

The priority results

Scored: 1 to 10

1 being an issue of no priority at all and 10 being an urgent priority requiring immediate action.

Q#	LEAGUE TABLE	2016		2015		2014		2013	
		RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE
15	World class biosecurity	1	9.38	1	9.58	1	9.55	1	9.23
34	Food safety strategic importance	2	8.54	=2	8.60	2	8.64	-	-
6	Deliver market signals to producers	3	8.25	4	8.38	5	8.41	2	8.28
23	Deliver high speed broadband	4	8.20	=2	8.60	6	8.26	5	7.94
9	Create New Zealand provenance brands	5	8.17	10	7.99	7	8.10	7	7.85
7	Innovate with customers	6	8.14	9	8.05	8	8.08	12	7.46
13	Sign high quality trade agreements	7	8.13	5	8.30	3	8.58	6	7.91
8	Delivering R&D incentives	8	8.08	8	8.06	9	8.06	13	7.41
24	Developing future leaders	9	7.96	6	8.26	10	8.01	4	7.99
21	Invest in irrigation/water storage	10	7.88	7	8.22	4	8.52	3	8.26
40	Food solutions for dominant demographics	11	7.75	20	7.20	-	-	-	-
12	Lift commercial collaboration	12	7.63	11	7.83	11	7.92	8	7.81
16	GIA collaboration/cost sharing	13	7.55	19	7.31	12	7.75	-	-
1	Effective extension	14	7.53	14	7.72	13	7.72	16	7.14
36	Infrastructure for strong rural communities	15	7.48	15	7.71	-	-	-	-
3	Evolving capital structures	16	7.45	18	7.33	19	7.36	10	7.54
41	Schemes to regenerate native ecosystems	17	7.41	23	7.07	-	-	-	-
18	Codify production standards	18	7.39	16	7.54	14	7.72	14	7.26
25	Incentivising students into agri careers	19	7.39	13	7.76	17	7.46	9	7.57
11	Embed resources in export markets	20	7.30	17	7.47	18	7.37	11	7.49
27	Articulating a collective industry vision	21	7.08	26	7.02	20	7.32	17	7.1
29	Sourcing and utilising global innovation	22	7.03	28	6.97	26	6.69	26	5.84
4	Increasing rural/urban understanding	23	6.92	22	7.18	15	7.67	15	7.16
42	Mandating minimum H&S practices	24	6.92	=24	7.03	-	-	-	-
2	Reducing debt and enhancing cash flow	25	6.90	33	6.55	25	6.70	23	6.22
38	Developing New Zealand wide integrity mark system	26	6.82	=24	7.03	-	-	-	-
37	Global dialogue on food integrity	27	6.75	21	7.19	-	-	-	-
10	Licensing to accelerate market access	28	6.70	30	6.86	23	6.89	22	6.35
28	Developing light export models	29	6.61	27	6.97	24	6.71	24	6.01
31	Industry body alignment	30	6.57	29	6.96	21	7.03	19	6.54
33	Central control of food safety	31	6.39	31	6.79	28	6.52	-	-
35	Creating single open access data platform	32	6.35	37	6.40	-	-	-	-
14	Creating global sourcing chains	33	6.30	32	6.68	22	6.93	18	6.67
39	Tracking synthetic and alternative protein	34	6.25	36	6.41	-	-	-	-
22	Implement water costing mechanism	35	6.19	35	6.43	27	6.68	20	6.49
44	Eliminating use of antibiotics in animal health	36	6.03						
19	Initiating GM field trials	37	5.86	34	6.55	29	6.35	21	6.45
43	Practical steps to minimise food waste	38	5.86	38	6.37	-	-	-	-
5	Engaging with communities	39	5.72	40	6.13	30	6.30	-	-
32	Reforming levies to enable LT projects	40	5.66	39	6.33	31	6.10	27	5.49
17	Changing policy to influence FX rate	41	5.54	41	5.80	33	5.51	28	5.51
20	Exploring scale organics	42	5.19	44	4.65	34	4.32	29	4.42
30	Umbrella body to unify industry voice	43	5.01	42	5.64	32	5.86	25	5.94
26	Restricting foreign land investment	44	4.32	43	4.71	35	4.24	30	3.65
-	Preserving our clean/green reputation	-	-	12	7.83	16	7.66	-	-



The industry priorities

We have over 120 responses to the survey. Respondents were asked to rank a series of industry priorities on a scale of 1 to 10.

