

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	2018		2017		2016		2015		2014		2013		2012		2011		2018 vs 2017		
		RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE	CHANGE	%	
15	World class biosecurity	1	9.62	1	9.23	1	9.38	1	9.58	1	9.55	1	9.23	1	9.17	1	8.90	0.39	4.22%	n/c
24	Deliver high speed broadband	2	8.73	4	8.51	4	8.20	=2	8.60	6	8.26	5	7.94	5	8.12	16	7.12	0.22	2.55%	Up 2
35	Food safety strategic importance	3	8.63	3	8.54	2	8.55	=2	8.60	2	8.64	-	-	-	-	-	-	0.09	1.07%	n/c
9	Create NZ provenance brands	4	8.52	2	8.60	5	8.18	10	7.99	7	8.10	7	7.85	10	7.67	9	7.63	-0.08	-0.96%	Down 2
7	Innovate with customers	5	8.50	5	8.50	6	8.14	9	8.05	8	8.08	12	7.46	9	7.83	5	8.02	0.00	0.00%	n/c
13	Sign high quality trade agreements	6	8.35	6	8.42	7	8.13	5	8.30	3	8.58	6	7.91	7	8.04	11/16	7.34	-0.07	-0.87%	n/c
6	Deliver market signals to producers	7	8.31	10	7.97	3	8.25	4	8.38	5	8.41	2	8.28	=2	8.31	7	7.90	0.34	4.21%	Up 3
25	Developing future leaders	8	8.29	9	8.05	9	7.96	6	8.26	10	8.01	4	7.99	6	8.10	6	7.92	0.24	2.96%	Up 1
50	Schemes to regenerate native ecosystems	9	8.23	17	7.65	17	7.42	23	7.07	-	-	-	-	-	-	-	-	0.58	7.53%	Up 8
22	Invest in irrigation/water storage	10	8.12	=14	7.71	10	7.88	7	8.22	4	8.52	3	8.26	4	8.19	12	7.51	0.41	5.38%	Up 4
18	Codify environmental expectations	11	8.10	=14	7.71	18	7.39	16	7.54	14	7.72	14	7.26	=2	8.31	3/8	7.98	0.39	5.13%	Up 3
53	Penalties for those that don't protect animals	12	8.04	=11	7.79	-	-	-	-	-	-	-	-	-	-	-	-	0.25	3.14%	Down 1
8	Delivering R&D incentives	13	8.02	7	8.33	8	8.08	8	8.06	9	8.06	13	7.41	13	7.33	11	7.57	-0.31	-3.76%	Down 6
1	Effective extension	14	7.96	18	7.58	14	7.54	14	7.72	13	7.72	16	7.14	14	7.31	4	8.08	0.38	5.06%	Up 4
48	Tracking synthetic and alternative protein	15	7.87	19	7.56	34	6.25	36	6.41	-	-	-	-	-	-	-	-	0.31	4.04%	Up 4
4	Increasing rural/urban understanding	16	7.83	8	8.06	23	6.93	22	7.18	15	7.67	15	7.16	20	6.38	-	-	-0.23	-2.90%	Down 8
11	Embed resources in export markets	=17	7.71	16	7.67	20	7.31	17	7.47	18	7.37	11	7.49	12	7.54	2	8.29	0.04	0.57%	Down 1
16	GI collaboration/cost sharing	=17	7.71	21	7.39	13	7.56	19	7.31	12	7.75	-	-	-	-	-	-	0.32	4.37%	Up 4
45	Infrastructure for strong rural communities	=17	7.71	=11	7.79	15	7.49	15	7.71	-	-	-	-	-	-	-	-	-0.08	-1.09%	Down 6
26	Incentivising students into agri careers	=20	7.63	26	7.09	19	7.39	13	7.76	17	7.46	9	7.57	15	7.15	22	6.66	0.54	7.62%	Up 6
28	Articulating a collective industry vision	=20	7.63	=23	7.22	21	7.08	26	7.02	20	7.32	17	7.1	-	-	-	-	0.41	5.71%	Up 3
12	Lift commercial collaboration	22	7.62	13	7.72	12	7.63	11	7.83	11	7.92	8	7.81	8	7.90	5	8.02	-0.10	-1.27%	Down 9
3	Evolving capital structures	=23	7.50	25	7.18	16	7.45	18	7.33	19	7.36	10	7.54	18	6.87	17/18	6.95	0.32	4.46%	Up 2
