

# *Getting the Incentives Right*

Otautau, Soutland – 20 June 2024

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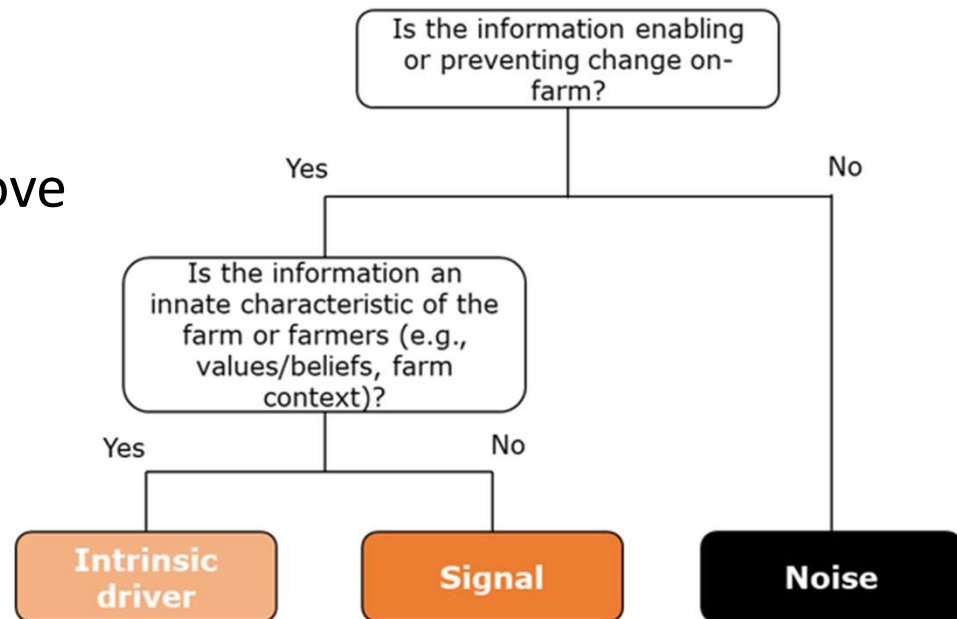
# Incentives for Change

- Our Land and Water had three research themes
- Incentives for Change focused on
  - Information and decision-making
  - Capturing more dollars for farmers
- Over 30 projects, big and small
- Collaboration & usefulness

# Farm decisions are complex

- Lots of information
- Hard to combine it all
- We worked on ways to improve extension
  - Help rural professionals
  - Help MPI understand the situation

**Flowchart to identify signals versus intrinsic drivers and noise**



*Graphic from Signals for Stewards*

# Supporting catchment groups



- How they can work better for the farmers involved
- How they can tell their stories
- Soon, this information will be widely available
- Also, we advised MPI on supporting catchment groups

*Graphic from Register of Actions*



# Shared values

**Diverse Experiences of Farming** surveyed and interviewed over 1,300 New Zealanders, and asked them – urban and rural – what they really think about farming. **The results might surprise you.**

Despite what some media and politicians claim, **there is no deep and antagonistic chasm between urban and rural New Zealanders**, town and country dwellers, including farmers.

**We value our farmers** for the food they grow, and recognise their role in creating jobs and managing the environment.

New Zealanders share two main concerns about farming: environmental impact, and costs of food and inputs.

Food is a connection point.

Urban consumers want to feel confident that farmers are taking action for environmental sustainability

Alongside planned events like Farmers Markets and Open Farm Days, everyday interactions where people connect as people can foster dialogue and understanding.

While most New Zealanders feel that farming provides strong benefits to the country, **recognising the sector's benefits does not equate to greater trust in farming.**

**Honest, clear, communication** from farming sectors, which listens to the public's point of view, **drives trust.**

Rural and urban people both recognise a disconnect between town and country.

They lay the blame with institutions - government, media and supermarkets - rather than each other.

Affordability, taste, and buying NZ made.  
New Zealanders value these most when buying food

Farmers want to see more positive, real stories about farming in media.

