



## Research Update

December 2020

### Message from the Deputy Director

Kia ora tātou katoa.

Welcome to the final Research Update in 2020 from the Agribusiness and Economics Research Unit at Lincoln University, the AERU, at the end of this very difficult year.

The Update would normally come from the AERU Director. Her Deputy is sending you this issue because one of its purposes is to congratulate Caroline Saunders after Lincoln University recently presented her with the rare title of Distinguished Professor (see below).

The Update also gives a brief summary of the AERU research in 2020 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.

On behalf of everyone in the AERU research team, I send you every best wish for the festive season and the year ahead.

**Paul Dalziel**  
AERU Deputy Director

### Distinguished Professor Caroline Saunders

On 22 November, Lincoln University announced the award of the prestigious title, Distinguished Professor, to Caroline Saunders, who has led the AERU as Director since 2002.

The Award was conferred in recognition of Caroline's international influence, reputation and achievement in her field of trade and environmental economics.

Presenting the Award, Acting Vice-Chancellor Professor Bruce McKenzie said, "Professor Saunders' impact on Lincoln University and the academic aspirations of generations of students is immense, as is the genuinely groundbreaking research intelligence she has contributed to our understanding of commercial market forces, international trade, consumer behaviour, wellbeing economics and much, much more."



## Unlocking Export Prosperity

Caroline Saunders (AERU), Roger Harker (Plant and Food Research), John Reid (Ngāi Tahu Research Centre) and Peter Cammock (The Leadership Lab) are leading a programme on how to create greater value from New Zealand's food and fibre exports.

As part of this research, the AERU has completed surveys of consumers of New Zealand food and beverage exports in eight markets. Data from each survey are available through the AERU Data Portal at:

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

The AERU has also completed a ninth survey that focuses on consumers of apples in the United States. Data from this survey will be available in early 2021.

The research team is preparing a short report on each of the surveys. These reports are available for download at:

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



## Rewarding Sustainable Practices

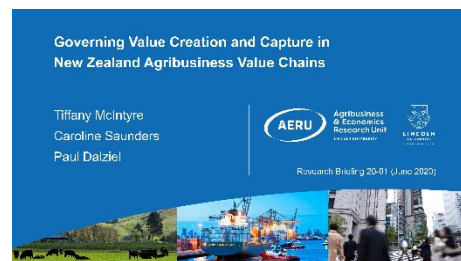
*Rewarding Sustainable Practices* is a research programme funded by the Our Land and Water National Science Challenge. It is one step to create additional value for final consumers of New Zealand's food and fibre steps. Another important step is to capture some of that extra value for domestic producers and processors, in order to reward sustainable practices in the nation's production and distribution systems.

Previous research funded by Our Land and Water has identified a set of eleven attributes of successful value chains in New Zealand that create and capture value. We have described these attributes in a Research Briefing, which is available for download at:

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

The AERU, with John Reid (Ngāi Tahu Research Centre) and Tanira Kingi (Scion), are engaged with four industry partners to test that previous research in four emerging value chains. The industry partners are: Wakatū Incorporation; Miraka; Kāti Huirapa Rūnaka ki Puketeraki; and the Foundation for Arable Research. The AERU is also undertaking a research project using a similar methodology with the Kelliher Charitable Trust.

The research team will begin to publish reports on these case studies in 2021.



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