respondents' Indications on
Their Own Methods of Controlling Bloat

	<u>No. of Valid Observ- ations</u>	<u>%</u>
1. No Action	112	17
2. Drenching	227	35
3. Pasture Spraying	48	7
4. Water Trough	99	15
5. Flank Painting	72	11
6. Meal Medication	5	1
7. Blocks & Licks	4	1
8. Drenching + Water Trough	23	4
9. Water Trough + Flank Painting	19	3
10. Flank Painting + Blocks & Licks	5	1
11. Pasture Spraying + Water Trough	8	1
12. Drenching + Flank Painting	12	2
13. Drenching + Pasture Spraying	8	1
14. Drenching + Blocks & Licks	1	0
15. Water Trough + Blocks & Licks	4	1
16. Flank Painting + Meal Medication	1	0
	<u>648</u>	<u>100</u>

TABLE 40

Dairy Farmer Respondents' Treatment for Mastitis

Question : Do you treat for Mastitis?

	No. of Valid Observ- <u>ations</u>	<u>%</u>
Never	11	2
Occasionally	305	47
Routinely	<u>331</u>	<u>51</u>
	647	100

TABLE 41

Dairy Farmer Respondents' Use of
Dry Cow Therapy

Question : Do you use Dry Cow Therapy?

	No. of Valid Observ- <u>ations</u>	<u>%</u>
Yes, Always	258	40
Sometimes	159	25
No	<u>226</u>	<u>35</u>
	643	100

B. Sheep Farmers.

TABLE 42

Indication by Sheep-Beef Farmers as to whether they were Affected by Freezing Works Industrial Troubles during 1977-78 Season -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Unable to have your stock Processed at the time you required?		On How Many Occasions?
		YES	NO	
		%	%	
<u>North Island</u>				
1. Northland	71	55	45	2.6
2. Central Auckland	22	50	50	2.2
3. Sth Auckland- Bay of Plenty	138	75	25	2.8
4. East Coast	31	77	23	2.6
5. Hawkes Bay	77	83	17	3.7
6. Taranaki	36	61	39	3.1
7. Wellington	114	79	21	2.6
<u>South Island</u>				
8. Marlborough	21	67	33	1.8
9. Nelson	17	47	53	1.7
10. Westland	7	43	57	2.5
11. Canterbury	171	82	18	3.6
12. Otago	119	87	13	2.9
13. Southland	137	93	7	3.8
	961	—	—	—
New Zealand Average		78	22	3.1

TABLE 43

Freezing Works Industrial Troubles.

Indication by Sheep-Beef Respondents of Livestock Affected
and an Estimate of the Cost of the Hold-ups -
By Provincial Land District and Overall

	<u>No. of Valid Observ- ations</u>	<u>Av. No. of Head of Cattle Involved</u>	<u>Av. No. of Head of Sheep Involved</u>	<u>of which Lambs totalled</u>	<u>Respondents' Estimate of Financial Loss</u>
					\$
<u>North Island</u>					
1. Northland	23	36	391	357	934
2. Central Auckland	6	43	207	159	858
3. Sth Auckland- Bay of Plenty	52	62	664	487	1,514
4. East Coast	14	65	441	366	993
5. Hawkes Bay	31	65	770	592	2,121
6. Taranaki	9	31	360	303	800
7. Wellington	41	53	546	371	1,510
<u>South Island</u>					
8. Marlborough	3	100	578	689	1,200
9. Nelson	7	13	122	188	250
10. Westland	3	58	20	10	667
11. Canterbury	50	80	926	751	2,033
12. Otago	36	84	1,235	1,094	1,695
13. Southland	45	40	1,003	931	2,824
		—	—	—	—
New Zealand Average		60	828	726	1,870

TABLE 44

Physical Effects of Freezing Works Industrial Troubles
on Farming Operations in 1977-78

	%
1. Caused Feed Shortages	28
2. Caused Stock to lose condition	7
3. Forced us to carry Stock longer	22
4. Prevented buying replacement Stock	2
5. Forced sale of Stock and/or loss of income	4
6. Lowered lambing and wool weights and could not flush	11
7. Increased Stock work and labour	9
8. Used up winter feed	11
9. Reduced Stock numbers	3
10. Forced us to buy in grain and hay	2
11. Caused more Stock deaths	2
	<hr/> 100 <hr/>

(712 Valid Observations)

TABLE 45

Indication by Sheep-Beef Respondents as to whether they were able to dispose of their old ewes to the freezing works when they wanted to:-

By Provincial Land District and Overall

	No. of Valid Observations	Able to dispose of old Ewes as you Required?		Average Number of Ewes not disposed of when required
		YES %	NO %	
<u>North Island</u>				
1. Northland	34	29	71	205
2. Central Auckland	9	56	44	189
3. Sth Auckland-Bay of Plenty	104	21	79	317
4. East Coast	27	22	78	290
5. Hawkes Bay	70	6	94	401
6. Taranaki	26	27	73	244
7. Wellington	92	12	88	401
<u>South Island</u>				
8. Marlborough	17	24	76	310
9. Nelson	12	58	42	126
10. Westland	6	83	17	10
11. Canterbury	143	9	91	411
12. Otago	113	8	92	378
13. Southland	128	3	97	320
	<u>781</u>	<u>—</u>	<u>—</u>	
New Zealand Average		14	86	

TABLE 46

Wool Marketing

Responses by Sheep Farmers to Question:-

"If it were demonstrated that marketing costs could be reduced significantly by a New Zealand Wool Board operation, would you, if a referendum were held, vote for a system which required the Board to purchase all wool produced in New Zealand and to market it in various ways, or would you vote for a continuation of the wool marketing arrangements as they operate at present? "

	No. of Valid Observations	Wool Board Purchase %	Present Arrangements %
<u>North Island</u>			
1. Northland	44	50	50
2. Central Auckland	13	54	46
3. Sth Auckland-Bay of Plenty	110	43	57
4. East Coast	29	38	62
5. Hawkes Bay	75	37	63
6. Taranaki	28	39	61
7. Wellington	105	46	54
<u>South Island</u>			
8. Marlborough	19	26	74
9. Nelson	15	67	33
10. Westland	5	60	40
11. Canterbury	160	45	55
12. Otago	116	36	64
13. Southland	131	34	66
	850	—	—
New Zealand Average		41	59

TABLE 47

Producer Board Voting Systems

Sheep-Beef Farmer Opinion on Method of Electing Producer Representatives to the N. Z. Meat Producers' Board and N. Z. Wool Board
- By Provincial Land District and Overall.

Questions:- In the election of Producer representatives for the Meat and Wool Boards, would you personally prefer:-

(a) To be able to exercise your own direct vote for selecting your representatives for these Boards?

or

(b) To continue with the present indirect system (started in 1922) of passing this job over to an Electoral Committee, meeting in Wellington to do it for you?

	<u>No. of Valid Observations</u>	<u>Direct Voting System</u>	<u>Present Indirect Voting System</u>
	%	%	%
<u>North Island</u>			
1. Northland	63	81	19
2. Central Auckland	15	67	33
3. Sth Auckland-Bay of Plenty	120	85	15
4. East Coast	29	69	31
5. Hawkes Bay	73	58	42
6. Taranaki	34	59	41
7. Wellington	110	51	49
<u>South Island</u>			
8. Marlborough	21	76	24
9. Nelson	17	71	29
10. Westland	7	57	43
11. Canterbury	163	61	39
12. Otago	115	57	43
13. Southland	<u>128</u>	62	38
	895	—	—
New Zealand Average		64	36

TABLE 48

Sheep Dipping

Method of Dipping Sheep -
By Provincial Land District and Overall

	<u>No. of Valid Observ- ations</u>	<u>Plunge Dip</u> %	<u>Constant Replacement Shower</u> %	<u>Spray Race</u> %
<u>North Island</u>				
1. Northland	42	36	52	12
2. Central Auckland	12	25	58	17
3. Sth Auckland- Bay of Plenty	112	15	63	22
4. East Coast	31	16	65	19
5. Hawkes Bay	75	10	73	17
6. Taranaki	30	23	53	23
7. Wellington	106	26	60	13
<u>South Island</u>				
8. Marlborough	21	19	71	10
9. Nelson	16	37	50	13
10. Westland	6	83	17	0
11. Canterbury	160	29	65	6
12. Otago	115	19	68	13
13. Southland	134	22	72	6
	<u>860</u>	—	—	—
New Zealand Average		22	65	13

TABLE 49

Sheep Dipping

Sheep Farmer Respondents' Reasons for Dipping Sheep -
By Provincial Land District and Overall

	No. of Valid Observations	Reason			
		For Lice	For Fly	For Lice & Fly	Because it's Compulsory
		%	%	%	%
<u>North Island</u>					
1. Northland	41	12	17	59	12
2. Central Auckland	12	25	0	75	0
3. Sth Auckland- Bay of Plenty	113	35	4	43	18
4. East Coast	31	0	7	80	13
5. Hawkes Bay	74	23	8	53	16
6. Taranaki	30	3	10	87	0
7. Wellington	107	33	3	56	8
<u>South Island</u>					
8. Marlborough	21	19	24	52	5
9. Nelson	16	6	6	81	6
10. Westland	6	50	0	33	17
11. Canterbury	162	28	5	52	15
12. Otago	117	41	0	27	32
13. Southland	<u>133</u>	50	0	22	28
	863	—	—	—	—
New Zealand Average		31	5	46	18

TABLE 50

Sheep Dipping

Indication by Sheep Farmer Respondents as to who undertakes
Sheep Dipping Operation on their Farms -
By Provincial Land District and Overall

	No. of Valid <u>Observations</u>	<u>Undertaken by Self</u> %	<u>Undertaken by Contractor</u> %
<u>North Island</u>			
1. Northland	43	81	19
2. Central Auckland	12	83	17
3. Sth Auckland - Bay of Plenty	111	78	22
4. East Coast	28	86	14
5. Hawkes Bay	73	74	26
6. Taranaki	30	97	3
7. Wellington	106	87	13
<u>South Island</u>			
8. Marlborough	20	95	5
9. Nelson	16	87	13
10. Westland	6	83	17
11. Canterbury	160	64	36
12. Otago	118	69	31
13. Southland	<u>132</u>	45	55
	855		
New Zealand Average		72	28

TABLE 51

Sheep Dipping

Time of the year in which dipping is done -
By Provincial Land District and Overall

	No. of Valid Observ- ations	% Jan Feb Mar Apr May June July Aug Sep Oct Nov Dec											
		<u>North Island</u>											
1. Northland	40	35	23	15	0	0	0	0	0	0	0	8	12
2. Central Auckland	11	36	9	18	9	9	0	0	0	0	9	0	9
3. Sth Auckland- Bay of Plenty	110	32	12	2	3	19	12	1	1	1	3	1	14
4. East Coast	31	39	19	7	3	0	0	0	0	0	0	3	29
5. Hawkes Bay	75	36	16	17	5	11	5	0	0	0	0	1	8
6. Taranaki	28	50	14	4	0	7	0	0	0	0	4	4	18
7. Wellington	107	27	30	12	3	10	4	1	0	0	0	0	13
<u>South Island</u>													
8. Marlborough	21	52	19	10	0	0	5	0	0	0	0	10	5
9. Nelson	16	38	6	13	6	0	6	0	0	0	0	0	31
10. Westland	5	20	20	20	20	0	0	0	0	0	0	0	20
11. Canterbury	159	20	24	28	7	4	4	1	1	1	1	2	7
12. Otago	114	12	12	49	8	3	0	1	2	6	0	0	6
13. Southland	132	5	22	53	8	8	3	1	0	0	0	0	0
	849												
New Zealand Average		24	19	25	6	8	4	1	1	1	1	2	9

TABLE 52

Factors influencing Farmer Respondents' Decisions
as to which Dip and which Drench they will use

	Dip %	Drench %
1. Its Price	21	28
2. If recommended by Stockist	6	3
3. Company marketing the Product	2	2
4. If recommended by Manufacturer's Rep.	3	2
5. 'Used it before and got good results'	66	72
6. Published Product efficiency results	5	10
7. If recommended by Veterinarian	14	29
8. Advertising - TV & other Media	0	1
9. Any other reason *	8	4

(928 Valid Observations)

* TABLE 53

Analysis of 'Other Reasons' influencing
Respondents' Choice of Dip

	No. of Valid Observ- ations	%
1. Contractor's Choice	52	63
2. 'Other Farmers' Suggestions	19	23
3. Gift	3	4
4. Ease of Use	9	11
	<hr/>	<hr/>
	83	101

C. All Farmers.

TABLE 54

Types of Fencing Used on Farms.

