

One view

BRUCE THORROLD

OLW THEME LEADER

DAIRYNZ

FARMER

A solid green horizontal bar at the bottom of the page.

Why do we need
multi-functional landscapes
(and where)?

Why?

The scope and scale of the task

Farm scale decisions and efficiency aren't enough

To keep ahead of disruption

To engage with people

The scope and scale of the task

We're trying to....

Enrich the lives of 8-10 Billion people

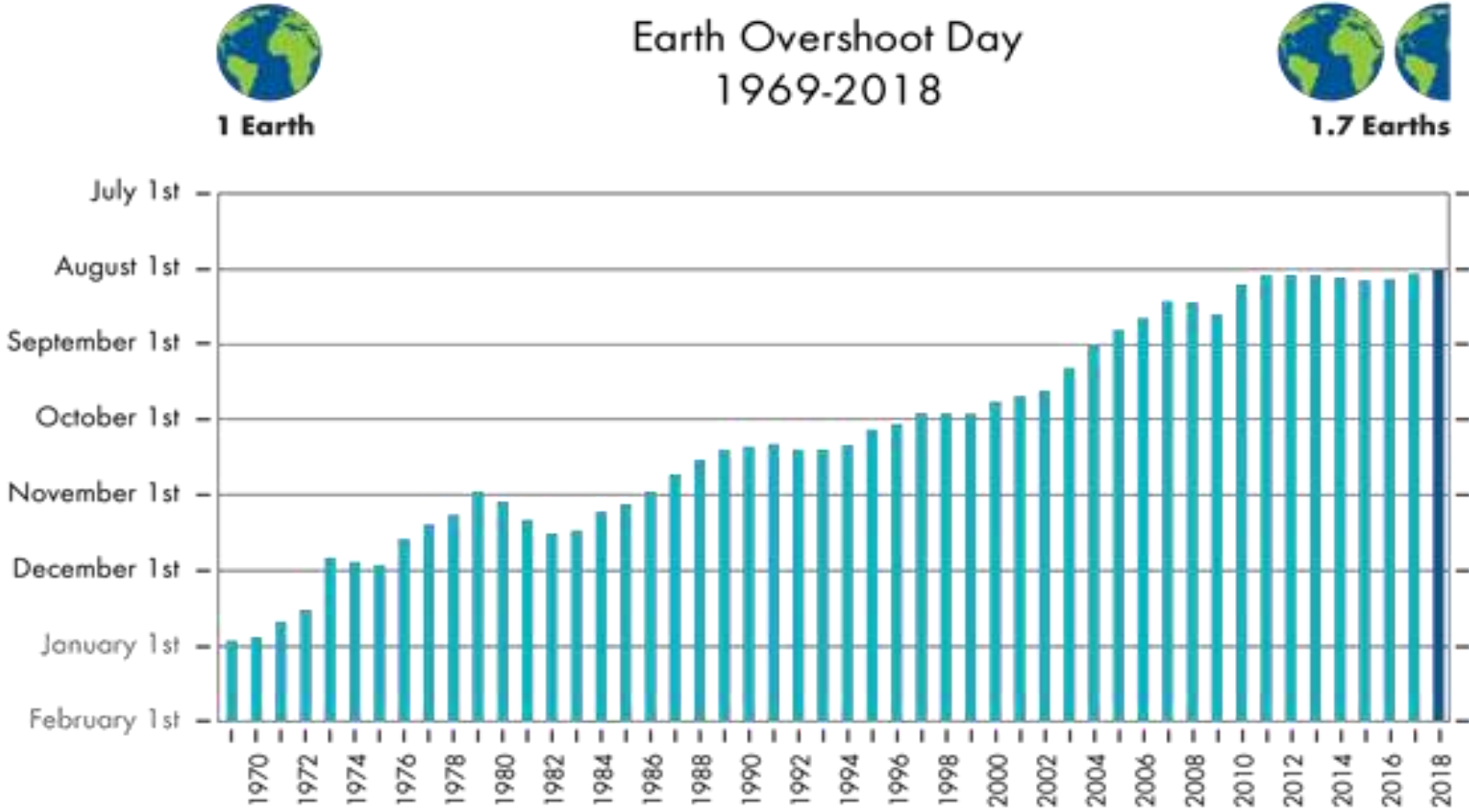
Control global warming and adapt to climate change

