

OUR LAND AND WATER SYMPOSIUM

Kia Mauri Ora te Whenua



INCENTIVES FOR CHANGE

WHENUA, LIFE, VALUES

A VALUES-CENTRED DECISION SUPPORT TOOL FOR MĀORI AGRIBUSINESS

John Reid, Matthew Rout, Jason Mika, Shaun Awatere, Annemarie Gillies, and Diane Ruwhiu



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

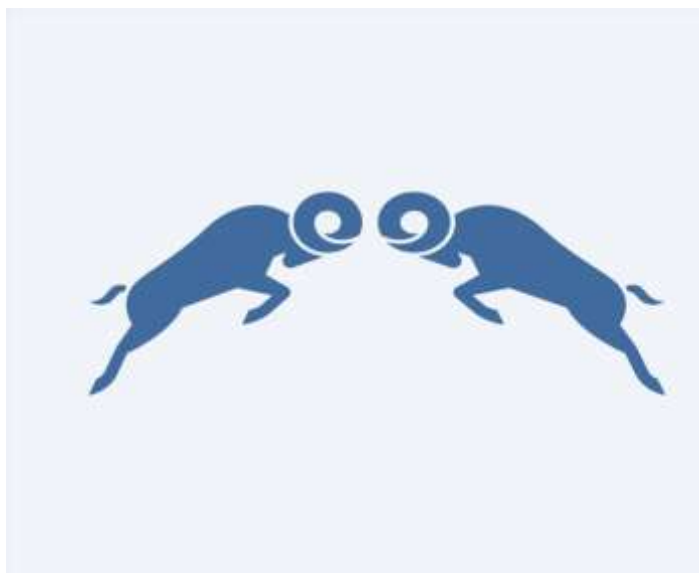
Act as kaitiaki, being responsible for our actions within enterprises, in a catchment and beyond.

Strategic Area 9

Manage pressures and remove the barriers to a transition.

Conflict or Synergy?

Do Māori agribusiness drivers work in conflict or synergy?



