

U.S. Department of Justice
Washington, DC 20530

Supplemental Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

For 6 Month Period Ending 01/31/2025
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration Number
Beef + Lamb New Zealand, Ltd. 2526
- (c) Primary Business Address
c/o General Counsel, 1320 Old Chain Bridge Road, Suite 440, McLean, VA 22101

2. Has there been a change in the information previously furnished in connection with the following?
- (a) If an individual:
- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSES TO ITEMS 3, 4, 5, AND 6.

3. If the registrant previously filed an Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period. Yes No
- If yes, has the registrant filed an updated Exhibit C? Yes No
- If no, please file the updated Exhibit C.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
Alan Thomson	365 Gardiners Road Christchurch NEW ZEALAND 8051	NEW ZEALAND	Chief Executive Officer	11/04/2024

See Appendix for
Additional Names

(b) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Ceased
See Appendix for Response		

5. (a) Has any person named in Item 4(a) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

Name	Foreign Principal(s) Represented	Services

(b) During this 6 month reporting period, did any employee or individual working in any capacity (including a partner, officer, director or similar official), other than in a clerical or secretarial capacity or in a related or similar capacity, begin rendering services to the registrant directly in furtherance of the interests of any foreign principal(s)?

Yes No

Name	Foreign Principal	Residence Address	Citizenship	Position	Date Assumed

(c) Have any employees or individuals (including partners, officers, directors or similar officials), who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
Terry J. Meikle		08/22/2024

(d) Have any employees or individuals (including partners, officers, directors or similar officials), who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
Terry J. Meikle		New Zealand Meat Producers Board	08/22/2024

6. Have short form registration statements been previously filed by all of the persons named in Items 5(a) and 5(b) of this supplemental statement or submitted with this filing? Yes No

II - FOREIGN PRINCIPAL

7. Has the registrant's connection with any foreign principal(s) ended during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Has the registrant registered for any new foreign principal(s)² during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Foreign Principal

Date Registered

9. In addition to those named in Items 7 and 8, if any, list the foreign principal(s) whom the registrant continued to represent during this 6 month reporting period.

New Zealand Meat Producers Board

10. During this 6 month reporting period, has the registrant filed an amendment for changes to Exhibits A³ and/or B⁴ previously filed for any foreign principal(s)? Yes No

If no, and there is a change to any Exhibit A and/or B, please file an amendment if it is required.

If yes, furnish the following information:

Foreign Principal

Date Amended

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, has the registrant engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail all activities and services:

Foreign Principal	Activities/Services
See Appendix for Response	

12. During this 6 month reporting period, has the registrant, on behalf of any foreign principal, engaged in political activity⁵ as defined below? Yes No

If yes, identify each foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers and subject matter. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's political activities.

Set forth below in the required detail the registrant's political activities.

Foreign Principal	Date	Contact	Method	Purpose
-------------------	------	---------	--------	---------

13. In addition to the above described activities, if any, has the registrant engaged in activity or rendered any services on its own behalf which benefits the registrant's foreign principal(s)? Yes No

If yes, describe fully.

Foreign Principal	Activities/Services
-------------------	---------------------

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, has the registrant received from any foreign principal, or from any other source, for or in the interests of any foreign principal, any contributions, income or money either as compensation or otherwise?

Yes No

If no, please explain why no monies were received.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Foreign Principal	Date Received	From Whom	Purpose	Amount	Subtotal
See Appendix for Response					

\$ 99,079.89

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, has the registrant received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, has the registrant previously filed an Exhibit D⁸ to its registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

If no, please file the required Exhibit D.

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, has the registrant received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	From Whom	Purpose	Thing of Value
New Zealand Meat Producers Board	08/02/2024-01/31/2025	Beef + Lamb New Zealand, Ltd., Head Office, Wellington, New Zealand	Payroll and All Operating Expenses	78000.00

^{6, 7} A registrant is required to file an Exhibit D if he/she collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, has the registrant disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement or transmitted monies to any such foreign principal? Yes No