The Various Types of Fence on the Farms of Respondents :-
By Provincial Land District and Overall

	No. of Valid Observ- ations	Boundary			Internal		
		Line Wire	% Fabric- ated Wire Fence	Other	Line Wire	% Fabric- ated Wire Fence	Other
<u>North Island</u>							
1. Northland	157	82	22	6	83	17	27
2. Central Auckland	49	84	20	4	84	20	20
3. Sth Auckland- Bay of Plenty	437	74	24	9	82	20	26
4. East Coast	33	79	21	0	88	36	33
5. Hawkes Bay	96	88	14	0	81	21	21
6. Taranaki	138	65	25	27	74	24	39
7. Wellington	167	84	13	4	82	22	25
<u>South Island</u>							
8. Marlborough	27	78	30	7	81	37	37
9. Nelson	32	81	25	19	75	28	37
0. Westland	18	67	33	0	78	11	11
1. Canterbury	234	82	30	11	84	37	21
2. Otago	130	71	48	4	79	56	10
3. Southland	148	65	50	3	72	51	13
	1666	—	—	—	—	—	—
New Zealand Average		76	27	8	81	29	24

TABLE 55

Fencing

Indication by Respondents as to who undertakes fencing programme -
By Provincial Land District and Overall

	No. of Valid Observ- ations	<u>New Fencing</u>		<u>Repair Fencing</u>	
		Farmer's own Staff	Contractors	Farmer's own Staff	Contractors
		%		%	
<u>North Island</u>					
1. Northland	148	80	20	95	5
2. Central Auckland	42	81	19	96	4
3. Sth Auckland- Bay of Plenty	366	81	19	95	5
4. East Coast	28	61	39	73	27
5. Hawkes Bay	80	50	50	81	19
6. Taranaki	123	85	15	98	2
7. Wellington	152	62	38	90	10
<u>South Island</u>					
8. Marlborough	23	83	17	100	0
9. Nelson	31	97	3	100	0
10. Westland	18	83	17	100	0
11. Canterbury	218	86	14	96	4
12. Otago	115	86	14	95	5
13. Southland	<u>140</u>	84	16	98	2
	1484	—	—	—	—
New Zealand Average		79	21	94	6

TABLE 56

Current Stocks of Wire on Farms
- By Provincial Land District and Overall

	Valid Obs.	12½g. High Tensile (25 kg coils)	Valid Obs.	No. 8 Fencing Wire (25 kg coils)	Valid Obs.	Bound. netting 100 metre rolls
<u>North Island</u>						
1. Northland	127	7.9	36	2.8	15	15.1
2. Central Auckland	38	5.0	16	2.9	8	2.6
3. So. Auckland - Bay of Plenty	321	5.0	121	2.4	55	4.5
4. East Coast	21	12.2	26	17.1	11	1.8
5. Hawkes Bay	67	10.2	64	7.5	20	1.9
6. Taranaki	93	5.2	46	3.0	25	2.2
7. Wellington	109	8.8	101	9.0	56	7.2
<u>South Island</u>						
1. Marlborough	14	10.4	14	5.6	9	9.0
2. Nelson	20	7.1	9	4.7	8	2.8
3. Westland	12	12.8	6	2.2	2	5.7
4. Canterbury	150	14.8	122	8.4	87	5.7
5. Otago	72	14.3	82	11.5	68	10.9
6. Southland	<u>52</u>	8.9	<u>74</u>	10.0	<u>65</u>	6.1
	1096		717		429	
NEW ZEALAND AVERAGE		8.5		7.3		5.4

TABLE 57

Farmer Respondents' Source of Advice on Agricultural Chemicals -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Ministry of Agri- culture %	Local Stockist %	Product Manu- facturer %	Spraying Contractor %	'Other'*
<u>North Island</u>						
1. Northland	103	42	23	5	10	20
2. Central Auckland	30	33	40	10	7	10
3. Sth Auckland- Bay of Plenty	311	31	31	9	7	22
4. East Coast	28	15	57	7	7	14
5. Hawkes Bay	71	15	59	9	10	7
6. Taranaki	104	12	66	8	9	5
7. Wellington	120	16	51	8	18	7
<u>South Island</u>						
8. Marlborough	19	10	32	5	21	32
9. Nelson	22	32	32	0	18	18
10. Westland	12	67	17	8	0	8
11. Canterbury	156	16	37	10	29	8
12. Otago	95	16	27	13	37	7
13. Southland	112	20	41	9	30	1
	<u>1183</u>	—	—	—	—	—
New Zealand Average		23	40	9	16	12

* See Table 58

TABLE 58

Agricultural Chemicals
Source of 'Other' Advice

	%
1. Advisory Officers (Private or Public)	26
2. Other farmers	11
3. A particular firm	1
4. Publications	10
5. County Weeds Inspector	46
6. Chemical Salesman	<u>5</u>

TABLE 59

Farmer Respondents' Source of Purchase of Agricultural Chemicals -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Stock & Station Agent	Trading Society	Farmers Co-oper- ative	Dairy Company	'Other' **
	%	%	%	%	%	%
<u>North Island</u>						
1. Northland	126	22	4	8	49	17
2. Central Auckland	34	35	3	18	38	6
3. Sth Auckland- Bay of Plenty	361	27	5	3	52	13
4. East Coast	28	71	15	7	0	7
5. Hawkes Bay	76	63	26	6	1	4
6. Taranaki	108	55	0	28	12	5
7. Wellington	122	61	21	6	6	6
<u>South Island</u>						
8. Marlborough	21	43	19	10	14	14
9. Nelson	23	69	9	0	13	9
10. Westland	12	42	0	0	42	16
11. Canterbury	186	67	15	7	0	11
12. Otago	106	72	16	2	0	10
13. Southland	125	59	22	13	0	6
	<u>1328</u>	—	—	—	—	—
New Zealand Average		49	11	8	22	10

** See Table 60.

TABLE 60

Source of 'Other' Purchases of Agricultural Chemicals

	%
1. Contractor	30
2. County Council	53
3. Chemical Salesman/Company	12
4. Oil Company	<u>5</u>

100

(164 Valid Observations)

TABLE 61

Assessment of Stocks of Agricultural Chemicals (Weedicides and Pesticides)
 Compared with a year ago:-
 By Provincial Land District and Overall

	No. of Valid Observations	Substant- ially Greater %	Slightly Greater %	Same %	Slightly Less %	Substant- ially Less %
<u>North Island</u>						
1. Northland	134	4	7	62	11	16
2. Central Auckland	40	5	5	62	8	20
3. Sth Auckland- Bay of Plenty	372	3	7	64	16	10
4. East Coast	31	3	13	51	26	7
5. Hawkes Bay	81	3	10	62	18	7
6. Taranaki	117	4	9	62	12	13
7. Wellington	137	1	8	64	20	7
<u>South Island</u>						
8. Marlborough	23	4	9	65	13	9
9. Nelson	25	0	8	64	16	12
10. Westland	14	7	14	57	7	14
11. Canterbury	197	2	10	57	16	15
12. Otago	96	1	12	58	20	9
13. Southland	125	1	10	62	19	8
	<u>1392</u>	—	—	—	—	—
New Zealand Average		2	9	62	16	11

TABLE 62

Use by Respondents of Special Farm Employment Scheme
and indications as to whether Scheme was satisfactory -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Participation in Scheme %	Participation Assessed as:-	
			Satis- factory No.	Unsatis- factory No.
<u>North Island</u>				
1. Northland	158	17	25	2
2. Central Auckland	46	15	7	0
3. Sth Auckland- Bay of Plenty	434	7	28	4
4. East Coast	35	6	3	0
5. Hawkes Bay	95	5	4	1
6. Taranaki	137	4	4	2
7. Wellington	169	5	7	0
<u>South Island</u>				
8. Marlborough	25	4	0	1
9. Nelson	31	13	4	0
10. Westland	18	6	1	0
11. Canterbury	229	5	11	1
12. Otago	131	2	4	0
13. Southland	<u>142</u>	0	-	-
	1650	—	—	—
New Zealand Average		7	98	11

TABLE 63

Special Farm Employment Scheme -
Respondents' Reasons for not using Scheme

	No.	%
1. No need for additional labour	779	54
2. Workers not suitable	164	11
3. 'Do not want to spend time training worker'	24	2
4. 'Cannot provide house or other living requirements	74	5
5. 'Cannot afford worker or materials'	195	14
6. 'Am opposed to Scheme'	13	1
7. 'Have not yet decided'	11	1
8. 'Not worth it'	23	2
9. Family farm	19	1
10. Engaged worker prior to scheme's announcement	46	3
11. 'Too much red tape'	15	1
12. Miscellaneous reasons	60	4
13. 'Intend. to start in the coming year'	<u>16</u>	1
Valid Observations	1,439	<u>100</u>

TABLE 64

Livestock Incentive Scheme

Indication from Respondents as to whether they have joined
or applied to join the Scheme -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Have joined or applied to join Scheme	<u>Prospects of achieving Target</u>		
			<u>Poor</u>	<u>Reasonable</u>	<u>Good</u>
		%	%	%	%
<u>North Island</u>					
1. Northland	158	21	3	25	72
2. Central Auckland	47	15	0	43	57
3. Sth Auckland- Bay of Plenty	427	13	5	23	72
4. East Coast	34	18	0	17	83
5. Hawkes Bay	93	14	8	23	69
6. Taranaki	137	14	16	26	58
7. Wellington	167	16	15	41	44
<u>South Island</u>					
8. Marlborough	25	12	0	0	100
9. Nelson	30	17	0	33	67
10. Westland	18	22	0	25	75
11. Canterbury	234	18	13	46	41
12. Otago	129	20	12	32	56
13. Southland	<u>145</u>	17	4	39	57
	1644	—	—	—	—
New Zealand Average		16	8	33	59

TABLE 65

Livestock Incentive Scheme

Respondents' reasons for not joining the
Livestock Incentive Scheme

	<u>No.</u>	<u>%</u>
1. Have reached an expansion limit	657	56
2. Not attractive enough	83	7
3. Have not yet decided	26	2
4. Am opposed to Scheme	19	2
5. Intend applying in 1978-79 season	16	1
6. Lack the necessary capital	12	1
7. Am not interested	63	5
8. Insufficient livestock to justify applying	29	2
9. Not practical	32	3
10. Miscellaneous	65	6
11. Don't qualify	71	6
12. Freezing Works problems remove incentive to expand	23	2
13. Prefer production per animal to production per acre	65	6
14. Don't wish to be tied to specific numbers	17	1
	<hr/>	
Valid Observations	1178	<hr/>
		100

