

Media Release

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Triplets help spread child safety message



The Peacock triplets know a thing or two about keeping safe on their Waitere farm, in the Hawkes Bay.

Their mum, Amy Peacock, says having three little ones on farm means they have had safety drilled into them from a young age.

“It is also most impossible to keep an eye on all three of them all the time so we have walked and talked safety with them virtually since they were born.

“We are lucky that they love bright colours, because they are always keen to pull on their High Vis, which they know they have to wear before they step out the door,” Amy says.

The triplets, Zara, Lily and Henry, are featured in Pāmu’s *Kids on Farms* safety policy released to all Pāmu farms in December.

The policy restates and brings together in one document all the expectations Pāmu has of its farm staff, when it comes to children on their farms.

Chief Executive Steven Carden says safety is the most important priority on all Pāmu farms.



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“At Pāmu, we have been on a safety journey following the tragic deaths of three staff in the space of six months on our farms several years ago. We have completely re-evaluated our approach to safety and have initiated a range of measures, from the launch last year of the Pāmu Academy, offering tailored, leadership focused safety programs, to initiatives such as this refresh of our *Kids on Farms* policy.

“We have seen a turnaround in our safety performance, our safety culture and a flow on effect to improved operational efficiencies, thanks to the approach to safety leadership that we have developed along with our partners, Wilson Consulting Group.

Mr Carden says children are an integral part of farm life.

“We have almost 300 children and teens on our farms, and we want make sure our safety messages are reaching them as well. For our staff, farms are not just a place of work, but also their home. Just like adults in the home environment, children can become complacent when it comes to safety in familiar surroundings, and so we need to periodically reinforce how important it is that they stay safe,” Mr Carden says

The *Kids on Farm* policy brings together all existing safety policies relating to children in a colourful booklet, with the Peacock triplets as some of the stars.



“We want to make our safety messages accessible and we have learnt that notices on a wall board don’t work. It is about leadership, culture and providing information in an accessible and visually pleasing way,” Mr Carden says.

The *Kids on Farm* booklet includes a colouring competition, so Pāmu farm kids can have fun while getting some information about being safe on farm.

Amy Peacock says her three children already feel like winners.

“They are delighted to be in their very own book,” she says.

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Editor's note:

Pāmu Farms of New Zealand is the brand name for Landcorp, a Stated Owned Enterprise, and one of New Zealand's most innovative farmers and food businesses. It is also the name given to the quality products created by the company.

Pāmu is the Māori word 'to farm' and reflects the deep connection New Zealanders have with the land, born from respect, and a genuine desire to protect and enhance the environments in which the company works. It's a proud provenance that stands behind every product bearing the Pāmu name.

Photos links:

1. Photo of triplets: <http://landcorp.co.nz/file/triplets-zara-lily-and-henry>
2. Screen shot of Booklet: <http://landcorp.co.nz/file/kof-bookletpng>
3. Photo of colouring competition: <http://landcorp.co.nz/file/kofcolouring-compng>

For more information on the Pāmu Academy go to www.pamuacademy.co.nz

Contact:

Simon King (Pāmu Farms of NZ): 021 242 5723

Rebecca Keoghan (Pāmu Academy): 027 440 2664