

OUR LAND AND WATER SYMPOSIUM

Kia Mauri Ora te Whenua



INCENTIVES FOR CHANGE

Integrating Global Value Chains and Domestic Production Systems

Peter Tait



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 values that consumers are willing to pay for that are associated with production from New Zealand?



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What is the solution?

Determine the attitudes towards and willingness to pay for credence attributes in case study markets.

Use of choice experiment methodology to improve accuracy of results.



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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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Impact

Beef and Lamb commissioned extra research and used this to underpin their new brand Taste Pure and Nature Origin Brand and hence their quality assurance scheme.



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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.

The research contributes to the vision “New Zealand is world renowned for integrated and successful land-based primary production systems, supported by healthy land and water and capable people” by new knowledge that the ‘world reputation’ will allow New Zealand producers and processors to capture higher returns.



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www.sustainablewellbeing.nz

Sustainable Wellbeing NZ

INSIGHTS AND RESOURCES TO CREATE SUSTAINABLE VALUE

This site brings together research and practice in sustainability, economics, modelling, and forecasting with a view towards improving the sustainable wellbeing of New Zealand. The links below provide a wealth of information and tools to help organisations and individuals create economic, environmental, and social value for themselves and wider society.



NZSD

New Zealand Sustainability Dashboard - Six years of research into improving sustainability for New Zealand organisations..

[Learn More](#) —



AERU Data Portal

Welcome to the AERU Data Portal, where you can directly access research results from the AERU's Maximising Export Returns (MER) and Our Land and Water National Science Challenge programmes.

[Find Out How](#) —



Sustainability Tools and Resources

Tools and resources to help organisations of all size to create sustainable value. Distilled scientific insights, online sustainability assessment, trending issues, and more.



Wellbeing Economics

The AERU has published a new book offering a novel approach to promoting prosperity and enhancing wellbeing.

[Find Out More](#)



Unlocking Export Prosperity

Five-year Research Programme Funded by the Ministry of Business, Innovation and Employment

[Learn More](#) —

AERU Data Portal

Kia ora tātou katoa.

Since 2012, the AERU has been undertaking original research on international consumers of New Zealand food and beverage products. The research programmes have included Maximising Export Returns (2012-2016), funded by MBIE; Integrating Value Chains (2017-2019), funded by the Our Land and Water National Science Challenge; and Unlocking Export Prosperity (2019-2024), funded by MBIE.

As part of these research programmes, the AERU has published a series of online tools through which the results can be explored more deeply. Please click on the links below to use our online tools.

Note: These tools are best viewed on a desktop computer.



[BACK TO DATA PORTAL](#)

Our Land and Water: Consumer Surveys

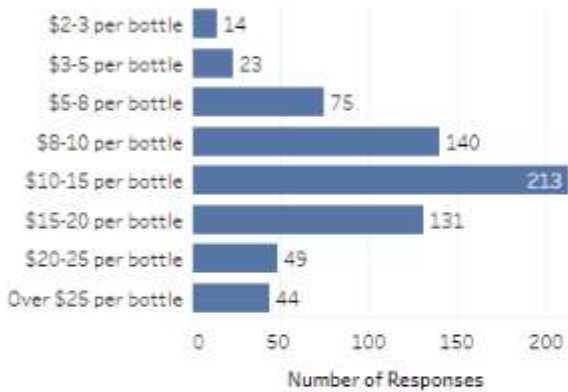


Sauvignon Blanc Consumption Behaviour

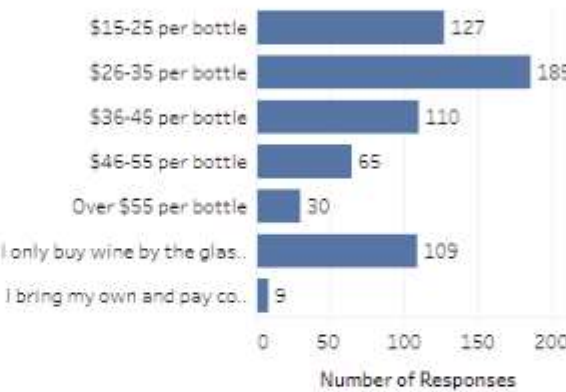
<
Sauvignon Blanc Usual Consumption
Sauvignon Blanc Usual Spend
Usual Shopping Behaviour
>

How much do you usually spend on Sauvignon Blanc?

