

# OUR LAND AND WATER SYMPOSIUM

Kia Mauri Ora te Whenua



INCENTIVES FOR CHANGE

## Market-Oriented Value Chains

Tiffany McIntyre



## FUTURE LANDSCAPES

In the future landscapes contain mosaics of land use that are more resilient, healthy and prosperous than today.

### Strategic Area 1

*Be able to see what diversity is possible and match land use to what it is suitable for.*

### Strategic Area 2

*Understand and model the management of land and water quality.*

### Strategic Area 3

*Provide the novel production systems that use healthy land and water to generate high-value products.*



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New Zealand's primary producers are well-rewarded for producing high-value products in sustainable ways.

### Strategic Area 4

*Capture and share with the producers more of the value consumers associate with our products.*

### Strategic Area 5

*Increase and share value based on mechanisms that rewards sustainable land use and high-value products.*

### Strategic Area 6

*Enable communities to identify and adopt sustainable land use practices.*



## CAPACITY FOR TRANSITION

We understand what it will take, and have the tools to help us, transition to resilient, healthy and prosperous futures.

### Strategic Area 7

*Increase our social capital so that we can have well informed debate about alternative futures.*

### Strategic Area 8

*Act as kaitiaki, being responsible for our actions within enterprises, in a catchment and beyond.*

### Strategic Area 9

*Manage pressures and remove the barriers to a transition.*

## What is the problem?

How can value chains better share value (economic, environmental, social and cultural) from consumer to producer that incentivise land use change?

What are the key protocols that are associated with successful market-orientated value chains that share value from consumer to the producers?



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## What is the solution?

Case study research into the key protocols for successful market orientated value chains

Five case studies:

- Ngāi Tahu Pounamu
- Taupo Beef
- Kono Wine
- Kono Greenshell Mussels
- Taste Zespri



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## Results

Range of governance structures within the cases – no one type fits all!

Four key areas for value chains to focus on:

- Manaakitanga / Caring for the consumer
- Innovation and quality
- Governance (centralised coordination, value chain leader)
- ‘Values’ as opposed to ‘value’



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# Who is using the research to make a difference?

The AERU advisory board for this theme and other programmes

Wakatū, Ngāi Tahu

Sector bodies:

Te Hono, Export NZ, Beef and Lamb, Hort NZ, NZ Wine

Government agencies:

MFAT, MPI, MBIE, NZTE

Business:

Fonterra, Zespri, ANZCO



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## How is it building towards the Our Land and Water goal?

Increasing the value per hectare of land from premiums for credence attributes which will reward enhanced land use practice/change.

Providing new knowledge for existing supply chains and emerging value chains to share more of the value back to producers.



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# Collaborators



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## More Information

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