



## Research Update

### August 2021

The AERU-led research on global agri-food value chains sourced from New Zealand is entering into the final year of two large programmes:

- *Rewarding Sustainable Practices*, funded by the Our Land and Water NSC
- *Unlocking Export Prosperity*, funded by the MBIE Endeavour Fund

Our current work includes **eight new surveys** of selected products and international markets, bringing together the core themes of taste, credence and cultural attributes of New Zealand products. We are also working with **four industry partners** to learn more about creating and governing value chains that reward domestic producers for sustainable practices.

This newsletter celebrates some personal milestones achieved by members of the AERU research team. It also contains material provided by our research partner, New Zealand Trade and Enterprise on the ***Made with Care*** campaign, and congratulates long-serving Board member, Brenda Tahi, for the outstanding success of **Manawa Honey** recently receiving a global award for best tasting honey in the world.

### Tiffany McIntyre successfully defends her PhD thesis



**Tiffany McIntyre** submitted her PhD thesis earlier this year, on the topic of *Value creation and appropriation in agribusiness value chains: A New Zealand case*. The examiner reports were very positive, and Tiffany passed the oral exam with flying colours. The thesis will be deposited in the Lincoln University library, and the degree will be conferred at the Lincoln University capping ceremony in May 2022.

Tiffany has already presented results from her thesis to an international audience. She was an invited participant in a special session of the Regional Studies Association Global E-Festival on June 3<sup>rd</sup>. Tiffany presented a paper co-authored with Mark Wilson and Paul Childerhouse on “The Age of the Supply Chain? The Role of Governance in Creating and Capturing Value”.

### Tim Driver has postgraduate degree conferred

In May, Lincoln University presented **Tim Driver** with the degree of Master of Environmental Policy and Management. Tim did very well in his studies towards the degree, which was awarded with distinction. On the strength of this achievement, Tim has been promoted to AERU Research Officer.



## Peter Tait completes his term as NZAE President



**Peter Tait** has just completed his two-year term as President of the New Zealand Association of Economists. This was a singular honour, reflecting Peter's high standing among his peers. The disruptions of Covid did involve Peter in extra work. This continued until the final day of his Presidency, when the annual NZAE conference finished early on its first day as Wellington entered into a Level 2 lockdown.

## Personal milestone for John Saunders

The AERU congratulates **John Saunders**, who has returned to work from parental leave after the safe arrival of Freya Violet Saunders in May. As well as his work for the research programmes on global agri-food value chains, John is in the final stages of his PhD research on the topic of *Long-term modelling for agriculture*. This is building on research he began on secondment at the OECD in Paris in 2016.



## Meike Guenther appointed to leadership positions



**Meike Guenther** is serving in leadership outside Lincoln University. Meike is on the Committee of the NZ Agricultural and Resource Economics Society, where she is helping to organise its 2021 conference. Meike is also a member of the Advisory Board of the European Union Centres Network in New Zealand. She recently presented a paper on her research to the European Union Studies Association Asia Pacific Conference.

## Caroline Saunders honoured by the Royal Society of New Zealand

A ceremony on 29 April admitted 25 new Ngā Ahurei a Te Apārangi Fellows to the Academy of the Royal Society Te Apārangi for distinction in research and advancement of humanities, science or technology. Among the new Fellows was the Director of the AERU and leader of the AERU research programmes on Agri-food value chains – **Distinguished Professor Caroline Saunders**.

The picture shows Caroline receiving her certificate and gold pin from Professor Charlotte Macdonald (chair of the Academy Executive Committee).



Caroline was invited to give a presentation on her research, which she did under the title of *Wellbeing Economics and the Importance of New Knowledge*. It included slides on the AERU research on global agri-food value chains.

## Made with Care, New Zealand

New Zealand Trade and Enterprise (NZTE) is a key partner of the AERU in its research on global agri-food value chains. It has been represented on the AERU Advisory Board since it first met in July 2014. The current member is its lead for food and beverage, **Craig Armstrong**.

In September 2020, NZTE launched its **Made with Care** campaign, designed to grow awareness, preference and demand in international markets for New Zealand food and beverage products. The campaign offers a toolkit of ready-made images, graphics, marketing text and design files that New Zealand exporters can use freely; see the news release at <https://www.nzstory.govt.nz/news/made-with-care-sharing-our-food-and-beverage-stories-with-the-world/>.

