



AERU Research News

AGRIBUSINESS & ECONOMICS RESEARCH UNIT, LINCOLN UNIVERSITY, CANTERBURY, NEW ZEALAND

*Celebrating Excellence in Economic,
Environmental and Social Research*

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Eco-Labels on Food

What consumers want, know, and understand

With current concerns about climate change and the general status of the environment, there are increasing expectations by consumers and stakeholders that products have sustainability credentials. The AERU is currently conducting research that will assist industries and firms to benefit from market opportunities, especially with regard to carbon footprints and other sustainability attributes on food labels.

Commissioned by the Ministry of Agriculture, this challenging research is being accomplished in three stages. After a review of the international literature on consumers' perceptions and attitudes to different label claims (as well as investigating experience with existing labels) in Stage 1, Stage 2 includes an examination of stakeholder perceptions about sustainability and carbon labelling strategies.

In February we held two Focus Group meetings with consumers in Christchurch to explore how consumers make their food choices and what sustainable claims they would like to see on their food products. The participants were asked several questions on their shopping behaviour and their preferences on food labels. At the end of each round they

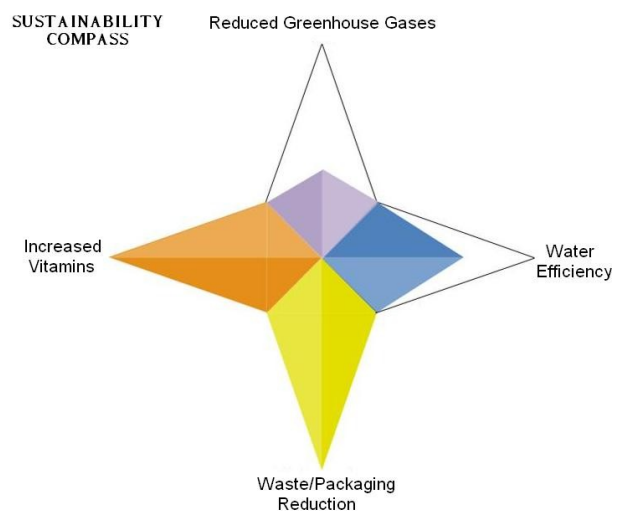


were introduced to some examples of Carbon labels that we have developed. With regard to industry perceptions we interviewed key people of major food exporting companies to find out their uptake and response to sustainability and carbon labelling.

We are now in stage 3 of the project which includes the development of a web-survey, based on a Discrete Choice Model. Within the choice set, consumers will be shown our Sustainability Compass, shown here on the right. This holistic label includes four different sustainability attributes such as reduced greenhouse gases, water efficiency, reduced waste/ packaging and increased vitamins.

The survey goes live in May 2010 in New Zealand

and will get sent to consumers in the UK and Japan in the second half of this year. So, watch out for the AERU Sustainability Compass in the future.



Director's Editorial

Greetings to all!

I hope that the recent Easter break has found you well, and allowed some time for rest and recreation!

This year is shaping up to be a busy one for us here at the AERU. With many projects on the go at any given time, the pace here is usually quite fast, but certainly not unmanageable!

At the AERU, we are constantly reviewing our past material and research, and looking forward to the future. Fitting with this, we have recently had a look at our Statement of Intent, and written a newly updated version for 2010-2012. A summary of some of these ideas can be found on page 4, and sums up what we hope to achieve here.

In keeping with this, we have also written a public release paper, "Economic Strategy Issues for the New Zealand Region in the Global Economy", in which we hope to contribute to discussions about how New Zealand should position its economic development on a global level, as has been discussed by others such as Don Brash and Prof Philip McCann (Page 5).

Also, I recently had the honour of presenting a talk to the Governor-General and Institute of Directors regarding the concepts of food miles, and other areas affecting New Zealand trade.

Regards,

Prof Caroline Saunders



NZAE Conference

This year, the AERU is organising the New Zealand Association of Economists annual conference. This is the largest annual gathering of economists in New Zealand, and a great opportunity for sharing new ideas and catching up with old colleagues. The conference will be held at the University of Auckland Business School from 30 June to 2 July.

The AERU has so far issued the calls for papers, co-ordinated the process of abstract submission, and set up a registration process. The whole thing has been set up to run on-line, which is a new development for the NZAE. In prior years, there was still a reliance on paper-based communication with members and conference attendees.

