



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

Research Update

March 2019

Four Research Reports Available On-Line

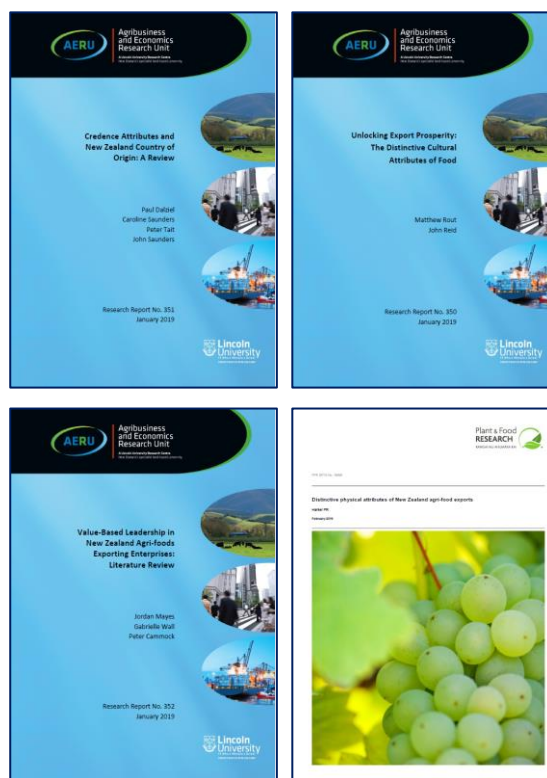
The research programme on *Unlocking Export Prosperity from the Agri-food Values of Aotearoa New Zealand* has just published four research reports. Each report can be downloaded without charge at the programme's dedicated website:

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

The reports provide a review of current research on the four key aspects of the programme:

- Cultural attributes of food and beverages
- Credence attributes of food and beverages
- Physical attributes of food and beverages
- Value-based leadership in agribusinesses

The first research report, which contains an overview of the research programme, can also be downloaded at the above website.

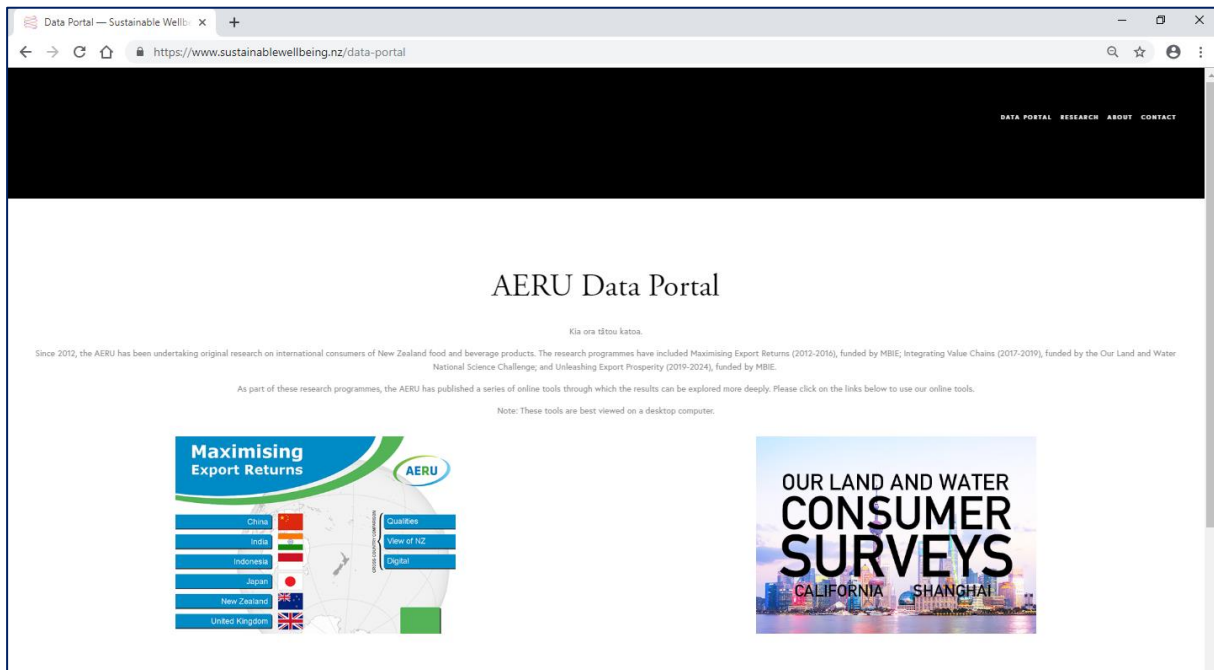


Science Leader in the News



The Science Leader of the *Unlocking Export Prosperity* programme is Professor Caroline Saunders. Professor Saunders has been appointed to the Reserve Bank Monetary Policy Committee for four years. Professor Saunders has also been honoured by the Agricultural Economics Society in the UK, who have appointed her as President for 2019/20. Caroline will give her Presidential Address to the AES annual conference in April 2019 on the topic of *Sustainable Agriculture: Life beyond Subsidies*.

The AERU Data Portal



The *Unlocking Export Prosperity* programme is the latest research led by the AERU at Lincoln University on how international consumers of New Zealand food and beverage products value attributes of their purchases. Previous research includes studies in the *Maximising Export Returns* programme (funded by MBIE, 2012-2016) and *Integrating Value Chains* (funded by Our Land and Water National Science Challenge, 2017-2019).

The AERU has created a data portal where people can freely access data from those previous studies. The Data Portal is accessed at <https://www.sustainablewellbeing.nz/data-portal>. The consumer survey data are organised in the portal as follows:

Maximising Export Returns

China
India
Indonesia
Japan
New Zealand
United Kingdom

Our Land and Water

California
Beef
Wine
Shanghai
Kiwifruit
Yoghurt

The data include information on consumer preferences about desired attributes of food and beverages, and also on use of technology to obtain information about food products.

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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.