

Research Update

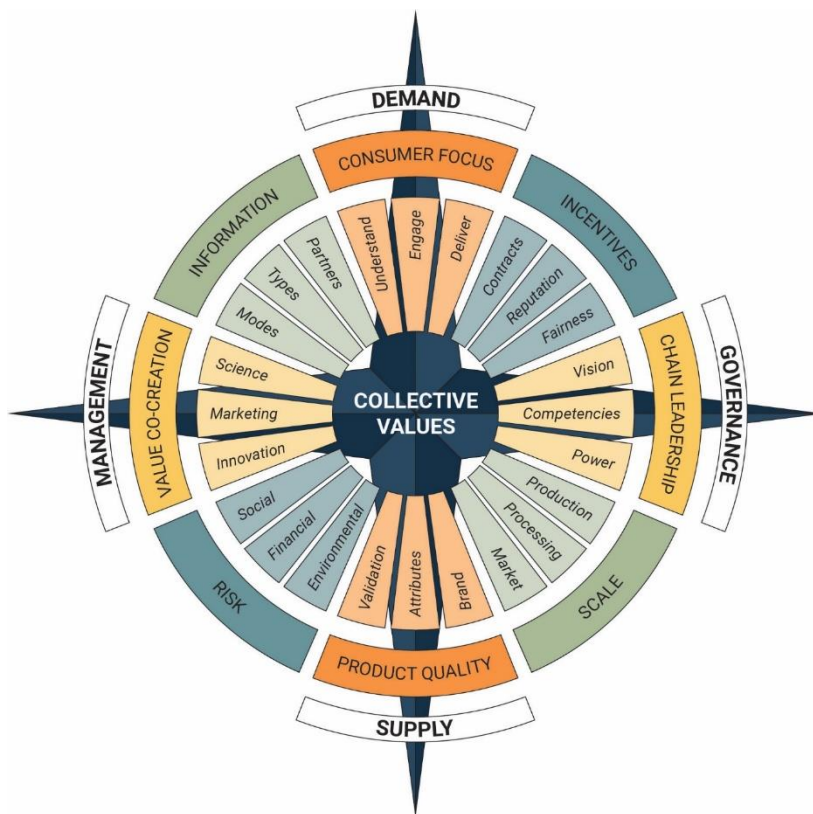
June 2022

The Value Chain Compass

The research programmes on value chains led by the AERU at Lincoln University since 2012 have summarised their work in a diagram labelled the **Value Chain Compass**. The Compass highlights nine factors that feature in successful value chains, which we have organised around four points: demand, supply, management and governance.

Like all compasses, the Value Chain Compass is a directional guide. It offers an overview of the big picture for enterprises wanting to create a new value chain, or to transform an existing supply chain into a value chain.

At the centre of the Value Chain Compass is the chain's 'Collective Values'. This refers to the collective values held in common by the partners along the chain from producers to the final consumers that produce a strong value chain.



The Value Chain Compass was designed by a group led by Tiffany McIntyre at the AERU. Other members were Paul Dalziel and Caroline Saunders (AERU), and Reina Tamepo and Sylvia Tapuke (Scion). Graphic design was by Marie-Claire Brehaut.

Further information on the Value Chain Compass can be found on the AERU website:

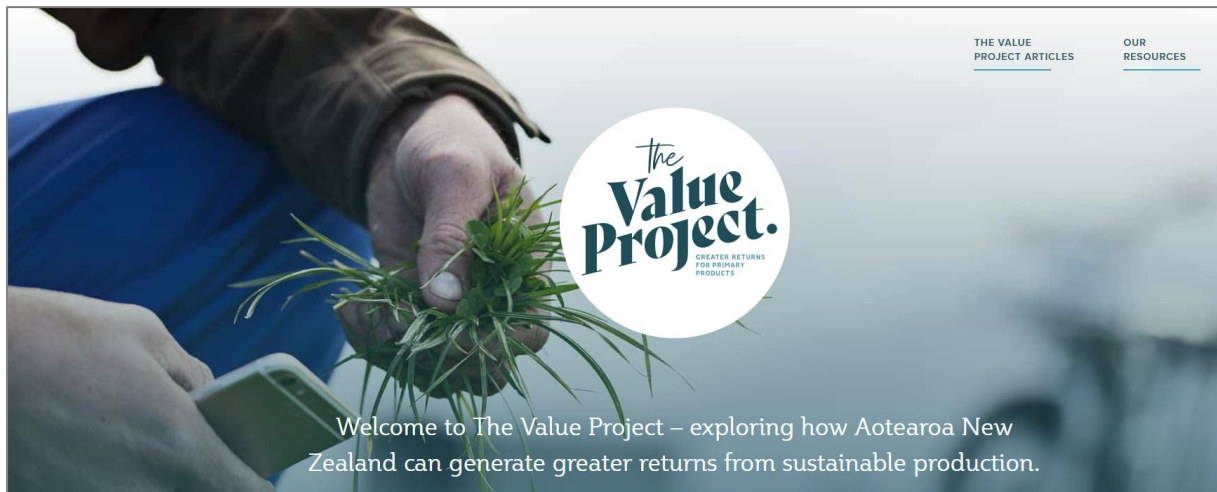
The Value Project

The research team has partnered with [Vincent Heeringa](#) to create a dedicated public website under the banner of **The Value Project**. This website is accessed at:

<https://ourlandandwater.nz/the-value-project/>



The Value Project explores how Aotearoa New Zealand can generate greater returns from its food, beverage and fibre exports by marketing attributes such as sustainable production, social responsibility, animal welfare and cultural authenticity.



The website contains a short video introducing its main theme, case studies from the research, interviews with the researchers, and a series of resources produced by the research team. This material is available to users without charge.

Congratulations to Dr John Saunders

The AERU congratulates **John Saunders**, who has completed all the requirements for his PhD at Lincoln University. The title of his thesis is *Long-term Modelling of Global Agricultural Markets*. It created a new model for examining real price impacts in global agriculture over longer time horizons in order to understand challenges such as land use change, climate change and agricultural productivity.



Final Three Months

The research programme on value chains is entering its final three months. On behalf of the whole team, the AERU thanks our research partners, our external Advisory Board and our major funders (Ministry of Business, Innovation and Employment and the Our Land and Water National Science Challenge). We will expand on these thanks in our final Research Update, due in September this year. Further information is available at www.sustainablewellbeing.nz/.

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