This is also the first year that the Association is using a quality assurance procedure for all contributed papers. For earlier conferences, submitters could choose to have their papers quality assured, but feedback from submitters suggested that the process was too cumbersome. By creating a streamlined procedure that includes all submissions, the NZAE is supporting economists who want to demonstrate to the Performance Based Research Fund and the Foundation for Research, Science and Technology that their research has been peer-reviewed.

The submissions deadline has now passed and a draft programme has been decided. Of the submissions received, 80.8% were accepted for oral presentations. These presentations, together with four keynote speakers, will make an interesting and informative conference.

With the submission process complete and registration under way, the work now turns to gathering the information for the conference programme and creating the conference packs. We will also be sorting out the details about catering, poster displays, room assignments, and all the little things that add up to a smooth and successful conference.

EU Conference

This year the annual EU Conference will be held at Lincoln University. The conference will be held over two days, between 25th and 26th November 2010, covering a wide range of issues and topics regarding the EU, as well as forays into EU Studies. Registration is free. This conference will be a joint effort between EUCNetwork and AERU. Full lists of speakers and events will be available mid-year.

NEWS

Consumer Sustainability Update

AERU Researchers Meike Günther and Tim Driver have recently been working on updating previous research on trends in consumer sustainability in key overseas markets. The updated version will include new economic and environmental research pertaining to consumers' and industry's recent approaches to sustainability, and outline current and expected trends in this area.

Welcome, Professor Fairweather

We would like to acknowledge and congratulate one of our colleagues, John Fairweather, who was recently awarded the title of Professor by the Lincoln University Vice-Chancellor, Professor Roger Field. This achievement has taken a lot of time, patience, and hard work, and as a team we are highly pleased and privileged to see *Professor John Fairweather* rewarded for his all his research!

Project for the Bio-Protection Research Centre

Science providers are under continuous scrutiny to demonstrate the value of their research. But how do you measure the value of scientific research? The AERU has been working on this problem for several years and developed a number of approaches to evaluate impacts of research programmes.

Most recently, the Bio-Protection Research Centre (which is a flagship research centre at Lincoln University) has funded a two-part project addressing this question. One part is using standard Cost Benefit Analysis to value specific Bio-Protection projects, encompassing research on forestry bio-inoculants, agricultural biodiversity of the Waipara wine region ('Greening Waipara') and molecular diagnostics of insects for better border control.

The second part of the project will apply more novel methods in an effort to measure the Research Centre's wider economic, environmental, social and cultural contributions to New Zealand.

AERU Staff and Associates



Above Left: Paul and Caroline (left to right) standing next to the NZ flag at OECD in Paris



Above Right: Young emerging researchers at the NZA-RES Conference in Nelson, 2009. Pictured (left to right): Rachel Campbell, Meike Günther, Hailey Neil, Tawhai Matunga



Below Left: Caroline and Paul with former AERU colleagues Anita Wreford and Selim Catagay



Below Right: Paul discussing issues with Dr Cristina Martinez-Fernandez at the OECD in Paris

AERU, Research News

The AERU Mission

The AERU has been around for nearly 50 years, and in that time we have seen many changes, both within New Zealand, and the unit itself. Founded in 1962, under Professor Bryan Philpott, and then Professor Bruce Ross, the AERU was at the centre of early applied economics research in New Zealand.

Building on that tradition, we continue to produce rigorous economic, market and social research for clients, including domestic and international agencies, government departments, companies and other organisations.

In 2009, the AERU was recognised as a University-level research centre, reporting to the Deputy Vice-Chancellor. It was at this time that we considered, “what is it that we consider to be important?” and “what should we strive for in the future?” With these questions in mind, we developed a *Statement of Intent, 2010-2012*, and we would like to share some of its key points with you.

Aims

The AERU has adopted four key aims for its work. These aims guide our research, our public presentations and our other efforts:

- To be recognised by our peers and clients as research leaders in **sustainable well-being**.
- To **mentor** emerging researchers and provide advanced education to post-graduate students.
- To **maintain strong networks** to guide AERU research efforts and to help circulate research findings.
- To **contribute to the University's financial targets** as agreed in the AERU business model, **encouraging further growth in quality and scope of research efforts**.

The AERU Mission

Our mission is essentially built on a core component of the mission of Lincoln University—to provide World-class research. As stated on their website, Lincoln University offers very high levels of education, and a qualification from Lincoln University is very highly thought of internationally. The university itself is highly involved in research efforts too, as no other university in New Zealand has a higher rate of research dollars per full-time member of academic staff.