Avoid 6th Great Extinction

Improve water quality and security

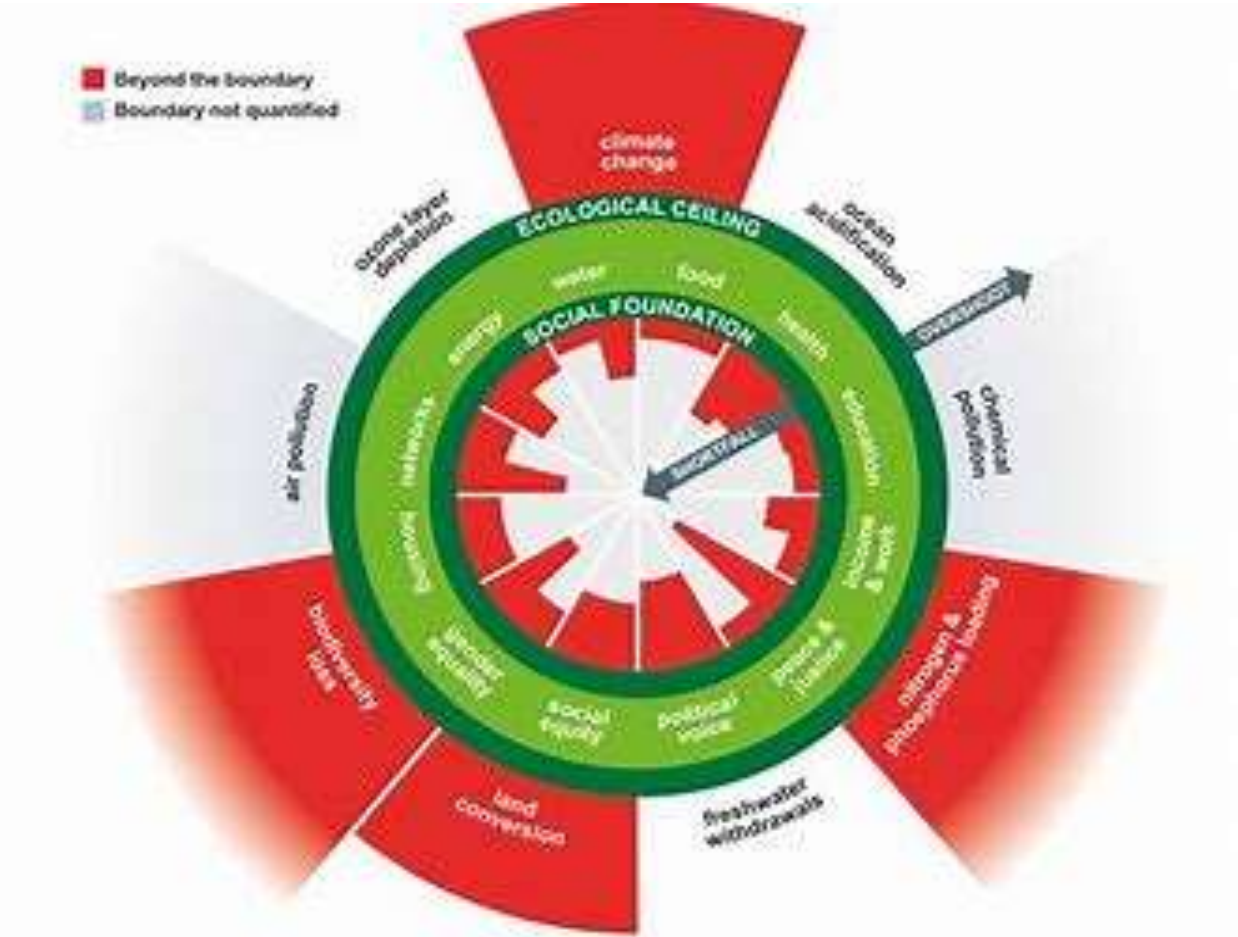
Support an economy that relies on the land

Global Footprint



Source: Global Footprint Network National Footprint Accounts 2018

Doughnut Economics



A landscape doing all it can?



