

A VISION FOR THE AGRICULTURE, FOOD AND FIBRES SECTOR OF AOTEAROA NEW ZEALAND



THIS IS US

We are the farmers, growers, fishers, makers, and crafters of Aotearoa New Zealand. We aspire to an enriched future by providing the world's most discerning consumers with outstanding, ethically produced food, natural fibres, drinks, co- and bioproducts, all sourced from our land and oceans.



OUR REASON FOR BEING

We embrace the Māori concept of Taiao, a deep relationship of respect and reciprocity with the natural world. The health of the climate, land, water and living systems comes first. And when nature thrives so do our families, communities and businesses.



FIT FOR A BETTER WORLD

We are committed to meeting the greatest challenge humanity faces; rapidly moving to a low carbon emissions society, restoring the health of our water, reversing the decline in biodiversity and at the same time, feeding our people.



We will own our part and lead the change that comes with it, starting now.

The principles of Taiao define our relationship with nature. Alongside innovative science and technology, we are designing modern regenerative production systems fit for a better world. Within a generation they will be the foundation of our prosperity and the way we produce high-quality, trusted and healthy food, drinks and fibres. These outstanding products will speak of our land, oceans and people. They will be enjoyed by people all over the world, fulfilling their desires for functionality, wellbeing and aesthetics.



Taiao, and the health and wellbeing of our communities and children for generations to come, will be the benchmark of how we measure success.



OUR VALUES

Integrity . Guardianship . Ingenuity . Respect





WE HAVE A PLAN

In a world that's increasingly synthetic and faceless, we have a powerful opportunity to produce outstanding, ethically produced food, natural fibres, drinks, co- and bioproducts that will win over the world's discerning consumers and help us prosper.

Enriching our future requires commitment and a highly sophisticated approach at every level – from government policy and environmental performance through production systems to sales and marketing platforms and brand building. By working together, we can do this within a generation.



WE HAVE A WAY

The Māori concept of Taiao offers us a uniquely New Zealand way to shape our future around the health of our climate, land, water and living systems. As such, Taiao offers us a time-proven way to move quickly to a low carbon emissions society, restore the health of our rivers and groundwater, and revitalise the biodiversity in our ecosystems.

Solving this environmental transformation will require a scientifically driven approach to modern regenerative production systems. It will deliver us the capacity to create outstanding products, allow nature to thrive, create a compelling global proposition and bring policy, investment, science and innovation together as never before to deliver the outcomes that we need. And at the centre of this is the wellbeing of our people and prosperity of our communities.



OUR ENRICHED FUTURE

We have the foundations for an enriched future but we can be better aligned. Let's bring together academic and research skills focused on the land and oceans with our farmers, growers, fishers, makers and crafters, and combine your knowledge and experience with national and local government, iwi, enterprises, sectors and citizens to re-set how we interact with the environment, forge ethical production and better link the natural and human worlds.



WE ALL HAVE A ROLE TO PLAY

If we are truly going to deliver outstanding products, fit for a better world, all of us will need to work together to step up and win the world over. Making this happen starts with making it our business to shape our future and agreeing that being fit for a better world truly is the way forward for your business.

Take a look at the Planner on the next page to get started.

To find out more, visit fitforabetterworld.org.nz

MY PLAN:

The Māori concept of Taiao is all about having a deep relationship with the natural world, where the health of the climate, land, water and living systems comes first.

We can all use it to make important and aligned decisions. Government and business can use it to decide investments in capability, innovation, research, market development and story telling. You can use it to future-proof your business and generate true long term prosperity.



SHIFT YOUR FUTURE

What does an enriched future look like for you?

SHAPE OUR WORLD

Apply the principles of Taiao to start exploring where you could take this:

01.

REGENERATIVE

How could you revitalise your natural capital and cut waste?

02.

OUTSTANDING

What makes or will make you and what you produce amazing?

03.

ETHICAL

How can you be an exemplar to others?

04.

NEW ZEALANDNESS

Which special part of New Zealand would you like to celebrate?