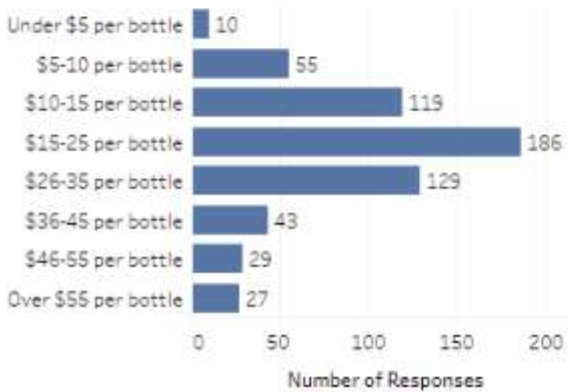
usual personal consumption at home



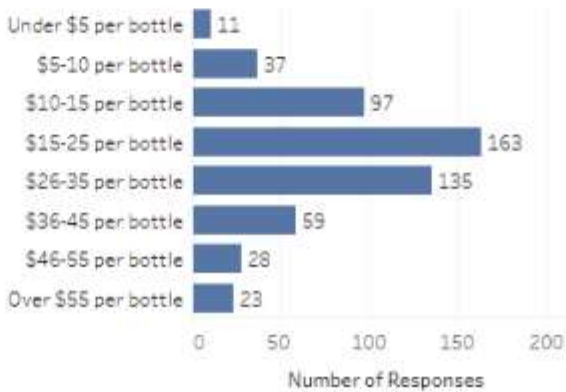
at a restaurant



for a celebration



for a gift



HOME

FILTERS

Age
(All) ▾

City
(All) ▾

Education
(All) ▾

Gender
(All) ▾

Household Makeup
(All) ▾

Income
(All) ▾

Type of Area
(All) ▾





Agribusiness
and Economics
Research Unit
A Lincoln University Research Centre
New Zealand's leading agri-food research

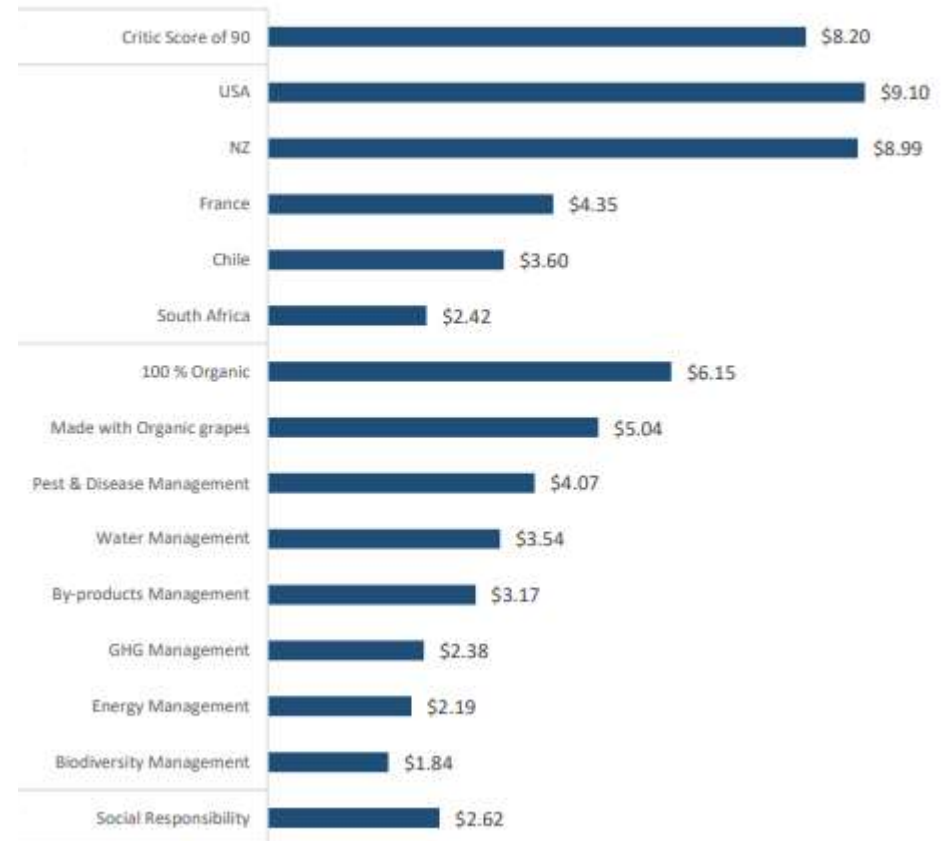
Consumer insights and willingness to pay for attributes: New Zealand wine in California, USA

Peter Tait
Paul Rutherford
Tim Driver
Xuedong Li
Caroline Saunders
Paul Dalziel

Research Report No. 349
June 2018



Average willingness-to-pay for selected wine attributes



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