

MARKET
NSONBY

in promoting sustainability
of the Earth and the People on it.
We want to foster organic growing in New Zealand and make
Organic and GEFiRe practice available, affordable and
sustainable for future generations to come.
Until availability is consistent, we will supplement with regular
market produce as required.

KM: ☒ = CERTIFIED ORGANIC ☐ = SPRAY FREE ☐ = REGULAR MARKET PRODUCE

A FOOD NATION: THE NEW ZEALAND FOOD STORY AND HOW TO MAKE IT REAL

Steve Maharey
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Agriculture
Commodities
Urban population
Volume
Production

Deregulation

Add-value

Small/medium
businesses

Callaghan/Hendy

Consumption
Premium

Jack Ma "Goodness"
Embrace / buy / learn

Infrastructure, skills, marketing,
new technology, transport,
environment, finance,
research, investment

SYSTEM

Smart-capable public sector
Smart-capable private sector
Flexible Specialisation
Permanent Innovation

10 billion
Synthetic food
Vertical dairying
Genetic modification

Microwave technology
Personalised food
No kitchen
No storage

Sweet spot

Ecosystem

40 million
Discerning customers

FOOD NATION

Natural, delicious, fresh,
health, sustainable, convenient,
traceable, additive-free, safe

STORY

Regions, collaborate,
compete,
local government,
regional development,
regulation, localism,
community, trust

Tourists
NZ Food Awards

Right time

Moon-shot Mission