



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

### Research Update

#### Issue 1(2), August 2018

#### Introduction

The research programme on *Unlocking Export Prosperity*, which began in October last year, is now well under way. The programme's **Advisory Board** convened for the first time on 4 July 2018. The Board discussed four reports presented by the research leaders and provided feedback on the research plan for the next twelve months. The Agribusiness and Economics Research Unit has created a new website portal for this and other related research, called **Sustainable Wellbeing NZ** (<https://www.sustainablewellbeing.nz/>). This website includes a page devoted to *Unlocking Export Prosperity*. Finally, we are pleased to announce a significant honour for the Science Leader of the research programme, Professor **Caroline Saunders**. The Agricultural Economics Society in the UK has announced that Caroline will be its President in 2019/20.

#### First Meeting of the Advisory Board

The Advisory Board for the research programme met on 4 July at The Terrace Conference Centre in Wellington. We are very grateful to all members of the Board for their support and advice. The meeting began with an overview by the Science Leader, Caroline Saunders. The researchers then presented four reviews of our existing knowledge in a New Zealand context of the major themes of the programme:



- *Physical attributes* of New Zealand food and beverages (Roger Harker)
- *Credence attributes* of New Zealand food and beverages (Paul Dalziel)
- *Cultural attributes* of New Zealand food and beverages (John Reid)
- *Leadership* and value-added agri-food exporting enterprises (Peter Cammock)

This stimulated a lively discussion among Board members, which was very helpful to the research team. The research leaders are preparing final versions of the reviews, which we will publish on our new website portal devoted to sustainable wellbeing research.

## Launch of the Sustainable Wellbeing NZ Website



The Agribusiness and Economics Research Unit (AERU) at Lincoln University announces the launch of a new website portal for research on sustainable wellbeing in New Zealand. The portal brings together material from four closely related research programmes: *Maximising Export Returns*; *Integrating Value Chains*; *New Zealand Sustainability Dashboard*; and *Unlocking Export Prosperity*. The website address is:

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<https://www.sustainablewellbeing.nz/>.

Currently, the page devoted to *Unlocking Export Prosperity* contains a research report that introduces the planned programme. We will shortly add the four reviews on physical attributes, credence attributes, cultural attributes and leadership mentioned above.

The website also presents recent research from the Integrating Value Chains programme (funded by the Our Land and Water National Science Challenge) that will interest readers of this Research Update (<https://www.sustainablewellbeing.nz/integrating-value-chains>). It includes four studies of consumers of New Zealand exports in two key markets:

- Kiwifruit consumers in Shanghai
- Yoghurt consumers in Shanghai
- Beef consumers in California
- Wine consumers in California

All of the material on this website is available for download without charge. There is also a link to the MER Data Portal, which offers interactive data from previous AERU research.

## AES President

The Agricultural Economics Society in the UK has announced that Professor **Caroline Saunders** will be its President in 2019/20. Caroline is Science Leader for *Unlocking Export Prosperity*, and is only the third person outside the UK to receive this honour. Her tenure will begin with a Presidential Address to the Society's annual conference in April 2019 at the University of Warwick. Her topic is *Sustainable Agriculture: Life beyond Subsidies*. This will draw on the two decades of research she has led on agri-food value chains in New Zealand, beginning with her contributions to the Food Miles debates in the 1990s.



## Enquires

The research programme *Unlocking Export Prosperity* receives funding from the Endeavour Fund administered by the Ministry of Business, Innovation and Employment. It is operating from 1 October 2017 to 30 September 2022. Please send any enquiries to the programme manager, Professor Paul Dalziel, at [paul.dalziel@lincoln.ac.nz](mailto:paul.dalziel@lincoln.ac.nz).