TABLE 66

Factors Limiting an Expansion of Output

	No.	%
1. Need to employ labour	55	3
2. Uncertainty of the future	32	2
3. Scarcity of money and/or high interest rates	171	11
4. Increased costs and inflation	212	13
5. Death duties	3	0
6. Taxation	145	9
7. Lack of experience	8	0
8. Climatic uncertainties	118	7
9. Freezing Industry industrial problems	231	15
10. Lack of time	25	2
11. Need for subdivision	14	1
12. 'My Age'	28	2
13. Have reached an expansion limit	55	3
14. Lack of incentive, reward and profit	181	11
15. Have specific farm problems (e.g. insects)	67	4
16. Poor stock performance or disease	21	1
17. Capital expensive or lack of it	111	7
18. Lack of guaranteed prices and markets	30	2
19. Lack of source of cheap winter feed	4	0
20. Cartage costs	1	0
21. Lack of suitable land to oversow - or farm too small	31	2
22. 'My Health'	1	0
23. Lack of understanding of farm industry by non-farm sector	0	0
24. Personal reasons, etc.	19	1
25. Price of land	3	0
26. Price of fertiliser	13	1
	<hr/>	
Valid Observations	1579	<hr/>
		97

TABLE 67

Respondents' indications of
'The Most Effective Expansion Incentive'

	No. of Valid Observ- ations	%
1. 'Keep Freezing works going'	163	11
2. Guaranteed Prices	231	16
3. Tax Relief or Reform (Including averaging, wages counted at 150%)	389	27
4. Hold costs, reduce inflation	165	12
5. Lower rate of interest - more finance	68	5
6. More encouragement for young farmers	37	3
7. Reorganise Freezing Works	3	0
8. Lower or abolish death duties	26	2
9. Measures as in 1978 Budget	26	2
10. Production Incentives	59	4
11. Remove sales tax on machinery	8	1
12. 'Get rest of the country working'	19	1
13. More secure markets	14	1
14. Subsidise fertilisers	88	6
15. Subsidise labour	8	1
16. Subsidise cartage	9	1
17. Ensure a profit margin and fair return	121	8
	<hr/>	<hr/>
	1431	101

TABLE 68

Respondents' Estimate of Total Liabilities at end December 1977

	No. of Valid Observ- ations	%
1. No liabilities	121	7
2. \$1 - \$ 5,000	117	7
3. \$ 5,001 - \$ 10,000	118	7
4. \$ 10,001 - \$ 20,000	171	11
5. \$ 20,001 - \$ 30,000	174	11
6. \$ 30,001 - \$ 40,000	160	10
7. \$ 40,001 - \$ 50,000	144	9
8. \$ 50,001 - \$ 75,000	215	13
9. \$ 75,001 - \$100,000	164	10
10. \$100,001 - \$150,000	138	9
11. \$150,001 - \$200,000	50	3
12. \$200,001 - \$250,000	22	1
13. \$250,001 - \$300,000	13	1
14. \$300,001 - \$400,000	4	0
15. \$400,001 - \$500,000	4	0
16. Over \$500,000	<u>3</u>	<u>0</u>
	1618	99

TABLE 69

Estimated distribution of Respondents' liabilities at end of 1977

	%
1. Trading Bank	9.61
2. Stock and Station Agent	5.69
3. Dairy Company	1.08
4. Finance or Hire Purchase Company	1.03
5. Savings Bank(Trustee or Trading Bank)	2.06
6. Family Relatives	16.66
7. Other people - through your solicitor	8.63
8. Trust or Trustee Company or Office	4.70
9. Insurance Company - including Government Life	6.35
10. Marginal Lands Board	1.93
11. Rural Banking & Finance Corporation	35.72
12. Other*	<u>6.54</u>
	100.00%

(1422 Valid Observations)

* Of which 46 per cent were held by Building Societies, 18 per cent Lands and Survey Department and 11 per cent the Rural Housing Loans Scheme administered by County Councils.

TABLE 70

Analysis of sources of mortgages or other loans that
Farmer Respondents will have to renew or renegotiate
during 1978-79 season

Owing to:-	<u>No. of Respondents</u>	<u>% of Respondents</u>
1. Trading Bank	36	17
2. Stock and Station Agent Co.	18	9
3. Dairy Company	2	1
4. Finance or Hire Purchase Company	4	2
5. Savings Bank (Trustee or Trading Bank)	4	2
6. Family Relatives	20	10
7. Other people - through solicitor	56	27
8. Trust or Trustee Co. or office	18	9
9. Insurance Co. - including Govt. Life	10	5
10. Marginal Lands Board	2	1
11. Rural Banking & Finance Corporation	14	7
12. Other	<u>24</u>	<u>12</u>
	<u>208</u>	<u>105</u>

(Percentage of total respondents affected = 14%).

TABLE 71

Mortgage or loan sources that will be approached in 1978-79
by Respondents faced with having to negotiate the renewal
of a mortgage or other loan

Borrowing Source -	<u>Percentage of Respondents</u>		
	<u>1st Choice %</u>	<u>2nd Choice %</u>	<u>3rd Choice %</u>
1. Trading Bank	25	24	14
2. Stock & Station Agent Co.	2	7	18
3. Dairy Company	1	1	2
4. Finance or Hire Purchase Co.	1	0	2
5. Savings Bank (Trustee or Trading Bank)	3	9	4
6. Family Relatives	3	2	2
7. Other people - through solicitor	16	18	16
8. Trust or Trustee Co. of Office	4	1	6
9. Insurance Co. (including Govt. Life)	8	15	18
10. Marginal Lands Board	1	2	0
11. Rural Banking & Finance Corpn.	31	18	12
12. Other	2	2	6
	<u>97</u>	<u>99</u>	<u>100</u>

TABLE 72

Proportion of Respondents requiring additional finance
during 1978-79 season

	%
1. Short-Term Finance (i.e. Current a/c or less than 3 yrs)	22
2. Medium-Term Finance (3 to 10 years)	5
3. Long-Term Finance (Over 10 years)	9

(1692 Valid Observations)

(Average total additional finance = \$14,936.)

TABLE 73

Sources from whom Farmer Respondents hope to obtain
their additional finance during 1978-79

Source:	<u>Proportion of Respondents</u>		
	1st Choice %	2nd Choice %	3rd Choice %
1. Trading Bank	50	27	42
2. Stock & Station Agent Co.	12	24	16
3. Dairy Company	0	1	0
4. Finance or Hire Purchase Co.	1	4	11
5. Savings Bank (Trustee or Trading)	1	1	5
6. Family Relatives	1	0	11
7. Other people-through solicitor	1	6	5
8. Trust or Trustee Co. of Office	0	1	0
9. Insurance Co. (incl. Govt. Life)	1	9	0
10. Marginal Lands Board	1	1	0
11. Rural Banking & Finance Corpn.	28	15	11
12. Other	3	11	0
	<u>99</u>	<u>100</u>	<u>101</u>

TABLE 74

Financial Requirements in 1977-78 Season
Farmer Respondents' answer to Question
"During the 1977-78 season were you able to secure finance
for all your farming requirements? "

	%
YES	96
NO	4

(1444 Valid Observations.)

TABLE 75

Which Trading Bank do You Use? -
Responses by Provincial Land District and Overall

	No. of Valid Observ- ations	ANZ Banking Group Ltd %	Bank of New South Wales %	Bank of New Zealand %	Commercial Bank of Australia Ltd. %	National Bank of N. Z. Ltd. %
<u>North Island</u>						
1. Northland	163	22	14	41	2	22
2. Central Auckland	49	22	8	41	6	22
3. Sth Auckland- Bay of Plenty	434	24	7	50	3	16
4. East Coast	34	24	26	29	15	6
5. Hawkes Bay	87	32	17	32	2	16
6. Taranaki	138	29	21	36	1	13
7. Wellington	163	39	12	41	2	6
<u>South Island</u>						
8. Marlborough	23	22	9	65	4	0
9. Nelson	30	7	13	66	7	7
10. Westland	16	13	6	62	6	13
11. Canterbury	203	29	11	47	3	10
12. Otago	121	7	14	40	3	36
13. Southland	112	17	19	41	4	19
	1573	—	—	—	—	—
New Zealand Average		25	12	44	3	16

TABLE 76

Respondents' Assessment of Trading Bank Services -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Very Satis- factory %	Satis- factory %	'So-So' %	Not Very Satis- factory %	Unsatis- factory %
<u>North Island</u>						
1. Northland	159	47	40	8	3	2
2. Central Auckland	49	41	37	12	8	2
3. Sth Auckland- Bay of Plenty	426	48	40	10	1	1
4. East Coast	34	38	59	3	0	0
5. Hawkes Bay	82	56	33	9	1	1
6. Taranaki	137	52	40	5	3	0
7. Wellington	164	41	48	8	3	0
<u>South Island</u>						
8. Marlborough	23	44	44	8	0	4
9. Nelson	31	61	36	3	0	0
10. Westland	15	26	60	7	7	0
11. Canterbury	203	49	41	6	3	1
12. Otago	119	42	45	13	0	0
13. Southland	119	44	49	6	0	1
	<u>1561</u>	—	—	—	—	—
New Zealand Average		47	42	8	2	1

TABLE 77

Trading Bank Services

Farmer response to query as to whether they consider their bank
could improve its services to them as farmers -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Do you personally consider your bank <u>could improve its services to you?</u>	
		YES %	NO %
<u>North Island</u>			
1. Northland	148	25	70
2. Central Auckland	46	30	70
3. Sth Auckland- Bay of Plenty	395	27	73
4. East Coast	32	22	78
5. Hawkes Bay	75	23	77
6. Taranaki	132	24	76
7. Wellington	161	23	77
<u>South Island</u>			
8. Marlborough	22	27	73
9. Nelson	29	14	86
10. Westland	13	15	85
11. Canterbury	189	21	79
12. Otago	115	21	79
13. Southland	<u>113</u>	15	85
	1470	—	—
New Zealand Average		23	77

TABLE 78

Suggestions from Farmer Respondents as to how
Trading Banks could improve their services to Farmers

	No. of Valid Observ- ations	<u>%</u>
1. Lower Rate of Interest	49	16
2. More Personal Service. Better manager communication with farm and better understanding of farming.	123	39
3. More long-term money	31	10
4. Increased overdraft facilities	53	17
5. More regard to past record of farmer	9	3
6. Greater flexibility	37	12
7. Pay interest on current a/c.	10	3
	<u>312</u>	<u>100</u>

TABLE 79A

Respondents' Assessment of Services of Stock and Station Agents -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Very Satis- factory %	Satis- factory %	So-So %	Not Very Satis- factory %	Unsatis- factory %
<u>North Island</u>						
1. Northland	122	24	50	15	2	3
2. Central Auckland	33	27	46	15	6	6
3. Sth Auckland- Bay of Plenty	309	23	54	17	4	2
4. East Coast	29	45	48	3	0	3
5. Hawkes Bay	69	45	46	9	0	0
6. Taranaki	123	33	55	8	2	2
7. Wellington	127	29	56	11	2	2
<u>South Island</u>						
8. Marlborough	19	37	32	32	0	0
9. Nelson	22	32	54	14	0	0
10. Westland	15	20	66	7	0	7
11. Canterbury	206	33	45	14	6	2
12. Otago	123	39	45	10	5	1
13. Southland	143	39	49	11	0	1
	<u>1340</u>	—	—	—	—	—
New Zealand Average		31	51	13	3	2

TABLE 79B

Respondents' answers to question
'Which Stock and Station Agent do You Use?'

