

Environment Waikato Clean Streams Project

Survey of farmers June 2007

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1 Research purpose

Versus Research was commissioned by Environment Waikato to survey farmers in the Waikato region to measure farmer awareness and perceptions of the Clean Streams project.

2 Methodology

A telephone survey of a random sample of farmers from the Environment Waikato catchment area was conducted on Tuesday, 19 June 2007. Surveying was conducted in the evening between 4.30-9.00pm.

A pilot survey was completed on Monday, 18 June 2007 to check questionnaire flow and ensure any potential areas for confusion were eliminated and or technical issues removed prior to "going live".

The final sample consisted of n=219 farmers. A profile of the sample is provided in Section 6.0 in this report.

Environment Waikato supplied Versus Research with a database of contact people which was then tele-matched to generate phone numbers. All interviewing was completed on the Versus CATI (computer-assisted-telephone-interviewing) system on-site in Hamilton, with interviewers supervised by a senior researcher at all times to handle non-basic questions or queries and or complaints. Survey data was checked, audited and 'cleaned' throughout the survey process.

Average survey length was around 5-6 minutes and most farmers were happy to give their views on the subject.

Margin of error

The overall sample of n=219 has a maximum margin of error of plus or minus 6.6% at the 95% confidence level and when p =.5 (maximum population variability).

Notes on reporting

Most of the results in this report are shown in graphs for ease of interpretation. Please note that not all percentages shown add up to 100% due to rounding and or with questions with multiple responses

Any statistically significant differences of interest between demographic groups have been shown in graphs or noted further.

On the graphs, statistically significant differences have been indicated by a red square or circle.

3 Summary of results

Fencing of waterways

- Most farmers (80%) had done some fencing and or planting to exclude stock from waterways on their properties in the last five years.
- While most had not consulted any particular organisation for information on fencing or planting, of those that had, the majority had consulted Environment Waikato (58% for fencing information, 68% for planting information).
- Most farmers who had done any fencing or planting did the work themselves (78%) rather than use contractors. The main reason farmers had done the fencing was to

control stock or keep stock away from waterways (76%), with 30% mentioning it was to clean up the waterways.

- Of those farmers who had not done any fencing, the majority said it was because their property was already fenced or it was not needed or no waterway on their farm. Only a small proportion (7%) mentioned the cost.

Awareness of Clean Streams project

- Once prompted, the majority of farmers (77%) had heard of the Clean Streams project and most had a good idea of what the project was set up to do. Awareness was higher among those farmers who had done some fencing or planting in the last five years.
- However, only 20% of farmers who had heard of the project were aware of the level of subsidy.
- While most farmers had heard of the project, only 17% of those who had heard of it had so far had any involvement with it – either through receiving funding (46%) or advice or information (43%).
- Of those that had been involved in the project, 71% had actually applied for funding, with the majority of them (80%) being successful in getting funding. While nearly half of these successful applicants (47%) said they would have done the fencing anyway though it was nice to get the money, for the rest funding did make a difference, with 29% saying the funding made it possible for them to do all the fencing, 24% saying it had brought the timing forward for them and 6% saying they were able to do more than they would otherwise.
- Of those who did not get funding or who were unaware if they did or not (four people) two said they would apply again, one would not and the other did not know.
- Of the 29% of farmers (eight people) who had some involvement with the Clean Streams project but who did not apply for funding, most either could not be bothered, had not got around to it, had timing issues, or did not know.
- While 82% of farmers had not yet had any involvement with the Clean Streams project, almost half of them (46%) would consider applying to the fund, particularly those who fenced in last five years (49%). For the 41% who would not apply, most gave the reason that they did not need to as their property was already fenced or they had done all they needed. A few said they could not be bothered or thought it was not worth it or waste of time. Only one farmer said it was because he did not want Environment Waikato involved.

Other organisations

- There was no one particular organisation that farmers would consider comfortable approaching to assist them on their farm, with most saying they were unsure or could not think of anyone in particular. 9% said Environment Waikato, 8% Federated Farmers, 6% a district or local council and 3% Fonterra.

Barriers and incentives for farmers

- A subsidy was mentioned by nearly a third of farmers as a key incentive to assist and encourage them to fence and plant to keep stock out of waterways. Other key subjects mentioned included more advice and information and education about the benefits, along with wanting to farm organically and being left to do it in their own time.
- More than a third of farmers cited cost as a deterrent to their fencing and planting their waterways, with others citing time and effort required, its not being practical on

their farm or not needing to. 20% could not think of any deterrents to their fencing or planting their waterways.

- 30% of farmers did not know what level of subsidy Environment Waikato should offer to make it worthwhile for them to apply to the fund. Of the farmers who did express a subsidy level, the majority said between 30-50%.

4 Conclusions and recommendations

While overall awareness of Environment Waikato's Clean Streams project is high among farmers, the fact that most did not mention it spontaneously and were unaware of the subsidy levels available suggests that it is generally not top-of-mind for farmers. Additional publicity and dissemination of information about the project and subsidy level might increase uptake. Increased awareness of a subsidy could be of particular importance, given that a subsidy is seen as a key incentive to farmers to fence their waterways, and cost is seen as a key barrier by some.

There is a distinct correlation between recent fencing of property or planting and awareness of the Clean Streams project. It is unclear whether farmers who fenced their properties became aware of Clean Streams in the process of fencing, or whether they undertook the fencing as a result of becoming aware of the Clean Streams project. It is possible, and it is suggested to some extent by this study, that responsible farmers will take steps to safeguard waterways on their property (if it is possible to do so) regardless of whether they are offered incentives. However, to the extent that some respondents did say cost was an inhibiting factor in taking such steps, improved awareness of and access to the Clean Streams subsidies could presumably have an impact.

With regard to funding, for those who have applied the process appears to have been straightforward with almost all being successful with their application and likely to apply again should they need to.

While a few farmers did make the odd negative comment about Environment Waikato, it does not appear that Environment Waikato's running the project is affecting its take-up rate, or that a different organisation would be likely to have greater success.

Furthermore, reasons that farmers would not apply to the fund do not appear to be driven by a reluctance to involve Environment Waikato but more because of general ambivalence, such as the impression that it was not worth it, they could not be bothered, it was a waste of time or perhaps more importantly, that they did not need to as their property was now fully fenced.

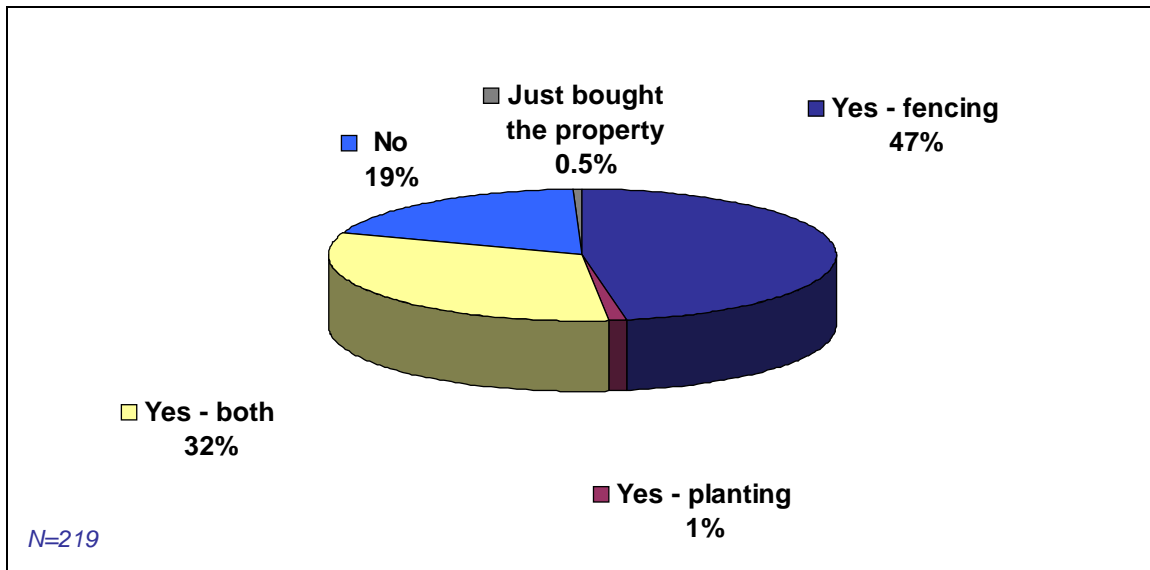
5 Results in detail

5.1 Farmers who have undertaken fencing or planting

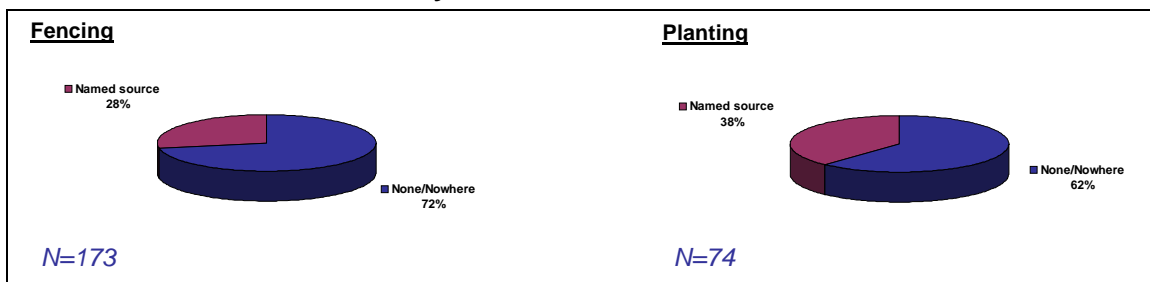
Out of the 219 farmers interviewed, 80% of them had done some fencing and or planting in the last 5 years. 47% had done fencing only, 1% planting only, and 32% had done both.

72% of farmers who had done some fencing and 62% who had done some planting had not contacted any particular organisation for information. Of those that had, 58% had gone to Environment Waikato for information on fencing and 68% for information on planting.