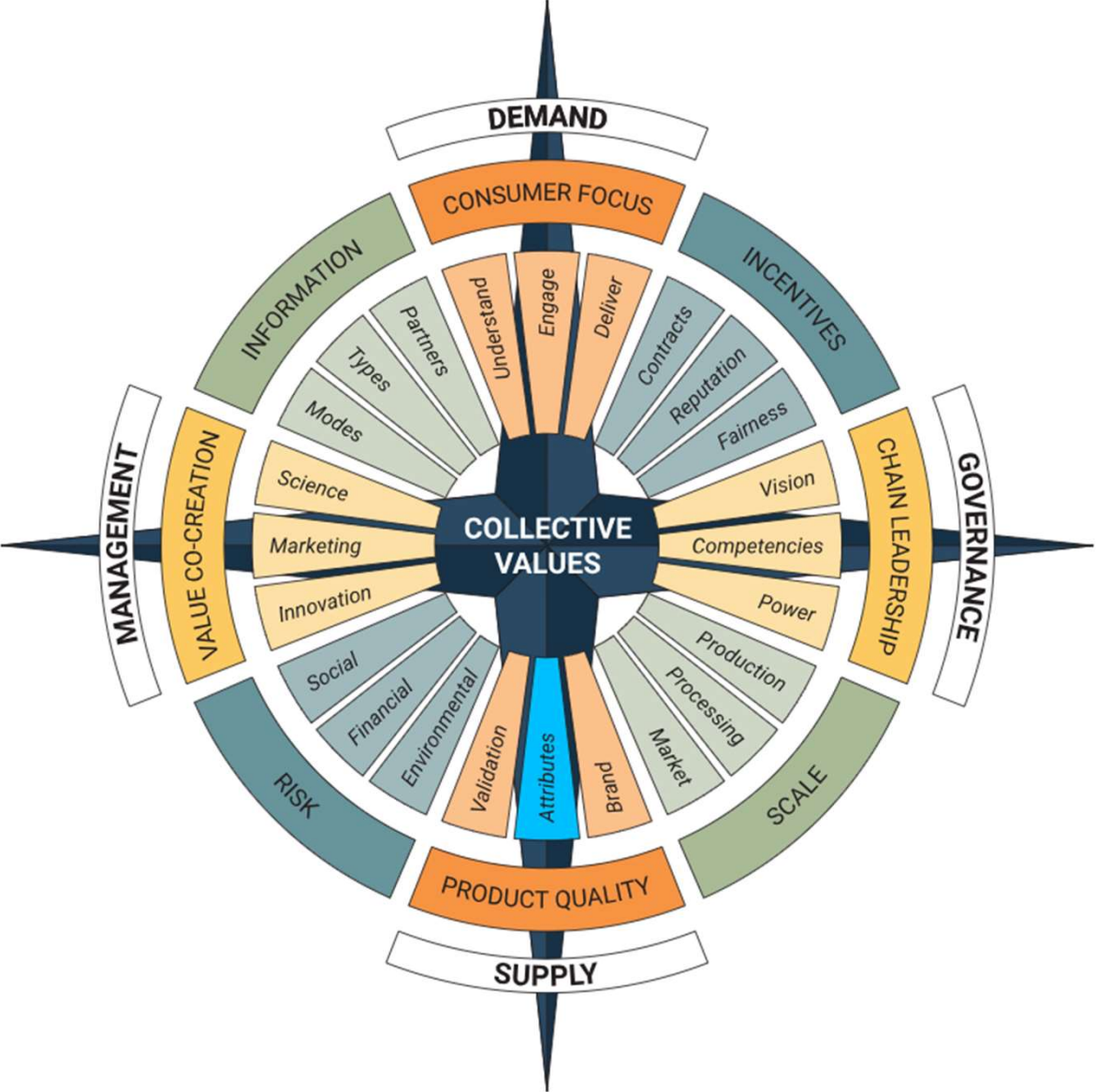
Total 1,384 people surveyed, representative of the New Zealand population across gender and age. Follow-up interviews conducted with representatives from farming, environmental groups, iwi, government and food supply chains.



# Paying for changes

- Lots of on-farm change
- How to pay for it?
- One focus was improving prices to farmers
  - For what they are already doing
  - For any changes

# Value Compass



# Role of supply/value chains

- Other businesses carry the messages down the value chain
  - Who the farmers are
  - What they are doing
  - The impacts that is having
- They bring back more information
  - What consumers want
  - What the businesses need
- They should bring back more dollars
  - Premium prices for growing sustainably and looking after catchments



# Lots of issues

- ‘People say’ lots of things are important
- But also – new regulations overseas are making them important
  - Scope 3 emissions
  - European Union Green Deal



## Explore our tools, information and resources

Quick links to information that is relevant to you:

- Hapū and Iwi
- Agribusiness
- Catchment Group
- Farm Advisor
- Farmer/Grower
- Financial Sector
- Government
- NGO
- Primary Industry Body
- Regional Authority
- Researcher

We're finding pathways to future farming.  
Our mission is to preserve the most fundamental  
treasures of Aotearoa – its land and water – while  
producing value from those same treasures.

READ MORE ABOUT US



A photograph of a rocky coastline. In the foreground, a large, dark, moss-covered rock formation juts out into the sea. To the right, a powerful wave is crashing against the rock, creating a large plume of white foam and spray. The water is a deep blue-green color. The sky is not visible in the image.

# Thanks for coming to our Roadshow!