

# Our Land and Water Challenge Proposal:

## Future-Proofing Environmental Credence Attributes

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# The Problem / Opportunity

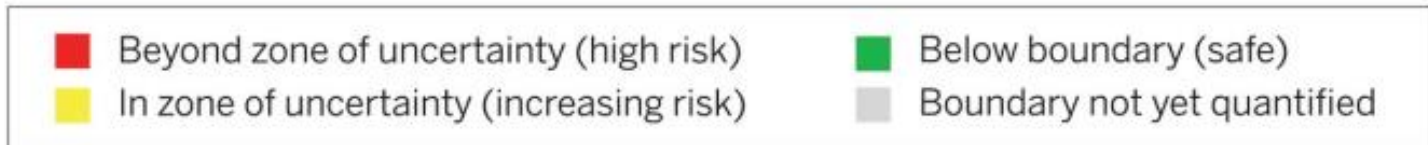
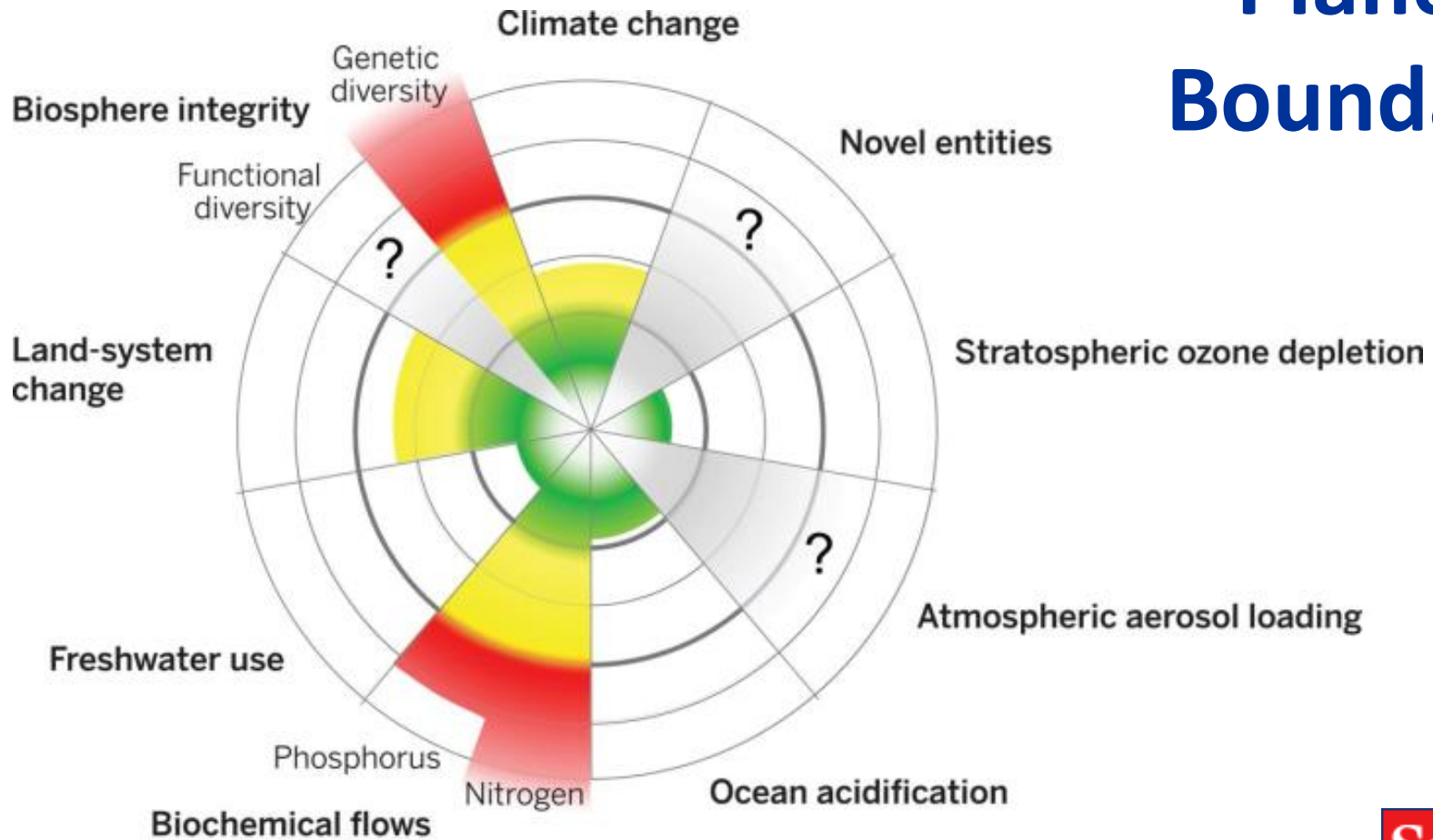
- Accelerating public concern about environmental issues
- Clean and green image of NZ under scrutiny
- Environmental certification of agricultural products advanced in some other countries
- Environmental metrics developed elsewhere may disadvantage NZ producers
- Lack of mechanisms for driving improved environmental performance