01. Implementing effective mechanisms to improve the extension of best practices and new innovation to on farm practices
02. Reducing debt levels and increasing cashflow to reduce constraints on investment in production innovation and technology
03. Evolving capital structures of producers, processors and marketers to support investment in market led growth initiatives
04. Increasing understanding between rural and urban communities so each more clearly understands and acknowledges the value the other contributes to the prosperity of the country
05. Engaging in community engagement projects to support beneficial social outcomes without immediate benefit to business objectives
06. Delivering clear market signals through supply chains so producers, processors and marketers are working towards common goals and mutual benefits
07. Integrating innovation systems with customer businesses to supply products that are more tailored to the needs of the market
08. Incentivising investment in R&D so that as a country we spend above average international spending levels to foster a culture of innovation
09. Creating product brands to tell the provenance stories of our products in a compelling and unique way for premium consumers in export markets
10. Partnering or licensing our products and solutions with global food companies to get innovations to market faster and at a lower cost
11. Gaining insights into the product needs and evolving eating trends of consumers by embedding resources in international markets
12. Extending commercial collaborations between New Zealand businesses to increase our collective competitiveness in export markets
13. Completing high quality trade agreements to create market advantages for New Zealand agricultural producers
14. Creating global supply chains through sourcing products from around the world to deliver year round supply to customers
15. Maintaining a world class biosecurity system to protect New Zealand's economic interests
16. Collaborating with Government around policy settings for biosecurity through Government Industry Agreements and accepting a share of cost for management and response to incursions
17. Changing fiscal and monetary policy to achieve a structural movement in the level of the New Zealand dollar to support export orientated Primary Sectors
18. Codifying minimum standards and regulations for environmental protection and stockmanship to strengthen New Zealand's international reputation for ethical, safe and sustainable product
19. Initiating field trials in NZ of genetically modified cultivator's to assess the potential benefits to our agricultural system
20. Committing to a research programme to explore whether it is environmentally and economically viable for New Zealand to lead the world in commercial scale organic and biological production systems
21. Investing in irrigation infrastructure and water storage to better utilise the fresh water resources available in New Zealand
22. Recognising that water as a globally scarce resource has a cost and implementing an appropriate charging mechanism
23. Continuing to accelerate the rollout of communications networks in rural areas with speeds equivalent to urban areas to enable use of on-farm technology and support strong rural communities
24. Equipping future industry leaders with the skills and experience to take on governance roles in the industry
25. Incentivising students to take relevant study programmes to increase the supply of appropriately qualified people into the Primary Sector
26. Restricting foreign investment in rural land and agricultural assets to retain domestic control of productive assets
27. Articulating a collective vision for New Zealand's Primary Industries which highlights opportunities for businesses to collaborate to capture the opportunities available
28. Recognising the importance of light exporters of know how and intellectual property that exists within New Zealand's Primary Sector and providing the support to enable more businesses of scale to develop
29. Directing more R&D investment towards active monitoring and licensing of global innovations to source world class technology for the Primary Sector
30. Establishing an umbrella body to provide the industry a unified voice to Government and the community, to lobby for the optimal policy settings to maximise New Zealand's Primary Sector opportunity in a sustainable manner
31. Reviewing the alignment of industry support organisations (industry good bodies, membership groups, ITO's, Government agencies, CRI's, universities etc) to ensure public and levy funds invested deliver the knowledge and infrastructure needed to support growth across the Primary Sector
32. Legislating change to producer levy regulations to enable greater investment to be made in long term, intergenerational research projects
33. Centralising control over food safety systems surrounding export products within Government to preserve market access and co-ordinate responses to crisis events
34. Recognising food safety is critically important to customers and viewing it as a strategically important market attribute rather than a compliance cost
35. Creating a single, open access data platform for the New Zealand Primary Sector to share information and maximise the benefits that can be extracted from data informed decision making
35. Investing in education, healthcare, roading and other infrastructure to maintain strong rural communities to attract and retain skilled people in Primary Sector careers
36. Investing in education, healthcare, roading and other infrastructure to maintain strong rural communities to attract and retain skilled people in Primary Sector careers
37. Initiating international dialogue to increase the global enforcement capability to respond to food integrity issues such as counterfeiting, fraud and intentional contamination
38. Developing a New Zealand industry wide integrity mark system to provide reassurance to consumers of our products that they are sourcing authentic New Zealand products
39. Following closely global developments in synthetic, cultured and alternative proteins to understand how they may evolve consumer demand for our products and, if necessary, making investments in these emerging technology areas
40. Producing innovative food solutions designed to meet the needs of high value demographic niches in the global community (for instance religious groups, ageing consumers, urbanised consumers)
41. Establishing environmental programmes that are designed not only to preserve ecosystems but are actively focused on re-establishing and regenerating our native ecosystems
42. Mandating minimum standards for health and safety practices in Primary Sector businesses together with regular compliance reviews and significant consequences for those found to be in breach of the standards
43. Focusing on the practical steps New Zealand agri-food businesses can take to minimise food waste and make practical contributions to the global challenge of malnutrition and poverty across much of the less developed world
44. Eliminating the use of antibiotics for the maintenance of animal health to make a contribution in restricting the speed at which antibiotic resistance is developing