



Agribusiness and Economics Research Unit

A Lincoln University Research Centre.
New Zealand's specialist land-based university.

Unleashing Export Prosperity: A Five-year Research Programme Funded by the Ministry of Business, Innovation and Employment

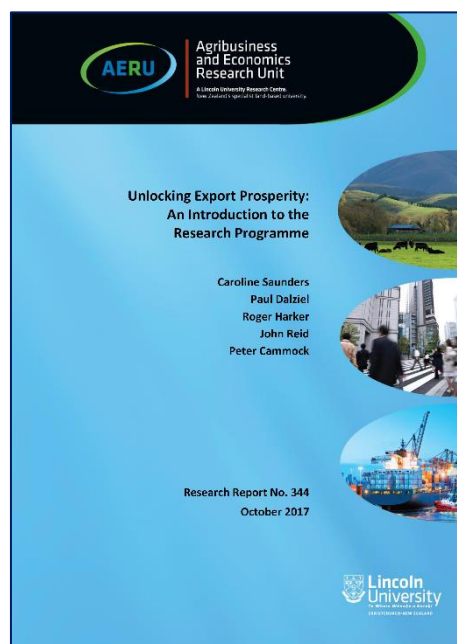
Research Update

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Announcement of a New Research Programme

On 12 September 2017, the Ministry of Business, Innovation and Employment (MBIE) announced that 27 proposals to the Endeavour Fund had been selected for public science research funding over the next five years. One of the successful proposals is for the research programme *Unlocking Export Prosperity from the Agri-food Values of Aotearoa New Zealand*, led by Professor Caroline Saunders at Lincoln University.

The programme brings together researchers from the Agribusiness and Economics Research Unit at Lincoln University, from Plant and Food Research, from the Ngāi Tahu Research Centre at the University of Canterbury, and from The Leadership Lab in Christchurch. It builds on the successful research programme on *Maximising Export Returns* (2012-2016), which will be familiar to many readers of this Research Update.



First Research Report Available



The research team have prepared a research report that introduces the programme for a general audience. The cover of the report is pictured above. The research aim is to deliver new knowledge to end users that contributes to building New Zealand's global profile as a quality country-of-origin for high value agri-food products with distinctive physical, credence and cultural attributes. To access the report, click on the QR code to the left, or scan it using a QR reader, which links to the report in the Lincoln University Research Archive at <https://researcharchive.lincoln.ac.nz/handle/10182/8853>.

The Research Team

The research for *Unleashing Export Prosperity* is being led by team of five senior researchers.



Professor Caroline Saunders is Director of the Agribusiness and Economics Research Unit. Professor Saunders is the Science Leader for this programme. Her research has been recognised when she received the NZIER Economics Award in 2007 and was made an Officer of the New Zealand Order of Merit in 2009 for her services to agricultural research. Professor Saunders has been announced as President of the Agricultural Economics Society in the United Kingdom for 2019.



Professor Paul Dalziel is the Deputy Director of the AERU and manager of the science programme. He has more than 130 refereed publications on issues related to New Zealand economic policy. He is currently New Zealand Ambassador for the Regional Studies Association and the Executive Officer of the Australia and New Zealand Regional Studies Association International. He was presented with the ANZRSAI Distinguished Service Award medallion at its 2016 conference.



Dr Roger Harker has been the Science Group Leader (Consumer and Product Insights) at Plant and Food Research since 2008. He has led large programmes on taste and other physical attributes of exports such as wine, kiwifruit and pipfruit. He is leading the High Value Nutrition National Science Challenge Consumer Insights programme. The quality of his research was recognised in 2014 with the International Society for Horticultural Science Medal.



Dr John Reid is a highly respected consultant, hosted at the Ngāi Tahu Research Centre at the University of Canterbury. Dr Reid played a major part in creating the authentication scheme to capture commercial value from cultural attributes of Ngāi Tahu Pounamu, honoured in 2012 by the Umanga Whanaungatanga Māori Business Recognition Award at the University of Auckland Business School. Dr Reid has published widely on cultural attributes in business.



Dr Peter Cammock Dr Peter Cammock is Adjunct Senior Fellow in the Department of Management, Marketing and Entrepreneurship at the University of Canterbury and a Director of The Leadership Lab. He has written two influential books on leadership: *The Dance of Leadership* (2001 and 2003) and *The Spirit of Leadership* (2008, 2009 and 2013). The Leadership Lab specialises in design and implementation of leadership development programmes (www.leadershiplab.co.nz/).