“TO BE RECOGNISED BY OUR PEERS AND CLIENTS AS RESEARCH LEADERS IN SUSTAINABLE WELL-BEING.”

The mission statement of the AERU is therefore: **“To exercise leadership in research for sustainable well-being.”** This mission is reflected in the achievements of current members of the unit. The AERU Director, Caroline Saunders, has received recognition from the Crown (made an Officer of the New Zealand Order of Merit in 2009) and from her peers (NZIER Economist of the Year in 2007) for her research. She and our other senior colleagues have all led projects of national significance, and hold leadership roles in the Royal Society of New Zealand, the New Zealand Association of Economists, and the Australia New Zealand Regional Science Association.

The concept of *sustainable well-being* is core to our mission, and we would like to encourage this throughout our public service. It is a concept that is a central part of Kiwi life, as seen in New Zealand legislation such as the Local Government Act, which requires regional, district and city councils to promote the social, economic, environmental and cultural well-being of communities, in the present and for the future.

This fits very well with Lincoln University's mission as New Zealand's specialist land-based university, as the institution provides research and knowledge in areas that promote the sustainable well-being of New Zealand's social, economic, environmental and cultural values.

The AERU Vision

Our vision as a unit can be seen within the walls of the unit itself. One visit to the AERU's offices, The Lodge, will show you that we are a cheerful and vibrant workplace. We consider cooperation and the ability to interact well with colleagues as key to our successful operation as a unit. We also encourage a sense of community within the AERU by encouraging senior and emerging researchers to work together to produce and deliver new knowledge that promotes our mission.



We are aware that producing new knowledge through research is only part of our work. It is important that this knowledge is passed on to the right people who can use it to make a positive difference to well-being. Therefore, we strive to maintain strong networks through academia, industry, policy circles, and wider society.

We are currently planning to develop a high-quality website for the AERU, that will contain up-to-date findings and information available to all, downloadable files of the AERU's non-confidential papers (sorted into research themes), and links to AERU academic, business, policy and community networks.

Economic Strategy for New Zealand

There has been a lot of recent talk from prominent figures about establishing a new economic strategy for New Zealand. Such figures include Don Brash and Prof. Phillip McCann. We wanted to contribute to the debate, so we decided to prepare an issues paper on an economic strategy for New Zealand. This adopted the following vision for New Zealand's economic well-being :

New Zealand residents through their enterprise and work are able to enjoy levels of economic well-being that are no lower than enjoyed in other highly-developed economies of the world, in the present and in the future.

Our analysis is built on three points that we believe are essential for developing an effective economic strategy for New Zealand:

- *A national economic strategy must begin with a credible analysis of the country's positioning in the global economy.*
- *The economy's capability to respond to international market opportunities is determined by six major types of capital: physical, financial, human, natural, social and cultural.*
- *A national economic strategy needs to pay particular attention to the country's core export sectors on the basis that they are internationally competitive and generate incomes that fuel domestic demand.*

In order to achieve the overall vision, our national economic strategy must invest in our physical, financial, human, natural, social and cultural assets that will allow Kiwis to access higher international market opportunities.

New Zealand has a high level of physical assets, but a low population means the cost of infrastructure is high, and

New Zealand does not produce many types of physical assets outside of building and construction. It may be that we need new policies to address concerns about the way in which public investment is managed at national and regional levels. An example of this would be in reviewing the Resource Management Act 1991, and creating a new, more robust decision-making process for investments in large projects such as water storage.

New Zealand's financial system did not suffer highly in the recent financial crisis, and New Zealand scores very highly on scales for integrity and low corruption. Nevertheless, businesses and observers often say that it is difficult for growing firms to obtain finance in order to expand. Therefore, policies may be needed for helping small to medium-sized businesses access capital.

New Zealand has an excellent education system, but we still have a large tail of underachievement and long-standing concerns about weak connections between employers and educators (secondary and tertiary). If we were to appropriately redirect investment in our human assets, it would be possible to promote the inclusion of the whole population in work, and address shortfalls of skill demanded by employers. Life-long learning through adult education is important to encourage participation as skill needs change over time. Strengthening education directed towards our main exports, including international marketing and other business services, may improve this.

New Zealand has abundant natural resources and a global reputation for clean and green practices, which are attractive to overseas consumers and tourists. This image is under threat in some areas of the market. We could address this by creating a New Zealand eco-label that would link individual business performance to the overall 'New Zealand' brand.