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Māori agribusiness drivers

LITERATURE
REVIEW



KAITIAKITANGA

STEWARDSHIP, SUSTAINABILITY,
HUMAN-ENVIRONMENT RECIPROCITY

INTERVIEWS
ACROSS 13
MĀORI
AGRIBUSINESSES



WHAI RAWA

CREATING INTERGENERATIONAL
WEALTH AND LEGACIES

THEMATIC
ANALYSIS



**WHANAUNGTANGA
& MANAAKITANGA**

POSITIVE RELATIONSHIPS,
SUPPORT & GENEROSITY



MANAWHAKAHAERE

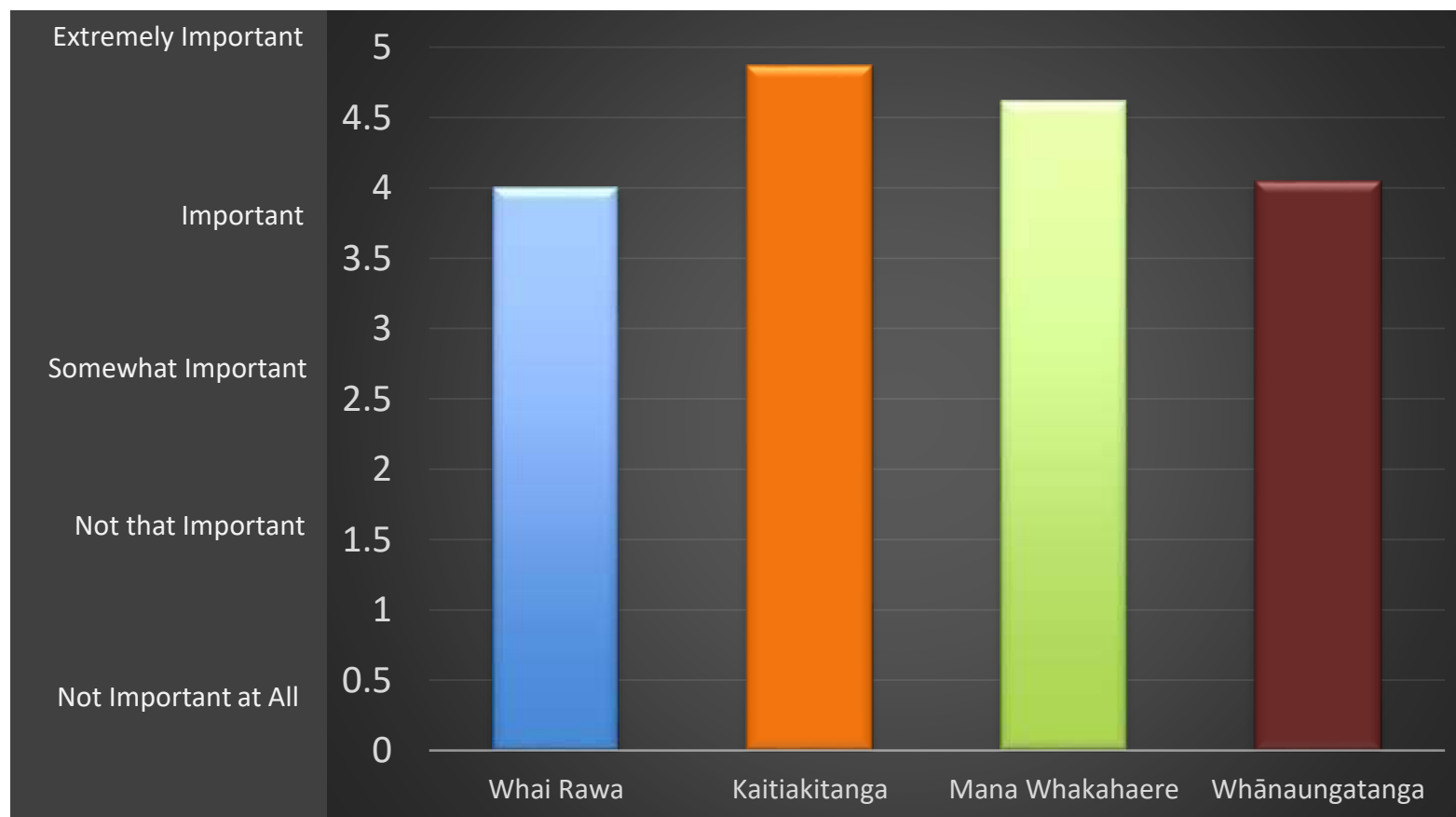
QUALITY LEADERSHIP,
MANAGEMENT, GOVERNANCE

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Importance ascribed to different value-drivers (n=27)

Survey of Māori agribusiness



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Conflict or synergy?

Trade-offs or synergy between environmental, social, and profit motives?



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Survey of Māori Agribusiness (n=27)

65 MĀORI AGRIBUSINESS CONTACTED

28 RESPONSES

SMALL SAMPLE BUT DIVERSE SPREAD OF RESPONSES

Kaitiakitanga - Mauri (health) of whenua (land) declining or improving?



Whai Rawa – loss or profit?



Manawhakahaere – ineffective or effective?



Whanaungantanga - relationships negative or positive?