	No. of Valid Observ- ations	<u>%</u>
1. Pyne Gould Guinness Ltd	55	3
2. Wrightson N. M. A. Ltd	392	25
3. Dalgety N. Z. Ltd	318	20
4. Farmers' Co-operatives	321	20
5. Others	180	11
6. More than Two Agents	108	7
7. P. G. G. Ltd + W. N. M. A. Ltd	7	0
8. P. G. G. Ltd + Farmers Co-operatives	4	0
9. Dalgety NZ Ltd + Farmers Co-operatives	32	2
10. W. N. M. A. Ltd + Farmers Co-operatives	30	2
11. Dalgety NZ Ltd + Others	13	1
12. P. G. G. Ltd + Dalgety NZ Ltd	14	1
13. W. N. M. A. Ltd + Dalgety NZ Ltd	66	4
14. Farmers Co-operatives + Others	33	2
15. W. N. M. A. Ltd + Others	7	0
	<u>1580</u>	<u>98</u>

TABLE 80

Stock and Station Agent Services

Farmer response to query as to whether they consider
their Stock and Station Agent could improve its services
to them as farmers -

By Provincial Land District and Overall

	No. of Valid Observ- ations	'Do you personally consider your Stock and Station Agent could improve its services to you?'	
		YES %	NO %
<u>North Island</u>			
1. Northland	121	35	65
2. Central Auckland	40	30	70
3. Sth Auckland- Bay of Plenty	336	39	61
4. East Coast	32	19	81
5. Hawkes Bay	82	33	67
6. Taranaki	123	30	70
7. Wellington	143	32	68
<u>South Island</u>			
8. Marlborough	22	45	55
9. Nelson	25	48	52
10. Westland	16	38	62
11. Canterbury	215	40	60
12. Otago	121	35	65
13. Southland	<u>142</u>	26	74
	1418	—	—
New Zealand Average		35	65

TABLE 81

Suggestions from Farmer Respondents as to how
Stock and Station Agents could improve their services to Farmers

	No. of Valid Observ- ations	<u>%</u>
1. Lower rate of interest on loans	34	8
2. Be more personal - more visits to farms and better service	196	45
3. More understandable statements and better accounting	24	6
4. Have better trained staff	43	10
5. Keep up-to-date stocks, more variety	35	8
6. Make prompter payment of monies owing	19	4
7. Be more interested in agriculture - don't diversify so much	15	3
8. Charge lower commission rates	55	13
9. Advance more credit	13	3
	<u>434</u>	<u>100</u>

TABLE 82

Average Borrowings from, and Average Annual Premiums paid to
Life Insurance Organisations at Mid 1978 -
By Provincial Land District and Overall

	<u>No. of Valid Observ- ations</u>	<u>Av. Borrowings at Mid 1978</u> \$	<u>No. of Valid Observ- ations</u>	<u>Av. Annual Premium</u> \$
<u>North Island</u>				
1. Northland	18	14,217	133	551
2. Central Auckland	8	16,388	43	557
3. Sth Auckland- Bay of Plenty	61	31,515	388	670
4. East Coast	7	17,629	27	665
5. Hawkes Bay	16	31,312	77	785
6. Taranaki	16	13,230	121	994
7. Wellington	22	45,203	150	636
<u>South Island</u>				
8. Marlborough	1	44,000	24	680
9. Nelson	1	3,000	22	416
10. West Coast	-	-	10	384
11. Canterbury	38	20,082	222	567
12. Otago	19	46,411	116	825
13. Southland	<u>31</u>	<u>20,739</u>	<u>127</u>	<u>687</u>
	236		1460	
New Zealand Average		\$ 27,294		\$ 678

TABLE 83

Deposition of Surplus Funds

Indications from Farmer Respondents as to where they would place funds not immediately required -
By Provincial Land District and Overall

	No. of Valid Observations	Would deposit with:-		
		Trading Bank %	Stock & Station Agent %	Other *** %
<u>North Island</u>				
1. Northland	236	90	2	8
2. Central Auckland	34	76	3	21
3. Sth Auckland-Bay of Plenty	373	82	2	16
4. East Coast	30	63	23	14
5. Hawkes Bay	78	55	32	13
6. Taranaki	118	84	4	12
7. Wellington	143	77	8	15
<u>South Island</u>				
8. Marlborough	25	60	32	8
9. Nelson	27	82	7	11
10. Westland	14	86	7	7
11. Canterbury	195	60	25	15
12. Otago	119	49	38	13
13. Southland	<u>119</u>	52	38	10
	1401	—	—	—
New Zealand Average		71	15	14

*** See Table 84.

TABLE 84

Analysis of 'Other' depositories of Farmers' Surplus Funds
as indicated by Farmer Respondents

<u>Depository</u>	<u>No. of Valid Observ- ations</u>	<u>%</u>
1. Post Office	29	13
2. Commercial Bills	4	2
3. Local Bodies	3	1
4. Savings Banks	45	20
5. Building Society	20	9
6. Solicitor	28	12
7. Finance Company	31	14
8. Mortgage market	12	5
9. Stocks	21	9
10. Lodge	1	0
11. United Dominion's Corporation	9	4
12. Income Equalisation	14	6
13. Public Trust	3	1
14. Accountant	1	0
15. Dairy Company	5	2
16. Investment Group	2	1
	<u>228</u>	<u>99</u>

TABLE 85

Rural Banking and Finance Corporation

	No. of Valid Observ- ations	Support for a RBFC Deposit Scheme		No. of Valid Observ- ations	Would you Use such a Scheme Sometime?	
		(per cent)			(per cent)	
		YES	NO		YES	NO
<u>North Island</u>						
1. Northland	142	65	35	146	60	40
2. Cent. Auckland	43	84	16	46	70	30
3. Sth Auckland- Bay of Plenty	412	70	30	404	65	35
4. East Coast	34	79	21	32	72	28
5. Hawkes Bay	85	79	21	83	69	31
6. Taranaki	132	64	36	129	53	47
7. Wellington	160	64	36	158	59	41
<u>South Island</u>						
8. Marlborough	25	52	48	24	54	46
9. Nelson	30	67	33	30	60	40
10. Westland	14	64	36	13	54	46
11. Canterbury	222	75	25	214	64	36
12. Otago	121	67	33	117	61	39
13. Southland	<u>139</u>	65	35	<u>139</u>	57	43
	1560	—	—	1535	—	—
New Zealand Average		69	31		62	38

TABLE 86

Rural Banking and Finance Corporation

	No. of Valid Observ- <u>ations</u>	Would you use Deposit Scheme in the <u>near future?</u>		No. of Valid Observ- <u>ations</u>	Do you have RBFC <u>Loan?</u>	
		(Per Cent)			(Per Cent)	
		YES	NO		YES	NO
<u>North Island</u>						
1. Northland	79	47	53	155	65	35
2. Central Auckland	33	42	58	45	40	60
3. Sth Auckland- Bay of Plenty	265	59	41	427	68	32
4. East Coast	26	39	61	33	39	61
5. Hawkes Bay	55	58	42	90	59	41
6. Taranaki	68	65	35	135	55	45
7. Wellington	93	65	35	163	60	40
<u>South Island</u>						
8. Marlborough	13	54	46	26	61	39
9. Nelson	19	37	63	32	59	41
10. Westland	8	38	62	17	53	47
11. Canterbury	138	58	42	234	61	39
12. Otago	69	49	51	127	61	39
13. Southland	<u>77</u>	56	44	<u>145</u>	60	40
	922	—	—	1630	—	—
New Zealand Average		56	44		61	39

TABLE 87

Suggestions from Farmer Respondents as to how
Rural Banking and Finance Corporation
could improve its services to Farmers

	No. of Valid Observ- <u>ations</u>	<u>%</u>
1. Lower Rates of interest	89	17
2. More personal service - better publicity of services available	106	20
3. Lend more money to sons to buy out their fathers	23	4
4. Speed up processing of loans	70	13
5. Make more 'productive' type loans available and more seasonal finance	49	9
6. More liberal type lending policy (e. g. Small farmers able to postpone payments in bad years)	126	24
7. Make more money available to young farmers	15	3
8. Have better trained staff	14	3
9. Provide more help to buy additional land	27	5
	<u>519</u>	<u>99</u>

TABLE 88

Television

Response of Farmers to Series of Questions on Television -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Own a TV Set %	B&W or Colour		Satisfactory Signals		Purchasing TV in 1978-79 %
			%	%	TV1 %	TV2 %	
<u>North Island</u>							
1. Northland	161	89	50	50	88	35	5
2. Central Auckland	46	87	30	70	95	92	0
3. Sth Auckland- Bay of Plenty	441	95	44	56	94	86	7
4. East Coast	34	100	35	65	79	22	4
5. Hawkes Bay	97	97	45	55	98	73	4
6. Taranaki	142	96	47	53	87	54	6
7. Wellington	168	93	43	57	93	71	4
<u>South Island</u>							
8. Marlborough	26	96	32	68	88	44	5
9. Nelson	33	91	60	40	90	13	4
10. Westland	19	84	75	25	75	0	13
11. Canterbury	235	95	51	49	94	58	6
12. Otago	132	96	35	65	86	55	7
13. Southland	<u>151</u>	96	43	57	96	91	4
	1685	—	—	—	—	—	—
New Zealand Average		94	45	55	92	67	6*

* All but 5 per cent of these sets to be purchased will be colour TV sets.

TABLE 89

Radio Listening

Extent of listening by Farmer Respondents to Midday
National Farm Programme - By Provincial Land Districts and Overall

	No. of Valid Observ- ations	Listen to Midday National Farm Programme?	
		YES %	NO %
<u>North Island</u>			
1. Northland	151	42	58
2. Central Auckland	41	61	39
3. Sth Auckland- Bay of Plenty	432	52	48
4. East Coast	32	59	41
5. Hawkes Bay	97	67	33
6. Taranaki	137	49	51
7. Wellington	164	66	34
<u>South Island</u>			
8. Marlborough	26	58	52
9. Nelson	30	63	37
10. Westland	19	74	26
11. Canterbury	233	67	33
12. Otago	128	55	45
13. Southland	<u>141</u>		
	1631	—	—
New Zealand Average		57	43

TABLE 90

SUGGESTED TOPICS FOR TELEVISION AND RADIO SESSIONS

1. Sheep breeding and all phases of sheep farming
2. Accountancy, bookkeeping, cash flows
3. Farm Management
4. Dairy hygiene
5. Cost-saving measures
6. Animal health
7. Pasture management and species
8. Monetary Theory
9. Successful farmers' ideas and thoughts
10. Milking techniques, mastitis control
11. Winter management for all types of farming
12. Labour-saving ideas
13. Cultivation methods
14. Irrigation
15. Explain farming and problems to "townies"
16. Animal breeding, particularly successful breeders
17. Methods and aspects of diversification
18. Fertilisers
19. Pest control
20. Milking equipment
21. Discussion groups
22. Contractors vs. doing work yourself
23. Soil analysis
24. Clearing stony ground
25. Investment alternatives
26. Marketing
27. Interest of overseas countries in N. Z. products
28. Simple engineering
29. Machinery maintenance (particularly preventative)
30. Home handyman
31. Farming in other countries
32. Cropping
33. Hay and silage making
34. Overseas machinery
35. Scrub clearing
36. Farm chemicals
37. Energy farming
38. Horticultural alternatives
39. Processing of farm crops and livestock
40. Trees
41. Latest research
42. Soils
43. Stock handling
44. Shelter
45. Dog training
46. Health problems with high stocking
47. Trace elements for animals
48. Mixed cropping rotations
49. Pregnancy diagnosis in sheep (particularly pre-lambing)
50. Deer farming
51. High country land development
52. Weed control
53. Wool handling
54. Stock culling
55. Farm finance
56. Horse breaking
57. How to reduce fat in lambs
58. High levels of nitrogen usage
59. Continuous cropping
60. Legitimate ways to minimise tax payments
61. Growing bananas and peanuts
62. Bloat
63. Drenches
64. Feed budgeting
65. Consumer tests on products farmers buy
66. Developing water supplies
67. Land development
68. Dam building
69. The working of the Rural Bank, etc.
70. Direct drilling ryegrass
71. Buildings
72. Tractor maintenance.