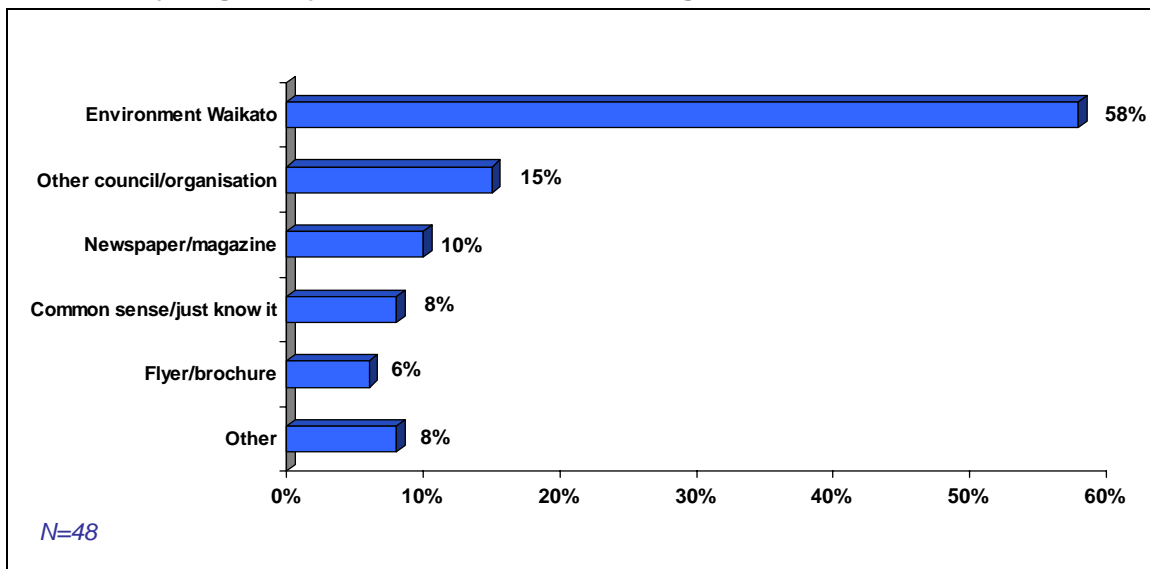
Have you undertaken any fencing or planting to exclude stock from waterways on your property in the last five years?



Where did you go for your information on fencing or planting? Did you get any information or advice from any organisation to help with your fencing or planting to exclude stock from waterways?



Where did you go for your information on fencing?

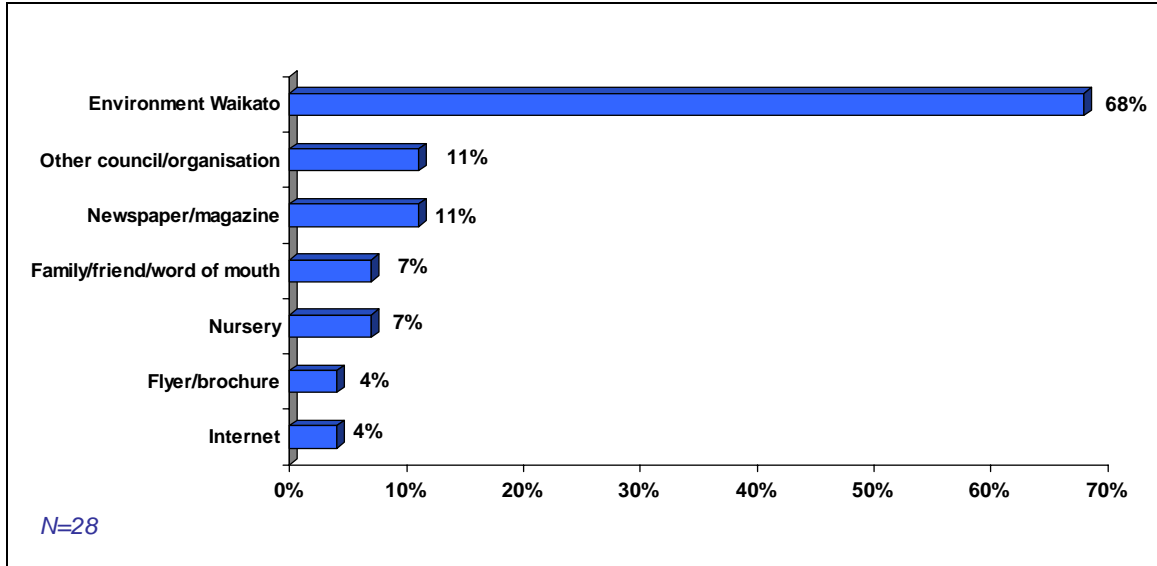


All 'other' comments:

- *I've actually entered in to the farm environmental awards two years running and they told me it was very good.*

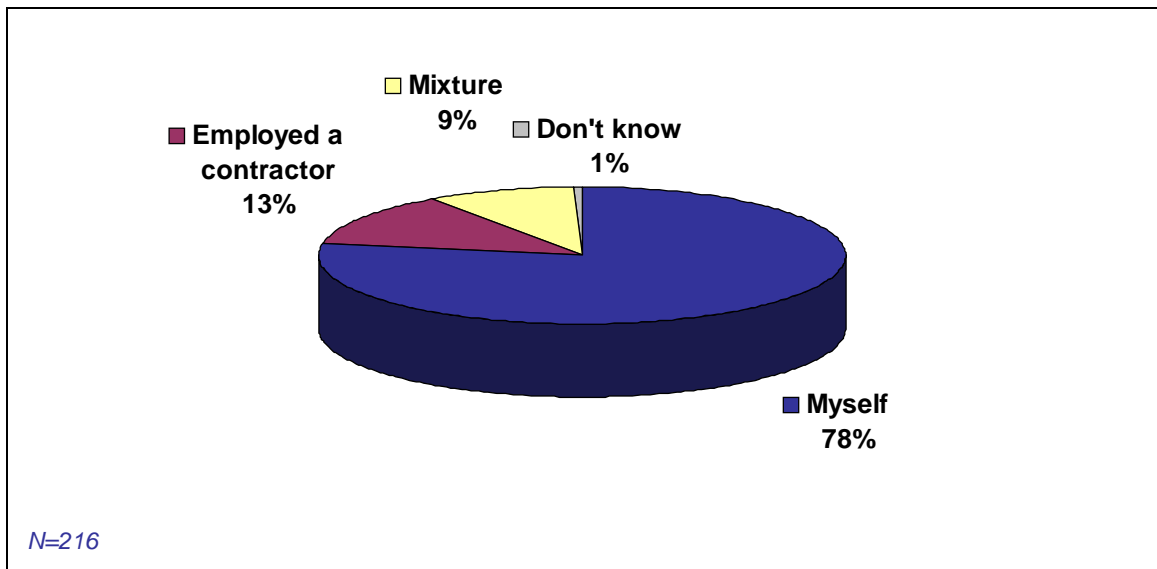
- *The community.*
- *Went to get help and got denied.*
- *Can't remember.*

Where did you go for your information on planting?



Over three quarters of farmers had undertaken the work themselves (78%), with a much smaller proportion employing a contractor (13%).

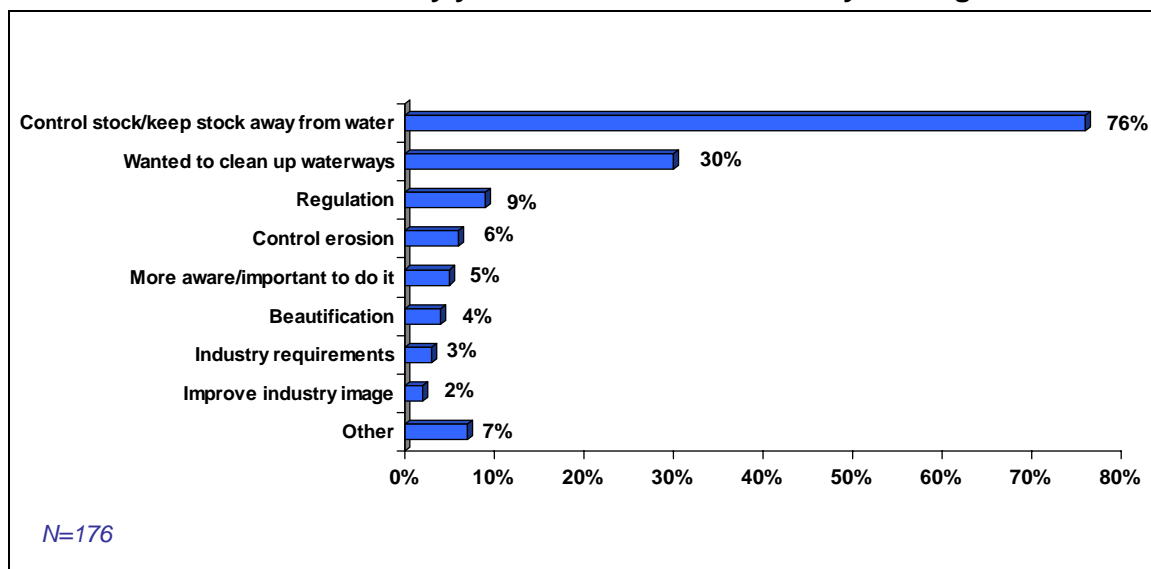
Did you do the work yourself or did you employ a contractor?



The major reason cited by farmers for doing this sort of work was to control their stock or keep them away from the water (76%). Just under a third indicated it was because they wanted to clean up the waterways (30%).

Only one person interviewed mentioned receiving funding through the Clean Streams project at this stage in the survey, and a further two had heard about it and decided to get on and do the work themselves.

What are the main reasons why you undertook this waterway fencing?



All 'other' comments:

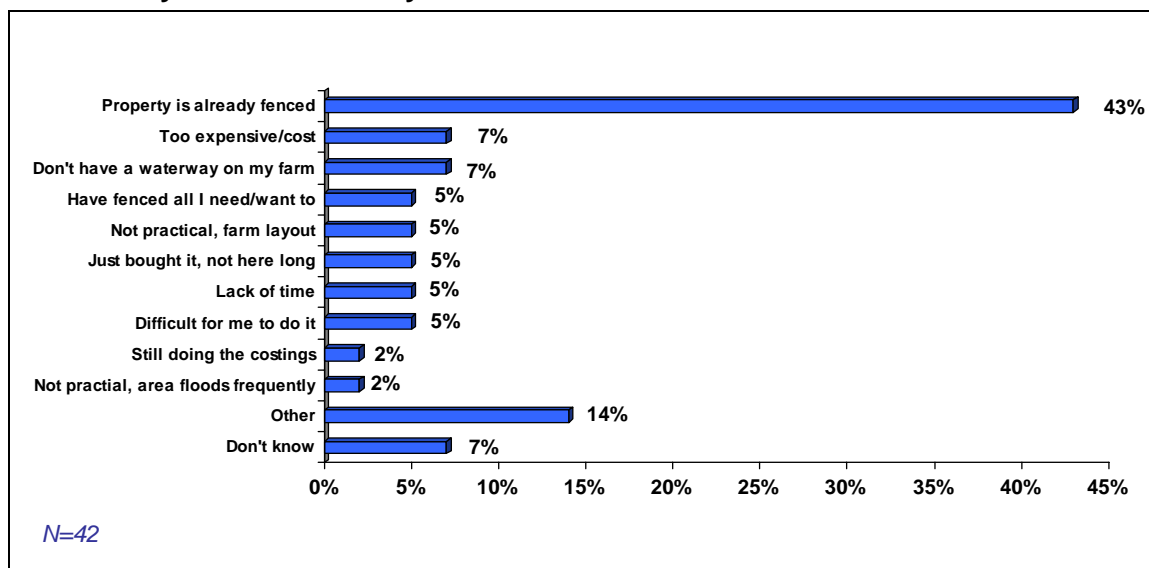
- *Heard of Environment Waikato Clean Streams project and thought I'd get on with it myself. (n=2)*
- *Received Environment Waikato Clean Streams funding. (n=1)*
- *Land was uneconomical.*
- *Make farm sustainable.*
- *Animal health. It was a wasteland really.*
- *Because it was steep.*
- *The cows just block the drains and make a mess.*
- *To stop the drains getting pushed in.*
- *The Waipa River flooded which took out the fencing.*
- *I'm right on the harbour.*
- *Wrong variety of trees and falling on fences, so needed to be replaced.*
- *Rather sooner than later, knowing that we had to.*

5.2 Farmers who have not undertaken fencing or planting

Out of the 219 farmers interviewed, 19% had not done any fencing or planting in the last five years.