If no, explain why no disbursements were made.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Foreign Principal	Date	Recipient	Purpose	Amount	Subtotal
New Zealand Meat Producers Board	08/02/2024-01/31/2025	Employee: Jason Frost Expense Reimbursements	Travel, hotel, flights, conference registrations, transportation, meals conferenc	\$12,436.00	
New Zealand Meat Producers Board	08/02/2024-01/31/2025	Employees: Jason Frost and Elizabeth Lockhart	Payroll, taxes and fees	\$56,621.00	
New Zealand Meat Producers Board	08/02/2024-01/31/2025	MICA (Meat Import Council of America - Annual Dues Meat Institute - Allied Annual Dues General Counsel - Registered Agent AFFCO - NZ Lamb Distributor	Annual Dues and Annual State Filing	\$ 4,945.00	
New Zealand Meat Producers Board	08/02/2024-01/31/2025	-----	Lamb Donation to NZ Embassy	\$ 1,439.00	
New Zealand Meat Producers Board	-----	-----	-----	----->	\$75,441.00

\$ 75,441.00

 Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, has the registrant disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Foreign Principal	Date	Recipient	Purpose	Thing of Value
-------------------	------	-----------	---------	----------------

(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, has the registrant (or any short form registrant) from its own funds and on its own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value
------	-------	----------------------------------	--------	-----------------------

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, has the registrant prepared, disseminated or caused to be disseminated any informational materials?¹² Yes No

(b) If yes, identify each such foreign principal for which informational materials were disseminated and respond to the remaining items in this section.

17. During this 6 month reporting period, has a budget been established or specified sum of money allocated to finance the registrant's activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, and specify the period of time and the amount.

Foreign Principal	Period of Time	Amount
-------------------	----------------	--------

Total

18. During this 6 month reporting period, has the registrant's activities in preparing, disseminating or causing the dissemination of informational materials included the use of any of the following:

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Magazine or newspaper | <input type="checkbox"/> Advertising campaigns | <input type="checkbox"/> Press releases | <input type="checkbox"/> Pamphlets or other publications |
| <input type="checkbox"/> Lectures or speeches | <input type="checkbox"/> Radio or TV broadcasts | <input type="checkbox"/> Motion picture films | <input type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Email | | | |
| <input type="checkbox"/> Website URL(s): _____ | | | |
| <input type="checkbox"/> Social media websites URL(s): _____ | | | |
| <input type="checkbox"/> Other (<i>specify</i>) _____ | | | |

19. During this 6 month reporting period, has the registrant prepared, disseminated, or caused to be disseminated informational materials among any of the following groups:

- | | | |
|---|---|---|
| <input type="checkbox"/> Public officials | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input type="checkbox"/> Other (<i>specify</i>) _____ | | |

20. Indicate the language used in the informational materials:

- English Other (*specify*) _____

21. Has the registrant filed with the FARA Unit, U.S. Department of Justice a copy of each item of such informational materials prepared, disseminated or caused to be disseminated during this 6 month reporting period? Yes No

If no, please file the required informational materials.

22. Has the registrant labeled each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature ¹³
<u>10/10/2025</u>	<u>Elizabeth Lockhart</u>	<input type="text" value="Sign"/> <u>/s/Elizabeth Lockhart</u>
<u> </u>	<u> </u>	<input type="text" value="Sign"/> <u> </u>
<u> </u>	<u> </u>	<input type="text" value="Sign"/> <u> </u>
<u> </u>	<u> </u>	<input type="text" value="Sign"/> <u> </u>

13 This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date

Printed Name

Signature

10 October
2025

Elizabeth Lockhart

E Lockhart

Appendix
Response to Item 4(a) Attached

Item 4(a): Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? If yes, furnish the following information:

List of Persons Who Were Added As Partners/Officers/Directors

Appendix
Response to Item 4(b) Attached

Item 4(b): Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? If yes, furnish the following information:

List of Persons Who Were Ceased As Partners/Officers/Directors

Appendix Response to Item 11

Item 11: During this 6 month reporting period, has the registrant engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? If yes, identify each foreign principal and describe in full detail all activities and services:

Foreign Principal(s)	Activities/Services
New Zealand Meat Producers Board	Maintaining administrative and financial office to represent Beef + Lamb New Zealand. Trade & relationship manager keeps up to date on U.S. conferences related to the beef & lamb industries. August - CBB (Cattleman's Beef Board) Conference, San Diego, CA; WITA (Washington Insider Trade Association) DC Annual Conference November - CSU Forum, Denver, CO December - MICA (Meat Importers Council of America) Conference, Orlando, FL; Minnesota Sustainable Agriculture Summit

