

# Reflections by Primary Sector Council members

March 2020

"It's not about environmental vs. economic outcomes. Our best and most prosperous future will be delivered by caring for our land, water and biological communities. Environmental excellence is our only viable strategic pathway forward. Many of our leading farmers are already well down this path. Yes there are challenges ahead of us, but they can be positive challenges leading to a bright future."

**Lain Jager**

"My involvement in the Council has been thought-provoking, inspiring and a reality check. Our current practices are unsustainable: we must take stock, change our thinking and act decisively to do better. My responsibility is to my grandchildren - to leave our farm in a better space for them, our community and the environment.

Collectively we must all share the load, starting with personal actions to do the right thing immediately."

**Julian Raine**

He tangata kītahi:

A person of a single word

"My grandparents were hard-working farmers of the land who provided for their whānau, marae and the wider community. They were honest, reliable and they lived by their word. Their relationships were based on trust and the openness they vested in each other.

I often think about them and our community, and how their generosity and humility have shaped the person who I am today.

I then extend this kindness to the world we live in today and the world that my uri (descendants) will live in, when it is their time.

I hope that they (through whatever medium or channel) will tell a story about how we as a Sector during our lifetime were honest, creative and forward-thinking by putting the wellbeing of our natural world and our people at the heart of every decision we made because it was the right thing to do. That would be a good legacy and something to be proud of."

**Miriana Stephens**

"Future success for the sector is completely in our control. A strong tomorrow and setting our future generations up for a success pathway will be determined by the choices we make today, so let us choose well."

**Julia Jones**

"We believe that in a fast-paced, sometimes-faceless world, there is a need to escape back to nature through what we eat, drink and wear. We believe that Aotearoa New Zealand can provide this escape route to people all over the world in the same way our land, oceans and people do for those who choose to visit us."

**Steve Smith**

"It has been an absolute privilege to sit on the Council alongside some of New Zealand's most respected and experienced agricultural leaders and future thinkers. As a young food and fibres producer I believe that Taiao and our Vision, Fit For A Better World, will help guide us through the challenging times that we can all see coming but struggle to see a way through.

I encourage those reading this document to think about what the Vision and Taiao mean for them on a day-to-day basis and to share their thoughts and opinions with friends and colleagues. In the words of Margaret Wheatley, "Be brave enough to start a conversation that matters."

**Nigel Woodhead**

"Most of us know Aotearoa New Zealand occupies a very special place as part of spaceship earth. We started with an isolated set of islands with abundant bird life and unique tree species. The profound transformation of our landscapes from agriculture, industry and urbanisation has set a stage which now dictates our future actions.

As a member of the Primary Sector Council I have come to realise we face an exciting future. Stocked with some of the smartest farmers in the world; with access to cutting-edge science and technology; and with a global reputation for ethical business practices; we are well-placed to lead the way in producing new food and fibres that are fit for a better world. We share a belief in the value of working together as a coordinated sector, notwithstanding our diverse backgrounds. We envisage new approaches to food and fibres that will renew the wellbeing of Aotearoa New Zealand in its broadest sense: our people and place, both now and for future generations."

**Mark Paine**

*(Continues page 2)*

“What an important crossroads our Food and Fibres Sector has arrived at. By following the “high road” and using Te Taiao to guide its direction, the Sector will:

- › Re-establish its position in Aotearoa as the driver of environmental, social and economic prosperity, and
- › Resonate with consumers around the world who care and value how we produce our food and fibre products for them.

This realisation, and the development of a Vision and strategy for achieving this, has been a privilege to be part of in the Primary Sector Council work.”

**John Rodwell**

*“Hono Tangata Hono Whenua Hono Ki Te Ao.* These are the words of wisdom that in essence encourage us to strengthen our relationships, connect with the land and reach out to the world.

This has been at the centre of the Te Hono movement. Te Hono in addition celebrates diversity of thinking and seeks new perspectives.

Whilst I passionately endorse the sentiments of this report, I strongly encourage the importance of independence of governance embracing and allowing a pathway for new thinking, not suppression by status quo.

Another great expression that embraces the essence of of this report is: *If not this then what; if not now then when; and if not us (Aotearoa NZ) then who?”*

**John Brakenridge**

*“There I was....*

Greenies to the left of me...

You're joking to the right,

Stuck in the middle, black hat feeling about right

*Here I am...*

Different, listening, an urgent plan 'Taiao',

Māori wisdom,

nature calling this man

*There I go...*

My Country, Aotearoa – New Zealand, must have its say

My World, each of us must lead in a new way.”

**Tony Egan**