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Current status of the control variables for seven of the planetary boundaries. The green zone is the safe operating space, the yellow represents the zone of uncertainty (increasing risk), and the red is a high-risk zone.

# Planetary Boundaries





Why choose Anchor Butter that's shipped frozen



when you can choose Country Life?

Before Anchor Butter reaches your table it's frozen and shipped over 1000 miles from New Zealand.



Country Life, however, is made with milk from British farms and is proud to carry the Red Tractor logo for food standards. So why choose anything else?



<https://www.theguardian.com/commentisfree/2017/dec/04/new-zealand-britain-countryside-michael-gove-brexit>

Farming  
Opinion

## Clean, green New Zealand is a lie - and a warning for Britain's countryside

*Patrick Barkham*



▲ 'Tim Smit sparked a minor international incident by declaring New Zealand "so pure the people of Christchurch won't swim in the River Avon. Most lakes are full of algae."' Photograph: Murdo Macleod for the Guardian

There can't be a more successful tourism marketing campaign than "**100% Pure New Zealand**". And New Zealand is seen as a world leader in another respect: how its farmers sell their food globally without government subsidies. But the tension between these two successes has been exposed by Sir Tim Smit, the co-founder of **the Eden Project** in Cornwall.

Smit has sparked a minor international incident by declaring that New Zealand is "so pure the people of Christchurch won't even swim in the river Avon. Most of the lakes are full of algae. It is like a beautiful person with cancer." He was speaking to **British landowners** pondering the New Zealand model for post-Brexit