New Zealand has strong networks, both nationally and internationally, that aid economic well-being. There is evidence to suggest that greater networking of businesses with each other and their communities enhances business development. It has been confirmed that Maori experience large gaps in basic social security that threatens the sustainability of New Zealand's economic development. Policies may be needed to strengthen national and international business networks, as well as policies designed to help settle grievances about Maori property rights, and to better position Maori to build and leverage off their collective resources, knowledge, skills and leadership abilities.

New Zealand has inherited important values from previous generations that are foundational for economic well-being. The fact that English is the country's dominant language is an international advantage. It has also been stated that New Zealand culture does not acknowledge business success or support community leadership as well as in some countries. The report supports recent proposals that policy should not aim to deny cultural values held by New Zealanders, but to offer strategies for addressing unintended negative consequences for businesses.

Key sectors identified in the report as important for driving growth include 'business services'. New Zealand firms in this sector are exporting their services, but it is also an enabling sector for other industries. Further research is needed to better understand this sector.

Selected Publications (2009)

Talks/Seminars

- Saunders, C. (2009). Sustainable Economic Development. Invited keynote speaker to 2009 Olives New Zealand Conference, Hotel Intercontinental, Wellington, 10 December.
- Saunders, C. (2009). Sustainable development for the economy and early career researchers. Invited mentor to E-CReW 2009 Environmental and Resource Economics Early-Career Researcher Workshop, Charles Sturt University, Australia, 3-4 November.
- Dalziel, P. "Education Employment Linkages for Young New Zealanders." Plenary address to the third annual Education Leaders Forum, Waiariki Institute of Technology, Rotorua, 13-15 October 2009.
- Saunders, C.M. (2009). Market issues from climate change: Carbon Footprinting, Life cycle analysis and Food Miles. Presented to Victoria University.
- Kaye-Blake, W. (2009). Food in a Carbon Economy Presented a seminar at Institute of Food and Resource Economics, University of Copenhagen, Denmark.
- Saunders, C. (2009). Feeding the world: the role of New Zealand's food exports. Presented to Dimensions of the Global Food Crisis, University of Otago 44th Foreign Policy School, Dunedin 26-28 June.

Articles and Book Chapters

- Dalziel, P. and C. Saunders "Equity and Sustainable Development." *International Journal of Business and Globalisation*, forthcoming (accepted 29 January 2010).
- Kaye-Blake, W., Abell, W., and Zellman, E. (2009). Respondents' ignoring of attribute information in a choice modelling survey. *Australian Journal of Agricultural and Resource Economics* 53 (3), 547-564.
- Dalziel, P. "Spending in the Economy." Invited entry for *Te Ara: The Online Encyclopaedia of New Zealand*. Uploaded online on 5 March 2010, URL: <http://www.TeAra.govt.nz/en/spending-in-the-economy>.
- Dalziel, P. "Introducing the President." *ANZRSAL Newsletter*, December 2009, pp. 1-2.
- Fairweather J R. Hunt L M. Can farmers map their farm system? Causal mapping and the sustainability of sheep/beef farms in New Zealand. *Agriculture and Human Values* 1-12. 2009.
- Hunt L M. Moving to the country for a graduated retirement: constructing new meaningful lives. In: Francesca Merlan, David Rafferty editor(s). *Tracking Rural Change: community, policy and technology in Australia, New Zealand and Europe*. University Printing Services, The Australian National University, Canberra ACT 0200, Australia: ANU E Press; p. 111-113. 2009.
- Fairweather J R. Mulet-Marquis S. Changes in the age of New Zealand farmers: problems for the future?. *New Zealand Geographer* 65: 118-125. 2009.
- Saunders, C. and P. Dalziel (2009) "Local Planning for Sustainable Development: A Small Rural District Case Study from New Zealand." *Journal of Enterprising Communities*, 4(2), forthcoming.
- Higgins, J. and Nairn, K. (2009). 'In transition': How the Children of the Economic Reforms Articulate Identities at the Child/Adult Border. *Children's Issues: Journal of the Children's Issues Centre*. 13(1): 30-34.
- Kaye-Blake, W. (2009). Results from the NZAE 2008 Web Survey. *New Zealand Economics Papers*, 43(3), 315-326.
- Greer, G., and Kaye-Blake, W. (2009). Comparative performance of organic, conventional and integrated producers in New Zealand. *Aspects of Applied Biology* 93, 241-244.
- Dalziel, P., G. Maclean and C. Saunders "Economic Policy and Cultural Well-Being: The New Zealand Experience." Chapter in Yuichi Marumo, Naoko Sajima and Steven Lim (Eds) *The Roles of New Zealand and Japan in the Asia-Pacific: From Standpoints of Security, Economy and Cultural Exchanges*. Tokyo: Ronsosha Publishing House, 2009, pp. 139-170.
- Fairweather J R, Rosin C, Hunt L M. Campbell H R. Are Conventional Farmers Conventional? Analysis of the Environmental Orientations of Conventional New Zealand Farmers. *Rural Sociology* 74: (3) : September:430-454. 2009.
- Saunders, C.M., Kaye-Blake, W., Marshall, L., Greenhalgh, S. and de Aragao Pereira, M. (2009). Impacts of a United States' biofuel policy on New Zealand's agricultural sector. *Energy Policy Special Section New Zealand Energy Strategy*, 37 (9):3449-3454, September 2009.
- Saunders, C.M., Kaye-Blake, W. and Campbell, R. (2009). The impact of the reintroduction of EU and US export subsidies on NZ and Australian trade. *Farm Policy Journal*, 6 (3): 23-29, August Quarter 2009.
- Cameron, J., Nairn, K. and Higgins, J. (2009). Demystifying academic writing: Reflections on Emotions, Know-How and Academic Identity. *Journal of Geography in Higher Education*, May, 33(2): 269-284.
- Fairweather J R. Klonsky K. Response to Vanclay et al. on Farming Styles: Q Methodology for Identifying Types and its Relevance to Extension. *Sociologia Ruralis* 49: (2) : April:189-198. 2009.
- Fairweather J R, Hunt L M. Benge J. Understanding Kiwifruit Orchard Systems. *NZ Kiwifruit Journal March/April*:13-16. 2009.

