

**OUR LAND
AND WATER**

Toitū te Whenua,
Toiora te Wai

What is Our Land and Water?

Our Land and Water is a National Science Challenge. National Science Challenges are dedicated and designed to break new ground in areas of science that are crucial to New Zealand's future. In our case, this means, tackling the biggest science-based issues and opportunities facing our country in the area of primary production, and the complex relationship it has with our precious land and water resources.

Enhancing New Zealand's primary sector production and productivity while maintaining or improving land and water quality is our aim. The vision for Our Land and Water is that New Zealand is world-renowned for integrated and successful land based primary production systems, supported by healthy land and water and capable people. We already have research programmes underway including **Integrating Value Chains** that specifically target our aim and are working towards our future vision.

Why do we need research about Integrating Value Chains?

Did you know that New Zealand currently earns approximately \$37 billion from primary sector exports, but that these same products are sold in international markets for an estimated \$250 billion? That means we're missing out on about \$213 billion in profit for some of our nation's best produce. Since such a large share of New Zealand agri-food production is exported it is essential for the primary sector's prospects to understand how value chains can share value and incentivise land use practices

The aim of this programme is to answer the following research question: How can value chains better share value (economic, environmental, social and cultural) from consumer to producer and incentivise land use practices that relieve tensions between national and international drivers?

Research Timeline

January 2017: Integrating Value Chains funding approved

April 2017: Integrating Value Chains research underway

June 2019: Integrating Value Chains research complete



Maximising Export Returns for New Zealand's Biological Industries

Welcome to the MER Data Portal where you can directly access research results from the AERU.

Kia ora whānau,

To enter into the MER Data Portal, please click here on the link at the right of this page.

The MER Data Portal was originally created as part of the AERU's Maximising Export Returns research programme, funded by the New Zealand Ministry of Business Innovation and Employment (MBIE) from 2012 to 2016. We are grateful to our research partner, Research First, for helping us to create this on-line tool.

That research focused on how consumers in five international markets significant for New Zealand exporters (China, India, Indonesia, Japan and the United Kingdom) value certain credence attributes when they shop for food and beverages. Credence attributes are qualities that are claimed to be associated with a product, even though they cannot be directly observed with purchase or consumption. Example include food safety, functional foods, animal welfare, environmental stewardship, social responsibility and cultural authenticity.

The AERU will continue to publish new results through the MER Data Portal as they become available. We have completed a similar study of New Zealand consumers, and these results will be published sometime in 2017. The AERU is grateful for funding from a Lincoln University Research Grant and from the Our Land and Water National Science Challenge that is allowing this to happen.

Contact: Professor Caroline Saunders at Caroline.Saunders@lincoln.ac.nz and Professor Paul Dabiel at Paul.Dabiel@lincoln.ac.nz.

The Maximising Export Returns programme also produced six research reports, which can be accessed by clicking on the relevant titles from the list below.

- **MER Research Report 1:** Consumer behaviour and trends for credence attributes in key markets and a review of how these may be communicated. Sini Miller, Tim Driver, Neelani Venkatesh and Caroline Saunders. AERU Research Report No. 302, July 2014.
- **MER Research Report 2:** Communicating New Zealand's credence attributes to international consumers. Nic Lees and Caroline Saunders. AERU Research Report No. 334, January 2015.

AERU's Interactive Dashboard (pictured above) is accessible via www.lincoln.ac.nz/aeru/mer.