NEW ZEALAND / ENVIRONMENT

# NZ seventh-worst on emissions of 41 nations

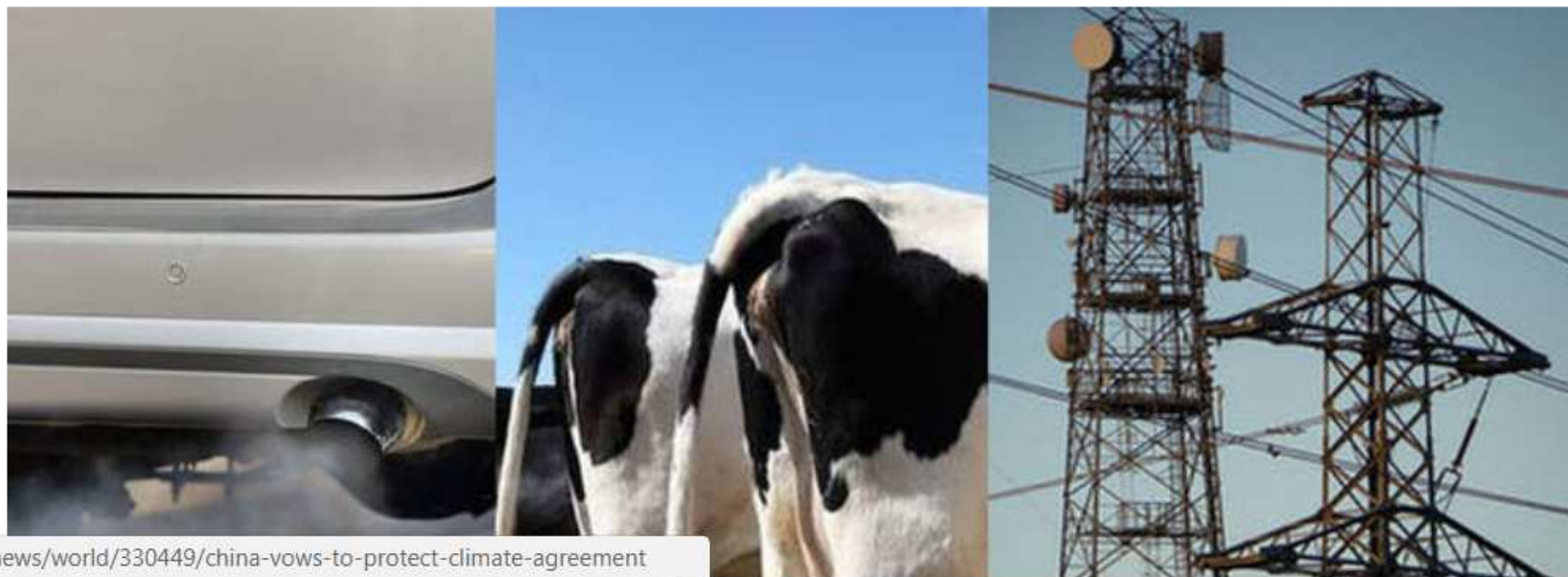
12:01 pm on 26 May 2017

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**Kate Gudsell**, Environment & Conservation Reporter  
[@kategudsell](#) [kate.gudsell@radionz.co.nz](mailto:kate.gudsell@radionz.co.nz)

New Zealand's greenhouse gas emissions in 2015 were 24.1 percent higher than 1990 levels - a far cry from the country's commitment in the Paris agreement.



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**Working  
with nature**



<http://www.origingreen.ie/>

Launched in 2012, Origin Green is the national sustainability programme for the Irish food and drink industry. It is the only sustainability programme in the world which operates on a national scale, uniting government, the private sector and food producers, through Bord Bia, the Irish Food Board.

Independently verified at every stage, Origin Green enables Ireland's farmers and food producers to set and achieve measurable sustainability targets, reduce environmental impact and serve local communities more effectively. The overall ambition of the programme is that every farm and food manufacturing business throughout Ireland will be on the road to sustainable production by the end of 2016.



# Working with nature

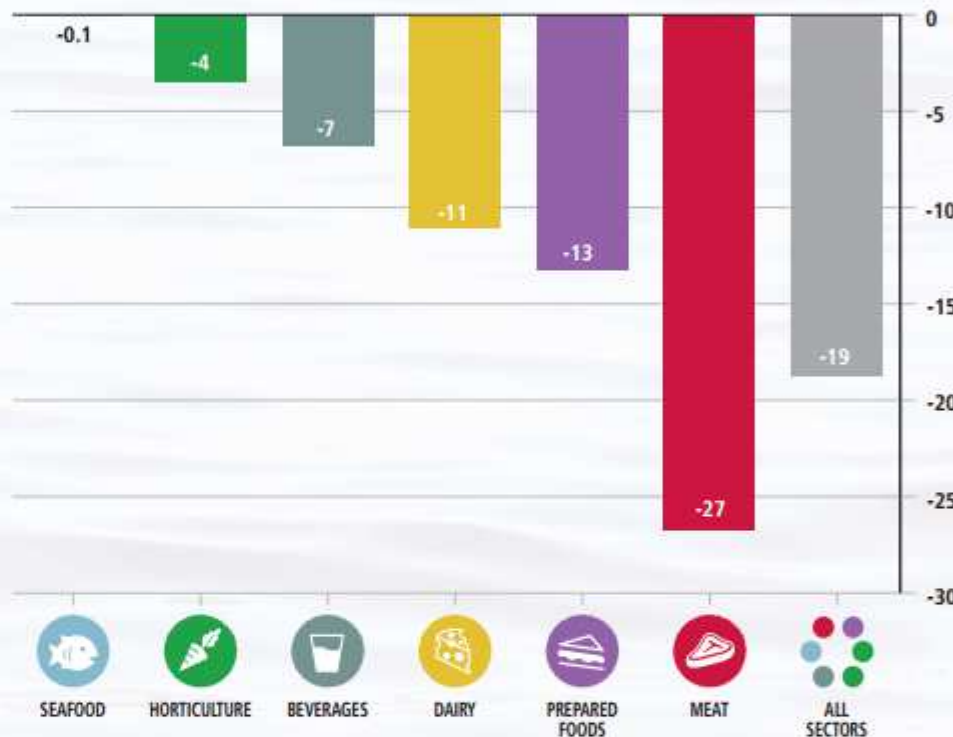


<http://www.origingreen.ie/>

## Trends in water usage per unit of output

Performance among verified members across different sectors is even more impressive on a unit of output basis. Verified members from the Meat sector recorded the largest fall on a unit of output basis, with 2014 data showing a reduction of almost 27% relative to the baseline. This is followed by Prepared Foods and Dairy with declines of 13% and 11% respectively. The Beverage sector was almost 7% lower.

