



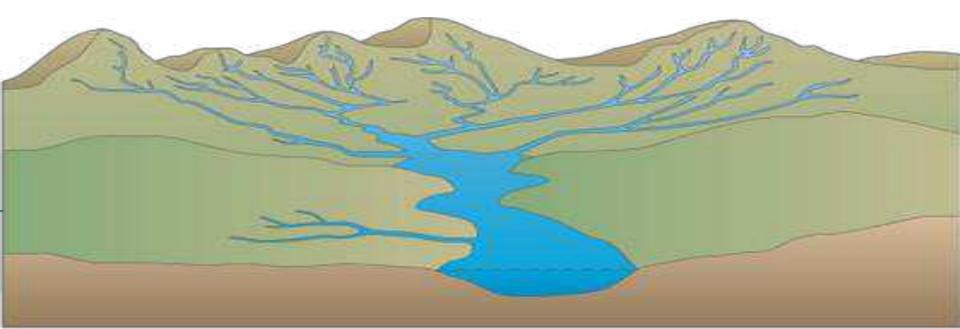
Challenge programmes



Challenges

From Capability to Suitability

- Value land according to its economic, environmental, social and cultural potential
- Recognise differences in leakiness, attenuation & resilience
- Adapt production systems to suitability
- Work with and enhance natural attenuation capacity



New options for productive and profitable land-use within limits

- Unlocking and integrating our knowledge
- Production systems/soils/plants/animals/surface water/groundwater/land-water interface/catchment modellers/ genomics/ economics/sociology/Matauranga
- Entrepreneurs/Maori/stakeholders/
- Multi-contaminants
- nutrients/sediments/faecal microbes
- Innovative production systems with reduced footprint
- Cost-effective targeting of mitigations and interventions



Linkage into value chain

- Use knowledge of producing within limits
- to enhance product value
- Science to back-up credence claims
- Means to capture added value
- Means to incentivize and reward sustainable practices
- Basis for increased profitability and resilience
- Strengthen social license