TABLE 91

Reasons given by Farmer Respondents for having to revise
Production Decisions during 1977-78 season

	No. of Valid Observ- ations	%
1. Freezing Works Disputes	129	16
2. Weather (drought and/or floods)	393	49
3. Disease, pests, etc.	15	2
4. Taxation	5	1
5. Less stock due to losses	39	5
6. Low Income	40	5
7. High Costs	16	2
8. Change in type of enterprise	38	5
9. Change in traditional management practice	58	7
10. Miscellaneous	<u>63</u>	<u>8</u>
	796	100

(Proportion of Respondents who indicated they revised their
Production Decisions in 1977-78 Season = 51 per cent.)

TABLE 92

Reasons given by Farmer Respondents for having to revise
Investment Decisions during 1977-78 season

	No. of Valid Observ- ations	%
1. Freezing Works Dispute	23	6
2. Low Profitability	88	24
3. Drought	69	18
4. Development	17	5
5. Deferred development work	16	4
6. Changed type or method of farming	23	6
7. Inflation	19	5
8. Bought machinery	20	5
9. Received Wool Retention money	1	0
10. Miscellaneous	90	24
11. Taxation	<u>7</u>	<u>2</u>
	373	99

(Proportion of Respondents who indicated they revised their
investment decisions during 1977-78 season = 25 per cent.)

TABLE 93

Indication by Farmer Respondents of Effects
of 1977-78 Drought on their Farms
- By Provincial Land District and Overall

	No. of Valid Observ- ations	Not at all	Slightly	Moderately	Severely
		%	%	%	%
<u>North Island</u>					
1. Northland	161	3	17	52	28
2. Central Auckland	44	9	5	54	32
3. Sth Auckland- Bay of Plenty	431	1	14	52	33
4. East Coast	32	16	28	40	16
5. Hawkes Bay	90	7	20	55	18
6. Taranaki	137	0	7	34	59
7. Wellington	163	2	13	44	41
<u>South Island</u>					
8. Marlborough	26	8	39	38	15
9. Nelson	29	0	41	28	31
10. Westland	17	59	23	12	6
11. Canterbury	231	4	25	38	33
12. Otago	126	17	34	32	17
13. Southland	137	11	39	39	11
	<u>1620</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>
New Zealand Average		6	20	44	30

TABLE 94

Drought Relief Measures

Indication from Respondents as to extent to which Farmers have availed themselves of New Hay Barn Subsidies, New Grain Silo Subsidies and Lucerne Establishment Grants -
By Provincial Land District and Overall

	No. of Valid Observ- ations	Used:-		
		New Hay Barn Subsidy %	New Grain Silo Subsidy %	Lucerne Establishment Grant %
<u>North Island</u>				
1. Northland	164	12	1	2
2. Central Auckland	49	14	4	2
3. Sth Auckland- Bay of Plenty	447	14	1	6
4. East Coast	35	3	0	0
5. Hawkes Bay	97	14	0	6
6. Taranaki	143	8	0	2
7. Wellington	171	8	4	4
<u>South Island</u>				
8. Marlborough	27	26	7	18
9. Nelson	33	15	-	6
10. Westland	19	5	0	0
11. Canterbury	236	28	21	28
12. Otago	133	19	11	17
13. Southland	<u>151</u>	13	21	4
	1705	—	—	—
New Zealand Average		15	7	9

TABLE 95

Suggestions by Farmer Respondents as to how they could cope better with the effects of Droughts

	No. of Valid Observ- <u>ations</u>	<u>%</u>
1. Keep Freezing Works operating	412	47
2. More hay, silage, etc.	115	13
3. Irrigation	88	10
4. Subsidies made available sooner	61	7
5. More summer crops (incl. lucerne)	76	9
6. Lower stocking rates	61	7
7. Increased water supplies	49	6
8. More fertiliser	5	1
9. Better control of insects, diseases, etc.	7	1
10. Arrange calving and lambing earlier	<u>6</u>	<u>1</u>
	880	102

TABLE 96

Reading Time of Farmer Respondents -
By Type of Farm and Overall

99.

	No. of Valid Observ- ations	Five Minutes (Per cent)	Up to Half Hour	Over Half Hour
1. Metropolitan Daily	1059			
Dairy		6	61	33
Sheep-Beef		5	56	39
Cropping		<u>0</u>	<u>49</u>	<u>51</u>
All Farms		6	57	37
2. Provincial Daily	1043			
Dairy		12	64	24
Sheep-Beef		11	62	27
Cropping		<u>16</u>	<u>55</u>	<u>29</u>
All Farms		12	62	26
3. Local Bi-weekly(Paid)	424			
Dairy		40	48	12
Sheep-Beef		43	48	9
Cropping		<u>33</u>	<u>60</u>	<u>7</u>
All Farms		42	48	10
4. Regional Free Newspaper	889			
Dairy		41	49	9
Sheep-Beef		45	48	7
Cropping		<u>63</u>	<u>31</u>	<u>6</u>
All Farms		45	48	7
5. Prov. Fed. Farmers Journal	996			
Dairy		28	53	19
Sheep-Beef		34	49	17
Cropping		<u>26</u>	<u>55</u>	<u>19</u>
All Farms		32	50	18
6. Farm Equipment News	1151			
Dairy		48	43	9
Sheep-Beef		53	40	7
Cropping		<u>48</u>	<u>41</u>	<u>11</u>
All Farms		51	41	8
7. N. Z. Dairy Exporter	616			
Dairy		4	30	66
Sheep-Beef		32	32	36
Cropping		<u>-</u>	<u>-</u>	<u>-</u>
All Farms		6	30	64
8. N. Z. Farmer	1018			
Dairy		3	28	69
Sheep-Beef		3	25	72
Cropping		<u>3</u>	<u>31</u>	<u>66</u>
All Farms		3	26	71
9. N. Z. Journal of Agriculture	588			
Dairy		6	41	53
Sheep-Beef		7	43	50
Cropping		<u>3</u>	<u>57</u>	<u>40</u>
All Farms		6	43	50
10. Straight Furrow	1181			
Dairy		23	52	25
Sheep-Beef		21	53	26
Cropping		<u>25</u>	<u>53</u>	<u>22</u>
All Farms		22	53	25

TABLE 97

Reading Time of Farmer Respondents on 'Other' Publications

	5	Up to	Over	Total No. of Respondents
	Minutes	$\frac{1}{2}$ an hour	$\frac{1}{2}$ an hour	
	(no. of respondents)			
1. Main Agricultural Report	36	8	6	50
2. Meat Producer	8	9	1	18
3. Wool News	4	4	1	9
4. Hill Country	3	1	0	4
5. Fertiliser Journal	14	4	1	19
6. Women's Weekly	10	6	4	20
7. Dairy Breed Magazine	9	0	0	9
8. Time Magazine	54	6	1	61
9. Automotive Magazine	10	6	1	17
10. Recreation Magazine	7	6	1	14
11. National Geographic	19	10	2	31
12. U.S. Farming Magazine	8	2	0	10
13. Meat & Wool	14	5	0	19
14. M.F. Magazine	7	6	0	13
15. Borthwicks Magazine	1	0	0	1
16. I.C.I. Journal	2	4	0	6
17. N.Z. Listener	45	18	4	67
18. Weekly Times	3	2	0	5
19. Playboy	7	1	0	8
20. Penthouse	2	0	0	2
21. Vintage Cars	0	1	0	1
22. Readers Digest	33	8	3	44
23. Horse Racing Magazine, papers, etc.	8	4	1	13
24. Cleo	0	1	0	1
25. Newsweek	8	1	1	10
26. Australian Post	1	0	0	1
27. Consumer	3	3	1	7
28. Country Life	17	5	1	23
29. Stud Stock Magazine	9	2	1	12
30. Economist	3	2	1	6
31. Power Farming (Aust.)	16	4	1	21
32. Town Milk	0	2	0	2
33. Outlook	0	1	1	2
34. Farm Mechanisation	3	2	1	6
35. Land	1	2	0	3
36. Canadian Cattleman	0	0	1	1
37. Young Country	1	0	0	1
38. Australian Bulletin	1	3	1	5
39. Soil & Water	6	2	0	8
40. L. T. A. Bulletins	0	0	1	1
41. Research Reports	6	3	2	11
42. Power Farming (U.K.)	12	8	2	22
43. Australian Country	1	1	2	4
44. Sports Magazines	6	6	0	12
45. Stock Exchange Journal	2	2	1	5
46. Financial Times	6	3	4	13
47. Religious publications	5	3	2	10
48. Mercantile Gazette	3	1	0	4
49. Farm Forestry	2	1	0	3
50. Deer Farming Newsletter	1	0	0	1
51. Truth	3	0	0	3
52. British Farmer	1	1	1	3
53. World Farming	2	2	0	4
54. World Crops	0	1	0	1
TOTALS	423	173	51	647

TABLE 98

Extent of Influence of Various Media on Farm Management Decisions and Practice - 101.
By Type of Farm and Overall

	No. of Valid Observations	Not at		
		All %	Moderately %	Markedly %
1. Metropolitan Daily	1108			
Dairy		65	35	0
Sheep-Beef		49	48	3
Cropping		<u>21</u>	<u>75</u>	<u>4</u>
All Farm Types		54	44	2
2. Provincial Daily	1052			
Dairy		58	40	2
Sheep-Beef		48	50	2
Cropping		<u>35</u>	<u>58</u>	<u>7</u>
All Farm Types		52	46	2
3. Local Bi-Weekly (Paid)	666			
Dairy		79	21	0
Sheep-Beef		86	13	1
Cropping		<u>85</u>	<u>15</u>	<u>0</u>
All Farm Types		83	16	1
4. Regional Free Newspaper	832			
Dairy		75	24	1
Sheep-Beef		75	24	1
Cropping		<u>73</u>	<u>27</u>	<u>0</u>
All Farm Types		75	24	1
5. Prov. Fed. Farmers Journal	900			
Dairy		55	43	2
Sheep-Beef		62	36	2
Cropping		<u>46</u>	<u>51</u>	<u>3</u>
All Farm Types		59	39	2
6. Farm Equipment News	971			
Dairy		59	38	3
Sheep-Beef		66	32	2
Cropping		<u>56</u>	<u>42</u>	<u>2</u>
All Farm Types		63	35	2
7. N. Z. Dairy Exporter	865			
Dairy		10	72	18
Sheep-Beef		93	7	0
Cropping		<u>-</u>	<u>-</u>	<u>-</u>
All Farm Types		39	49	72
8. N. Z. Farmer	1101			
Dairy		18	64	18
Sheep-Beef		15	73	12
Cropping		<u>28</u>	<u>56</u>	<u>16</u>
All Farm Types		17	69	14
9. N. Z. Journal of Agriculture	806			
Dairy		33	58	9
Sheep-Beef		37	57	6
Cropping		<u>28</u>	<u>64</u>	<u>8</u>
All Farm Types		35	57	8
10. 'Straight Furrow'	1085			
Dairy		47	50	3
Sheep-Beef		43	54	3
Cropping		<u>29</u>	<u>67</u>	<u>4</u>
All Farm Types		44	53	3
11. T. V. 1	1115			
Dairy		65	33	2
Sheep-Beef		65	34	1
Cropping		<u>67</u>	<u>31</u>	<u>2</u>
All Farm Types		65	34	1
12. T. V. 2	873			
Dairy		85	15	0
Sheep-Beef		88	12	0
Cropping		<u>87</u>	<u>11</u>	<u>2</u>
All Farm Types		87	11	2
13. National Radio Stations	1041			
Dairy		54	43	3
Sheep-Beef		47	50	3
Cropping		<u>37</u>	<u>55</u>	<u>8</u>
All Farm Types		49	48	3
14. Commercial Radio Stations	869			
Dairy		81	18	1
Sheep-Beef		82	18	0
Cropping		<u>84</u>	<u>14</u>	<u>2</u>
All Farm Types		81	18	1
15. Private Radio Stations	722			
Dairy		95	5	0
Sheep-Beef		98	1	1
Cropping		<u>93</u>	<u>5</u>	<u>2</u>
All Farm Types		96	3	1

APPENDIX A

COPY OF QUESTIONNAIRE



Lincoln College

Lincoln College
Canterbury
New Zealand

UNIVERSITY COLLEGE OF AGRICULTURE

Telephone: Christchurch 228 029

1 May 1978

Lincoln College Farmer Intentions, Expectations and Opinion Survey, 1978

A Message to All Farmers

Last year I conducted a postal sample survey of the views of a large number of farmers throughout New Zealand. It yielded important 'grass roots' reaction to some major matters affecting farmers and farming. We are deeply indebted to those who answered the questionnaire. The information was of tremendous value not only to farm leaders and their organisations but also to other agricultural policy-makers and those industries that provided the massive amounts of goods and services required by the farm sector for its 1977-78 production year.