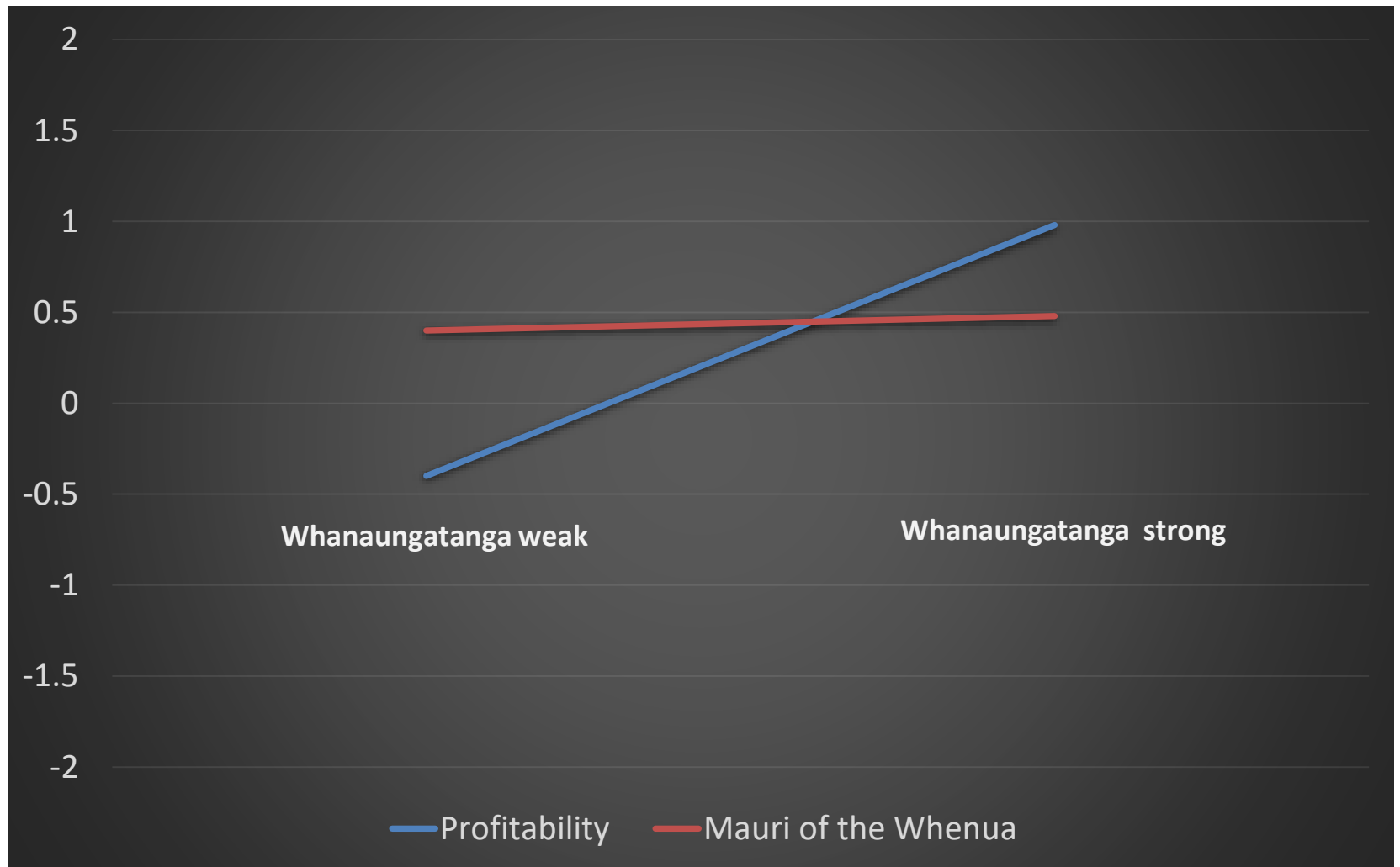


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Strong whanaungatanga correlates strongly with profitability, and land health (n=27)



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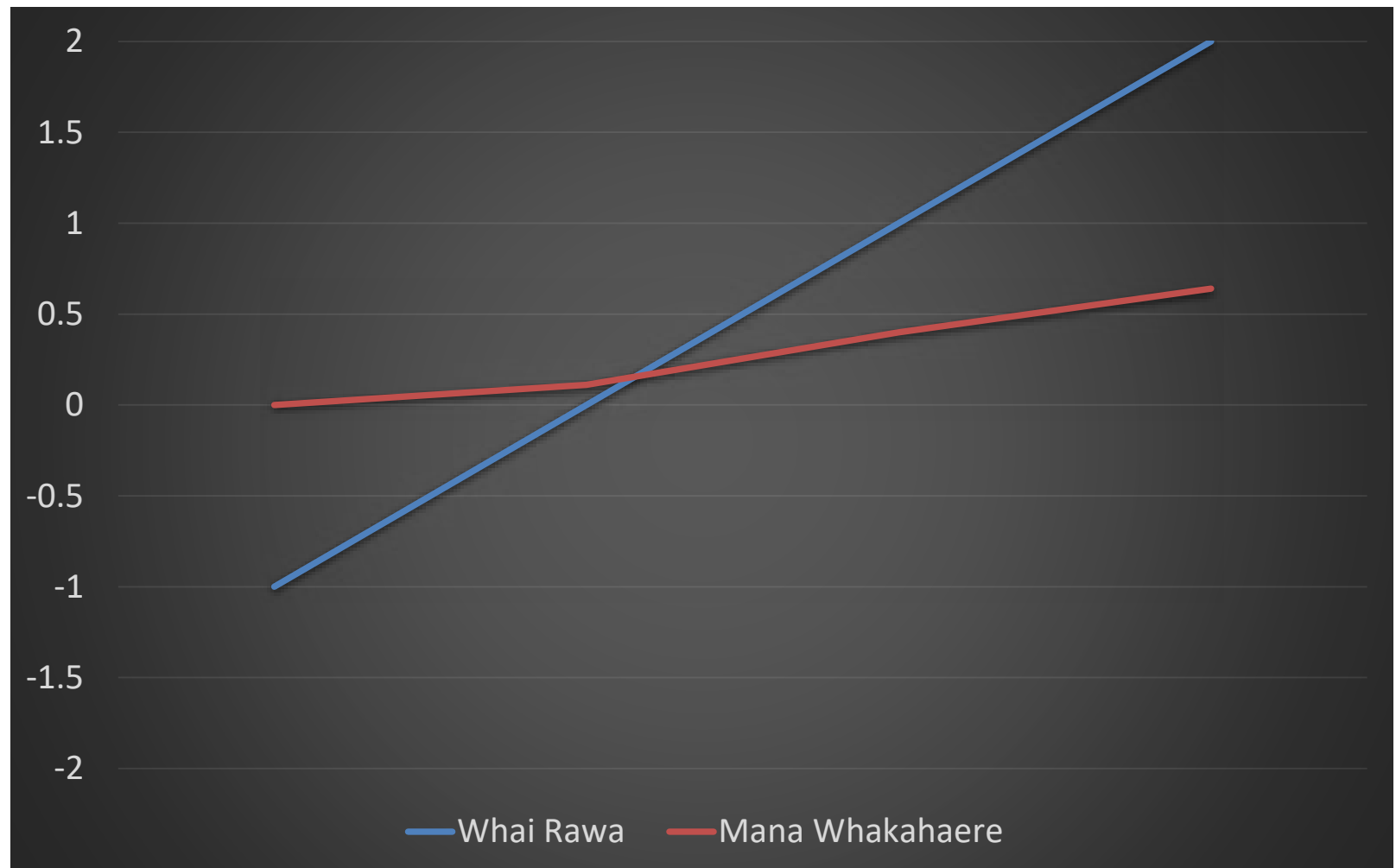
Increasing land health correlates with increasing profit (n=27)



