



Agribusiness and Economics Research Unit

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

Research Update

June 2019

National
SCIENCE
Challenges



This month sees the completion of the major research programme *Integrating Value Chains* that was led by the AERU over the last 2.5 years, funded by the Our Land and Water National Science Challenge. The research has used world-class science to understand how New Zealand producers can develop global agri-food value chains to create and capture greater value from our land-based exports.

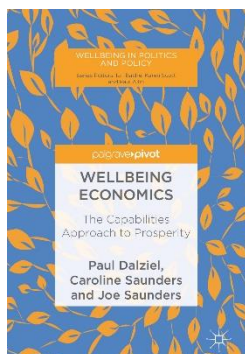
The research programme completed all milestones and deliverables. Its outputs include nine research reports, each of which is available for free download at the programme's dedicated website:

<https://www.sustainablewellbeing.nz/integrating-value-chains>

This Research Update outlines recent achievements of the *Integrating Value Chains* research, demonstrating its science excellence, national impact and capability development.

Science Excellence

Professor Caroline Saunders is the Science Leader of the research programme. She was invited to give the Presidential Address to the Agricultural Economics Society annual conference at the University of Warwick in April. The focus of her Address was international agri-food value chains, drawing heavily on the *Integrating Value Chains* programme. Her address has been accepted as the lead article in the September 2019 issue of the *Journal of Agricultural Economics*, which will be a high profile science publication from the research.



Another recent paper focuses on Californian wine consumers and their willingness to pay for sustainability attributes. This has been published in the *Journal of Cleaner Production*, another top international journal in the field (see <https://doi.org/10.1016/j.jclepro.2019.06.076>).

The AERU research on value chains is part of its wider research portfolio on **wellbeing economics**. It published a book in the UK on that research in 2018 (<https://www.palgrave.com/gp/book/9783319931937>), which passed 20,500 chapter downloads in the middle of June.

National Impact



At the end of March, Beef & Lamb New Zealand launched its Taste Pure Nature country of origin brand campaign in California (see <http://tastepurenaturenz.co.nz/>), with full support from all New Zealand meat exporting and marketing companies. The brand and campaign were designed using research from the *Integrating Value Chains* research programme, including extra co-funding

from Beef & Lamb for tailored research. Professor Saunders was invited to be on the Economic Insights Board providing advice to Beef & Lamb. This partnership is an outstanding example of leveraging public good science to create and capture value for New Zealand producers.

The research team has been invited to exhibit at *Go Global 2019*, which will be hosted by EMA and Business New Zealand in association with Export New Zealand at the Pullman Auckland hotel on 17 October 2019. The team will prepare displays on its research for the expo, and will prepare material for distribution to the expected audience of more than 250 exporters.



Capability Building

Tiffany McIntyre is a PhD researcher in the programme. Tiffany received a FoodHQ scholarship to participate in the Student Case Competition at the International Food and Agribusiness Management Association 29th World Conference in Hangzhou, China, 22-26 June. Tiffany's team won through to the finals, and was placed second against strong competition. This was a great achievement by an early career researcher who has made her mark on the world stage. Tiffany was also the lead author of the final research report produced by the programme, which can be accessed at <https://www.sustainablewellbeing.nz/integrating-value-chains>.



Unlocking Export Prosperity

Although the research programme on *Integrating Value Chains* has completed, the AERU is continuing its research on Unlocking Export Prosperity. This research programme is supported by the MBIE Endeavour Fund. It includes research teams from Plant and Food (led by Roger Harker), the Ngāi Tahu Research Centre (led by John Reid), and the Leadership Lab (led by Peter Cammock). The first five research reports from that programme can be downloaded at:

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

A sixth research report will appear on the website shortly, presenting the programme's first leadership case study. The research team is grateful to John Brackenridge, CEO of the New Zealand Merino Company, who agreed to participate in this first case study.