



Transformational System Change

Supporting farmers to develop future ready farm systems

OUR LAND
AND WATER

Toitū te Whenua,
Tōiora te Wai

National
SCIENCE
Challenges

Leftfield
Innovation
Limited





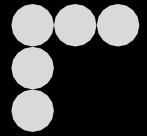
LFI - Transforming Our Land-Use for Good

100,000 ha of
higher value
sustainable land-use

NEW consumer-led
high-value agri-food
to global markets

For the benefit of the
primary sector,
our people
and our country

- ✓ **Economically sustainable**
- ✓ **Environmentally sustainable**
- ✓ **Nutritionally rich**



Transformational system change

Land use diversification to improve environmental outcomes while enhancing primary production and profitability that meets farmer priorities and concerns

Canterbury Farmers

1

Canterbury Farmers -
Values based decision
making assessment

*'Start with what we
know we can grow'*

2

Market Insights Study –

Speciality Grains +
Pulses Study

*'Capturing more value
from what we know we
can grow'*

Wairarapa Farmers

3

The Why, What and How of
change

Future Farm Systems
Workshop + Interviews

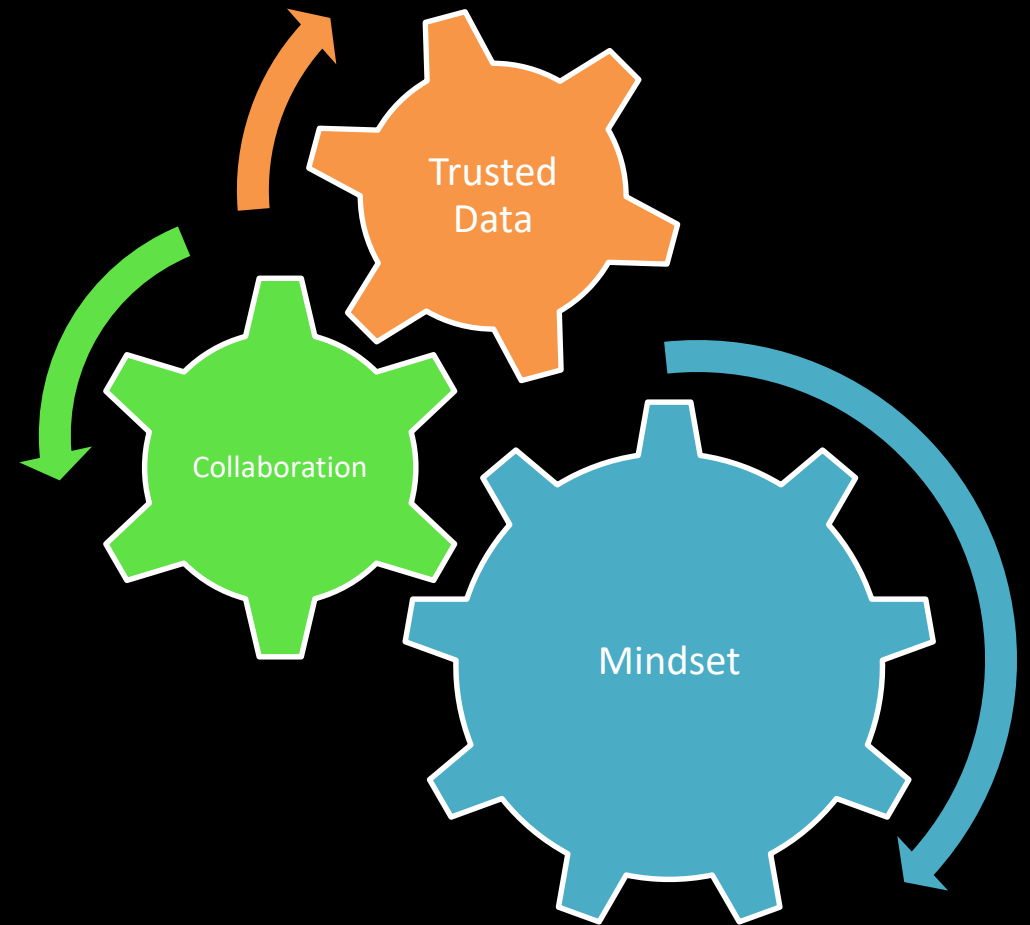
*We know why we need to
change, and we have some
ideas as to what we can
change, but we struggle to
know HOW to do this – its
complex'.*