Lake Taupo

Our best efforts have more to contribute



Farm scale decisions and efficiency aren't
enough

Peak Sheep – 1982 – 70M

Government export drive and subsidies

- LDEL and Ballot Farms
- Superphosphate
- Interest rates

Relative profitability

- International trade

Individual decision making

Changes 1980s to 2010s

Land Use	Current (ha)	Change (%)
Sheep, Beef and Deer	8,800,000	-31%
Dairy	2,500,000	+67%
Forestry	1,800,000	+63%
QE2 Trust	184,000	All +
Vegetables	45,000	-44%
Wine	38,000	+700%

Grain 100,000 ha
Kiwifruit 12,700 ha
Apples 9,400 ha
Avocados 3,800 ha

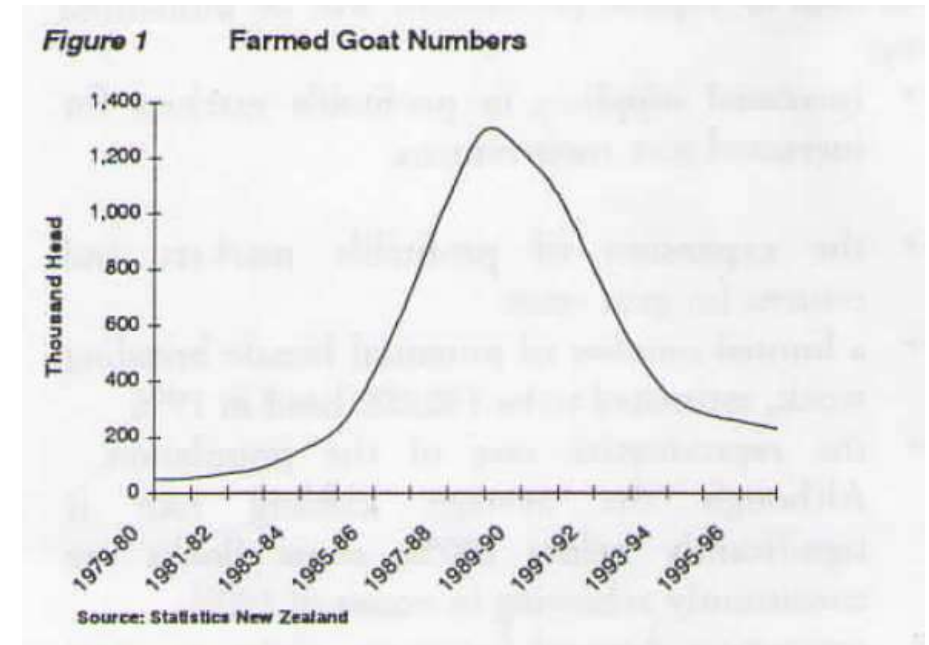
It didn't all go to plan...