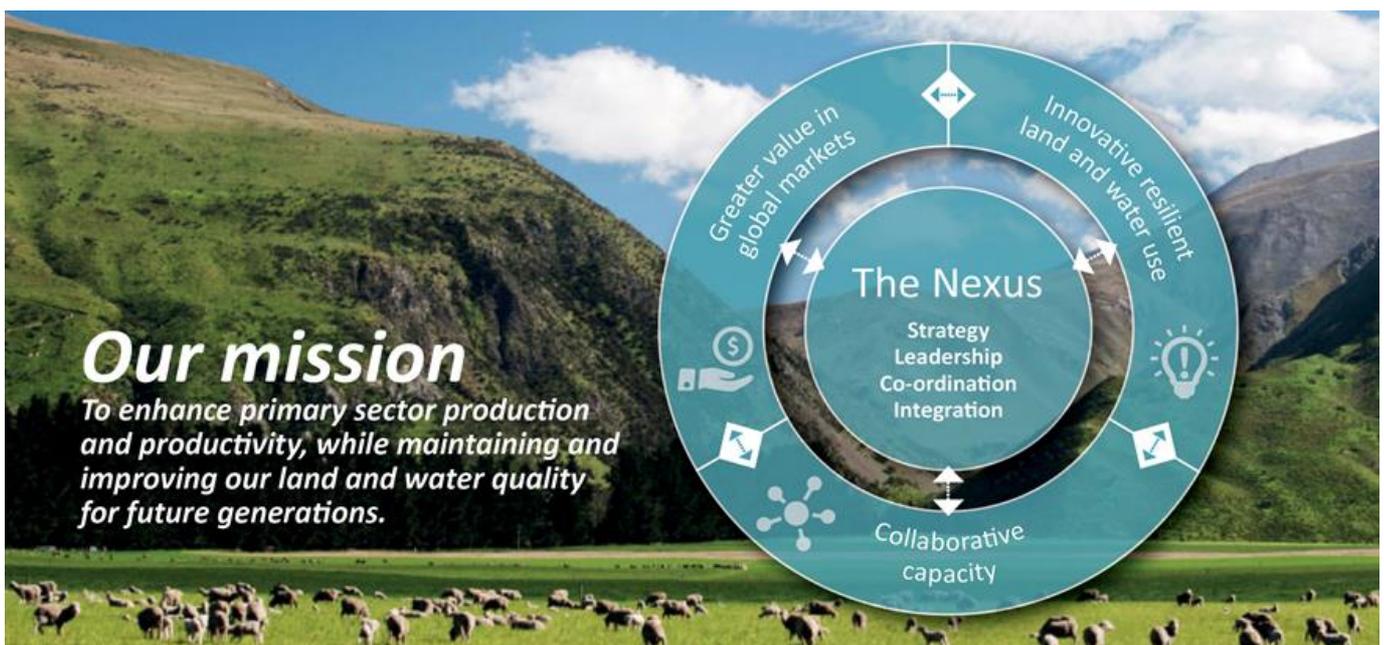
The research has five specific hypotheses:

1. It is possible to prepare and explain a list of physical and credence attributes related to sustainable land use choices and valued by domestic and international consumers of agri-food exports, made available to agribusinesses through a specialist web-based portal at the AERU.
2. It is possible to use original research in key international markets to determine credence attributes matched to New Zealand production systems that are valued by international consumers of all agri-food products sourced from New Zealand, especially from Māori enterprises.
3. It is possible to identify effective technologies and standardised audit systems that are trusted by international consumers that they are buying sustainable New Zealand primary products.
4. It is possible to identify specific governance features, data and measures that improve the performance of collaborative value chains in an agri-food context.
5. It is possible to create systems within collaborative agri-food value chains to reward providers for providing credence attributes valued by domestic and international consumers

Who's involved with the research?

Our Land and Water provides an opportunity for collaboration between the best teams and researchers from universities, institutions, businesses and non-government organisations. A team comprised of scientists from five public sector organisations and four private sector organisations will test the five hypotheses to answer this question by mid-2019.

The research is being supervised by an Advisory Board of representatives from at least eight end-users of the research. This Board will meet times during the research to help co-design the programme and to test results for validity. Professor Paul Dalziel is the contact for this research : paul.dalziel@lincoln.ac.nz.



Our mission

To enhance primary sector production and productivity, while maintaining and improving our land and water quality for future generations.