The main reason for this was because the property was already fenced (43%), with a further 5% indicating they had fenced all they need to. For a small proportion, the reason given was that it was too expensive (7%).

What are the main reasons why you have not undertaken any fencing or planting of waterways in the last five years?



All 'other' comments:

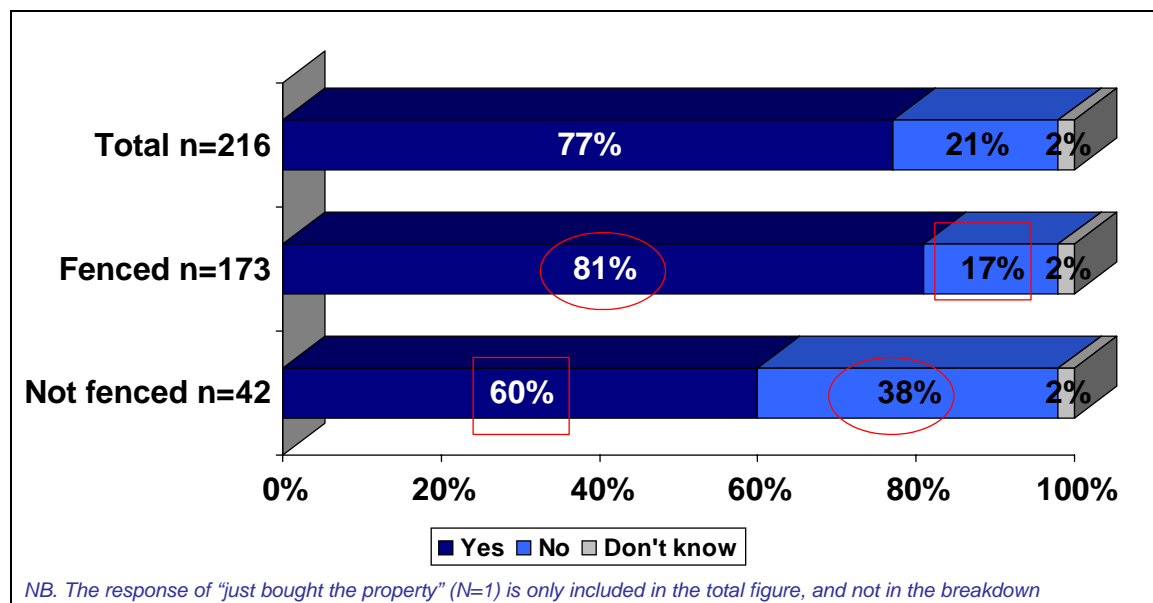
- *Do not see the need.*
- *Just a waste of time. When you fence it and it floods the paddocks, the stock floats over them and get all sorts of dead animals and debris that come down the river and we're left to clean it up.*
- *Already largely excluded from the larger waterways or areas, and exclusion is difficult without the co-operation of Waipa District Council as the waterways are supposed to be managed by them in practice but it doesn't happen.*
- *About to do some fencing and planting.*
- *Weed control.*
- *Haven't thought about it.*

5.3 Awareness of Clean Streams project

When prompted, 77% of farmers surveyed had heard of the Clean Streams project. Significantly more farmers who had done some fencing or planting in the past five years, had heard of the project (81%) compared to those who had not done any (60%).

Of those who had heard of it, a variety of reasons were given as to what they thought it was set up for, the main one being that it was to clean up the streams or improve water quality (63%). A third indicated it was to keep the stock out of the waterways (32%). Preventing run off or effluent getting into the water was a reason given by 18% of respondents.

Have you heard of the Clean Streams project? TOTAL AND BY WHETHER FENCED OR NOT



Can you please tell me what you think the Clean Streams project was set up to do?

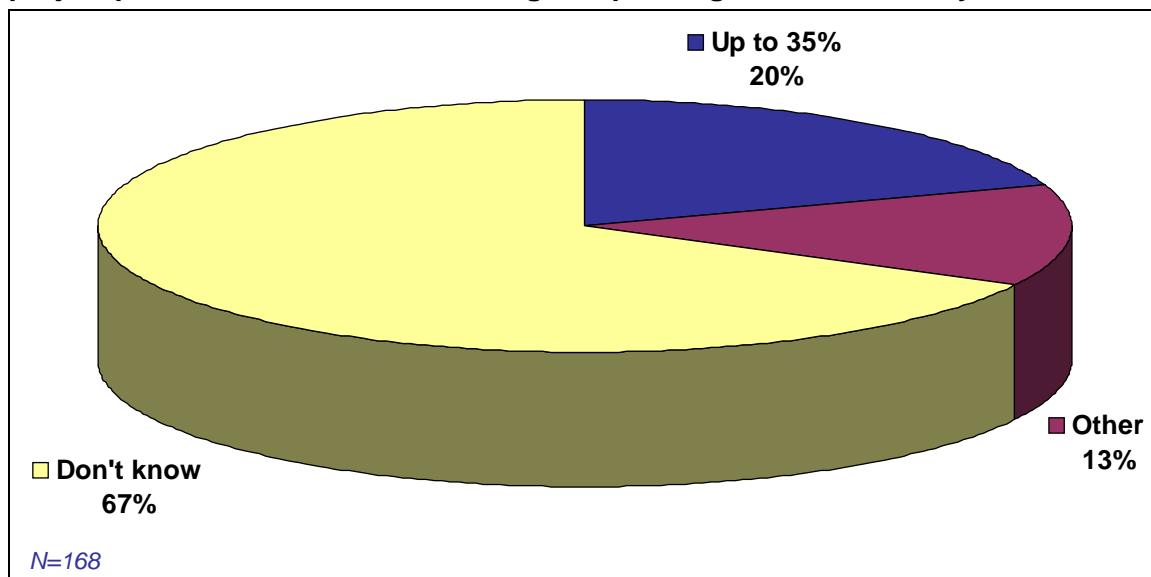
Comment	N=168	%
To clean up the streams prevent pollution, improve water quality	106	63
To keep the stock out of the waterways	54	32
Prevent run off, effluent, unwanted waste going into water	30	18
Assist, and provide information to farmers about fencing and planting	8	5
Stop erosion	5	3
Good idea, excellent	4	2
Fence and plant along waterways	4	2
Do not know	5	3
Other	7	4

All 'other' comments:

- All right in reason as long as everyone is in agreement and as long as everyone does what is supposed to be done.
- To secure the access to waterways for public use.
- Various environment groups set up to protect waterways.
- Annoy farmers.
- Cause a lot of work for us farmers.
- To re-establish a lot of weeds.
- To give a much stronger message to dairy farmers and to the community that the improvement of water quality is of huge importance. A quantum step in improving water quality and a political step so that Environment Waikato will be seen to be doing something. It's mostly window-dressing, because most farmers do not want their stock near waterways anyway.

The majority of residents who were aware of the Clean Streams project did not know the level of subsidy (67%), with 20% indicating it was up to 35%.

Can you tell me the level of subsidy that the Environment Waikato Clean Streams project provides to assist with fencing and planting of farm waterways?



All 'other' comments:

- 20% or further depending on circumstances
- 21% of the total value
- 25% or 35%
- 30% (n=6; 4%)
- One third (n=3; 2%)
- 30 to 50%
- Up to 50%
- 50% (n=2; 1%)
- 50% in the first year and then it goes down
- 60%
- Around 70% I think.
- Up to \$600 I think.
- They'll provide trees and some cost of materials for fencing.

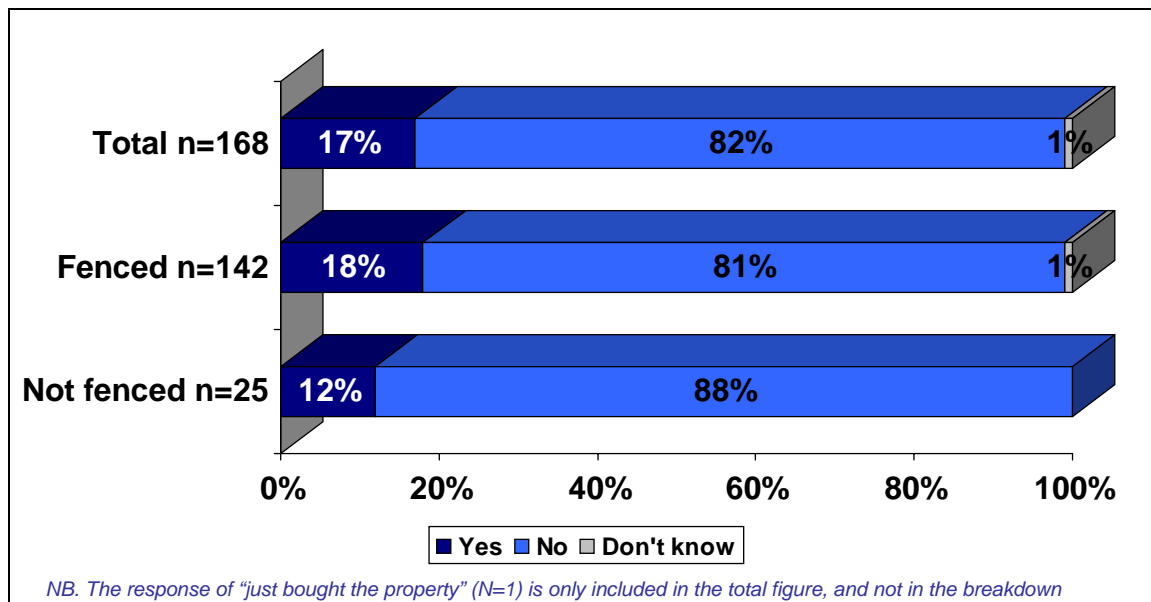
5.4 Farmers who had some involvement in Clean Streams project

Of those who had heard of the project, only 17% had any involvement with it so far. Only a slightly greater number of farmers who have fenced or planted in the last five