The 'muller thurgau' vine pull

- \$6175/ha to remove grape vines

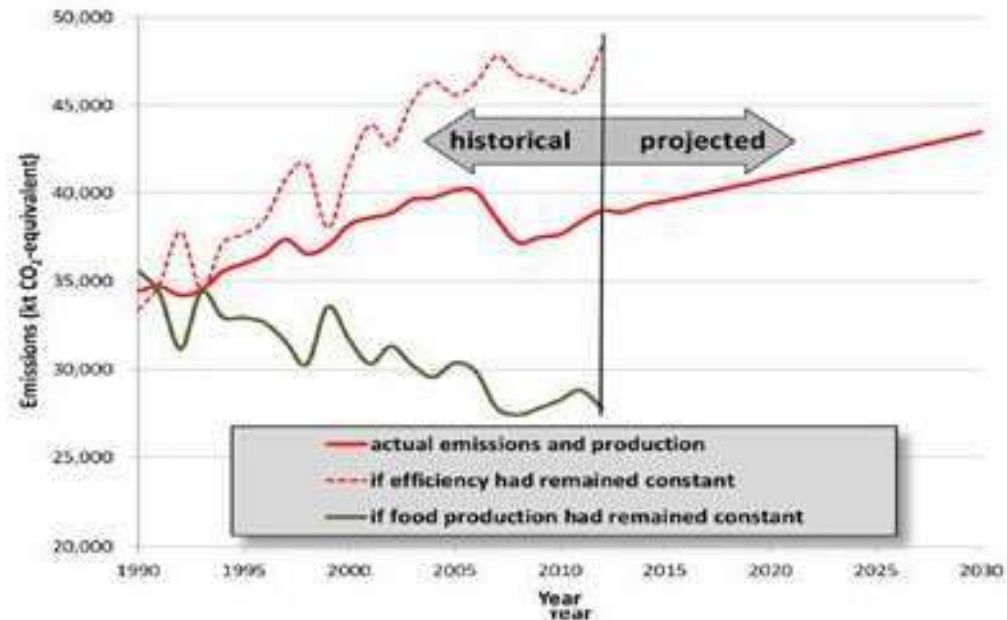
Fibre goats

Fitch (ferret) farming



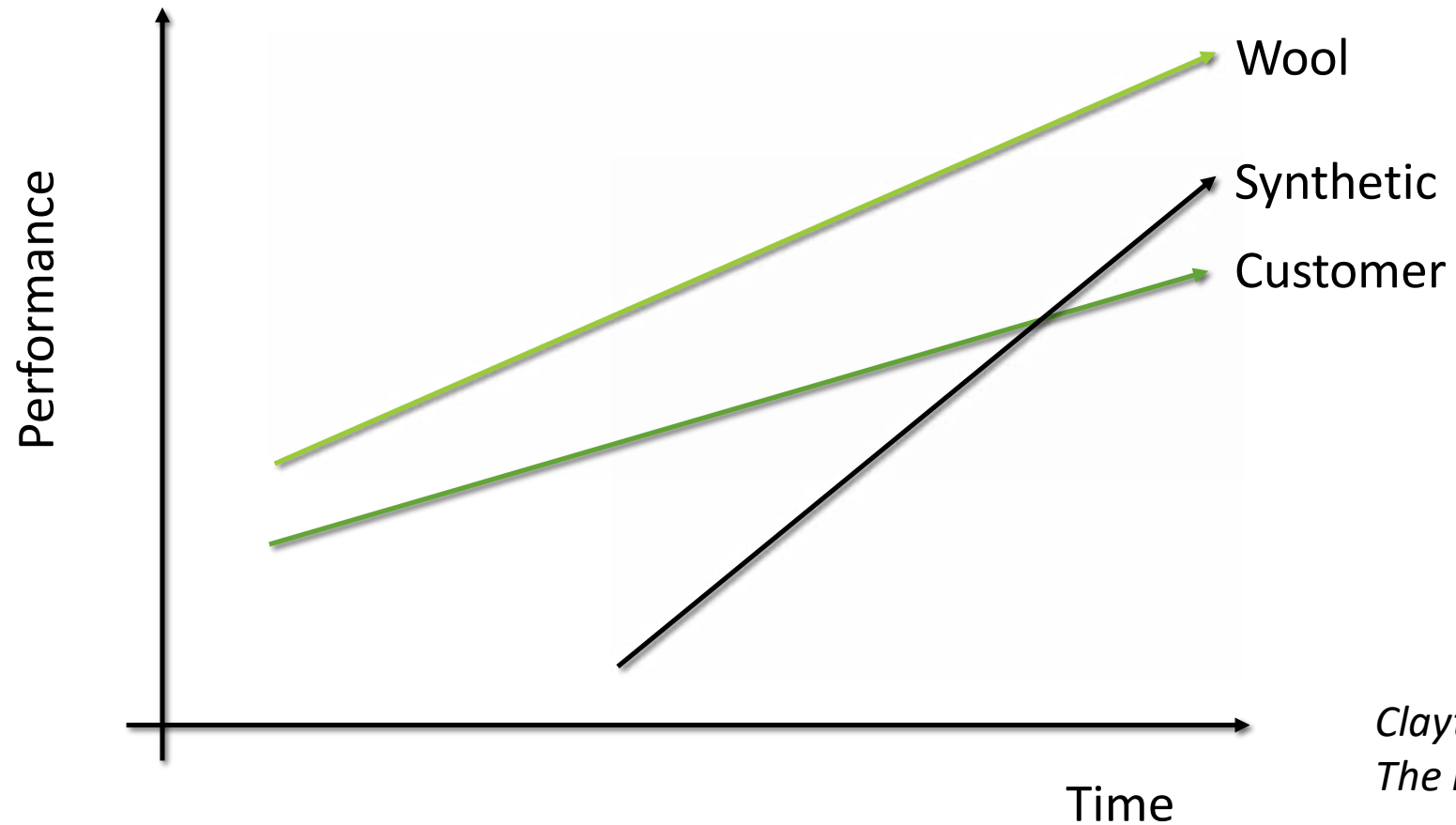
Technical efficiency helps

Emissions intensity and absolute emissions



Keeping ahead of disruption

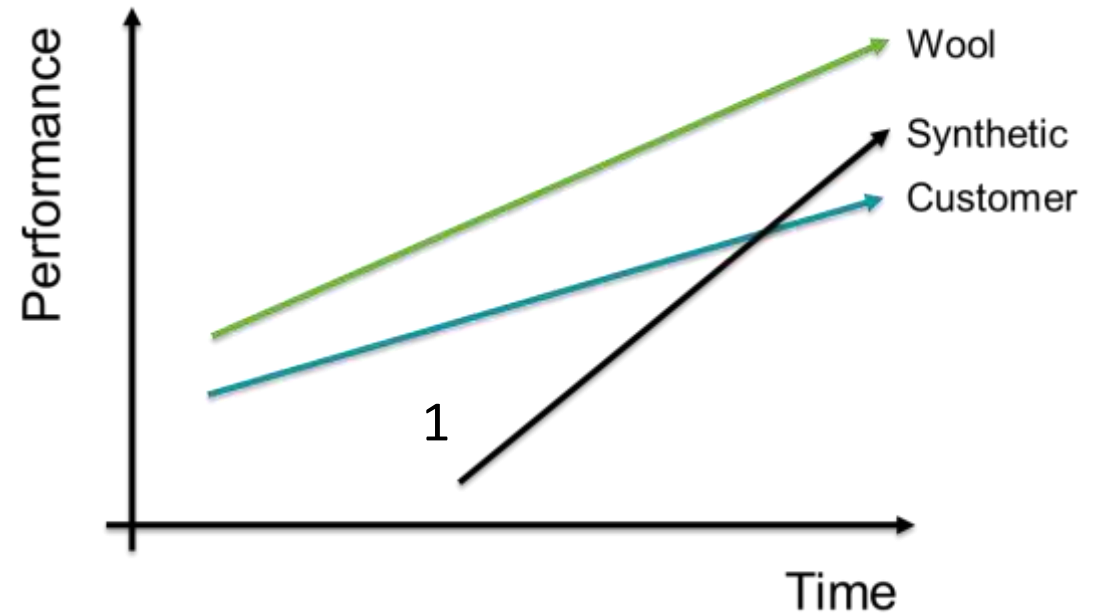
Wool – Classic Disruption



*Clayton Christensen
The Innovator's Dilemma*

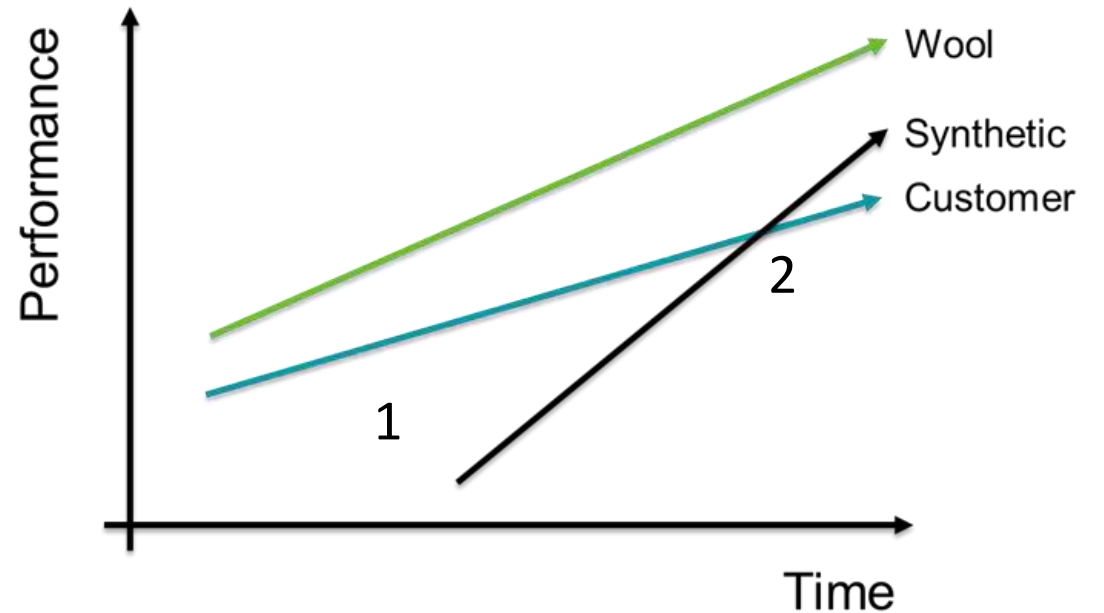