Cameron, J., Nairn, K. and Higgins, J. (2009). Alternative ways of expressing and reading identity. *Ethnography and Education*, March, 4(1):83-89.

Wreford, A, Cagatay, S. and C. Saunders. (2009). Climate change and agriculture: Integrating agricultural greenhouse gas emissions into an agricultural trade model to assess the economic and environmental implications of extreme weather events and bio-energy policy. *Aspects of Applied Biology – Integrated Agricultural Systems: Methodologies, Modelling and Measuring*, 93: 41-46.

Saunders, C., Kolandai, K., Greer, G., Kaye-Blake, W. and Sorensen, L. (2009), An application of agri-environmental indicators to panels of New Zealand farms. *Applied Biology – Integrated Agricultural Systems: Methodologies, Modelling and Measuring*, 93: 139-142.

Dalziel, P. "Reflections on the PRSCO 2009 Conference." *ANZRSAL Newsletter*, August 2009, pp. 1-3.

Reports

Saunders, C., P. Dalziel and W. Kaye-Blake "Economic Strategy Issues for the New Zealand Region in the Global Economy." AERU Research Report 317, December 2009.

Kaye-Blake, W., Flagler, B., Campbell, R., Saunders, C., Holbek, E., Neil, H. Impact of Skills on New Zealand Firms: Findings from a Multi-Method Study. Report for the Ministry of Economic Development, Lincoln: AERU, November 2009.

Fairweather J R, Hunt L M, Bengé J, Campbell H R, Greer G, Lucock D L, Manhíre J, Meadows S, Moller H, Rosin C. New Zealand Farmer and Orchardist Attitude and Opinion Survey 2008: Characteristics of organic, modified conventional (integrated) and organic management, and of the sheep/beef, horticulture and diary sectors. Agriculture Research Group on Sustainability (ARGOS); Christchurch: 2009.

Saunders, C., Greer, G., Kaye-Blake, B., and Campbell, R. (2009). Economics Objective synthesis report. ARGOS research report, Lincoln University, November.

Fairweather J R, Hunt L M, Rosin C, Bengé J. Campbell H R. Kiwifruit casual mapping in 2008: Comparisons to 2005 and to other sectors. Agriculture Research Group on Sustainability; Christchurch: 2009.

Dalziel, P. and C. Saunders with B. Bately, R. Brawley, T. Brownie, C. Bryant, A. Miller, W. Smith, L. Symington and H. Warwick "Canterbury Regional Economic Development Strategy, 2009. Part I: Vision and Objectives." AERU Research Report prepared for the Canterbury Economic Development Co., September 2009, 27pp.