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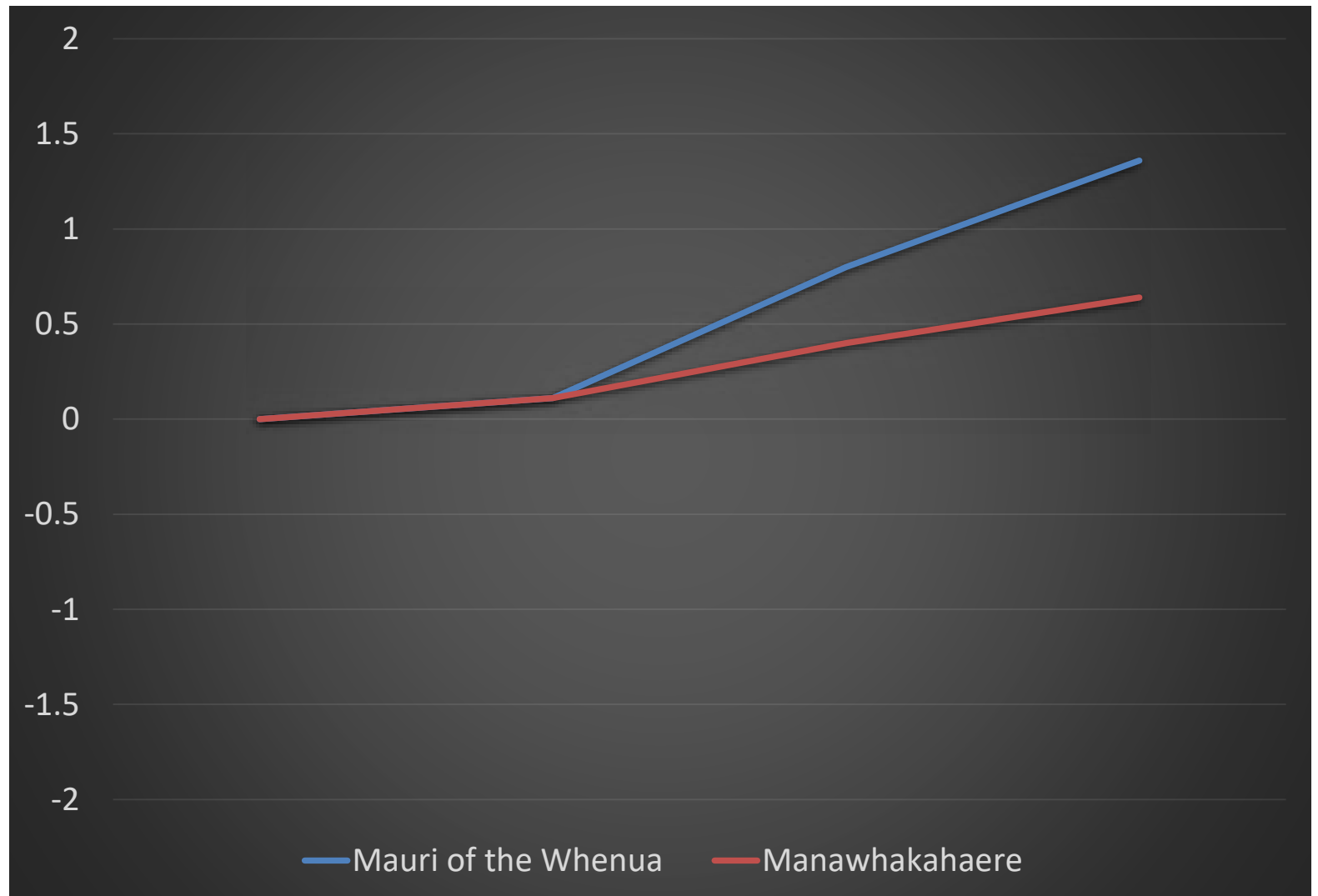
Effective governance (mana whakahaere) correlates strongly with profitability (n=27)