Wool – Classic Disruption

1. Synthetics start out cheap and low performing



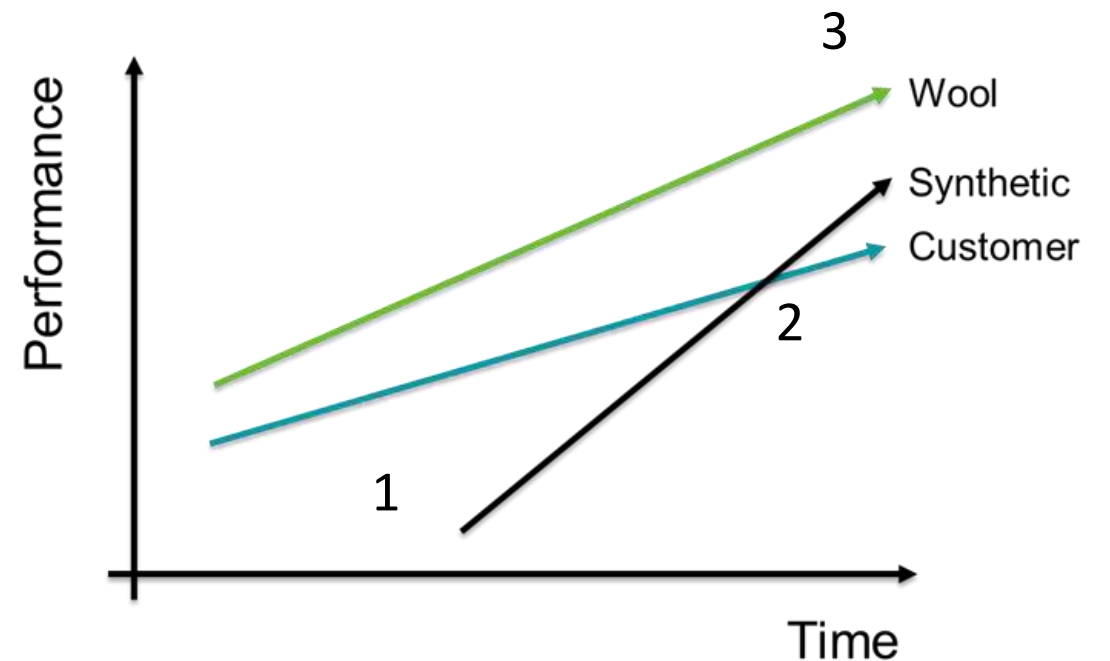
Wool – Classic Disruption

1. Synthetics start out cheap and low performing
2. Get good enough and displace mainstream wool
 - No way back as factories convert



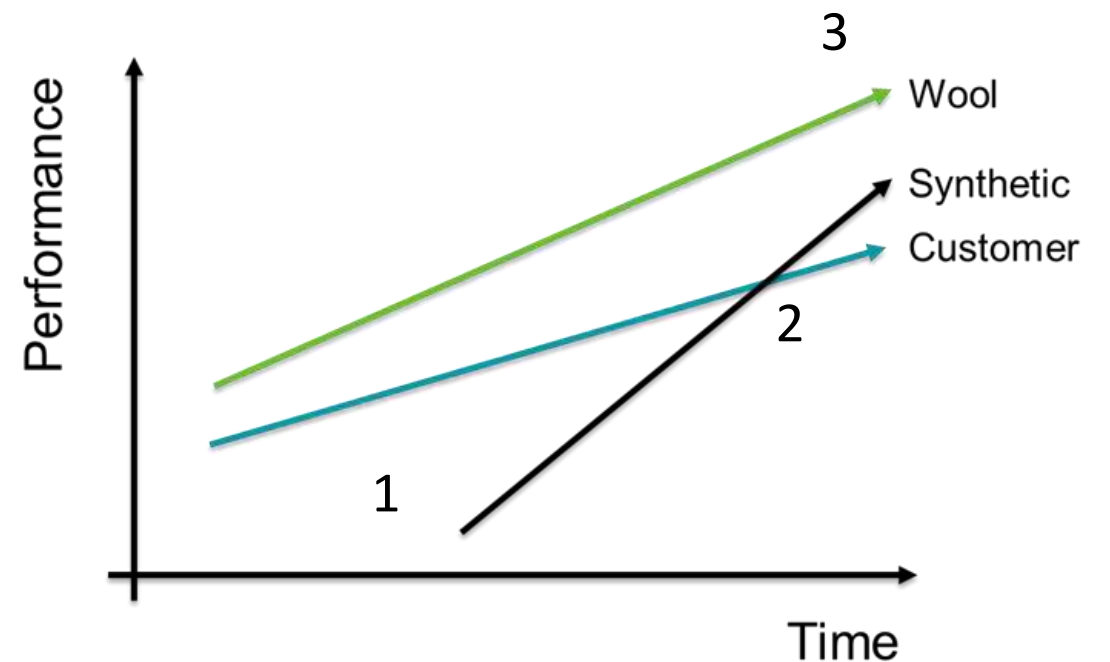
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 - No way back as factories convert
3. High end refuge for fine wool
 - Italian suits, Icebreaker, Allbirds



Wool – Classic Disruption

1. Synthetics start out cheap and low performing
2. Get good enough and displace mainstream wool
 - No way back as factories convert
3. High end refuge for fine wool
 - Italian suits, Icebreaker, Allbirds
4. Rest of clip is given away



High end story for dairy & meat

Natural

Tasty AND Healthy

Regenerative

- GHG, water, soil

Biodiversity

- Birds, bees & worms

Caring for animals and people



Engaging with people

Beyond technical optimisation

Te Ao Maori

Kaitiakitanga

A wider social contract

'Start with the Why' Simon Sinek

Multi-functional landscapes are the 'What'

- They're not the 'Why'

There's more than enough 'Why'

- The scale of the task
 - The need to make different decisions
 - Supporting our customer story
 - Engaging with our people
- 