System change =



Speciality Grains + Pulses Study

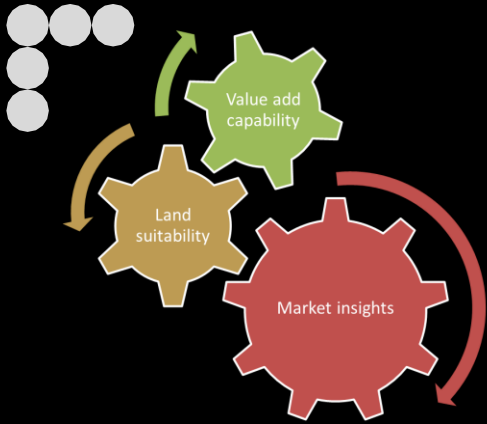
+



Future Farm Systems Workshop + Interviews

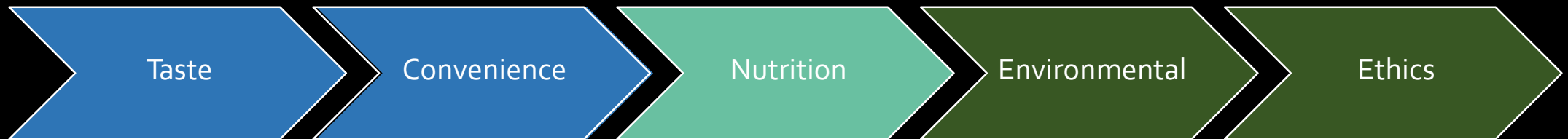


Consumer Values



Established Values

Emerging Values



Taste

- Flavour preferences
- Natural vs. Artificial

Convenience

- Availability
- Cooking Requirements

Nutrition

- Dietary Restrictions
- Nutritional Value
- Fat / Sugar / Salt
- Food Authenticity / Safety

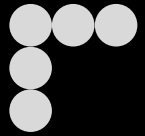
Environmental

- Packaging
- Production Impact
- Food Waste
- Provenance

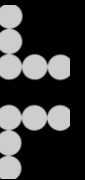
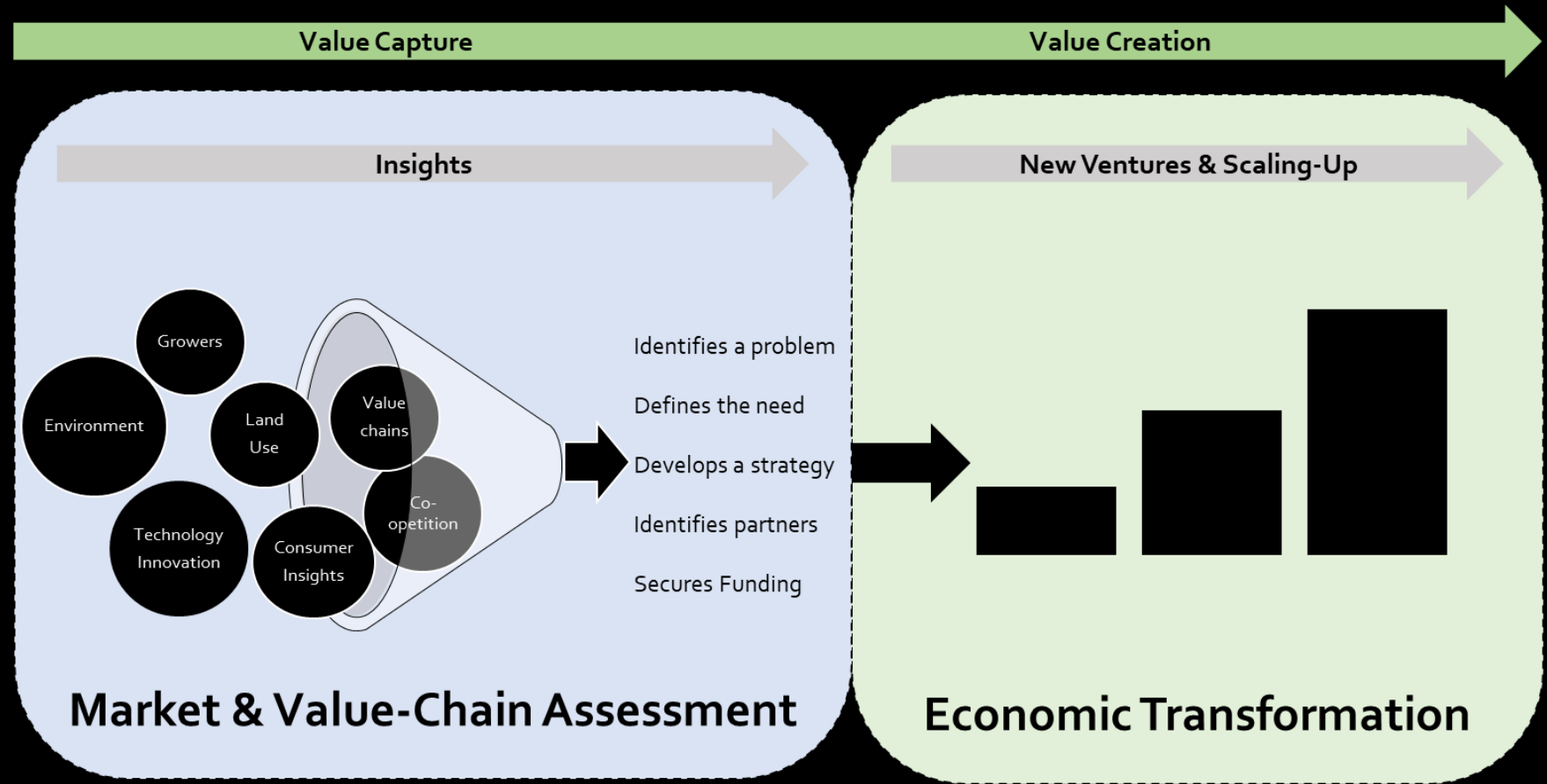
Ethics

