

OUR LAND AND WATER SYMPOSIUM

Kia Mauri Ora te Whenua



INCENTIVES FOR CHANGE

Credence Attributes on Farm

Gina M. Lucci



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.

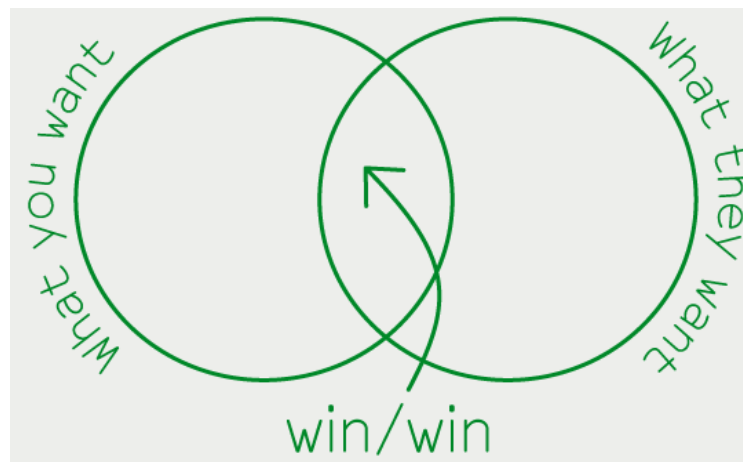
Strategic Area 9

Manage pressures and remove the barriers to a transition.

What is the problem?

If we change our systems to deliver higher-value credence attributes:

- What changes are required?
- Do these systems have lower environmental impacts?
- Will delivering credence attributes increase farm profitability?



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What is the solution?

Pasture-fed:

- N leaching reduced by 0 & 5%
- Carbon footprint reduced by 0 & 7%
- Profit: +36 & 49%

C-Neutral:

- N leaching reduced by 41 & 42%
- Carbon footprint reduced by 11 & 17%
- Profit: +11 & 25%

Organic:

- N leaching reduced by 17 & 24%
- Carbon footprint reduced by 11 & 20%
- Profit: +42 & 67%



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Who is using the research to make a difference?

- Industry partners, consultants & producers



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

Goal: Increase and share value based on mechanisms that reward sustainable land use and high-value products

- Magnitude of environmental benefits from established high-value products
- Increased understanding of the costs and risks involved



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Collaborators

Collaborators

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Dairy for life



Team

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More Information

Synopsis of findings (3 pages, PDF)

ourlandandwater.nz/credence-attributes-synopsis

Project webpage

ourlandandwater.nz/credence-attributes/