Vaughan, K., H. Phillips, P. Dalziel and J. Higgins "A Matter of Perspective: Mapping Education Employment Linkages in Aotearoa New Zealand." EEL Research Report 03, July 2009, 41 pp.

Dalziel, P. and C. Saunders with R. Fyfe and B. Newton "Sustainable Development and Cultural Capital." AERU Research Report prepared for the Official Statistics Research Programme, June 2009, 53pp.

Dalziel, P. and C. Saunders with B. Bately, R. Brawley, T. Brownie, C. Bryant, A. Miller, W. Smith, L. Symington and H. Warwick "Canterbury Regional Economic Development Strategy, 2009. Exemplar Projects." AERU Research Report prepared for the Canterbury Economic Development Co., September 2009, 17pp.

Dalziel, P. and C. Saunders with B. Bately, R. Brawley, T. Brownie, C. Bryant, A. Miller, W. Smith, L. Symington and H. Warwick "Canterbury Regional Economic Development Strategy, 2009. Part II: Implementation Plan." AERU Research Report prepared for the Canterbury Economic Development Co., September 2009, 25pp.

Conference Papers

Hunt L M, Rosin C, Fairweather J R. Campbell H R. Doing the unthinkable: Is breadth of view very important in bringing innovation to organic practices? Organics Aotearoa New Zealand: 2009 Organic Sector Conference "Innovate: Go Organic"; 13/11/2009 - 15/11/2009; University of Waikato, NZ. 17-17. 2009.

Greer, G., Kaye-Blake, W. and Hunt, L. (2009). Comparative Performance of Organic and Integrated Producers in New Zealand. Organics Aotearoa New Zealand: 2009 Organic Sector Conference "Innovate: Go Organic"; 13/11/2009 -15/11/2009; University of Waikato, NZ. 17-17. 2009.

Kaye-Blake, W. (2009). Attention in choice experiments. Invited presentation at the Choice Modelling Workshop, 19-20 November, Christchurch.

Hunt L M, Fairweather J R, Greer G, Rosin C, Campbell H R, Moller H, Norton S, Lucock D L, Bengé J. Manhíre J. Linking farmer and orchardist orientations and actions. Agri-food XVI; 25/11/2009 -27/11/2009; University of Auckland, NZ. 9-10. 2009.

Lambert S J. An overview of Maori farming through Te Ahuwhenua: A new take on social capital. Agri-Food XVI; 25/11/2009 - 27/11/2009; University of Auckland, NZ. 11-11. 2009.

Kaye-Blake, W. (2009). Economics, Lacan, and Food. Presentation at the 2nd Annual Conference of the Centre for Lacanian Analysis, Auckland University, New Zealand, 12-13 February.

Saunders, C., Kaye-Blake, W., and Cagatay, S. (2009). Analyzing Drivers of World Food Prices: Weather, Growth, and Biofuels. Paper presented at the 27th Conference of the International Association of Agricultural Economists, Beijing, PRC, 16-22 August.



Agribusiness and Economics Research Unit

AERU Mission Statement:

To exercise leadership in research for sustainable well-being

Caroline and Paul's UK Trip

Reflecting the international regard held for the AERU, Prof Caroline Saunders and Prof Paul Dalziel were recently invited to present talks at several distinguished universities and centres in the UK.

The first stop was Canterbury to give a talk at the University of Kent on labelling projects that Caroline has been involved with. This was followed by talks with Prof Andrew Fearn (Professor of Food Marketing & Supply Chain Management at University of Kent) about collaborating with his world-class research models on consumer behaviour, using Tesco supermarket data.

Next stop was Kings College, Cambridge, where

Paul met with Prof Paul Ryan to talk about the education employment linkages research project.

Across the Channel, Paul and Caroline spent a day at the headquarters of the Organisation for Economic Co-operation and Development (OECD). They met with Dr Cristina Martinez-Fernandez about Paul's recent country study for the OECD on training in New Zealand small enterprises. There was also a lengthy discussion about a further research project on KISA (Knowledge Intensive Service Activities) and their role in business growth.

The final stop of their tour was to make two presentations at the Agricultural

Economics Society Conference in Edinburgh. These highlighted two recent projects in the AERU, including the development of a computer-based model for regional economic development in Canterbury, and the research work done by the AERU on indicators of Sustainability.

As Caroline hails from England, the UK trip was an opportunity to strengthen her longstanding networks, and to show some key overseas researchers the work being done at Lincoln University by the AERU team.



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