



Opting out – the Land Futurists

Chris Phillips, Melissa Robson-Williams & Holden Hohaia



the paint brush is coarse





the paint brush is still coarse



His story





His story

What is the cost
of industrial
agriculture?

Why are so many farms
forced to specialise?

I want a
smarter
way of
farming





Drivers

Global drivers

People

Government

Technology

Instead of being the challenge of agriculture, can diversity become the opportunity?



Innovation at the
"Edge"



Research areas



Photo: School of Permaculture, 2014

Exploring the 'Edge'



Photo: Farmers Guardian, 2016

Technology-enabled
Diversification

the paint brush is getting finer



Photo: Peter Scott, *Above Hawke's Bay*

the paint brush is getting finer



Photo: Peter Scott, *Above Hawke's Bay*

How fine can the paint brush go?



www.abovehawkesbay.co.nz



Photo: Peter Scott, *Above Hawke's Bay*



New relationships

Greater ecosystem services

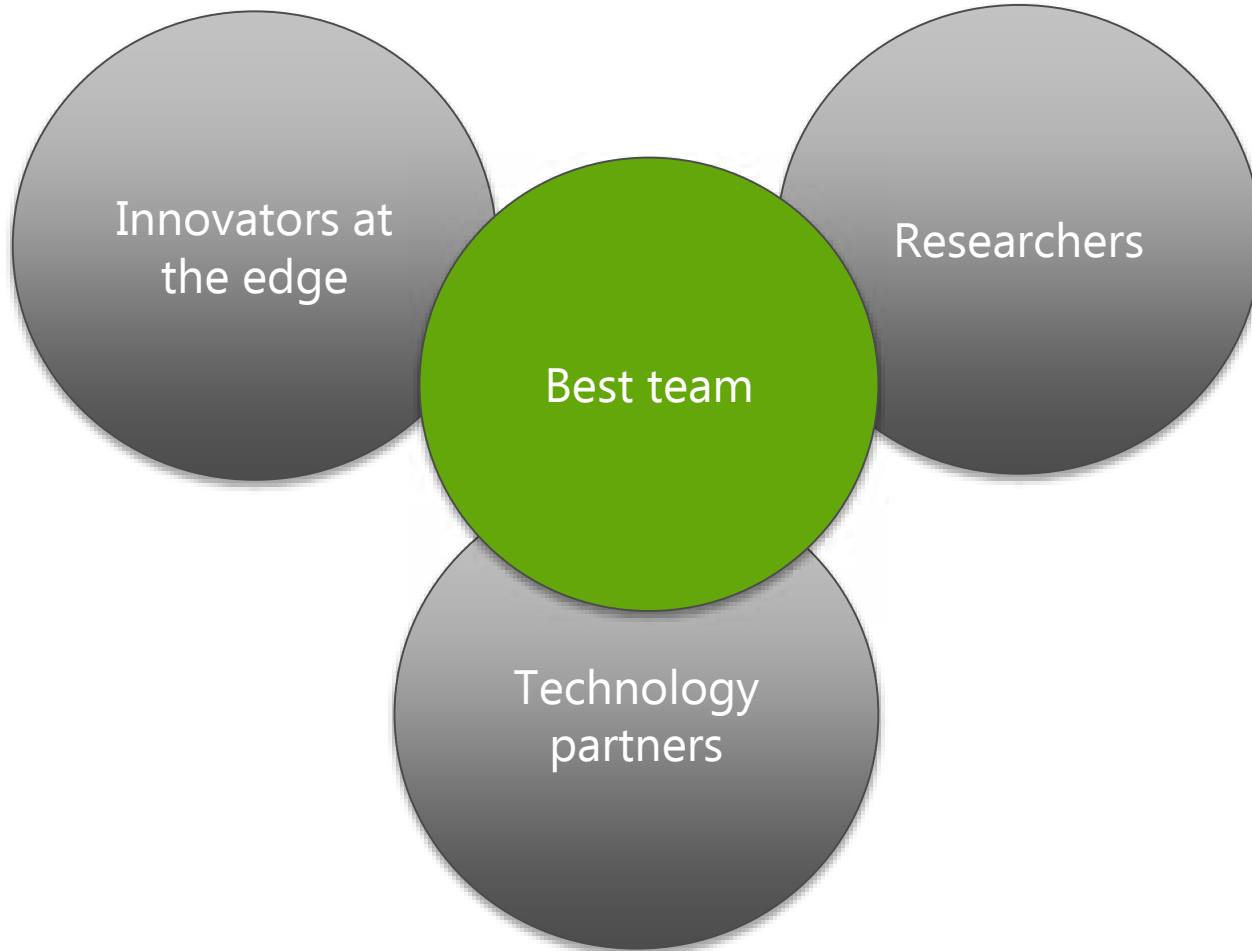
If

Transparency

Multiple value chains



Best team





Summary

We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect.

Kua takoto te manuka

Inviting the Land Futurists:

those on the edge charting a way forward by reimagining our landscapes