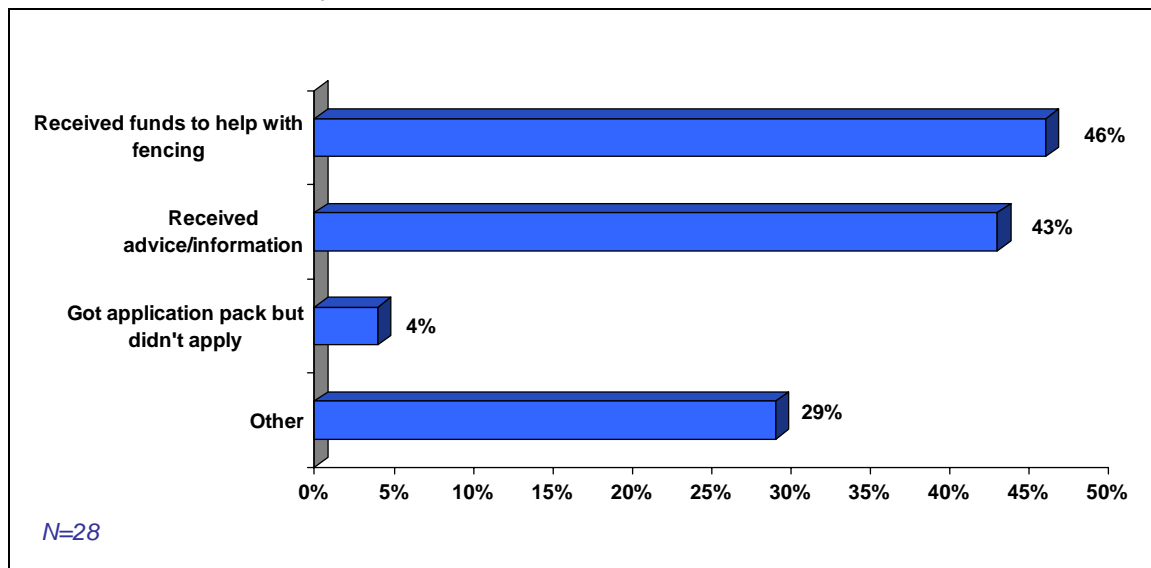
years had some involvement with the project (18%), compared with those who have not fenced (12%).

The majority of this involvement was through having received funding to help with fencing (46%), and receiving advice or information (43%).

Have you had any involvement with the Clean Streams project? TOTAL AND BY WHETHER FENCED OR NOT



What involvement did you have?



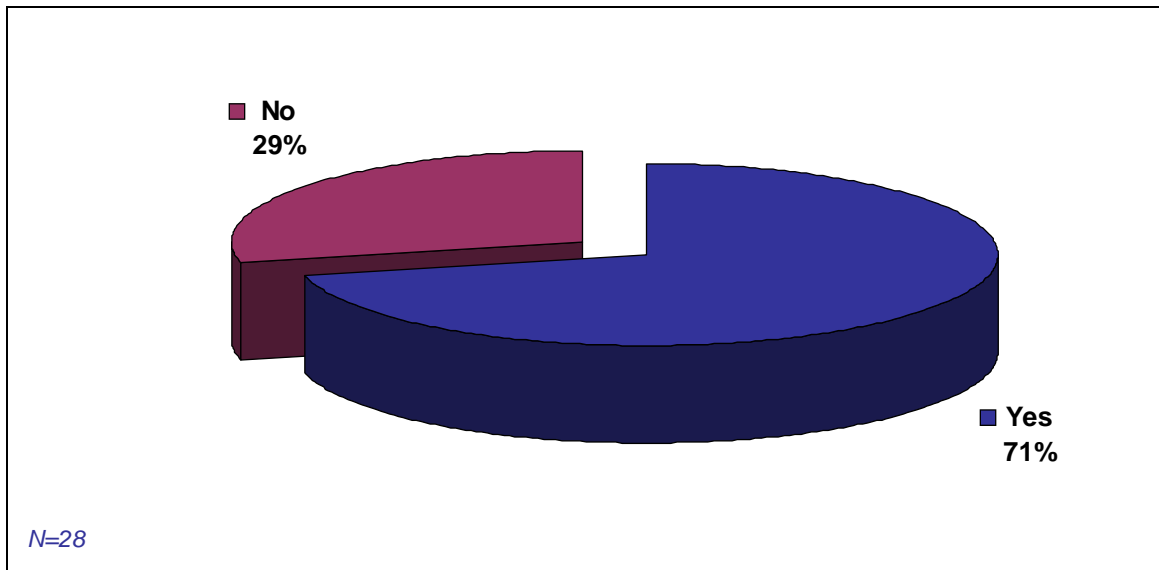
All 'other' comments:

- *Have applied but have not received it or been turned down.*
- *Fencing of the waterway to keep everyone happy.*
- *I was involved in setting up the project for the river in our area.*
- *We are in the Clean Streams project, which we have started on.*
- *The fencing and dealing with S.*

- *The previous owners had some involvement.*
- *Volunteer.*
- *Guys are monitoring the water temperature on our farm.*

Of the 17% (n=28) who had had some involvement, 71% had applied for funding (n=20) and 80% of these (n=16) were successful in getting funding.

Did you apply for funding from Environment Waikato's Clean Streams project to help with your waterway fencing?



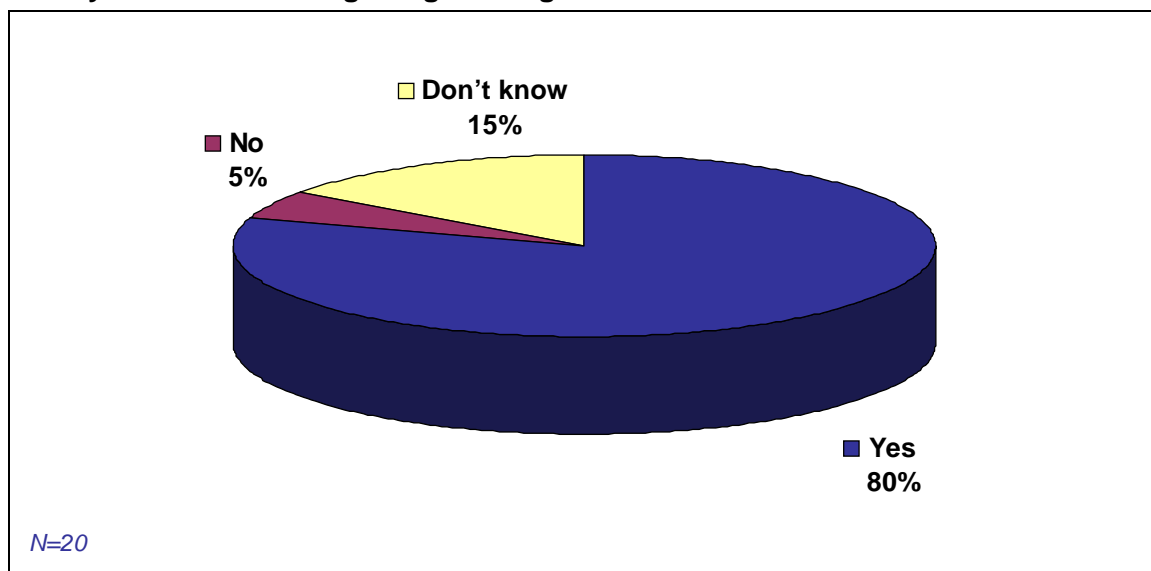
Reasons for not applying for funding included not needing to, not having got round to it yet, or could not be bothered doing so.

Why did not you apply for funding from the Clean Streams project?

Eight people did not apply. Their reasons for this were:

- *Could not be bothered.*
- *Did not need to.*
- *Will be soon.*
- *Have not got around to it.*
- *Time really. Wanted it done straight away.*
- *Did not know the extent of the work and the guy said not to worry too much about it until the next financial year.*
- *Do not know. (2)*

Were you successful in getting funding?



One respondent was not successful in getting funding. The reason given was:

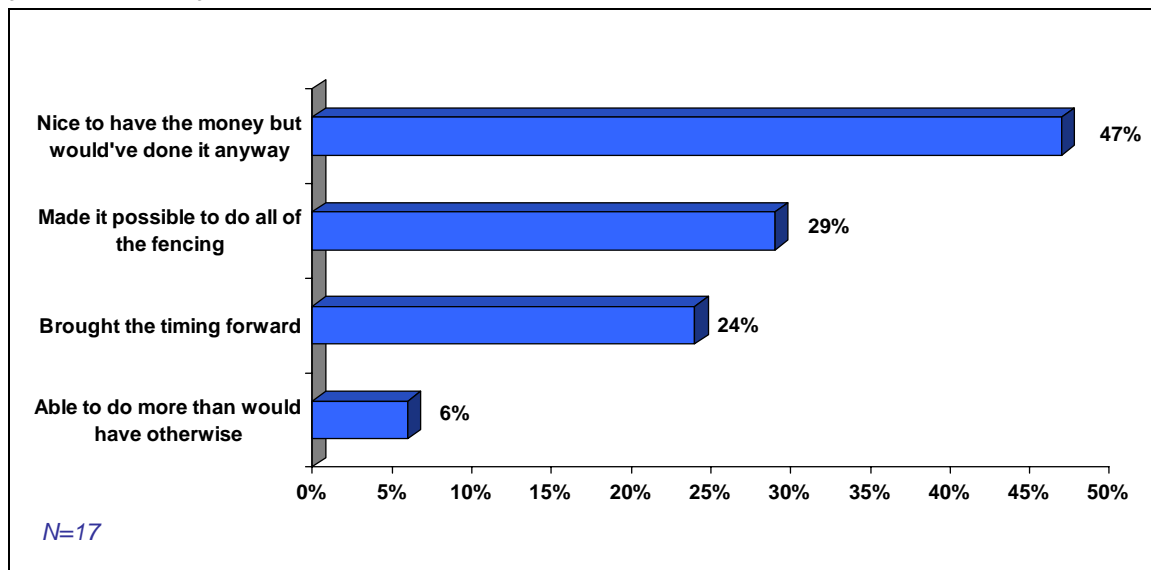
“The people who came out were pathetic and did not do what they said they would. Very unreliable. They came out once but did not come the second time as they said they would.”

Those who were not successful, or who did not know if they were successful or not, were asked if they would apply to the fund again:

- Two said they would apply again.
- One said they would not.
- One said they did not know.

Almost half of the successful applicants said that it was nice to get the money, but they would have done it anyway (47%). Other benefits for respondents included making it possible to do all of the fencing (29%), bringing the timing forward (24%), and doing more than they would have been otherwise able to (6%).

What effect did having this funding make to your decision to fence and plant your waterways?

