



Research Update

September 2022

A Decade of AERU Research Programmes on Value Chains

For the last ten years, the AERU has been leading research programmes on food and fibre value chains sourced from New Zealand. This research has received financial support from the Endeavour Fund of the Ministry of Business, Innovation and Employment (MBIE) and the Our Land and Water National Science Challenge. The MBIE funding finished on 30 September 2022, and so we take this opportunity to say some big thank yous.

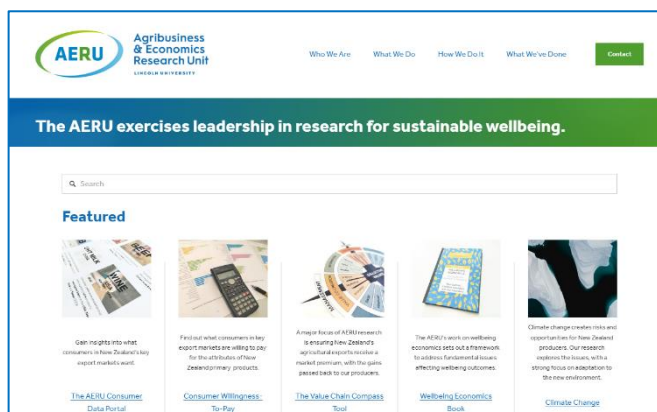
- Thanks to the Endeavour Fund staff and to the team at Our Land and Water for your support over a long period.
- Thanks to our research colleagues at Plant and Food Research, the Ngāi Tahu Research Centre, Scion, The Leadership Lab, PwC and The Agribusiness Group.
- Thanks to Te Hono, who have been strongly engaged with this research programme as they have pursued their vision of transformation from volume to value.
- Thanks to the members of the industry and policy Advisory Board, who have met twice a year to help guide the research and amplify its impact.
- Thanks to the enterprises that allowed us to use their business creativity as case studies in the research programme.

A Refreshed AERU Website

All the results and outputs from these programmes are freely available on the AERU website:

<https://www.aeru.co.nz/>

We have refreshed this website to make the research as easy to access as possible. It is organised by themes and tools produced in the research.



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

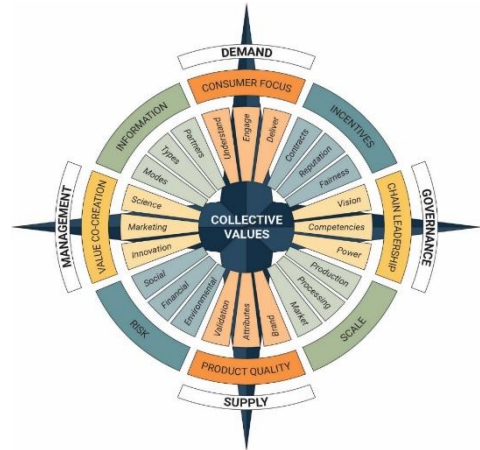
<https://ourlandandwater.nz/the-value-project/>

The Value Chain Compass Tool

The Value Chain Compass Tool brings together some major results from our research on characteristics of successful food and fibre value chains. It offers a navigational guide for enterprises who want to create a new value chain, or who want to transform an existing supply chain into a value chain.

The Value Chain Compass Tool is available at:

<https://www.aeru.co.nz/valuecompass>



Creating Value from Values



The Leadership Lab has prepared a Research Briefing summarising key themes from its research on six New Zealand food and fibre enterprises that have shown leadership in earning product premiums by creating value from values. The Briefing is available at:

<https://www.aeru.co.nz/projects/uep>

Go Global Event

This year's Go Global conference is being held at the Cordis Hotel in Auckland on 9 November 2022. One of its themes is new export business models, which has been a key element in our own research programmes. Consequently, the research team will have a stand at the event, having prepared some posters summarising aspects of the programmes of the last decade. Come and say hello!



AERU Celebrates 60 Years

On 6 October, a function at Lincoln University celebrated the 60th anniversary of the founding of the AERU by the New Zealand Cabinet in 1962. The photo shows the Director for the last two decades, Distinguished Professor Caroline Saunders, cutting the cake. Caroline gave a Professorial Address immediately after the celebration, which described the AERU's journey over the last sixty years. This included the research programmes on value chains, inspired by her vision that New Zealand's land-based export products should be marketed to international consumers as more valuable than basic commodities. We should always aim for high value.