

SIR ARTHUR WARD AWARD 1991

New Zealand agriculture is heavily indebted to such people as Peter Packard for contributions in the application of science to the pre-eminent industry of animal production. This nomination for the Society's Sir Arthur Ward Award acknowledges Peter's sustained efforts over the past 25 years, but especially the last decade.

Peter was appointed the National Beef Cattle Specialist in the Ministry of Agriculture and Fisheries in 1978. At this point he assumed direct responsibilities for the national co-ordination of all beef extension services and shared the technical development of the National Beef Recording Scheme (BEEFPLAN). He was responsible for the staff training of 28 Sheep and Beef Officers and, reflecting his leadership, farmer membership of BEEFPLAN increased four-fold over the next decade. Peter's early grounding in persuasive diplomacy, derived from his long involvement with the Round Table of New Zealand (including a term as National President in 1975), allowed him to overcome much of the political opposition which has bedevilled the beef industry for decades.

For all of the 1980s, Peter organised annual beef cattle conferences throughout New Zealand. In 1989 he was instrumental in the formation of the New Zealand Beef Council. This innovative body serves as a catalyst within the beef industry and is concerned with all aspects of production, processing and marketing of beef. Peter is currently Secretary-Treasurer of this Council and much of the progress achieved by it reflects his progressive ideas, enthusiasm and tenacity of purpose. Fielddays held throughout New Zealand in 1989 and 1990 attracted well over 1000 farmers.

Peter's experience in developing and extending national improvement schemes was harnessed in the early 1980s when he assumed responsibility as the MAF National Specialist in a pilot National Deer Recording Scheme (DEERPLAN). This developed successfully. In 1987 he assumed the role of National Marketing Manager for ANIMALPLAN - a national multi-species recording scheme, involving Peter in preparation of marketing manuals, and training of farmer-users as well as staff. The expansion of these industry activities reflects, in part, Peter Packard's

persistence, enthusiasm and stimulatory powers with people, encouraging them to make good use of science in practice.

Much of the groundwork for Peter's undoubted success over the past few years probably lies in his early involvement with MAF. He served, first, as a Sheep and Beef Officer and then as a Farm Advisory Officer (Animal Husbandry), in South Otago from 1965-71. The Romney Development Scheme, screening some 9000 ewes for performance with a nucleus of 350 elite ewes was established by Peter in 1970; today, this scheme remains as New Zealand's largest pedigree group breeding scheme for sheep. He lectured at the Farm Training Institute at Telford for 3 years on sheep and cattle breeding and management, in between acting as National Promotions Manager for SHEEPLAN. These early experiences in dealing with people, as well as animals, proved invaluable.

Peter's significant contributions to New Zealand animal production were noted, perhaps not surprisingly, internationally. In 1980, accompanying Dr Graham Everitt, he undertook a feasibility study to improve Bali cattle in Indonesia as part of New Zealand's bilateral aid programme. Thus started a decade of exciting involvement for Peter in an improvement scheme of profound international significance, involving him in at least annual visits to initiate, promote, encourage and persuade the Indonesians to make best use of their unique natural resource. Under his guidance, two Breeding Centres have been established, one on the island of Bali, and the other on the island of Sumbawa. A computerised performance recording scheme now operates, conducted entirely by the Indonesians, providing information on some 10 000 Bali cattle. Project staff have been educated in New Zealand and Indonesia; selected, improved Bali bulls are being integrated into artificial breeding and farmers encouraged to use the modern facilities offered. The Indonesian authorities call it the Quiet Revolution - and Peter Packard's more recent visits have been at the Indonesians' invitation to extend the scheme nationally, throughout that vast assembly of islands to benefit some 180 million people. New Zealand has a very high reputation for leadership in animal production

throughout South East Asia, especially Indonesia, reflecting Peter Packard's excellence in communication and applications of scientific principles.

This Society has itself benefitted from Peter's attributes. He has served on the Management Committee for the past few years and his contributions as Publicity

Officer have helped to raise the profile and finances of the Society, through Occasional Publication sales.

It is in recognition of Peter Packard's communication skills, innovation, success as a people-person and never flagging enthusiasm that the New Zealand Society of Animal Production elects him as a worthy recipient of the Sir Arthur Ward Award.

G.C. Everitt