This year I have decided to carry out another survey as I am convinced that if your industry is to get the resources it must have in the 1978-79 season, we will need to know the key decisions each one of you is making now on your farms. Besides, if a more effective agricultural policy is to be evolved it is absolutely essential that the opinions of the individual farmer on his own farm are obtained.

In this year's questionnaire you will see a wide range of topics. All are important to you and your industry. I hope you will be able to provide answers to each question and that you will find it an interesting exercise. When your reply is received it will be put with those from farmers in other areas.

All individual replies are confidential to me. Please do not put your name on any part of the questionnaire. Answer it promptly, put it into the stamped addressed envelope and post it. The overall results will be announced through the news media in the near future.

I don't have to tell you there are many gaps in our information on the operations of our great farming industry. This ignorance is preventing the formulation of a more satisfactory farm policy. Your completing and returning this questionnaire will help me to help you.

Many thanks for your co-operation. Please fill in the questionnaire now. Do not put it behind the kitchen clock!

Yours sincerely,

John Pryde
JOHN PRYDE

LINCOLN COLLEGE FARMER INTENTIONS,
 EXPECTATIONS AND OPINIONS SURVEY,
 APRIL - MAY 1978

Note - Most questions are answered by merely placing a tick in the appropriate box. In other cases the response required is a number or a few words.

1. In which Provincial Land District is your farm?

Northland	<input type="checkbox"/>	Marlborough	<input type="checkbox"/>
Central Auckland	<input type="checkbox"/>	Nelson	<input type="checkbox"/>
So. Auckland-Bay of Plenty	<input type="checkbox"/>	Westland	<input type="checkbox"/>
East Coast	<input type="checkbox"/>	Canterbury	<input type="checkbox"/>
Hawkes Bay	<input type="checkbox"/>	Otago	<input type="checkbox"/>
Taranaki	<input type="checkbox"/>	Southland	<input type="checkbox"/>
Wellington	<input type="checkbox"/>		

2. What is the total acreage of your farm? _____ hectares
 or _____ acres

3. How would you describe your farm?

Mainly Dairy	<input type="checkbox"/>	Go to Question 4.
Mainly Sheep-Beef	<input type="checkbox"/>	Go to Question 5.
Mainly Cropping	<input type="checkbox"/>	Go to Question 6.

4. DAIRY FARMERS

4A. How many cows in milk in your herd at December 1977? _____

4B. How many cows in milk do you expect to have at
 December 1978? _____

4C. Are you mainly on Factory Supply or Town Supply

4D. MILK PAYOUT PRICES, 1978-79

Are you personally expecting milk payout prices in the 1978-79 season, compared to the 1977-78 season, to be:-

More than 10 per cent Higher	<input type="checkbox"/>
Between 5 and 10 per cent higher	<input type="checkbox"/>
The same	<input type="checkbox"/>
Up to 5 per cent less	<input type="checkbox"/>

4E. DAIRY EXPORT PROSPECTS

Regarding the overall Export Prospects for New Zealand Dairy Products over, say, the next 5 years, would you say you were one who believes

There will be a substantial increase in demand	<input type="checkbox"/>
There will be a moderately expanding demand	<input type="checkbox"/>
There will be little change from present situation	<input type="checkbox"/>
There will be a moderate drop in demand	<input type="checkbox"/>
There will be a substantial drop in demand	<input type="checkbox"/>

4F. BLOAT CONTROL

What method of Bloat Control do you use on your farm?

None	<input type="text" value="1"/>	Water Trough	<input type="text" value="4"/>
Drenching	<input type="text" value="2"/>	Flank Painting	<input type="text" value="5"/>
Pasture Spraying	<input type="text" value="3"/>	Meal Medication	<input type="text" value="6"/>
		Blocks & Licks	<input type="text" value="7"/>

4G. MASTITIS

Do you treat for Mastitis?

Never Occasionally Routinely

4H. DRY COW THERAPY

Do you use Dry Cow Therapy? YES
NO

(DAIRY FARMERS NOW GO TO QUESTION 7.)

5. SHEEP AND BEEF FARMERS

5A. How would you describe your farm?

High Country	<input type="text" value="1"/>
Hill Country	<input type="text" value="2"/>
Hard Hill Country	<input type="text" value="3"/>
Intensive Fattening Farm	<input type="text" value="4"/>
Fattening-Breeding Farm	<input type="text" value="5"/>
Mixed Cropping & Fattening Farm	<input type="text" value="6"/>

5B. BREEDING EWES NUMBERS, MID-1977

How many Breeding Ewes did you have at 30 June 1977?

_____ Breeding Ewes.

5C. BREEDING EWES NUMBERS, MID-1978

How many Breeding Ewes do you expect to have at 30 June 1978?

_____ Breeding Ewes.

5D. EWES MATED

- (i) At mating time 1977 how many ewes did you put out to the rams? _____ ewes
- (ii) At mating time 1978 how many ewes did you put out to the rams? _____ ewes

5E. LAMB SCHEDULE PRICES, 1978-79

In the 1978-79 season do you expect Schedule Prices for Lamb, compared with the 1977-78 season, to be:-

Substantially Higher	1
Slightly Higher	2
The Same	3
Slightly Lower	4
Substantially Lower	5

5F. WOOL AUCTION PRICES, 1978-79

Compared with 1977-78 season do you expect auction prices for your 1978-79 wool clip to be:-

Substantially Higher	1
Slightly Higher	2
The Same	3
Slightly Lower	4
Substantially Lower	5

5G. FEMALE BEEF BREEDING COWS/HEIFERS, MID-1977

How many Female Beef Breeding Cows/Heifers did you have at 30 June 1977?

_____ Female Beef Breeding Cows/Heifers

5H. FEMALE BEEF BREEDING COWS/HEIFERS, MID-1978

How many Female Beef Breeding Cow/Heifers do you expect to have at 30 June 1978?

_____ Female Beef Breeding Cows/Heifers.

5I. EXPECTED BEEF PRICES, 1978-79

Compared with 1977-78 season, would you expect schedule prices for your beef in 1978-79 to be:-

Substantially Higher	1
Slightly Higher	2
The Same	3
Slightly Lower	4
Substantially Lower	5

5J. INDUSTRIAL TROUBLES AT FREEZING WORKS

During the 1977-78 season were there any occasions when, due to industrial troubles at a freezing works, you were unable to have your stock processed at the time you required?

YES NO

If NO, proceed to Question 5L.

If YES, please complete the following:-

We were affected on _____ occasions, involving in total _____ head of cattle, and _____ head of sheep, of which fat lambs numbered _____.

The Freezing Works _____.

5K. THE COST AND OTHER EFFECTS OF THE TROUBLES

If you answered YES to the previous question, what is your estimate of the financial loss you incurred as a result of industrial troubles at the freezing works during the 1977-78 season? \$ _____

What were other effects of such troubles on your farming operations?

(Please describe briefly.)

5L. DISPOSAL OF YOUR OLD EWES

Were you, during the 1977-78 season, able to get rid of your old ewes to the works when you wanted to? YES 1

NO 2

If YES, proceed to Question 5M.

If NO, how many old ewes were affected? _____

What will be the effect on your farming operations?
 (Describe briefly.)

5M. WOOL MARKETING

If it were demonstrated that marketing costs could be reduced significantly by a New Zealand Wool Board operation, would you, if a referendum were held, vote for a system which required the Board to purchase all wool produced in New Zealand and to market it in various ways, or would you vote for a continuation of the wool marketing arrangements as they operate at present?

Wool Board purchasing all wool and marketing it in various ways 1
 Continuation of present arrangements 2

5N. VOTING FOR PRODUCER MEMBERSHIP OF MEAT AND WOOL BOARDS

In the election of Producer Representatives for the Meat and Wool Boards, would you personally prefer:-

(a) To be able to exercise your own direct vote for selecting your Representatives for these Boards? 1

or

(b) To continue with the present indirect system (started in 1922) of passing this job over to an Electoral Committee meeting in Wellington, to do it for you? 2

5.O. REASONS AND TIME OF THE YEAR FOR DIPPING YOUR SHEEP

Do you dip your sheep to control:-

Lice 1
 Fly 2
 Lice & Fly 3

When?

OR:-

You dip merely because it's compulsory 4
 When? _____

5P. You dip your own sheep 1 : You use a contractor 2

Method used is: Plunge Dip 1, Constant Replacement Shower 2, Spray Race 3

5Q. In respect of the following animal health matters, what are your expenditure intentions in 1978-79, compared with 1977-78?

	Increase	Same	Decrease
Drenching	1	2	3
Vaccinating	1	2	3
Dipping	1	2	3

5R. What factors influence you in deciding which Dip and which Drench you will use?

	Dip	Drench
Its Price	1	1
If recommended by Stockist	2	2
The Company Marketing the Product	3	3
If recommended by Manufacturer's Rep.	4	4
You've used it before and got good results	5	5
The published product efficiency results	6	6
If recommended by Veterinarian	7	7
Advertising - TV & Other Media	8	8
Any Other Reason (please state)?	9	9

(SHEEP AND BEEF FARMERS NOW GO TO QUESTION 7.)

6. MAINLY CROPPING FARMERS

CROPPING IN THE 1978-79 SEASON

What area of the following crops did you have in 1977-78 and what do you intend having in 1978-79?

Please tick whether areas are in acres or hectares:

Acres Hectares

(If you do not grow the particular crop, tick the 'Not Applicable' column - N/A.)

		1977-78 acres or hectares	1978-79 acres or hectares	N/A
A.	Wheat			
B.	Oats			
C.	Barley			
D.	Maize			
E.	Potatoes			
F.	Processed Crops			
G.	Grass for Seed			
H.	Clover for Seed			
I.	Onions			

7. ALL FARMERS

INVESTMENT ON YOUR FARM

During the 1978-79 season do you expect that your expenditure on the following items will be substantially higher, slightly higher, the same, slightly lower or substantially lower than in the 1977-78 season? (If you do not incur any expenditure on the particular item just tick the 'Not Applicable' column - N/A.)

