



Research Update

October 2020

Message from the Director

Kia ora tātou katoa.

This traditional greeting – *may all of us enjoy wellbeing* – has extra layers of meaning in these difficult times. I acknowledge the challenges and sadnesses people are experiencing during the COVID-19 outbreak.

The Agribusiness and Economics Research Unit at Lincoln University has been able to continue our research on how New Zealand producers in the primary sector are creating and capturing **greater value from food and fibre exports**. This research is funded by the Our Land and Water National Science Challenge, and by the Endeavour Fund managed by the Ministry of Business, Innovation and Employment.

The AERU publishes outputs from the research on our www.sustainablewellbeing.nz/ website. The purpose of this research update is to provide a brief overview of recent additions to this resource that I hope you will find useful.

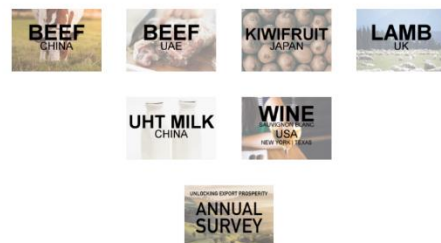
Caroline Saunders
AERU Director

AERU Data Portal

Our research includes a large number of surveys of consumers of New Zealand food and fibre products in key international markets. These obtain data on consumer purchase patterns, attitudes to credence attributes such as environmental sustainability and animal welfare, and use of modern technologies to find information about, or to make, their food and fibre purchases.

AERU Consumer Data Portal

Unlocking Export Prosperity (2019-2020)



Data from each survey can be accessed through the AERU Data Portal. The links are at:

<https://www.sustainablewellbeing.nz/aeru-data-portal>

There is also a link to an annual survey that has now completed its second consecutive year. These annual surveys focus on three countries: China, Japan and the United Kingdom.

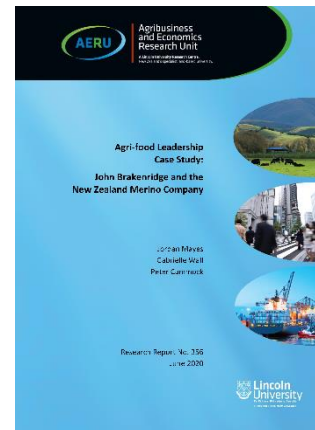
Agri-food Leadership Case Studies

The Leadership Lab (led by **Peter Cammock**) is contributing to the research programme with a series of case studies where New Zealanders have created brands recognised by consumers as representing quality products that connect to their own consumption values. The first two case studies cover:

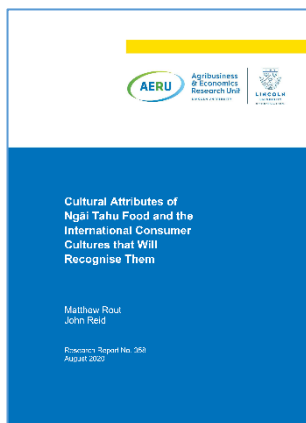
- John Brakenridge and the New Zealand Merino Company
- Mike & Sharon Barton and Taupō Beef and Lamb

These case studies are available at the website:

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



Cultural Attributes of Ngāi Tahu Food



Matthew Rout and **John Reid** have completed their study of *Cultural Attributes of Ngāi Tahu Food and the International Consumer Cultures that Will Recognise Them*. Among Aotearoa's high-quality producers and processors, Māori agribusinesses are emerging as national leaders. Among these leaders is Ngāi Tahu Farming, a subsidiary of Ngāi Tahu Holdings Corporation owned by Te Rūnanga o Ngāi Tahu. This report demonstrates that food produced by Māori agribusiness has attributes substantively different from Western approaches, but which resonate with cultural traditions and food movements around the world.

The report aims to identify consumer markets that value cultural attributes that Ngāi Tahu has to offer in their food products, which may represent premium markets for Ngāi Tahu food. Although the focus is on Ngāi Tahu, the findings have wider relevance for Māori agribusinesses in Aotearoa. It is available at <https://www.sustainablewellbeing.nz/uep>.

Governing Agribusiness Value Chains

Creating value by understanding the values of consumers is the first step in rewarding producers for sustainable practices. To capture a share of that extra value requires agribusiness value chains that are well governed. The AERU is currently doing research with four industry partners to test how this can be done.



The foundation for this new research is a set of eleven attributes of successful value chains identified by the research team in a previous study. We have summarised those attributes in a Research Briefing by Tiffany McIntyre, Caroline Saunders and Paul Dalziel. It is available for download at <https://www.sustainablewellbeing.nz/integrating-value-chains>.