

CROSS-SECTOR COLLABORATION

“The success of a project or initiative in the primary sector relies on having buy-in from a range of stakeholders and ensuring that the idea is industry-led” (Northland Inc)

THEME ONE

Water security

Some ideas:

- Address water challenges by coming together to identify a long-term, sustainable approach for the region
- Use data to identify an efficient, equitable way to share the available water (social licence) – how big can the region’s various horticultural & other primary industries become?
- Build drought resilience into farm systems rather than rely on big irrigation systems
- Share knowledge on how to develop & implement water strategies, e.g. the kiwifruit industry could teach others
- Promote use of water available through the Tai Tokerau Water Trust dams, particularly for Māori owned land, small land parcels, horticulture

THEME TWO

People

Some ideas:

- Find a way to share seasonal staff between industries throughout the year, e.g. by providing transport for workers
- Improve local/regional training opportunities to build knowledge & capability – several sectors said this was a major challenge
- Incentivise advisory upskilling, collaboration & employment, e.g. could the Beef/Sheep sector work with government to address this?
- Build career opportunities, e.g. by promoting existing educational programmes/scholarships/awards & developing Northland-specific ones

THEME THREE

Joint ventures and iwi partnerships

Some ideas:

- Share and learn from local success stories, e.g. Maungatapere Berries, Bells Produce
- Develop more iwi partnerships, e.g. in aquaculture, apiculture
- Progress Crown-landowner forestry joint venture under One Billion Trees
- Work with government agencies e.g. MSD, TPK, NZTE
- Identify more opportunities to attract investment into existing or new businesses (e.g., from Craigmere)
- Explore joint ventures/contracting out/ leasing to help overcome set-up costs for avocado & other industries

THEME SIX

Marketing and market development

Some ideas:

- Promote Northland tourism with more emphasis on primary sector ‘experiences’; implement an Agritourism Success Programme
- Develop more agritourism e.g. luxury farm stays, cattle farm/forest experiences...; consider expanding existing initiatives, e.g. olive oil trail, to include other industries
- Help industries that are trying to pioneer growth into new export markets, e.g. smaller avocado exporters
- Help apiculture sector identify & promote new markets for non-mānuka honey; & improve market access for products with potential to expand e.g. macadamias
- Promote Northland as a wine region; include this in the Northland Inc ‘story’
- Develop a Northland brand for primary sector products
- Develop a Northland-based industry body for Rubus berryfruit

Land-use and crop diversification / product development

Some ideas:

- Recognise & develop diversified farming systems – showcase farms that are already doing this, use extension services to upskill people, develop a Farm Environment Plan that can cover all produce types on a single property
- Consider potential to develop & expand products, e.g. farmed seaweed, macadamias, bananas, other sub-tropical fruits, berries...
- Support opportunities to expand existing industries through development of new high-value products, e.g. medical grade manuka honey products, avocado powder, olive oil health supplements, freeze-dried banana, berry products etc..
- Consider how more industries could use the Ngawha Innovation & Enterprise Park for R&D etc.?
- Meet the growing demand for pollination services by helping the apiculture sector work with the various horticultural industries, forestry sector and the Kaipara Moana Remediation Programme to plant (bee/insect) pollinator-friendly plants.
- Work together to prevent urban sprawl onto productive land in the region

Climate change and environmental stewardship

Some ideas:

- Bring primary sector organisations together to collectively understand implications of climate change on the region
- Look for ways that climate change could benefit Northland, e.g. growing and testing climate-resilient systems, new crops
- Collaborate on how to become low-emission industries, e.g., through habitat restoration, carbon storage under kiwifruit orchards etc. Which sectors could collaborate to meet He Waka Eke Noa goals? (e.g. forestry, beef & sheep)
- Develop integrated pest management guidelines & work together on biosecurity – this was a significant issue for most sectors
- Work together to reduce pesticide use, e.g. neonicotinoids, & move towards agroecology
- Collaborate on opportunities to improve biodiversity, flood mitigation, riparian planting/fencing collaborations to improve environmental outcomes as well as public perceptions
- Support coastal projects, e.g. aquaculture, apiculture industries working with Kaipara Moana Remediation Programme
- Establish a collaborative forum with grape growers & other primary industries trying to address spray drift – work together to increase farmer awareness of the location and effects of certain sprays
- Showcase & develop more closed-loop systems/circular economies, e.g. bananas can help dairy/beef clean up effluent surrounds as well as providing feed; waste (& some pests?) could be turned into fertiliser or high-value products

THEME FOUR

THEME FIVE

Value chains and logistics

Some ideas:

- Develop regional processing facilities (e.g. a freeze-drying plant) so sectors can scale up exports by producing more processed products locally; this could also assist niche product development
- Work to identify aggregated seasonal exports so industries can share shipping – would aggregating exports become easier if more processed goods could be developed within the region?
- Push for investment into shipping directly to off-shore markets from Northport (rather than via Tauranga)
- Collaborate on ways to improve logistics efficiencies and share packing, storage and transport
- Support each other with technology e.g. could other sectors learn from the kiwifruit sector’s robotics & IT systems?

THEME SEVEN

Where do you see your industry fitting in here? What other ideas can you think of? Which are the biggest opportunities?