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Effective governance correlates strongly within increasing land health (n=27)



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Conclusion

Māori agribusiness drivers work in synergy
WIN WINS



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What enables Māori agribusiness to fulfil their values

LITERATURE
REVIEW

MATATAU

CAPABILITIES, SKILLS,
KNOWLEDGE

INTERVIEWS
ACROSS 13
MĀORI
AGRIBUSINESSES

HUAMONI

ACCESS TO FINANCE
AND WORKING
CAPITAL

THEMATIC
ANALYSIS

WHAKATAIRANGA

ACCESS TO PREMIUM
MARKETS

QUANT
SURVEY

WHAKAWHANAUNGATANGA

NETWORKS,
CONNECTIONS,
RELATIIONSHIPS

WHAKAREITENGA

SUPPORTIVE
REGULATORY
ENVIRONMENT

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The pillars and domains matrix A VALUES AND ENABLERS TRAFFIC LIGHT REPORT FOR DECISION SUPPORT

| VALUES AREAS | VALUES | | | |
|-------------------------|---|---|--|---|
| | KAITIAKITANGA | MANA WHAKAHAERE | WHAI RAWA | WHANAUNGATANGA |
| REGULATORY ENVIRONMENT | Engage with regional council regulations | Ensure Trustees understand responsibilities | Engage with regulations constraining profitability | Clarify Māori land ownership responsibility |
| FINANCIAL CAPACITY | Invest in environmental measures | Invest in specialist advice for Trustees | Invest in farm efficiency and product quality | Invest in connecting and bringing together whānau |
| SKILLS & KNOWLEDGE | Increase staff sustainability skills | Send Trustees to governance training | Increase staff skills and knowledge | Improve pathways for whānau to become staff |
| RELATIONSHIPS AND TRUST | Increase environmental efforts with other farms | Build connections and trust among Trustees | Improve relationships between staff | Increase connections and trust among whānau |
| PATHS TO MARKET | Create brand emphasising environmental values | Increase governance focus on creating quality product | Identify channels to premium markets | Coordinate operations with other Māori farms |



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Welcome to Kohuratia

Kohuratia is a best practice farm sustainability assessment tool for Māori Trusts, Rūnanga, and Incorporations

Kohuratia has been developed by Ngāi Tahu in partnership with the New Zealand Sustainability Dashboard Programme, Ngāi Tahu Farms, and the University of Canterbury.

The assessment system was informed by:



The Latest Science



Interviews with
Farming Experts



Farmer Experiences



The Food and
Agriculture
Organization's
Sustainability
Assessment Standards



The Mātauranga Māori
of Kaitiaki

[Login or create your account](#)

[Learn more about Kohuratia](#)

Collaborators

Collaborators

TE RŪNANGA O NGĀI TAHU



Te Rūnanga o NGĀI TAHU

40 MĀORI AGRIBUSINESSES

(ANONYMISED AS PART OF ETHICS APPROVAL)

Team

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NGĀI TAHU RESEARCH CENTRE

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TE PUNA ORA O MATAATUA

Diane Ruwhiu

UNIVERSITY OF OTAGO

More Information

All reports detailing methods and research results will soon be made available at:

<https://www.canterbury.ac.nz/ntrc>

The online tool Kohuratia is available at:

<https://www.kohuratia.nz/welcome>