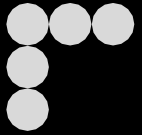
- Social
- Labour
- Patriotism





LFI's Value Capture – Value Creation Strategy





Near-term Opportunities for Value



OUR LAND AND WATER Toitū te Whenua, Tōiora te Wai National SCIENCE Challenges

Speciality Grains + Pulses Study

- Import Replacement
- Consumer preferences identified
- Grower group for North + South Island
- Food processing opps identified to transform raw materials into food ingredients + products
- Science to support identification and measurement of sustainable farm practices.



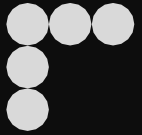
6 star crops:

- Oats
- Quinoa
- GE free soy
- Chickpeas
- Buckwheat
- Hemp

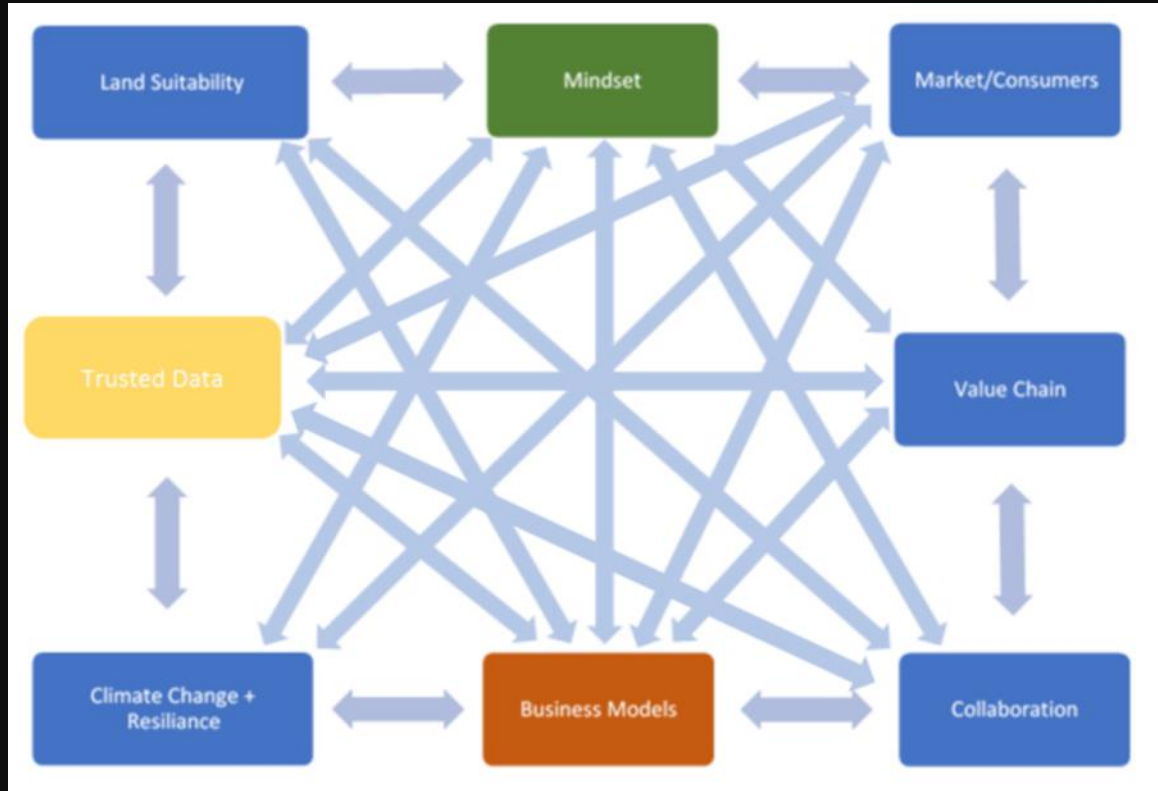
Champion

- NZ Led global initiative
- ~5,000 ha grower group Canterbury + Mid Canterbury
- 5 year Supply Agreement
- Provenance - data
- NZ customers + export opportunities
- Grower + Processor Investment

<https://lfis.io/PAXwclmzw>



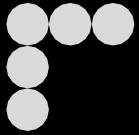
