Horticulture NZ Conference
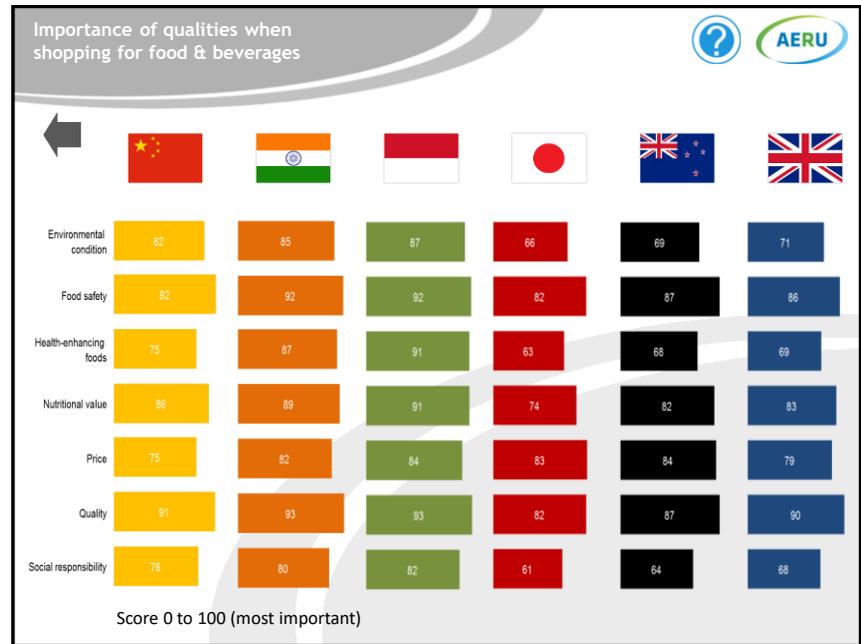*Constraints on Growing and Overcoming them*

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Outline

- Trends in demand for sustainability reporting
- Review of sustainability priorities of growers
- Managing sustainability constraints through improved information

SUSTAINABILITY ASSESSMENT AND AND REPORTING - MULTIPLE DRIVERS & BENEFITS

Market access & branding

Improve environmental, social, economic outcomes

Business improvement

NZ SUSTAINABILITY DASHBOARD

Regulatory requirements

Audit & reporting requirements

Importance of qualities when shopping for food & beverages

	China	India	Indonesia	Japan	New Zealand	UK
Environmental condition	82	85	87	66	69	71
Food safety	92	92	92	82	87	86
Health-enhancing foods	75	87	91	63	68	69
Nutritional value	86	89	91	74	82	83
Price	75	82	84	83	84	79
Quality	91	93	93	82	87	90
Social responsibility	76	80	82	61	64	68

Score 0 to 100 (most important)

Grower sustainability priorities

- 2017 project - *To identify what growers currently view as the most salient sustainability-related threats in order to help NZGAP prioritise resources and develop policy*

- How
  - Online ranking survey (Survey Monkey)
  - Developed by NZSD Team and NZGAP
  - Disseminated by NZGAP
  - Results collected and reported by NZSD Team

- *1. How LIKELY is each of the threats to occur in your sector in the next 10 years?*
- *2. If these threats do indeed occur in your sector in the next 10 years, how big an IMPACT would they have?*

Threats

Biosecurity incursions increase	Food safety failures increase	Water restrictions increase	Water quality decreases	Unacceptable or illegal working conditions increase
Soil quality decreases	Climate change threats increase	Energy costs increase	Waste increases	Biodiversity decreases
Availability of skilled labour decreases	Financial returns decrease	Harm caused by agrichemical use increases	Land for horticulture becomes less available	Effectiveness of pest control decreases

Response stats

About half grew a single crop

Approx. 230 out of 1200 responded (20%)

About 80% were Owners and 20% Managers

Most of the responses came from the central to north of North Island

The most responses (40%) came from those that had small enterprises i.e. less than 5ha
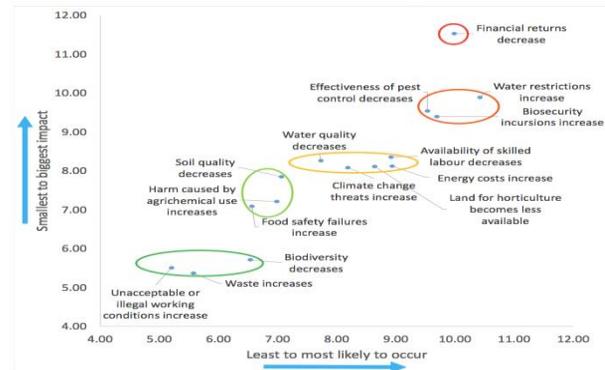
Overall rankings

1 Financial returns decrease
2 Water restrictions increase
3 Biosecurity incursions increase
4 Effectiveness of pest control decreases
5 Availability of skilled labour decreases
6 Energy costs increase
7 Land for horticulture becomes less available
8 Climate change threats increase
9 Water quality decreases
10 Soil quality decreases
11 Harm caused by agrichemical use increases
12 Food safety failures increase
13 Biodiversity decreases
14 Waste increases
15 Unacceptable or illegal working (labour) conditions increase

Average likelihood and impact scores* across all respondents.

Comparison with other studies

	Global	Growers
Biodiversity loss	# 1	# 13
Climate change	# 2	# 8
Water use / scarcity	# 3	# 2

'Financial returns decrease' was grower's biggest threat i.e. they are putting their own financial wellbeing first and prioritising issues they feel are the greatest threat to this. Global level priorities are mainly informed by wider society whose interests are much broader than financial issues.

Managing sustainability constraints through improved information

- Ultimately change only occurs through the action of individual growers
- The Sustainability Dashboard aggregates data and can present it as individualised benchmarking reports
- A national story is then built upon the shoulders of the individual growers
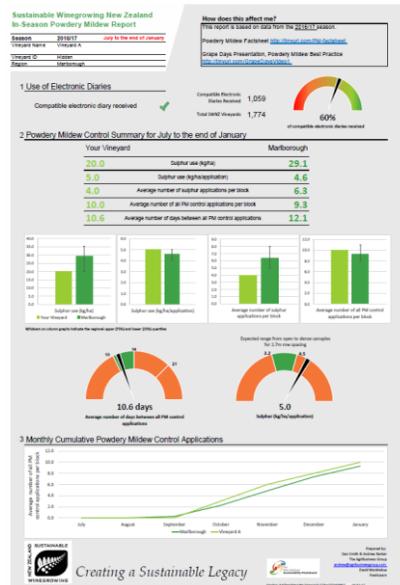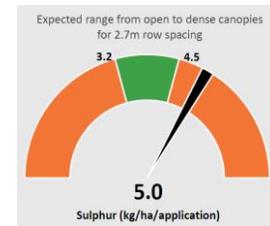
Engage and Empower

Keep it simple

Single page

Individualised report

Engage and Empower

Personalised with
tuned benchmarks

Summary

⚙ Sustainability assessment and reporting

- Multiple drivers – responses need to be tailored to meet specific market/regulatory/business needs
- Increasing international standardisation of responses
- Increasing cynicism of `Greenwash'.
- Need for continual awareness and fine tuning responses
- Change is driven by the action of growers. Individualised benchmarking reports provide timely, quickly digested information, on which to make informed decisions.