Appendix Response to Item 14(a)-Detail

Foreign Principal(s)	Date Received	From Whom	Purpose	Amount	Subtotal
New Zealand Meat Producers Board	08/02/2024-01/31/2025	Beef + Lamb New Zealand, Ltd., Head Office, Wellington, New Zealand	Meat Institute - Allied Annual Dues MICA (Meat Importers Council of America - Annual Membership General Counsel - VA Agent Filing Fee	\$ 6,595.00	
New Zealand Meat Producers Board	08/02/2024-01/31/2025	Beef + Lamb New Zealand, Ltd., Head Office, Wellington, New Zealand	General Counsel - Virginia/U.S. agent - VA State Commission Filing FARA Filing AFFCO U.S. Lamb Distributor	\$ 2,049.00	
New Zealand Meat Producers Board	08/02/2024-01/31/2025	Beef + Lamb New Zealand, Ltd., Head Office, Wellington, New Zealand	Payroll, Taxes & Fees Employees: Jason Frost & Elizabeth Lockhart	\$78,000.00	
New Zealand Meat Producers Board	08/02/2024-01/31/2025	Beef + Lamb New Zealand, Ltd., Head Office, Wellington, New Zealand	Expenses: overhead, reimbursements for travel (flights, accommodations, transportation, meals, drinks, etc) Registrations and Subscriptions	\$12,435.89	
New Zealand Meat Producers Board	-----	-----	-----	----- >	\$99,079.89



Company Extract

BEEF + LAMB NEW ZEALAND LIMITED

NZBN: [REDACTED]

Entity Type: NZ Limited Company
Incorporated: 31 Jul 2003
Current Status: Registered
Constitution Filed: Yes
Annual Return Filing Month: April

Ultimate holding company: MEAT AND WOOL TRUST LIMITED
Type of entity: NZ Limited Company
Registration number / ID: [REDACTED]
Country of registration: New Zealand
Registered office address: Level 4, 154 Featherston Street, Wellington, NZ

Company Addresses

Registered Office
Level 4, 154 Featherston Street, Wellington, NZ

Address for Service
Level 4, 154 Featherston Street, Wellington, NZ

Directors

ACLAND, Kate Louise
Mt Somers Station, No. 1 Rd, Ashburton, 7771, NZ

CONLEY, Peter William
21 Heaton Drive, Rd 2, Tai Tapu, 7672, NZ

CRAWSHAW, Patrick Richard
1285 Waihau Road, Rd 6, Napier, 4186, NZ

GUILLEUX, Alexandre Pierre Leon
Unit 7, 178 Kohimarama Road, Kohimarama, Auckland, 1071, NZ

HYSLOP, Nicola Alice Orbell
411 Pleasant Point Highway, Rd 5, Timaru, 7975, NZ



Company Extract

BEEF + LAMB NEW ZEALAND LIMITED

NZBN: [REDACTED]

STEWART, Andrew
422 Makuhou Road, Marton, 4788, NZ

TAUWHARE-GEORGE, Warwick John
5 Victoria Road, New Plymouth, New Plymouth, 4310, NZ

WEIR, Phillip Andrew
113 Corcoran Road, Rd 5, Te Pahu, 3285, NZ

YOUNG, Geoffrey Alan
1385 Cattleflat Road, Rd 6, Riversdale, 9776, NZ

Shareholdings

Total Number of Shares: 1,000,000

Extensive Shareholdings: No

1,000,000 1364084
MEAT AND WOOL TRUST LIMITED
Level 4, 154 Featherston Street, Wellington

For further details relating to this company, check <https://app.companiesoffice.govt.nz/co/1345084>

Extract generated 18 September 2025 06:36 AM NZST

 [Log in/Create an account](#)



 
Search Menu

[Home](#) [News](#) **Sam Mclvor bids farewell to B+LNZ**

[← Back](#)

Sam Mclvor bids farewell to B+LNZ

Thursday, 18 Jul 2024

In his final week, B+LNZ and NZMB chief executive Sam Mclvor reflects on 17 years with the organisation and valuable lessons learned over the last eight years as CEO. He is set to embark on his new role as chief executive at OSPRI soon.