8 Themes - driving 'how' to enable future farm systems



Asking the 'Why', 'What' and 'How' questions enabled the group to see that they were generally aligned on 'Why' they needed to make changes to their farm system and business.

A number of farmers also shared many similar views as to 'What' needed to change.

The 'How' do they do this became the challenge, as the farmers recognised gaps in the answers, and in their thinking and knowledge as to 'How' they would activate the 'Why' and 'What'.



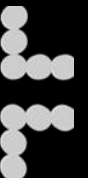
Mindset



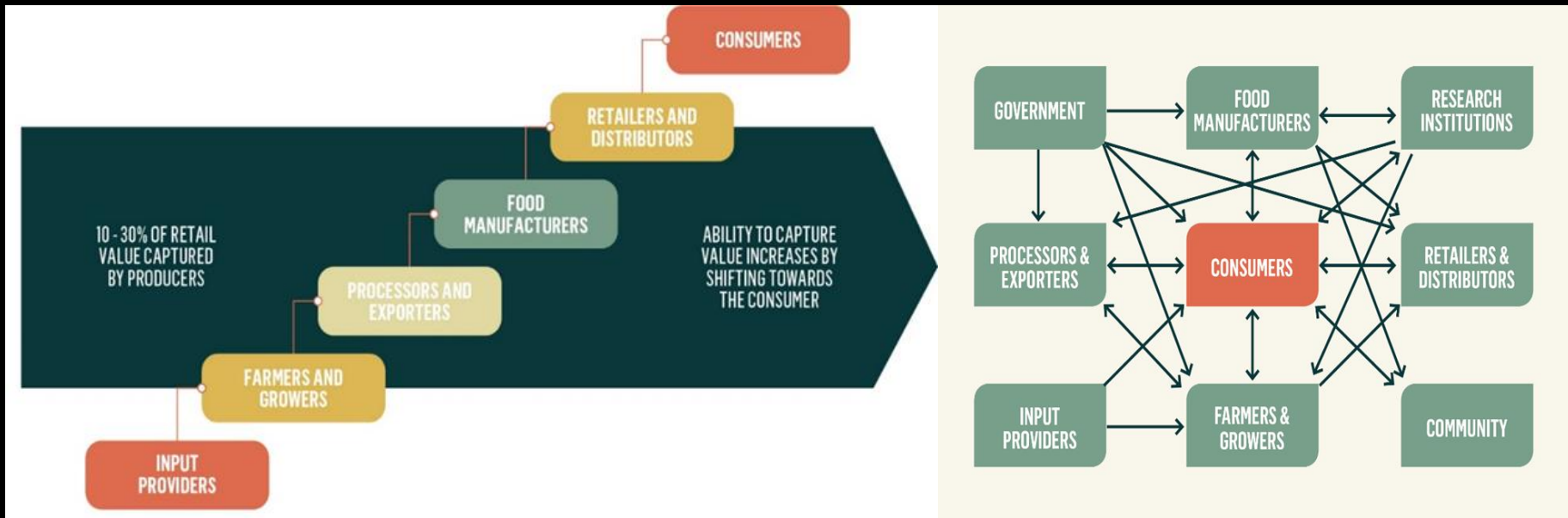
Tools in the tool box to support farmers: –

- Multi Criteria Decision Making Assessment - MCDMA
- Used to support the selection of farmers to participate in grower groups

Supporting farmers with a tool to help identify their individual values and drivers was seen to be a very positive starting point to help them as they look to the future and the various environmental, economic, social and cultural challenges and opportunities ahead.