	Substantially Higher	Slightly Higher	Same	Slightly Lower	Substantially Lower	N/A
	1	2	3	4	5	6
A. Seeding or Reseeding of virgin or developed pasture, etc.						
B. New planting of lucerne						
C. New planting of plantation trees (not shelter or shade trees)						
D. Irrigation/drainage work, construction of landing strips						
E. Access roads, fert. storage facilities						
F. Increased water reticulation facilities						
G. Purchase & erection of new & replacement fencing						
H. Alterations & additions to farm buildings						
I. Erection of new farm buildings						
J. Erection of hay barn, silo or other feed storage facility						

8. FENCING

8A. The various types of fences on your farm are:-

	Line Wire	Fabricated Wire Fence (Boundary)	Other (Please Specify)
Boundary			
Internal			

8B. What length of fencing do you intend to erect during 1978-79?

(Miles)		
Less than 1	1 - 2	Over 2
New Fence	1	2
Repairs	1	2

Compared with 1977-78, this is:- Less 1
More 2

8C. Will the materials for your 1978-79 fencing programme be mainly taken out of your own stock or purchased from your supplier?

	Mainly Own Stock	Mainly from Supplier
Wire	1	2
Posts & Battens	1	2

8D. Your current stock of wire on your farm.

What would your stock of the following be?

1. 12½ gauge high tensile = _____ 25 kg coils
2. No. 8 fencing wire (4 m.m.) _____ 25 kg coils
3. Boundary netting (fabricated farm) = _____ rolls (100 metres)

8E. Who undertakes your fencing programme?

	New Fencing	Repairs
Your Own Staff?	1	1
Contractor?	2	2

9. FERTILISER AND LIME

9A. What tonnage of Fertiliser and Lime did you apply in the 1977-78 season and what do you intend applying in the coming 1978-79 season?

	Fertiliser (tonnes)	Lime (tonnes)
1977-78 Season		
1978-79 Season		

10. FERTILISER 'MIXTURES'

10A. From which works do you normally obtain your fertiliser requirements?

Name: _____

10B. Have you had any reason during the past twelve months to query a consignment?

YES 1 NO 2

If NO, proceed to Question 11.

112.

10C. If YES, was the consignment deficient in

Quantity	<input type="checkbox"/>
Quality	<input type="checkbox"/>

10D. What was the name of the fertiliser
or description of the fertiliser mixture?

Name: _____

10E. Did you take up your complaint with?

Manufacturer/Works	<input type="checkbox"/>
Merchant	<input type="checkbox"/>

If NO, proceed to Question 11.

10F. If YES, State Briefly:-

- (i) The Nature of the Complaint _____

- (ii) Frequency of the Trouble over last Five Years _____

- (iii) The Outcome of your Query _____

11. AGRICULTURAL CHEMICALS

11A. Do you expect that in the 1978-79 production season you will purchase substantially greater, slightly greater, the same, slightly less or substantially less weedicides and pesticides than in the 1977-78 season, and how do your present stocks compare with a year ago?

Agricultural Chemicals (Weedicides & Pesticides)

	Intended Purchases in 1978-79 (Compared to '77-78)	Stocks on your Farm Compared with a Year Ago
Substantially Greater	1	1
Slightly Greater	2	2
Same	3	3
Slightly Less	4	4
Substantially Less	5	5

11B. From where do you seek advice on and where do you purchase your Agricultural Chemicals?

Agricultural Chemicals

I get Advice from:

Ministry of Agriculture	1
Local Stockist	2
Product Manufacturer	3
Spraying Contractor	4
Other (please specify)	

I Purchase from:

Stock & Station Agent	1
Trading Society	2
Farmers Co-operative	3
Dairy Company	4
Other (please specify)	

12. LABOUR ON THE FARM

In the 1978-79 season do you expect to be employing more, the same number, or fewer permanent and casual staff than in the 1977-78 season, apart from the Special Employment Scheme?

	More	Same	Less	Employ no Staff
Permanent Farm Staff	1	2	3	4
Casual Farm Staff	1	2	3	4

13. THE SPECIAL FARM EMPLOYMENT SCHEME

Near the end of 1977 Government announced a special subsidised employment scheme available to all farmers. It was designed to provide labour for additional jobs on the farm and would continue until end of October 1978 when it will be reviewed.

13A. Have you employed anyone under this scheme?

YES	1
* NO	2

* If NO, go to Question 13D.

13B. If YES, have you found the scheme

Satisfactory	1
Unsatisfactory	2

13C. If UNSATISFACTORY, please explain briefly why:-

* 13D. If you have not used the scheme so far, what is your reason for not doing so? (State briefly):-

14. FARM MACHINERY AND IMPLEMENTS

In 1978-79 which of the following do you intend purchasing (use tick) and what make do you think you will choose? If undecided on Make, insert N/D.

- A. { Wheeled Tractor
H. power _____ } Make _____
- B. { Crawler Tractor
H. power _____ } Make _____
- C. { Header Harvester
Size _____ } Make _____
- D. Hay Baler Make _____
- E. Plough Make _____
- F. Cultivator Make _____
- G. Mower Make _____
- H. Roller Make _____

14. FARM MACHINERY AND IMPLEMENTS (cont'd)

I.	Drill	<input type="checkbox"/>	Make _____
J.	Milking Machine Size _____	<input type="checkbox"/>	Make _____
K.	Irrigation Pump	<input type="checkbox"/>	Make _____
L.	Irrigation Plant	<input type="checkbox"/>	Make _____
M.	Shearing Machine Size _____	<input type="checkbox"/>	Make _____
N.	Grain Storage Equipment	<input type="checkbox"/>	Make _____
O.	4-Wheeled Drive Vehicle	<input type="checkbox"/>	Make _____
P.	Truck Size _____	<input type="checkbox"/>	Make _____
Q.	Utility Vehicle	<input type="checkbox"/>	Make _____
R.	Motor Car _____ cc rating	<input type="checkbox"/>	Make _____
S.	Station Wagon _____ cc rating	<input type="checkbox"/>	Make _____
T.	Farm Bike	<input type="checkbox"/>	Make _____

15. LIVESTOCK INCENTIVE SCHEME

The Livestock Incentive Scheme was introduced in the 1976 Budget and modified in the 1977 Budget.

15A. Have you joined or applied to join this Scheme?

Yes	<input type="checkbox"/>	Skip to Q. 15D.
No	<input type="checkbox"/>	

15B. If YES, how many additional stock units have you contracted to rear?

15C. How do you rate the prospects of your achieving this target?

Poor	<input type="checkbox"/>
Reasonable	<input type="checkbox"/>
Good	<input type="checkbox"/>

NOW SKIP TO QUESTION 16.

15D. What is your reason for not joining the Scheme? _____

16. THE RATE OF INFLATION

If you were asked to predict the annual rate of internal inflation in the 1978-79 production year (as measured by the Consumer Price Index), what would you consider the most likely rate?

(Note - In 1977-78 it was approximately 14 per cent - as predicted by farmers in last year's Lincoln College Survey.)

_____ per cent in 1978-79.

17. THE MOST IMPORTANT LIMITING FACTOR

If you were asked to give what, in your opinion, is the most important single factor limiting an expansion of output on your farm, what would it be?

Please specify:-

18. THE MOST EFFECTIVE EXPANSION INCENTIVE

To achieve the greatest increase in farm production, what incentive(s) should the Government provide?

19. YOUR NET INCOME (BEFORE TAX) IN 1978-79

Compared with your 1977-78 net income, at this stage what would you estimate your 1978-79 net farm income (before tax) will be?

More than 20% Higher	1
11-19% Higher	2
6-10% Higher	3
1-5% Higher	4
No Change	5
1-5% Lower	6
6-10% Lower	7
11-19% Lower	8
Over 20% Lower	9

20. YOUR TOTAL LIABILITIES (As with all other questions, the answer is CONFIDENTIAL to me. J.G.P.)
Please indicate the bracket in which your total liabilities were at end December 1977.

Less than \$ 5,000	1	\$100,001 - \$150,000	9
\$ 5,001 - \$ 10,000	2	\$150,001 - \$200,000	10
\$ 10,001 - \$ 20,000	3	\$200,001 - \$250,000	11
\$ 20,001 - \$ 30,000	4	\$250,001 - \$300,000	12
\$ 30,001 - \$ 40,000	5	\$301,001 - \$400,000	13
\$ 40,001 - \$ 50,000	6	\$401,000 - \$500,000	14
\$ 50,001 - \$ 75,000	7	Over \$500,000.	15
\$ 75,001 - \$100,000	8		

21. How were your liabilities distributed amongst the following loan sources at the end of 1977?

	%	OR	AMOUNT (\$)
1. Trading Bank			
2. Stock & Station Agent			
3. Dairy Company			
4. Finance or Hire Purchase Company			
5. Savings Bank(Trustee or Trading Bank)			
6. Family Relatives			
7. Other People - through your solicitor			
8. Trust or Trustee Company or Office			
9. Insurance Company-incl. Govt. Life			
10. Marginal Lands Board			
11. Rural Banking & Finance Corpn.			
12. Other (please specify) _____			
Total	100%		

22. 22A. During the 1978-79 season will you be faced with having to negotiate the renewal of a mortgage or other loan?

YES 1
 NO 2 Skip to Q.23.

22B. If YES, what is the total amount involved? \$ _____,000

22C. To whom is/are the amount(s) owing? _____
 (Refer to List in Question 21.)

22D. To whom will you apply to borrow this amount?
 (Refer to List in Question 21.)

1st _____
 2nd _____
 3rd _____

23. ADDITIONAL FINANCE REQUIREMENTS FOR 1978-79

23A. Apart from any refinancing would you indicate whether, during the 1978-79 season, you will be requiring additional finance?

Short-Term Finance (i.e. Current A/C or less than 3 years)
 Medium-Term Finance (3 to 10 years)
 Long-Term Finance (Over 10 years)

23B. Would you estimate how much you will be seeking?

\$

23C. From what source(s) do you hope to obtain this additional amount?

Please Specify: (Refer to List on Question 21.)

24. AVAILABILITY OF FINANCE IN THE 1977-78 SEASON

24A. During the 1977-78 season were you able to secure finance for all your farming requirements?

YES Skip to Q.25.
 NO

If NO, please give brief details of the purpose for which the loan was required, the amount sought and the sources that declined your application.

24B. Purpose:- _____

24C. Amount:- _____

24D. Sources Approached:- Refer to List in Question 21.

24E. Reasons for Decline were:-

25. YOUR TRADING BANK

25A. Which Trading Bank do you Use?

Australia & New Zealand Banking Group Ltd.	<input type="checkbox"/>
Bank of New South Wales	<input type="checkbox"/>
Bank of New Zealand	<input type="checkbox"/>
Commercial Bank of Australia Ltd	<input type="checkbox"/>
National Bank of New Zealand Ltd	<input type="checkbox"/>

25B. During the 1977-78 season did you find its services to you as a farmer?

Very Satisfactory	<input type="checkbox"/>
Satisfactory	<input type="checkbox"/>
So-So	<input type="checkbox"/>
Not Very Satisfactory	<input type="checkbox"/>
Unsatisfactory	<input type="checkbox"/>

25C. Do you personally think that your bank could improve its service to you as a farmer?

YES NO Skip to Q.26.

25D. If YES, how? _____

26. YOUR STOCK AND STATION AGENT

26A. Which Stock & Station Agent do you Use?

(Please specify) _____

26B. During the 1977-78 season did you find its financial services to you as a farmer?

Very Satisfactory	1
Satisfactory	2
So-So	3
Not Very Satisfactory	4
Unsatisfactory	5

26C. Do you personally think that your Stock & Station Agent could improve its service to you as a farmer?

