

Summary of Primary Sector Council meeting 29 April 2019

Date: 29 April 2019

Attendees: Lain Jager (Chair), Stephanie Howard, Neil Richardson, Tony Egan, Julian Raine, Miriana Stephens, Nadine Tunely, John Rodwell, Steve Smith and Steve Saunders.

Not present: Puawai Wereta, John Brakenridge, Julia Jones, Nigel Woodhead and Mark Paine.

Discussion

- The Primary Sector Council's (PSC) eleventh meeting was held on 29 April 2019 in Wellington.
- The overall objectives of this meeting were:
 - Discuss the primary sector ecosystem
 - Develop an understanding of the Taiao philosophy
 - Update from the Taiao workstream
 - Discuss Marketing NZ's Food and Fibre and NZ Cuisine
 - Discuss the vision engagement feedback
- Minister O'Connor made a brief appearance in the morning before the Primary Sector Council meeting started.
- A discussion took place on how the vision can be realised and what needs to happen within the primary sector leadership space to allow an aligned approach towards government policy and funding schemes to take place.
- Tina Porou spoke to the Primary Sector Council around what it means to embrace the Taiao philosophy and how this can be done in the context of the primary sector vision.
- There was an update from the Taiao workstream to discuss their proposal on what the workstream will be delivering.
- There was a brief discussion on the marketing of the Food and Fibre sector and characterisation of New Zealand's cuisine and that we should be including chefs in our discussions of this.

- There was a quick update from MPI on how the vision engagement feedback is being captured and documented. This will be more widely discussed at the next meeting.

Action items

Actions from 29 April 2019

	Action	Person
1	Taiao subgroup to meet and further develop the workstream outputs	PSC
2	Summarise and consolidate the primary sector engagement feedback	MPI
3	Draft summary of meeting for MPI website	MPI