% CHANGE 2014 VS. BASE YEAR\*



# 13%

THE PREPARED FOODS SECTOR WAS ALMOST 13% LOWER RELATIVE TO THE 2012 BASELINE.

# 27%

VERIFIED MEMBERS FROM THE MEAT SECTOR RECORDED THE LARGEST FALL ON A UNIT OF OUTPUT BASIS, WITH 2014 DATA SHOWING A REDUCTION OF ALMOST 27% RELATIVE TO THE BASELINE.

# Product Environmental Footprint (PEF) programme

- Developing as potential requirement for product supply to Europe
- NZ involved in pilot testing to understand implications
- Metrics include: eutrophication, water use, land use ...



The screenshot shows a webpage from the European Commission. At the top, there is a navigation bar with the European Commission logo and the word 'ENVIRONMENT'. Below this is a breadcrumb trail: 'European Commission > Environment > Sustainable Development > Single Market for Green Products'. The main content area is titled 'What environmental impacts does PEF consider?' and states 'The PEF covers 15 environmental impacts:'. A blue bar with the text 'CLIMATE CHANGE' and a right-pointing arrow is visible. On the left side, there is a sidebar menu with the following items: 'Single Market for Green Products', 'Mid-term conference', 'Environmental Footprint pilot phase', 'Communicating to consumers', 'Product Environmental Footprint information', and 'How do tests work?'. The URL at the bottom of the page is <http://ec.europa.eu/environment/eussd/smgp/communication/impact.htm>.

# Product Environmental Footprint (PEF) programme



**EU ENVIRONMENTAL FOOTPRINT**  
FINAL CONFERENCE  
FROM VISION TO ACTION

**23-25 April 2018**  
CROWNE PLAZA HOTEL  
BRUSSELS

#EnvFootprint18  
#CircularEconomy  
ENVFootprint@iservice-europa.eu

## Opening session: A vision for green markets

23 April 2018, 14h (3hours)

### Karmenu Vella

Commissioner for Environment, Maritime Affairs and Fisheries

### Dr Wayne Visser

Professor of Integrated Value and Chair in Sustainable Transformation at Antwerp Management School

### Tim Kasten

Deputy Director of the United Nations Environment's Economy Division

### Jef Colruyt

CEO of Colruyt Group

### Roundtable chaired by Daniel Calleja Crespo

Director-General of Directorate-General Environmental of the European Commission, tbc



**Product and Organisation Environmental Footprint**

Verification of embedded impacts and traceability as part of the Environmental Footprint methods implementation



**EY**  
Building a better  
working world

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- **Lack of mechanisms for driving improved environmental performance**

# Mechanisms for demonstrating and driving environmental improvements

- Sector-based schemes: SWNZ, Beef & Lamb NZ's Land and Environment Plans
- Regional government schemes: Farm Environment Plans
- National schemes: NZGAP, EnviroMark, carboNZero

***BUT lack of coordinated NZ-wide product life cycle-based approach***



# The Opportunity (1)

**Development of indicators and environmental assessment methods with a focus on how country-specific aspects can be/should be (or not) taken into account**

- Choice of indicators
- Methods for selected indicators
- Normalisation and weighting of indicators
- Use of results to influence producers and consumers

# The Opportunity (2)

## **Development of NZ sector-based environmental certification schemes versus participation in international schemes**

- Legitimacy
- Complementarity
- Purpose
- Focus (product v organisation; on-farm v life cycle)
- Metrics (effect- v means-based assessment; choice of indicator; use of benchmark; amalgamation into a single score, etc.)



# The Opportunity (3)

## **Ongoing engagement of NZ producers in environmental certification schemes**

- Cost-efficiency: cost benefit analysis measured in financial and environmental outcomes
- Role of auditing/verification + how to support improvements
- Mandatory versus voluntary involvement in schemes
- Addressing laggards in a sector
- Role of marketing

# Summary

- **Growing need to demonstrate environmental credentials of NZ's primary sector products**
- **Proposed project(s):**
  - Engage with international initiatives to develop environmental footprinting metrics / ensure applicable to NZ
    - Climate change (soil carbon)
    - Water use
    - Eutrophication
    - Land use / biodiversity
  - Environmental certification scheme(s): develop NZ-branded schemes and/or link to international schemes