YES 1 NO 2

SKIP TO QUESTION 27

26D. If YES, How? _____

27. INSURANCE PREMIUMS

27A. How much are you paying in total in Insurance Premiums annually in respect of your own life?

\$ _____

27B. Are you at present borrowing from any of the Insurance Offices to whom you are paying these Premiums?

YES 1
NO 2

Skip to Q. 28.

If YES, how much in total are you borrowing?

\$ _____

28. FUNDS SURPLUS TO YOUR IMMEDIATE NEEDS

If in 1978-79 you should have some funds that you do not need immediately, with whom will you deposit them?

Your Trading Bank	1
Your Stock & Station Agent	2
Other (please specify) _____	3

29. THE RURAL BANKING & FINANCE CORPORATION

29A. Do you think it would be a good idea for the Rural Bank to accept money from farmers as savings or as deposits on demand, and pay competitive interest rates?

YES 1 NO 2

29B. If the Rural Bank introduced a Savings Deposit Scheme would you use it sometime?

YES 1 NO 2

29C. If YES, would you be likely to use such a scheme in the near future?

YES 1 NO 2

29D. Do you have a Loan from the Rural Bank?

YES 1 NO 2 Skip to 29F

29E. If YES, during the 1977-78 season did you find its financial services to you as a farmer?

Very Satisfactory	<input type="checkbox"/> 1
Satisfactory	<input type="checkbox"/> 2
So-So	<input type="checkbox"/> 3
Not Very Satisfactory	<input type="checkbox"/> 4
Unsatisfactory	<input type="checkbox"/> 5

29F. In what way could the Rural Bank improve its services to you as a farmer?

30. TELEVISION

30A. Do you have a Television Set?

YES 1
NO 2 Skip to Q. 30E

30B. If YES, is it Black & White or Colour?

Black & White 1
Colour 2

30C. Do you receive satisfactory signals on both Channels?

		Yes	No
Yes or No?	TV1	<input type="checkbox"/> 1	<input type="checkbox"/> 2
	TV2	<input type="checkbox"/> 1	<input type="checkbox"/> 2

30D. What subjects would you like to see dealt with if a TV series on 'farm production techniques' was introduced?

30E. Do you intend purchasing a TV set during 1978-79 season?

YES 1 NO 2

If YES : Black & White 1 or Colour 2 Skip to Q. 31A

31. RADIO

31A. Do you listen to the Mid-day National Farm Programme?

YES 1
NO 2

31B. Do you have any suggestions for improving this Programme?

32. YOUR READING MATTER, T.V. AND RADIO

32A. If you read any of the following would you please indicate the amount of time you spend on each one?

	Five Minutes	Up to Half an Hour	Over Half an Hour
1. Metropolitan daily newspaper (4 main centres plus Hamilton and Invercargill).	1	2	3
2. Provincial daily newspaper	1	2	3
3. Local bi-weekly newspaper for which you pay	1	2	3
4. Regional free rural newspaper	1	2	3
5. Provincial Fed. Farmers Journal	1	2	3
6. Farm Equipment News	1	2	3
7. N. Z. Dairy Exporter	1	2	3
8. N. Z. Farmer	1	2	3
9. N. Z. Journal of Agriculture	1	2	3
10. Straight Furrow	1	2	3
11. Other periodicals - please specify _____	1	2	3
12. _____	1	2	3
13. _____	1	2	3
14. _____	1	2	3

32B. Would you please indicate to what extent each of the following influences your own farm management decisions and practice.

	Not At All	Moderately	Markedly
1. Metropolitan daily newspaper (4 main centres plus Hamilton and Invercargill).	1	2	3
2. Provincial daily newspaper	1	2	3
3. Local bi-weekly newspaper for which you pay	1	2	3
4. Regional free rural newspaper	1	2	3
5. Provincial Fed. Farmers Journal	1	2	3
6. Farm Equipment News	1	2	3
7. N. Z. Dairy Exporter	1	2	3
8. N. Z. Farmer	1	2	3
9. N. Z. Journal of Agriculture	1	2	3
10. 'Straight Furrow'	1	2	3
11. Television 1	1	2	3
12. Television 2	1	2	3
13. National Radio Stations	1	2	3
14. Commercial Radio Stations	1	2	3
15. Private Radio Stations	1	2	3
16. Any other media? Please specify	1	2	3
17. Other periodicals or other media - please give names and degree of influence.	1	2	3
18.	1	2	3

33.

33A. Did anything in the 1977-78 season cause you to revise any of your production decisions in that season?

YES 1 NO 2 Skip to Q.33B

If YES, please mention these briefly:-

33B. Did anything in the 1977-78 season cause you to revise any of your investment decisions in that season?

YES 1 NO 2 Skip to Q.34

If YES, please mention these briefly:-

34. Now I would like to know a few details about the person answering this questionnaire.

34A. Age (in years)

34B. Sex Male 1
Female 2

34C. Education.

Primary/Intermediate School
Secondary School
Number of years
School Certificate
University Entrance
Seventh Form

34D. Have you attended a course/courses at any of the following Tertiary Institutions?

Lincoln College or Massey University
Technical Correspondence Course
Trades Certificate in Farming
Course at Flock House or Telford
Other Tertiary (specify) _____

35. THE DROUGHT IN 1977-78

In 1974 the Government introduced a number of new measures to increase the ability of individual farmers to maintain production in unfavourable conditions. They included a subsidy on the erection of new hay barns and grain silos and also a lucerne establishment grant scheme. Please indicate by a tick if you have availed yourself of any of these:-

New Hay Barn Subsidy New Grain Silo Subsidy

Lucerne Establishment Grant

During the drought, was your farm affected?

Not at All	1
Slightly	2
Moderately	3
Severely	4

If you were affected could you make any suggestions (apart from rainfall!) that would have enabled you to cope better with the effects of the drought?

Now you have completed the questionnaire.

Please place it in the stamped addressed envelope and post it.

Thank you again for your co-operation. Your answers will be extremely valuable.

John Pryde
JOHN PRYDE

APPENDIX B

SAMPLE STATISTICS

TABLE B 1
Average Area of Farms Surveyed
- By Provincial Land District and Overall

	No. of Valid Observ- ations	<u>Hectares</u>
<u>North Island</u>		
1. Northland	155	183
2. Central Auckland	46	231
3. Sth Auckland - Bay of Plenty	424	142
4. East Coast	34	436
5. Hawkes Bay	96	357
6. Taranaki	136	138
7. Wellington	167	305
<u>South Island</u>		
8. Marlborough	25	505
9. Nelson	32	266
10. Westland	17	205
11. Canterbury	230	384
12. Otago	126	860
13. Southland	147	316
	<u>1,635</u>	<u> </u>
New Zealand Average		297

TABLE B 2

Distribution of Respondents
- By Provincial Land Districts and Overall

	No. of Valid Observ- ations	%
<u>North Island</u>		
1. Northland	157	9
2. Central Auckland	50	3
3. Sth Auckland-Bay of Plenty	447	26
4. East Coast	35	2
5. Hawkes Bay	98	6
6. Taranaki	143	8
7. Wellington	173	10
<u>South Island</u>		
8. Marlborough	27	2
9. Nelson	35	2
10. Westland	19	1
11. Canterbury	236	14
12. Otago	134	8
13. Southland	<u>149</u>	9
	1703	<u>100</u>

TABLE B 3

Classification of Respondents - By Type of Farm

	No. of Valid Observ- ations	%
Mainly Dairy	673	40
Mainly Sheep-Beef	963	56
Mainly Arable	<u>66</u>	<u>4</u>
	1702	100

TABLE B 4

Classification of Responding Farmers -
By Type of Enterprise in Provincial Land District and Overall

	<u>Mainly Dairy</u>	<u>Mainly Sheep & Beef</u>	<u>Mainly Cropping</u>
	No.	No.	No.
<u>North Island</u>			
1. Northland	89	75	0
2. Central Auckland	27	22	0
3. Sth Auckland- Bay of Plenty	301	139	7
4. East Coast, N.I.	1	31	3
5. Hawkes Bay	16	80	2
6. Taranaki	105	36	1
7. Wellington	54	115	2
<u>South Island</u>			
8. Marlborough	5	21	1
9. Nelson	15	18	0
10. Westland	10	9	0
11. Canterbury	16	172	50
12. Otago	10	123	1
13. Southland	12	136	3
	<u>661</u>	<u>977</u>	<u>70</u>
	(39%)	(57%)	(4%)

(1708 Valid Observations).

TABLE B 5

Distribution of Farmer Respondents - By Age

	No. of Valid Observations	Less than 40 yrs %	40-50 %	Over 50 %
<u>North Island</u>				
1. Northland	160	30	37	33
2. Central Auckland	48	19	37	44
3. Sth Auckland-Bay of Plenty	436	33	39	28
4. East Coast, N.I.	30	56	7	37
5. Hawkes Bay	95	48	28	24
6. Taranaki	138	33	37	30
7. Wellington	168	44	27	29
<u>South Island</u>				
8. Marlborough	25	40	20	40
9. Nelson	30	37	30	33
10. Westland	19	58	21	21
11. Canterbury	236	44	23	33
12. Otago	130	44	33	23
13. Southland	147	50	28	22
	<hr/> 1662			
New Zealand Average		39	32	29

TABLE B 6

Distribution of Farmer Respondents - By Size* of Farm

	No. of Valid <u>Observations</u>	<u>'Small'</u> %	<u>'Medium'</u> %	<u>'Large'</u> %
<u>North Island</u>				
1. Northland	164	38	42	20
2. Central Auckland	49	47	24	29
3. Sth Auckland-Bay of Plenty	447	32	35	33
4. East Coast, N.I.	35	29	60	11
5. Hawkes Bay	98	30	54	16
6. Taranaki	143	32	36	32
7. Wellington	172	40	41	19
<u>South Island</u>				
8. Marlborough	27	26	52	22
9. Nelson	33	42	42	16
10. Westland	19	42	26	32
11. Canterbury	238	52	38	10
12. Otago	134	36	39	25
13. Southland	151	68	25	7
	<u>1710</u>			
New Zealand Average		40	38	22

* Size
 'Small' = Under 90 cows (dairy) or under 203 hectares
 'Medium' = 90-130 cows (dairy) or 203-608 hectares
 'Large' = Over 130 cows (dairy) or over 608 hectares.

TABLE B 7

Educational Qualifications of Farmer Respondents -
By Type of Farm and Overall

	No. of Valid Observ- ations	<u>Dairy</u> %	<u>Sheep- Beef</u> %	<u>Cropping</u> %	<u>All Farms</u> %
1. Primary School/Intermediate	1,659	100	100	100	100
2. School Certificate	1,658	30	40	29	35
3. University Entrance	1,658	14	18	15	17
4. Seventh Form	1,658	4	6	9	6
5. Massey or Lincoln Course or Courses	1,665	10	20	23	17
6. Technical Correspondence	1,664	4	5	3	4
7. Trades Certificate in Farming	1,664	3	2	0	2
8. Courses at Flockhouse or Telford	1,664	2	3	1	2
9. 'Other Tertiary'	1,667	8	7	6	7

TABLE B 8

Location of Fertiliser Works from which farmer respondents purchase their fertiliser requirements

	No. of Valid Observ- <u>ations</u>	<u>%</u>
1. Whangarei	133	8
2. Auckland (Otago)	109	7
3. Auckland (Challenge)	62	4
4. Morrinsville	126	8
5. Tauranga	182	11
6. New Plymouth	133	8
7. Napier	186	12
8. Wanganui	100	6
9. Nelson	31	2
10. Christchurch	193	12
11. Timaru	88	5
12. Dunedin	88	5
13. Southland	181	11
	<u>1612</u>	<u>99</u>

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