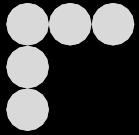
Business Models – farmer groups participating beyond the farm gate to capture more value.



Identify models that can bring groups of farmers with aligned values together to capture and/or create more value from their farm, and the collective land area farmed, both at a catchment level and crossing farm boundaries.

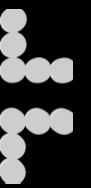
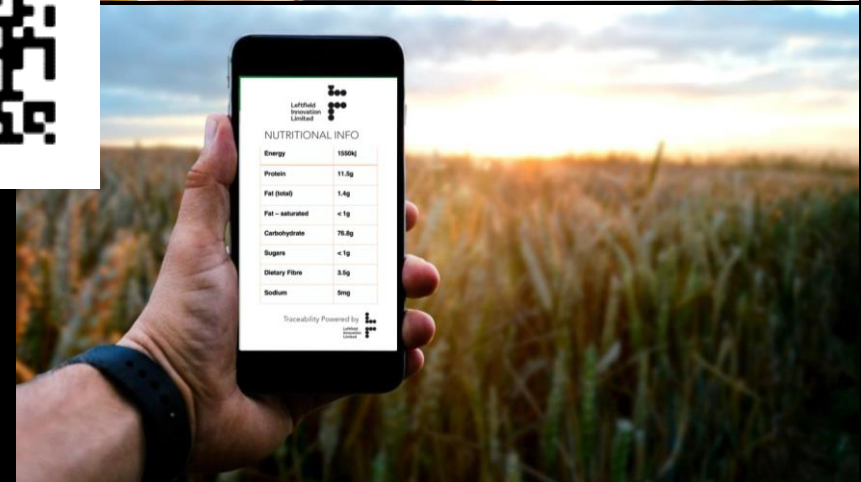
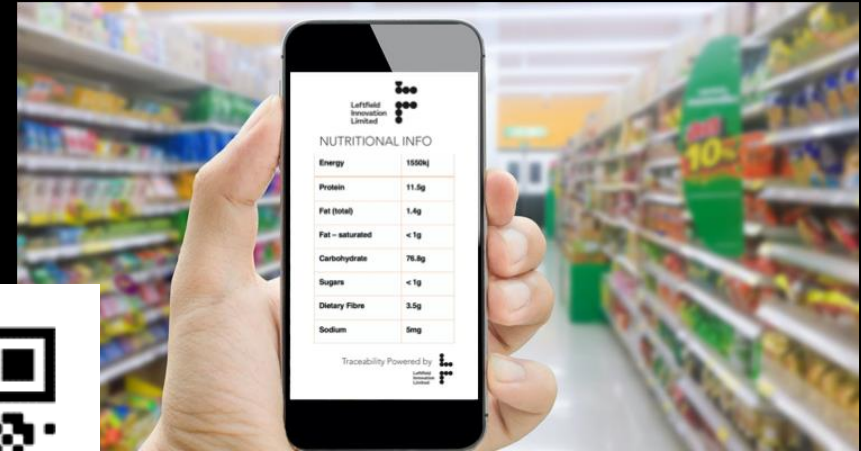
Shifting from supply chains to value webs – understanding the consumer and responding to their wants and needs is central future success

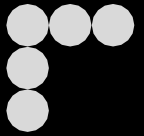
Partnering with those through the supply chain that are **consumer led** & wanting to **share the value creation**



Trusted Data – Authentic Provenance

Connecting consumers to NZ food provenance





Capturing Value

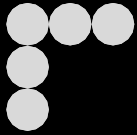
- Sustainability benchmarks – farm to plate traceability
- Shift from data for compliance to data for authentication of food origin – growers licence to access premium
- Verifiable data and traceability

- Nutrient Use Efficiency
- Water Use Efficiency
- GHG Emissions
- Soil Quality
- Ag Chemical Use
- Social Responsibility
- Biodiversity