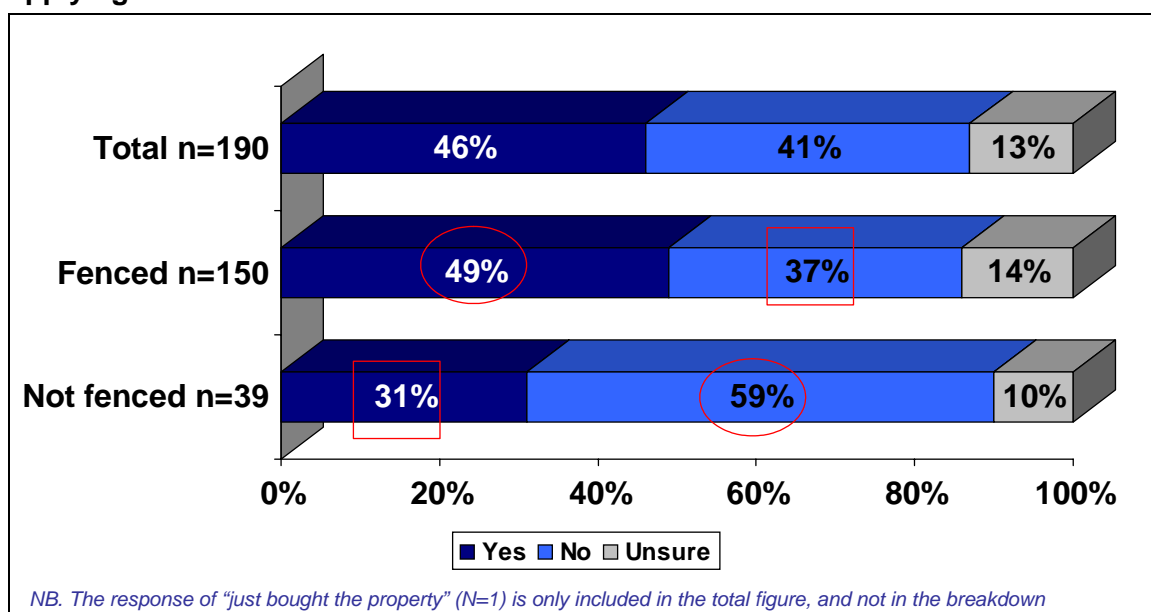


5.5 Farmers who had not had any involvement with the Clean Streams project

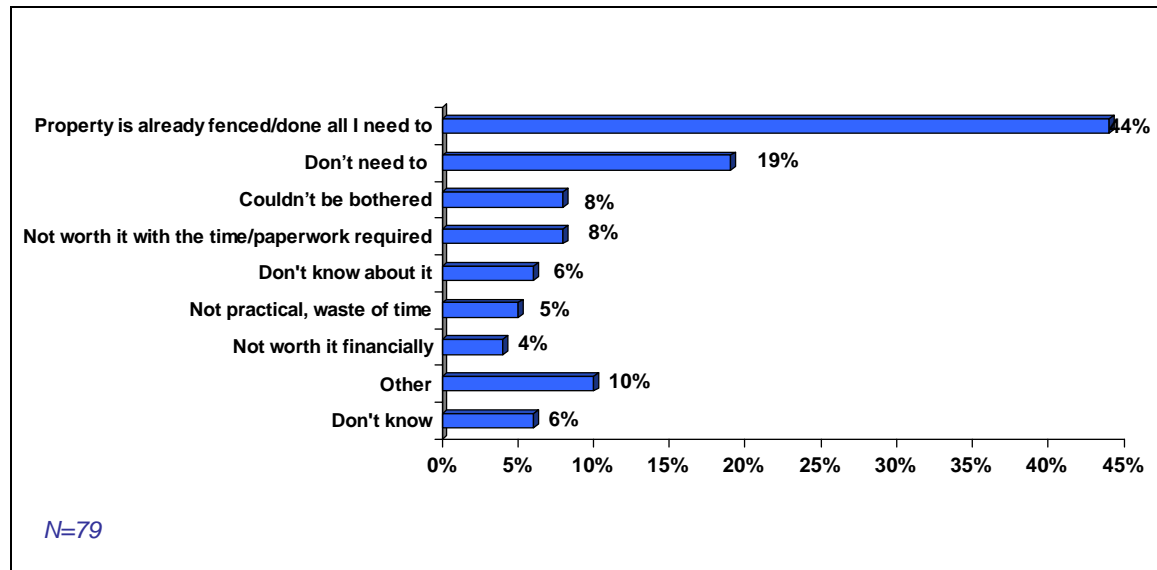
Of those who had not previously had any involvement with the project, 46% said they would consider applying to the fund, with a further 41% saying they would not. Significantly more farmers who had already fenced would consider applying (49%) compared to those who had not done any fencing (31%).

Reasons respondents gave for not applying were mainly that their property was already fenced (44%), and they did not need to (19%).

The Clean Streams project is run by Environment Waikato. It supports farmers in reducing the effects of farming on waterways by providing funds and advice on fencing and planting to exclude stock from farm waterways. Would you consider applying to this fund? TOTAL AND BY WHETHER FENCED OR NOT



Can you tell me the reasons why you would not apply to this fund?



All 'other' comments:

- *Have got enough to worry about.*
- *We pay environment tax anyway.*
- *No point, because if I sold the farm and the new owners would take it down I would have to pay it back.*
- *We've already had funding from Environment Waikato for something (foreshore) and I do not think we can apply for more.*
- *Environment Waikato worked for me.*
- *A bit ahead of this.*
- *It's my own so I do it myself.*
- *Do not want Environment Waikato involved. The reason given for this was "Because they have hidden agendas. We just do not need the bureaucratic advice."*

When asked which organisation they would be comfortable approaching to assist on their farm, only 31% (n=61) of farmers gave an actual organisation. Most said they did not know or it was not applicable. Of those who did give an organisation, the main ones mentioned were Environment Waikato, Federated Farmers, and other district or local councils.

If this funding was available through another organisation, which organisation would you be comfortable approaching to assist you on your farm?

Organisation	N=199	%
Environment Waikato	18	9
Federated Farmers	15	8
District or local council	12	6
Other organisation or group (<i>see list below</i>)	11	6
Fonterra	5	3
Other comments		
Do not know	87	44
Not applicable	25	13
Doesn't matter	9	5
No one	8	4
Would do it myself	4	2
Anyone	2	1
Other	8	4

Other organisation or group:

- *Outdoor centre*
- *Stream care groups*
- *Dexcel*
- *The Tainui Raupatu lands trust*
- *Waitomo Catchment Group*
- *Separate trust*
- *Fish and Game*
- *Farm advisory people*
- *RD1 maybe*
- *Department of Conservation*
- *Waikato farmers.*

All 'other' comments:

- *That's fine. Just have to be aware of it.*
- *What are they going to pay for?*
- *The one that offered the most money.*
- *Depends who they are.*
- *Not sure what other organisations exist, but if there were more, we would be interested.*

- *I do not believe it's necessary for farmers to be funded. It should be up to the farmers to pay for their own. If Environment Waikato pays for it the rates go up so we all end up paying anyway.*
- *No one more than anyone else.*
- *No problem approaching anyone for funding, but the level of funding is quite low so there's not really an incentive.*

5.6 Farming and waterways – barriers and incentives for farmers

A subsidy was mentioned by nearly a third of farmers as a key incentive to assist and encourage them to fence and plant to keep stock out of waterways. Other key subjects mentioned included more advice, information and education about the benefits, along with wanting to farm organically and being left to do it on their own time.

A third of farmers were unsure and could not name any incentives.

Thinking now about future efforts to reduce the effects of farming on waterways, what do you think could be the main incentives or key things that might assist or encourage you to fence and plant to keep your stock out of waterways?

Comment	N=219	%
Having a subsidy to apply for	67	31
Getting around to it in my own time	20	9
Wanting to farm organically	19	9
Education about benefits, environmental issues	13	6
Regulation	11	5
Information and advice on the right plants	8	4
Already done it or doing it, good farming practice	8	4
Stock safety, keep stock out of the water	5	2
Labour assistance to do it	5	2
More affordable, financial issues	5	2
Enhance the farm, beauty, adds value	5	2
Not practical, weed control	4	2
Industry directive	3	1
Cheaper plants or Environment Waikato supplies plants	3	1
Access across waterways	2	1
Advice or plans on fencing and support	2	1
Rates reduction	2	1
There is no real incentive	2	1
Fines or laws	2	1
Approachable and helpful organisation	2	1
Being able to apply. I'm not in a priority area for Environment Waikato	1	.5
Other	9	4
Do not know	75	34

All 'other' comments:

- *Ease of work so I do not have to pull cows out.*
- *Buy the land.*
- *Recognition for giving up land and maintenance of the fence.*
- *Practicality. It's not practical to fence in terms of time.*
- *Would want to know who is paying the other half if divided by another property.*
- *The regeneration of the banks.*
- *Because I want to, and I want to improve the quality of the water.*
- *Do not have streams, just mainly drains which are by Environment Waikato so it is their responsibility.*
- *Doesn't apply to me.*

The expense was the key objection to residents doing this work (36%). A total of 20% of residents did not have a reason (20%), and a further 19% said they do not need to do any fencing or planting.

What are key things that might prevent you from fencing and planting your waterways?

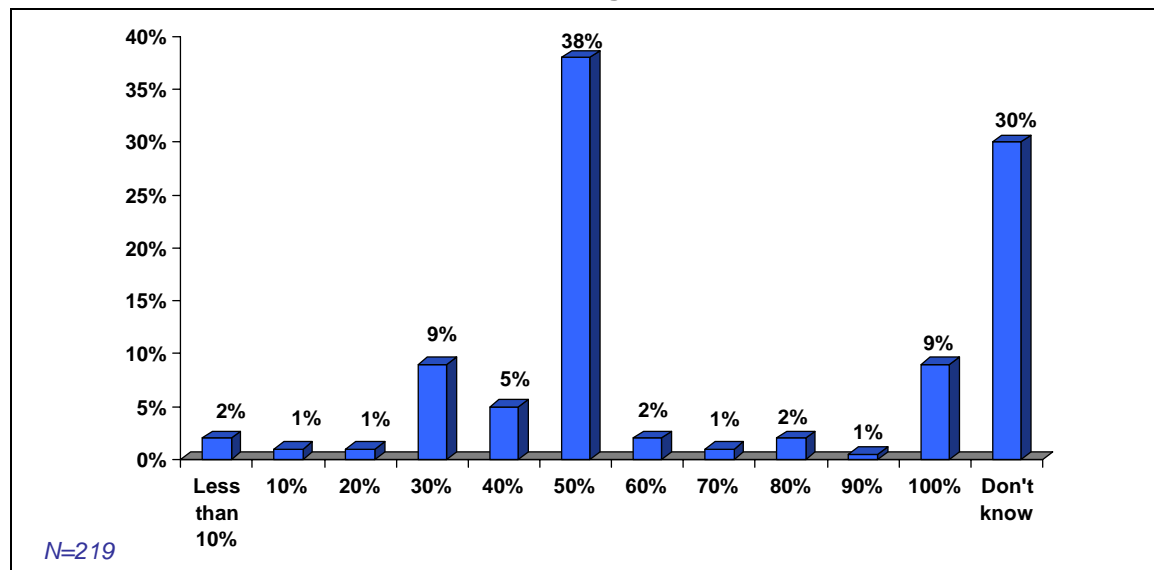
Comment	N=219	%
Too expensive or cost	78	36
Do not need to	41	19
Time and effort required	20	9
Not practical - farm layout	18	8
Not practical - area floods frequently	11	5
Do not have a problem with it	7	3
Loss of land	5	2
Access to waterways	4	2
Weed control	4	2
A lot of work would be required	4	2
Not a spending priority on the farm	3	1
Already doing it	3	1
Interference by authorities	2	1
Not sure what to plant	2	1
Tried to get funding in the past and have been put off	1	.5
Dealing with unhelpful Environment Waikato staff	1	.5
Do not know where to get funding from	1	.5
Been told not in a priority area for Environment Waikato	1	.5
Other	12	5
Do not know	44	20

All 'other' comments:

- *Most of the ponds and stuff that are there anyway are man-made so if I had not put a waterway in there it would just be a swamp with no wildlife to be able to live.*
- *The debris that comes down the river.*
- *If it's aesthetically not pleasing.*
- *Labour. I do not want to bring someone in who tells you you have to do it a whole different way. Stick to a certain plan.*
- *Bureaucracy in the funding organisation.*
- *No other water supply apart from the stream.*
- *A fine.*
- *Fencing must be done to protect stock as much as it does waterways.*
- *Maintenance.*
- *Access.*
- *How far away they are expected to be planted or fenced?*
- *If it was by regulation and there was a problem, it could cause bankruptcy.*

As far as the subsidy level goes, over a third of respondents said a 50% subsidy would make it worth their while to apply (38%), with a further 14% mentioning a subsidy of 30-40%.