This is the last time you'll hear from me as CEO of B+LNZ and the NZ Meat Board after eight years. It has been a real privilege to serve farmers and it's been an eventful time. Reflecting on recent years, we've seen significant developments both within our organisations and across our industry.

Highlights for me include the Red Meat Profit Partnership, a key catalyst in fostering greater industry collaboration, the launch of Taste Pure Nature, the NZ Farm Assurance Programme and NZFAP+.

We have navigated global shifts like Brexit and secured significant FTAs through the CPTPP, and with the UK and the EU. China's emergence as a key export market has been notable, bringing positives and challenges.

We have contended with COVID -19, *M. bovis*, and the biggest policy reform in 30 years, dominated by the environment.

We've seen the highest sheep and beef returns in 40 years followed rapidly by the lowest returns in 20 years.

B+LNZ has undertaken a significant uplift in research and innovation investment, genetics and extension efforts, and increased integration with the dairy industry. We have navigated through repeated reform across research and industry training, all while building greater collaboration across primary industry organisations.

During my time I have had the privilege of helping to shape two B+LNZ strategies, a Red Meat Sector Strategy, a sector environment strategy and validating our low carbon footprint and biodiversity benefits – it's been quite a ride!

I've worked for B+LNZ for 17 years in two stints since the late 90s, initially spending nine years in extension and R&D. It's really hard to sum up that amount of time but here are some reflections, particularly focused on the last eight years as CEO:

We have been through a lot of change – the change will continue and how we as a sector anticipate, prepare, and respond to it will be critical to success.

The industry should seek to determine its own destiny, leading it is preferable to it being dictated by others.

We've made tremendous progress with greater collaboration across the industry v chain, but it will need to get better.

We need to take the next leap in productivity - I believe it's possible. Farmer-led and -driven initiatives can give us this.

Genetics has been absolutely transformational in our sheep industry and needs to continue at pace. Our beef and dairy beef genetics utilisation needs a step up.

"Nature positive": the interaction of climate change, biodiversity, soil and water will dominate our production and market environment over the next ten years. The industry is well positioned in this regard – but we need to invest in better measurement and validation to provide assurance to customers and other stakeholders.

Technology and data, including Artificial Intelligence, offer tremendous opportunities and the sector must embrace them.

Tenacity on trade will be critical. Extracting full value from FTAs and removal of non-tariff barriers still offer real value – keeping the Government accountable and our active involvement and influence in international trade conversations is key.

Being clear as a sector about how we want to position ourselves, how we want to feel about ourselves, how we want others to see us and then following that up with the right behaviours.

We should be taking every opportunity to celebrate success and encourage each other to continue excelling in what we do and getting behind our emerging leaders. Our camaraderie and sharing as a sector set us apart internationally – so keep doing it.

Thanks for the opportunity to work with you all. The most enjoyable part of my job has been on-farm, face-to-face in the regions witnessing you as farmers demonstrating world class farming. It's an industry I'm extremely proud of and I remain committed to its success.

I acknowledge it's tough times right now, but I'm absolutely confident the sector has a vibrant future. B+LNZ has a critical role to play with you, and on your behalf to nail the points noted above. The team is massively committed and competent and while it was a tough decision to leave, I'm confident the next leader will take the organisation a step up in delivering value and impact.

I look forward to continuing the relationships as I transfer to OSPRI from 1 August and I encourage you to take the next few days weeks to get your NAIT records straight!

Kind regards

Sam

Contact Us

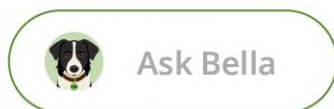
Phone: +64 4 4739150

Freephone within NZ:
0800 BEEFLAMB (0800 233 352)

Email: enquiries@beeflambnz.com

[View Regional teams contacts](#)

✓ Other Websites



Your Knowledge Hub assistant



© Copyright Beef + Lamb New Zealand 2025

[Terms & Conditions](#) [Privacy Policy](#) [Accessibility](#)

 Log in/Create an account



 
Search Menu

[Home](#) [News](#) **Sam Mclvor bids farewell to B+LNZ**

[← Back](#)

Sam Mclvor bids farewell to B+LNZ

Thursday, 18 Jul 2024

In his final week, B+LNZ and NZMB chief executive Sam Mclvor reflects on 17 years with the organisation and valuable lessons learned over the last eight years as CEO. He is set to embark on his new role as chief executive at OSPRI soon.