The campaign has produced a 50-page guide to the toolkit, which can be downloaded at <https://www.nzstory.govt.nz/assets/PDF/MADE-WITH-CARE-NZ-STORY-FB-campaign-toolkit-Version-2.010.pdf>.

### **MADE WITH CARE HANGAIA E TE MANAAKITANGA**

Here in Aotearoa New Zealand, we share a special connection to the land and sea. It's a relationship founded on care, respect and an understanding that when nature thrives, we all thrive.

When combined with our lush, green pastures, fertile soil and cool, clear waters, the results are incredible – outstanding, great-tasting and nutritious food, from a place you can trust.

New Zealand food is:

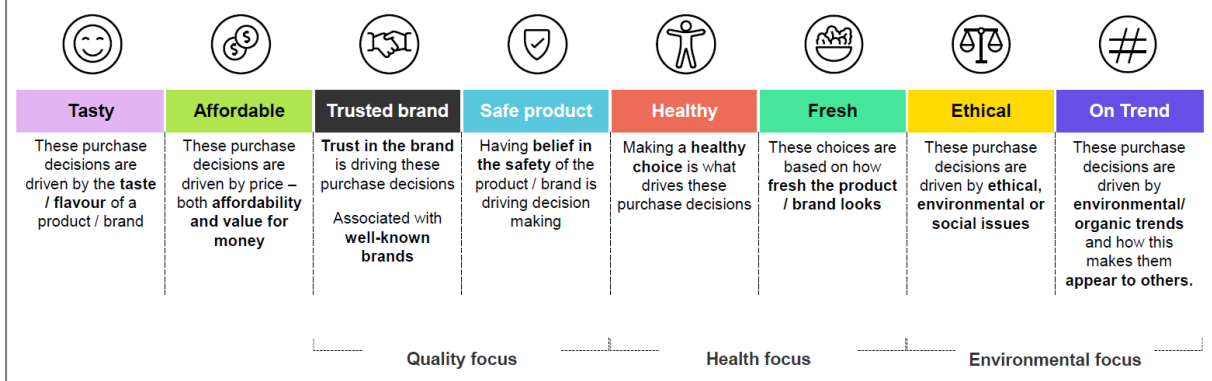
- Safe
- Tasty
- Premium quality
- Nutritious
- Ethical

**Nā tō rourou, nā taku rourou ka ora ai te iwi**

**With your food basket and my food basket the people will thrive**

A feature of this campaign is that New Zealand Trade and Enterprise have collaborated with Global Insights Agency Kantar to provide market intelligence on 29 sub-categories of food and beverages in six global markets: Australia, China, Japan, Singapore, United Kingdom and United States. This intelligence includes analysis of an on-line survey of 14,000 food and beverage shoppers across the six countries in January and February this year.

## Eight segments were identified across the six markets in the Food & Beverage market



That Consumer Insights research has produced a wealth of information, such as the graphic above reporting eight consumer segments identified in the analysis across the six markets. This and other information can be accessed by registering as an NZTE Customer, beginning at <https://my.nzte.govt.nz/join/info>.

### Winners of International Honey Tasting Contest

**Brenda Tahi** has been CEO of Manawa Honey since it began in 2013, and is also a Founding Member of the AERU Advisory Board for its value chain research. **Manawa Honey**, *Honey from the Heart*, is created in Ruatāhuna, located in the heart of remote untouched indigenous forests known as Te Urewera, homeland of Tūhoe.



Three honeys made by Manawa Honey reached the finals of the 10th Black Jar International Honey Tasting Contest in 2021, run by the Center of Honey Bee Research in Asheville, North Carolina, USA. Rewarewa Honey won **Grand First Prize**, making it 'The Best Tasting Honey in the World'. The named winner is the Chief Beekeeper, **Hekenoa (Taawi) Te Kurapa**, in line with the competition philosophy to recognise exceptional quality beekeeping skills.

The AERU congratulates Brenda, Hekenoa and the whole team at Manawa Honey on their stunning success. It is an illustration of how New Zealand producers are creating food and beverage products with distinctive tastes that offer a world-class experience to consumers. Further details can be read at <https://www.manawahoney.co.nz/worlds-best-tasting-honey/>.

### Further Information

The AERU publishes our research on our [www.sustainablewellbeing.nz/](http://www.sustainablewellbeing.nz/) website. This includes data from our international consumer surveys, which can be accessed on the same website through the AERU Consumer Data Portal.