Currently farmers can apply to Environment Waikato for some funding assistance to fence and plant waterways. To make it worthwhile for you to apply to this fund, what would the level of funding assistance need to be?



5.7 Other comments

Out of the 219 respondents, 138 chose to make no comment. Comments made by the 81 respondents who did so have been summarised in the table below.

Do you have any other comments to make about Environment Waikato or the Clean Streams project?

Comment	N=81	%
Negative comment about Environment Waikato, including about rates being too high	18	22
Positive comment about Environment Waikato	15	19
Positive comment about the Clean Streams project	13	16
Need more information about Clean Streams project, more promotion	8	10
Concerned about level of involvement, regulation	4	5
Environment Waikato is good, but they need to be tougher	4	5
Impossible or difficult to fence off, prevent run off	3	4
Farm owners should be the ones making decisions, not Environment Waikato	2	2
Inconsistencies with funding - which areas get it	2	2
We are already environmentally conscious	2	2
More communication between Environment Waikato and public needed	2	2
Have done the work ourselves	2	2
Other	9	11

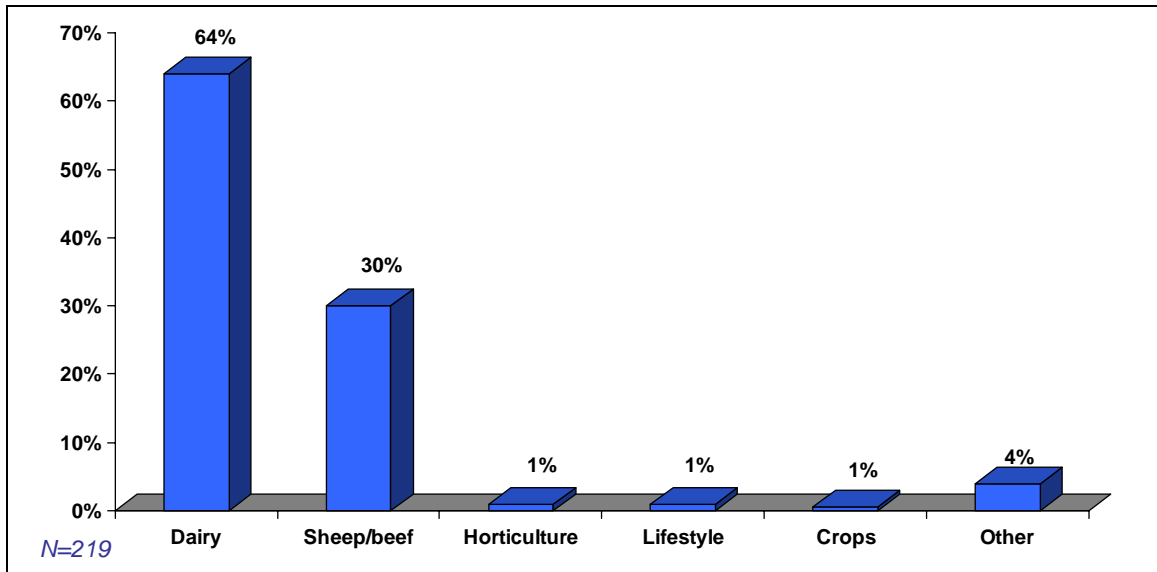
Illustrative comments:

- *I do not like the rates going up too much.*
- *If they cleaned out the river more often, it would not be such an issue, instead of spending our rate money elsewhere. We've been on this farm for 25 years and they haven't cleaned out our river once - that's shocking.*
- *I just think that Environment Waikato have got reps and their support for farming is not strong enough, like meeting the farmers and going out to the farms and looking at the streams. There's dead sheep and things in these major streams so they're not doing their job, monitoring the streams, driving round instead of actually going down and looking at them, working out how they can fix the streams and talking to farmers about these problems. Too quick to prosecute.*
- *Clean Streams is really good. It's our own industry taking control of its own affairs. We really do not need Environment Waikato interfering. They employ far too many people on far too high salaries, interfering in what we do, but we're doing it anyway. Farmers are the best guardians of the environment, not bureaucrats. It's very important that Environment Waikato allows farm owners to make the judgement about the balance between environmental enhancement and on-farm productivity. Farmers themselves will shame environmental terrorists into amending their ways. There is no one who understands the importance of productive soils, clean water and bio-diversity more than farmers. We are not ignorant peasants. We are often highly educated and highly competent stewards of the land. It's our investment, leave us alone.*
- *I think it's something that all farmers should consider, but Environment Waikato has to be practical as there are some areas where it is impossible to keep fences.*

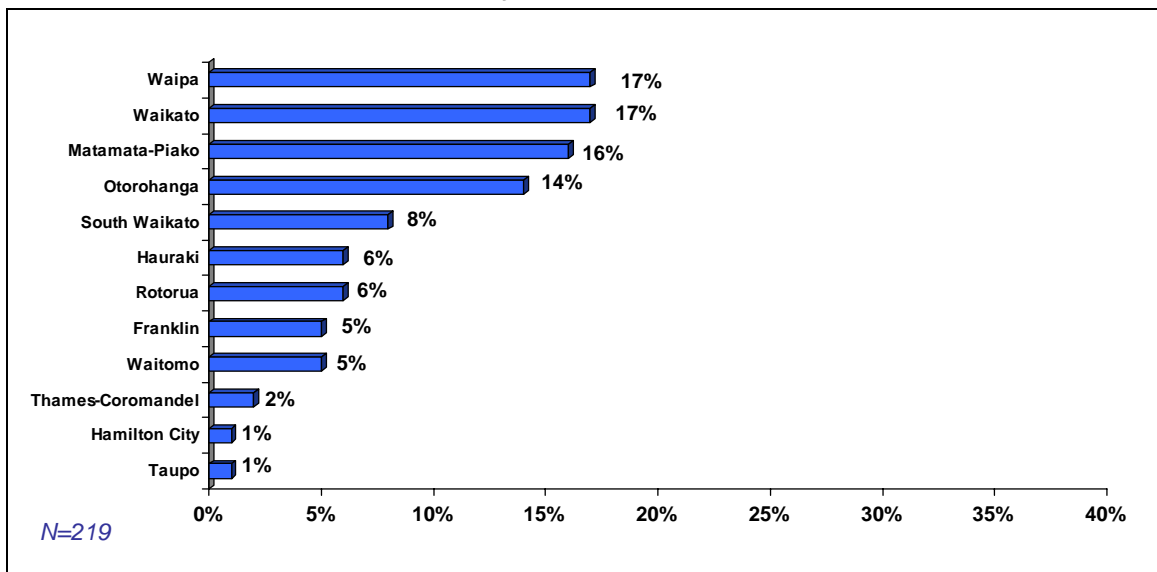
- *Not enough information about the clean streams. Not publicised very well.*
- *I do not know much about Clean Streams, so maybe it would be good to get some information on it. It might be worthwhile to get some funding.*
- *Concerned with the level of involvement. Instead of being tied up with bureaucracy and paperwork I would like it to be as streamlined as possible. So if I had a talk with someone, we specified and sorted out what needs to be done and then got on to do it straight away, without having to go through too many hoops.*
- *As a farmer it's actually very difficult to prevent stock from getting into the waterways. For our farm, we have a main drain but we also have lots and lots of little drains running off it. It would be impossible to fence them all off. Also in some areas the land is so steep that a little bit of rain would carry effluent into the water. Environment Waikato tends to overestimate the extent of farmers' ability to prevent stock and effluent getting into the water.*
- *They are doing a good job but they need to keep putting the pressure on as they still have a fair way to go. This is in terms of education and changes to the attitude of those who aren't doing the fencing.*
- *I would like to say that Environment Waikato need to crack down on the other dairy farmers letting us down.*
- *Great idea, but need to come through with the money – seems a bit unfair that some areas and some people get funding very easily but others do not get it. Certain areas are targeted and I would like to know why.*
- *I know a couple of farmers who did the fencing themselves and when they applied for funding they were turned down, I think that's a bit unfair as they're being proactive, so in the end they had to front up with one hundred per cent of the costs.*
- *I feel that when it comes to our effluent, we always employ a contractor who is very conscious of the environment. We supply them plenty of farm to distribute the effluent and make sure it doesn't reach the water. We are very environmentally conscious as we live very close to the Waikato River.*
- *I think the main thing is that more communication between Environment Waikato and the public is needed about what's being done. Otherwise you can't see what's being done with the rates we pay.*
- *I do think that they have to be aware that it will become a wilderness of weeds.*
- *In terms of making it worthwhile for farmers to apply for the fund, it would be better if they actually gave us trees to plant instead of money or getting people on the dole to plant them.*
- *They come out too hard on farmers and they should do the same to other industries.*

6 Sample

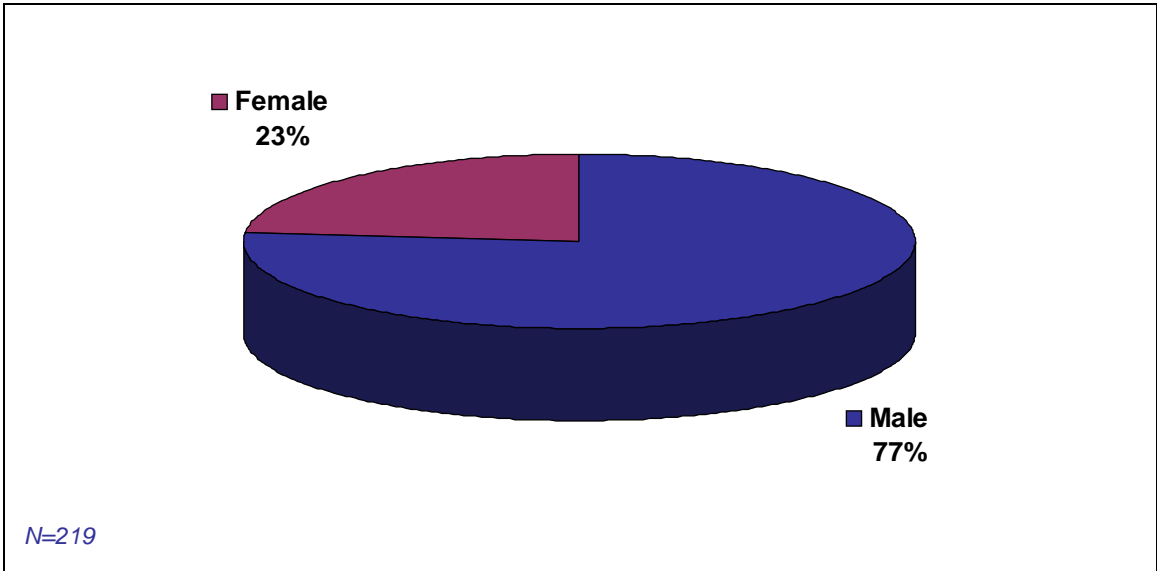
And finally just for our statistics, what type of farm do you have?