This is the last time you'll hear from me as CEO of B+LNZ and the NZ Meat Board after eight years. It has been a real privilege to serve farmers and it's been an eventful time. Reflecting on recent years, we've seen significant developments both within our organisations and across our industry.

Highlights for me include the Red Meat Profit Partnership, a key catalyst in fostering greater industry collaboration, the launch of Taste Pure Nature, the NZ Farm Assurance Programme and NZFAP+.

We have navigated global shifts like Brexit and secured significant FTAs through the CPTPP, and with the UK and the EU. China's emergence as a key export market has been notable, bringing positives and challenges.

We have contended with COVID -19, *M. bovis*, and the biggest policy reform in 30 years, dominated by the environment.

We've seen the highest sheep and beef returns in 40 years followed rapidly by the lowest returns in 20 years.

B+LNZ has undertaken a significant uplift in research and innovation investment, genetics and extension efforts, and increased integration with the dairy industry. We have navigated through repeated reform across research and industry training, all while building greater collaboration across primary industry organisations.

During my time I have had the privilege of helping to shape two B+LNZ strategies, a Red Meat Sector Strategy, a sector environment strategy and validating our low carbon footprint and biodiversity benefits – it's been quite a ride!

I've worked for B+LNZ for 17 years in two stints since the late 90s, initially spending nine years in extension and R&D. It's really hard to sum up that amount of time but here are some reflections, particularly focused on the last eight years as CEO:

We have been through a lot of change – the change will continue and how we as a sector anticipate, prepare, and respond to it will be critical to success.

The industry should seek to determine its own destiny, leading it is preferable to it being dictated by others.

We've made tremendous progress with greater collaboration across the industry v chain, but it will need to get better.

We need to take the next leap in productivity - I believe it's possible. Farmer-led and -driven initiatives can give us this.

Genetics has been absolutely transformational in our sheep industry and needs to continue at pace. Our beef and dairy beef genetics utilisation needs a step up.

"Nature positive": the interaction of climate change, biodiversity, soil and water will dominate our production and market environment over the next ten years. The industry is well positioned in this regard – but we need to invest in better measurement and validation to provide assurance to customers and other stakeholders.

Technology and data, including Artificial Intelligence, offer tremendous opportunities and the sector must embrace them.

Tenacity on trade will be critical. Extracting full value from FTAs and removal of non-tariff barriers still offer real value – keeping the Government accountable and our active involvement and influence in international trade conversations is key.

Being clear as a sector about how we want to position ourselves, how we want to feel about ourselves, how we want others to see us and then following that up with the right behaviours.

We should be taking every opportunity to celebrate success and encourage each other to continue excelling in what we do and getting behind our emerging leaders. Our camaraderie and sharing as a sector set us apart internationally – so keep doing it.

Thanks for the opportunity to work with you all. The most enjoyable part of my job has been on-farm, face-to-face in the regions witnessing you as farmers demonstrating world class farming. It's an industry I'm extremely proud of and I remain committed to its success.

I acknowledge it's tough times right now, but I'm absolutely confident the sector has a vibrant future. B+LNZ has a critical role to play with you, and on your behalf to nail the points noted above. The team is massively committed and competent and while it was a tough decision to leave, I'm confident the next leader will take the organisation a step up in delivering value and impact.

I look forward to continuing the relationships as I transfer to OSPRI from 1 August and I encourage you to take the next few days weeks to get your NAIT records straight!

Kind regards

Sam

Contact Us

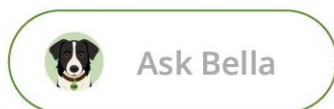
Phone: +64 4 4739150

Freephone within NZ:
0800 BEEFLAMB (0800 233 352)

Email: enquiries@beeflambnz.com

[View Regional teams contacts](#)

✓ Other Websites



Your Knowledge Hub assistant



© Copyright Beef + Lamb New Zealand 2025

[Terms & Conditions](#) [Privacy Policy](#) [Accessibility](#)