.....Authenticity and Guarantee of Origin





Future Ready Farm Systems Producing Food for Future Consumers

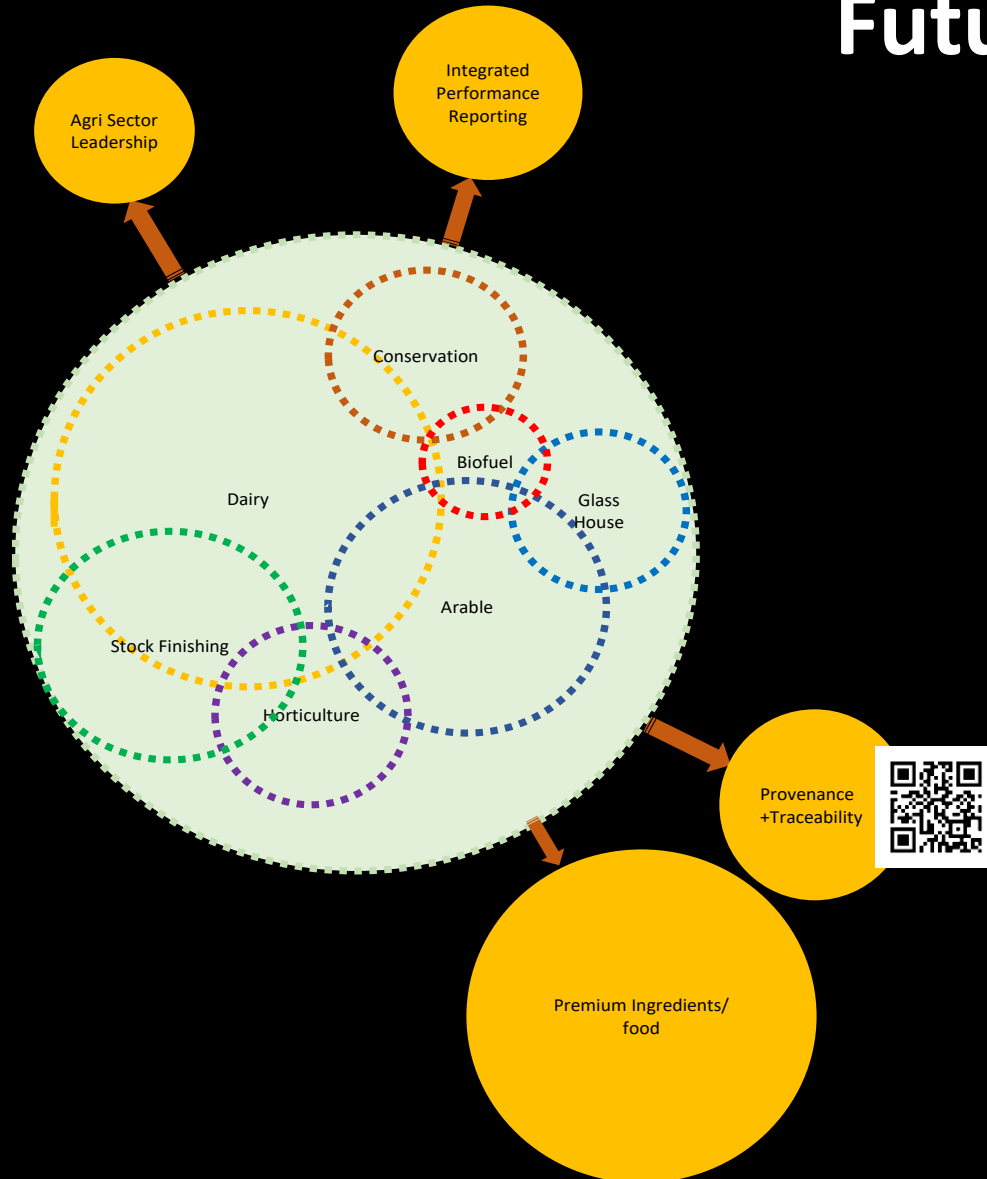
The future consumers sustainable food producer -Incorporation of crops and animals in the farm system - a multi-year strategy.

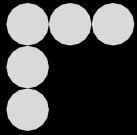
Land Use:

- Arable Crops (grains, pulses, seeds, plant oils)
- Horticulture –vegetable / annual crops
- Horticulture – perennial crops, including grapes, summer fruit, pip fruit and nuts
- Animals – as part of a farm system
- Conservation – native vegetation, biomass and cover crops
- Aquaculture

Value Add:

- Bio-actives
- Plant Protein
- Nutritional beverages
- Pet food
- Agri tech
- Agri tourism
- Community conservation





Thank you