And which district council area are you in?



Gender



Appendix I: Copy of questionnaire

Q.1 Introduction

Good afternoon or evening, it's _____ calling on behalf of Environment Waikato.

We are doing a really short survey with farmers about fencing of waterways and would really like to include your feedback. Do you have a few minutes to answer a few questions?

[PROMPT AS NECESSARY] It should only take a few minutes of your time and it would be great to get your feedback.

[PROMPT AS NECESSARY] We're calling from Versus Research, an independent research company, hired by Environment Waikato to conduct this research.

[PROMPT AS NECESSARY] All responses are confidential. No names are recorded. No individual responses will be identified, only the collective results of this survey will be reported.

Have you undertaken any fencing or planting to exclude stock from waterways on your property in the last 5 years?

- 1 Yes - fencing
- 2 Yes - planting
- 3 Yes - both
- 4 No
- 5 Do not know
- 6 Just bought the property
- 7 Do not have any waterways THANK THEM FOR THEIR TIME AND END SURVEY

[IF THE ANSWER IS 4, THEN SKIP TO QUESTION 7]
[IF THE ANSWER IS 5 OR 6, THEN SKIP TO QUESTION 12]
[IF THE ANSWER IS 7, THEN SKIP TO QUESTION 44]

[IF THE ANSWER TO QUESTION 1 IS 2, THEN SKIP TO QUESTION 4]

Q.2 Where did you go for information on fencing?

PROMPT IF NECESSARY - *did you get any information or advice from any organisation to help with your fencing to exclude stock from waterways?*

- 1 None or nowhere
- 2 SPECIFY

[IF THE ANSWER TO QUESTION 2 IS NOT 2, THEN SKIP TO QUESTION 4]

Q.3 RECORD VERBATIM

[IF THE ANSWER TO QUESTION 1 IS 1, THEN SKIP TO QUESTION 6]



Q.4 Where did you go for information on planting?

PROMPT IF NECESSARY - *did you get any information or advice from any organisation to help with your planting to exclude stock from waterways?*

- 1 None or nowhere
- 2 SPECIFY

[IF THE ANSWER TO QUESTION 4 IS NOT 2, THEN SKIP TO QUESTION 6]

Q.5 RECORD VERBATIM

Q.6 Did you do the work yourself or did you employ a contractor?

- 1 Yourself
- 2 Employed a contractor
- 3 Mixture
- 4 Do not know

[IF THE ANSWER TO QUESTION 6 IS NOT 4, THEN SKIP TO QUESTION 9]

Q.7 What are the main reasons why you have not undertaken any fencing or planting of waterways in the last 5 years?

DO NOT PROMPT – MULTIPLE ANSWER

- 01 Property is already all fenced
- 02 Have fenced all I need or want to
- 03 Do not have a waterway on my farm
- 04 Still doing the costings
- 05 Not a spending priority on the farm
- 06 Not practical, area floods frequently
- 07 Not practical, farm layout
- 08 Too expensive or cost
- 09 Other SPECIFY
- 10 Do not know

[IF THE ANSWER TO QUESTION 7 IS NOT 9, THEN SKIP TO QUESTION 9]

Q.8 Other

RECORD VERBATIM

[IF THE ANSWER TO QUESTION 8 IS NOT 1-3, THEN SKIP TO QUESTION 12]

Q.9 What were the main reasons why you undertook this waterway fencing?

DO NOT PROMPT – MULTIPLE ANSWER

- 01 Wanted to clean up waterways
- 02 Control stock or keep stock away from water
- 03 Received funding to help - PROMPT: who from? SPECIFY
- 04 Received EW Clean Streams funding
- 05 Heard of EW Clean Streams project and thought I'd get on with it myself
- 06 Regulation
- 07 Industry requirements
- 08 Improve industry image
- 09 Keeping up with neighbour
- 10 Part of landcare group
- 11 Other SPECIFY
- 12 Do not know

[IF THE ANSWER IS 4, THEN SKIP TO QUESTION 21]
[IF THE ANSWER IS 5, THEN SKIP TO QUESTION 13]

[IF THE ANSWER TO QUESTION 9 IS NOT 3, THEN SKIP TO QUESTION 11]

Q.10 Received funding to help - who from?

RECORD VERBATIM

[IF THE ANSWER TO QUESTION 9 IS NOT 11, THEN SKIP TO QUESTION 12]

Q.11 Other

RECORD VERB ATIM

Q.12 Have you heard of the Clean Streams project?

- 1 Yes
- 2 No
- 3 Do not know

[IF THE ANSWER IS 2 OR 3, THEN SKIP TO QUESTION 30]



Q.13 Can you please tell me what you think the Clean Streams project was set up to do?

RECORD VERBATIM

Q.14 Can you tell me the level of subsidy that the Environment Waikato Clean Streams project provides to assist with fencing and planting of farm waterways?

- 1 Up to 35%
- 2 Other SPECIFY
- 3 Do not know

[IF THE ANSWER TO QUESTION 14 IS NOT 2, THEN SKIP TO QUESTION 16]

Q.15 Other

RECORD VERBATIM

Q.16 Have you had any involvement with the Clean Streams project?

- 1 Yes
- 2 No
- 3 Do not know

[IF THE ANSWER IS 2 OR 3, THEN SKIP TO QUESTION 30]

Q.17 What involvement did you have?

PROMPT IF NECESSARY - MULTIPLE ANSWER

- 1 Received funds to help with fencing
- 2 Received advice or information
- 3 Got application pack but did not apply
- 4 Applied to the fund and was turned down
- 5 Other SPECIFY

[IF THE ANSWER TO QUESTION 17 IS NOT 5, THEN SKIP TO QUESTION 19]

Q.18 Other

RECORD VERBATIM

Q.19 Did you apply for funding from Environment Waikato's Clean Streams project to help with your waterway fencing?

IF HAVE ALREADY SAID THEY GOT FUNDING IN PREVIOUS QUESTION SAY:
So you did apply for funding from Environment Waikato's Clean Streams project to help with your waterway fencing?

- 1 Yes
- 2 No
- 3 Do not know

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 26]
[IF THE ANSWER IS 3, THEN SKIP TO QUESTION 30]

Q.20 Were you successful in getting funding?

IF HAVE ALREADY SAID THEY GOT FUNDING IN PREVIOUS QUESTION SAY:
And you were successful in getting funding?

- 1 Yes
- 2 No
- 3 Do not know

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 23]
[IF THE ANSWER IS 3, THEN SKIP TO QUESTION 25]

Q.21 What effect did having this funding make to your decision to fence and plant your waterways?

PROMPT IF NECESSARY

- 1 Nice to have the money but would've done it anyway
- 2 Brought the timing forward
- 3 Made it possible to do all of the fencing
- 4 Made it possible to do some of the fencing
- 5 Other SPECIFY

[IF THE ANSWER TO QUESTION 21 IS NOT 5, THEN SKIP TO QUESTION 36]

Q.22 Other

RECORD VERBATIM

[IF THE ANSWER TO QUESTION 20 IS NOT 2, THEN SKIP TO QUESTION 25]

Q.23 If No, why not?

MULTIPLE ANSWER

time

- 1 Did not fit the criteria
- 2 Did not get application in on
- 3 Fund fully allocated
- 4 Other SPECIFY



[IF THE ANSWER TO QUESTION 23 IS NOT 4, THEN SKIP TO QUESTION 25]

Q.24 Other

RECORD VERBATIM

[IF THE ANSWER TO QUESTION 21 IS 1 OR 2 OR 3 OR 4 OR 5, THEN SKIP TO QUESTION 36]

Q.25 Would you apply to the fund again?

- 1 Yes
- 2 No
- 3 Do not know

[IF THE ANSWER IS 1 OR 3, THEN SKIP TO QUESTION 36]
[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 31]

[IF THE ANSWER TO QUESTION 19 IS NOT 2, THEN SKIP TO QUESTION 30]

Q.26 Why did not you apply for funding from the Clean Streams project?

DO NOT PROMPT – MULTIPLE ANSWER

- 1 Received funding from ... SPECIFY
- 2 Did not know it was available
- 3 Could not be bothered
- 4 Not worth it financially
- 5 Not worth it with the time or paperwork required
- 6 Did not want EW involved
- 7 Other SPECIFY
- 8 Do not know

[IF THE ANSWER TO QUESTION 26 IS NOT 1, THEN SKIP TO QUESTION 28]

Q.27 SPECIFY Who received funding from:

RECORD VERBATIM

[IF THE ANSWER TO QUESTION 26 IS NOT 7, THEN SKIP TO QUESTION 29]

Q.28 Other

RECORD VERBATIM

[IF THE ANSWER TO QUESTION 26 IS NOT 6, THEN SKIP TO QUESTION 35]

Q.29 Why did not you want Environment Waikato involved?

PROMPT IF NECESSARY **Remember your comments are confidential so please feel free to be as frank as you like**

RECORD VERBATIM

[IF THE ANSWER TO QUESTION 26 IS 1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7 OR 8, THEN SKIP TO QUESTION 35]

Q.30 The Clean Streams project is run by Environment Waikato. It supports farmers reduce the effects of farming on waterways by providing funds and advice on fencing and planting to exclude stock from farm waterways. Would you consider applying to this fund?

PROMPT IF NECESSARY - *the project currently funds up to 35% of costs*

- 1 Yes
- 2 No
- 3 Unsure

[IF THE ANSWER IS 1 OR 3, THEN SKIP TO QUESTION 35]

Q.31 Can you tell me the reasons why you would not apply to this fund?

DO NOT PROMPT – MULTIPLE ANSWER

- 1 Received funding from ... SPECIFY
- 2 Could not be bothered
- 3 Not worth it financially
- 4 Not worth it with the time or paperwork required
- 5 Do not want EW involved
- 6 Property is already fenced or already done all I
- 7 Other SPECIFY
- 8 Do not know

need to

[IF THE ANSWER TO QUESTION 31 IS NOT 1, THEN SKIP TO QUESTION 33]

Q.32 SPECIFY Received funding from ...

RECORD VERBATIM

[IF THE ANSWER TO QUESTION 31 IS NOT 7, THEN SKIP TO QUESTION 34]

Q.33 Other

RECORD VERBATIM

[IF THE ANSWER TO QUESTION 31 IS NOT 5, THEN SKIP TO QUESTION 35]

Q.34 Why did not you want Environment Waikato involved?

PROMPT IF NECESSARY **Remember your comments are confidential so please feel free to be as frank as you like**

RECORD VERBATIM

Q.35 If this funding was available through another organisation, which organisation would you be comfortable approaching to assist you on your farm?

Q.36 Thinking now about future efforts to reduce the effects of farming on waterways, what do you think could be the main incentives or key things that might assist or encourage you to fence and plant to keep your stock out of waterways?

DO NOT PROMPT – MULTIPLE ANSWER

- 01 Having a subsidy to apply for
- 02 Wanting to farm organically
- 03 Getting around to it in my own time
- 04 Regulation
- 05 Market access
- 06 Industry directive
- 07 Knowing where to apply
- 08 Information and advice on the right plants
- 09 Being able to apply, I'm not in a priority area for Environment
- 10 Other SPECIFY
- 11 Do not know

Waikato

[IF THE ANSWER TO QUESTION 36 IS NOT 10, THEN SKIP TO QUESTION 38]

Q.37 Other

RECORD VERBATIM

Q.38 What are key things that might prevent you from fencing and planting your waterways?

DO NOT PROMPT – MULTIPLE ANSWER

- 01 Do not need to
- 02 Not practical, area floods frequently
- 03 Not practical, farm layout
- 04 Too expensive or cost
- 05 Not a spending priority on the farm
- 06 Interference by authorities
- 07 Tried to get funding in the past and have been put off
- 08 Do not want to plant my waterways because of pests
- 09 Dealing with unhelpful Environment Waikato staff
- 10 Do not know where to get funding from
- 11 Fund fully allocated
- 12 Been told not in a priority area for Environment Waikato
- 13 Other SPECIFY
- 14 Do not know

[IF THE ANSWER TO QUESTION 38 IS NOT 13, THEN SKIP TO QUESTION 40]

Q.39 Other

RECORD VERBATIM

Q.40 Currently farmers can apply to Environment Waikato for some funding assistance to fence and plant waterways. To make it worthwhile for you to apply to this fund, what would the level of funding assistance need to be?

- 01 Less than 10%
- 02 10%
- 03 20%
- 04 30%
- 05 40%
- 06 50%
- 07 60%
- 08 70%
- 09 80%
- 10 90%
- 11 100%
- 12 Do not know

Q.41 And finally just for our statistics, what type of farm do you have?

- 1 Dairy
- 2 Sheep or beef
- 3 Horticulture
- 4 Crops



- 5 Lifestyle
- 6 Other
- 7 Refused to answer

Q.42 And which district council area are you in?

- 01 Thames - Coromandel
- 02 Hauraki
- 03 Waikato
- 04 Franklin
- 05 Hamilton City
- 06 Matamata - Piako
- 07 Waipa
- 08 Otorohanga
- 09 South Waikato
- 10 Taupo
- 11 Rotorua
- 12 Waitomo

Q.43 Thank you again for your time. Do you have any other comments to make about Environment Waikato or the Clean Streams project?

RECORD VERBATIM

Q.44 Thanks again for your time. Have a nice evening.

RECORD GENDER

- 1 Male
- 2 Female

Appendix II: Incorporation of Clean Streams verbatim comments into sections 5.3 and 5.7

Section 5.3 Verbatim comments

To clean up the streams prevent pollution, improve water quality:

- Keep the streams from deteriorating. Maintain them. Return them to what they were.
- Enhance the streams. Stop pollution into the waterways and harbours.
- Minimise the effects farming has on the natural water way and keep stock away from rivers.

To keep the stock out of the waterways:

- Prevent animals from getting into streams. Prevent pollution.
- Clean waterways and reduce the toxins in the water ways and keep stock out. Better for the environment.
- Stop cows getting into water and dirtying water e.g. peeing.
- Keep stock out always.

Prevent run off, effluent, unwanted waste going into water:

- Keep stock out of waterways and try and keep the waterways clean of effluent... and also fertilizer run off and stuff.
- Keep the stock out. Filter out what goes into the water.
- Keep the stock out of streams so that the planting could start taking run off from the paddocks. It would be clean running back into the drains, to stop the erosion on the waterway banks.
- Try and protect the waterways, and try and filter nutrients going into waterways.

Assist, and provide information to farmers about fencing and planting:

- Provide funding for farmers to clean streams.
- It's good, it's great. We got a refund when we did the fencing but we can't afford to plant. It's a good scheme.
- Try and help and encourage farmers to fence the streams.

Stop erosion:

- Clean the streams up, stop erosion of banks falling down, and stop stock going in and shitting in it - that sort of thing.
- Keep the stock out of waterways, stop erosion of river banks.

Good idea, excellent:

- Keep the cattle out of the creeks and environmentally friendly and so on. Good idea, but some of it is impractical where you can't fence some parts.

Fence and plant along waterways:

- Try and help and encourage farmers to fence the streams.
- Fence streams and keep stock out of streams. Do a bit of planting.
- Yeah, it was just to set up an area of fencing just by the water way and to stop stock to wander in to the streams.

Other:

- Help promote New Zealand's clean green image which has been realised is not quite so.
- All right in reason as long as everyone is in agreement and as long as everyone does what is supposed to be done.
- Annoy farmers.
- Cause a lot of work for us farmers.
- To give a much stronger message to dairy farmers and to the community that the improvement of water quality is of huge importance. A quantum step in improving water quality and a political step so that Environment Waikato will be seen to be doing something. It's mostly window-dressing, because most farmers do not want their stock near waterways anyway.

Section 5.7 Verbatim comments

Negative comment about Environment Waikato, including about rates being too high:

- I do not like the rates going up too much.
- I think the main thing is that more communication between Environment Waikato and the public is needed about what's being done. Otherwise you can't see what's being done with the rates we pay.
- I just think that Environment Waikato, they've got reps and their support for farming is not strong enough, like meeting the farmers and going out to the farms and looking at the streams. There's dead sheep and things in these major streams so they're not doing their job, monitoring the streams, driving round instead of actually going down and looking at them, working out how they can fix the streams and talking to farmers about these problems, too quick to prosecute.

Positive comment about Environment Waikato:

- Rates are too high. They do a good job though.
- The staff at Environment Waikato were brilliant to work with and very helpful.
- The Environment Waikato people we've dealt with have been pretty helpful. I think the main thing is that sheep and beef farmers have limited funds. It's not that we do not see waterway protection as being important. We just do not have the money for it. So assistance is good.

Positive comment about the Clean Streams project:

- Great idea but need to come through with the money. Seems to be a bit unfair that some areas and some people get funding very easy but others do not get it. Certain areas are targeted and would like to know why
- I think that they are on the right track and keep going! I think people should do it.
- I think that we have had good assistance with this and it's good and very beneficial.

Need more information about Clean Streams project, more promotion:

- I've never heard much about this but would like to know more.
- I do not know much about Clean Streams, so maybe it would be good to get some information on it. It might be worthwhile to get some funding.
- Not enough information about the Clean Streams Not publicised very well.

Concerned about level of involvement, regulation:

- Concerned with the level of involvement, instead of being taped up with bureaucracy and paperwork I would like it to be as streamlined as possible. So if I had a talk with someone, we specified and sorted out what needs to be done and then got on to do it straight away without having to go through too many hoops.
- Concerned about the new regulations.
- I think it's good, if they do not over regulate.

Environment Waikato is good, but they need to be tougher:

- No, I would like to say Environment Waikato needs to crack down on the other dairy farmers letting us down.
- They are doing a good job but they need to keep putting the pressure on as they still have a fair way to go. This is in terms of education and changes to the attitude of those who aren't doing the fencing.
- No, I have no issues with Environment Waikato and I think what they are doing needs to be done and it's very good and no complaints at all. I think regarding the effluent, if there is a problem then Environment Waikato could give them weeks at the max to clear it up, but I'm all for harder on the farmer if they do not do it within the second visit because there is no excuse.

Impossible or difficult to fence off, prevent run off:

- I think it's something that all farmers should consider but Environment Waikato has to be practical as there are some areas where it is impossible to keep fences.
- As a farmer it's actually very difficult to prevent stock from getting into the waterways. For our farm, we have a main drain but we also have lots and lots of little drains running off it. It would be impossible to fence them all off. Also in some areas the land is so steep that a little bit of rain would carry effluent into the water. Environment Waikato tends to overestimate the extent of farmers' ability to prevent stock and effluent getting into the water.

Farm owners should be the ones making decisions, not Environment Waikato:

- Clean Streams is really good. It's our own industry taking control of its own affairs. We really do not need Environment Waikato interfering. They employ far too many

people on far too high salaries, interfering in what we do, but we're doing it anyway. Farmers are the best guardians of the environment, not bureaucrats. It's very important that Environment Waikato allows farm owners to make the judgement about the balance between environmental enhancement and on-farm productivity. Farmers themselves will shame environmental terrorists into amending their ways. There is no one who understands the importance of productive soils, clean water and bio-diversity more than farmers. We are not ignorant peasants. We are often highly educated and highly competent stewards of the land. It's our investment, leave us alone.

Inconsistencies with funding, which areas get it:

- They should be working with farmers better than they are to come up with solution. They should be more giving than they are. Farmers are losing land and money but not getting any incentives from the land or the project.
- I know a couple of farmers that did the fencing themselves and when they applied for funding they were turned down. I think that's a bit unfair as they're being proactive, so in the end they had to front up with one hundred per cent of the costs.
- In terms of making it worth while for farmers to apply for the fund, it would be better if they actually gave us trees to plant instead of money or getting people on the dole to plant them.

We are already environmentally conscious:

- Um, yeah, you do not really realise what's going on till I get a phone call like this but it does make sense to do this for our future generation and health of our earth.
- We are keen on keeping everything green but sometimes the admin stuff is the thing stopping us rather than doing it.
- I feel that when it comes to our effluent, we always employ a contractor who is very conscious of the environment. We supply them plenty of farm to distribute the effluent and make sure it doesn't reach the water. We are very environmentally conscious as we live very close to the Waikato River.

More communication between Environment Waikato and public needed:

- We applied for the subsidy years ago and never heard back from them.
- Um, yeah, you do not really realise what's going on till I get a phone call like this but it does make sense to do this for our future generation and health of our earth,

Have done the work ourselves:

- No, we have already done all we can do. We've spent a lot of money to make sure we adhere to the rules.

Other:

- I do think that they have to be aware that it will become a wilderness of weeds.
- Keep bulldozers away from them. We need to look after our streams and keep them beautiful. Need to stop letting animals wreck things and should keep the native trees where they are.