47	Developing NZ wide integrity mark system	=23	7.50	22	7.37	26	6.82	=24	7.03	-	-	-	-	-	-	-	-	0.13	1.74%	Down 1
49	Food solutions for dominant demographics	25	7.46	20	7.42	11	7.75	20	7.20	-	-	-	-	-	-	-	-	0.04	0.50%	Down 5
46	Global dialogue on food integrity	26	7.33	30	7.00	27	6.75	21	7.19	-	-	-	-	-	-	-	-	0.33	4.71%	Up 4
32	Industry body alignment	27	7.27	=23	7.22	30	6.57	29	6.96	21	7.03	19	6.54	17	6.88	-	-	0.05	0.72%	Down 4
30	Sourcing and utilising global innovation	28	7.02	27	7.08	22	7.04	28	6.97	26	6.69	26	5.84	-	-	-	-	-0.06	-0.80%	Down 1
51	Mandating minimum H&S practices	29	7.00	33	6.58	24	6.93	=24	7.03	-	-	-	-	-	-	-	-	0.42	6.43%	Up 4
2	Reducing debt and enhancing cash flow	30	6.88	32	6.69	25	6.90	33	6.55	25	6.70	23	6.22	19	6.77	19	6.84	0.19	2.80%	Up 2
29	Developing light export models	=31	6.85	31	6.94	29	6.62	27	6.97	24	6.71	24	6.01	-	-	-	-	-0.09	-1.24%	n/c
34	Central control of food safety	=31	6.85	35	6.54	31	6.39	31	6.79	28	6.52	-	-	-	-	-	-	0.31	4.76%	Up 4
10	Licensing to accelerate market access	33	6.79	28	7.04	28	6.70	30	6.86	23	6.89	22	6.35	21	6.27	-	-	-0.25	-3.53%	Down 5
5	Engaging with communities	34	6.73	29	7.01	39	5.73	40	6.13	30	6.30	-	-	-	-	-	-	-0.28	-4.03%	Down 5
44	Creating single open access data platform	35	6.65	39	6.28	32	6.36	37	6.40	-	-	-	-	-	-	-	-	0.37	5.86%	Up 4
14	Creating global sourcing chains	=36	6.60	36	6.53	33	6.31	32	6.68	22	6.93	18	6.67	11	7.62	14	7.19	0.07	1.14%	n/c
31	Umbrella body to unify industry voice	=36	6.60	41	5.83	43	5.01	42	5.64	32	5.86	25	5.94	-	-	-	-	0.77	13.14%	Up 5
20	Initiating GM field trials	38	6.50	34	6.55	37	5.87	34	6.55	29	6.35	21	6.45	22	6.19	24	6.56	-0.05	-0.78%	Down 4
52	Practical steps to minimise food waste	39	6.27	=37	6.35	38	5.87	38	6.37	-	-	-	-	-	-	-	-	-0.08	-1.20%	Down 2
23	Implement water costing mechanism	40	6.25	=37	6.35	35	6.19	35	6.43	27	6.68	20	6.49	16	7.10	-	-	-0.10	-1.52%	Down 3
21	Exploring scale organics	41	6.02	42	5.67	42	5.19	44	4.65	34	4.32	29	4.42	-	-	-	-	0.35	6.24%	Down 1
33	Reforming levies to enable LT projects	42	6.00	40	5.88	40	5.67	39	6.33	31	6.10	27	5.49	-	-	-	-	0.12	1.96%	Down 2
17	Changing policy to influence FX rate	43	5.87	43	5.55	41	5.55	41	5.80	33	5.51	28	5.51	-	-	-	-	0.32	5.74%	n/c
27	Restricting foreign land investment	44	5.02	44	4.64	44	4.32	43	4.71	35	4.24	30	3.65	23	3.87	27	4.36	0.38	8.17%	n/c
-	Eliminating use of antibiotics in animal health			-	-	36	6.04	-	-	-	-	-	-	-	-	-	-			
-	Preserving our clean/green reputation			-	-	-	-	12	7.83	16	7.66	-	-	-	-	-	-			
	Total		326.09		318.80		306.77		315.44		252.99		206.98							
	Questions		44.00		44.00		44.00		44.00		35.00		30.00							
	Average		7.41		7.25		6.97		7.17		7.23		6.90					0.17	2.29%	

The industry priorities

Respondents were asked to rank a series of industry priorities on a scale of 1 to 10.

- Q1.** Implementing effective mechanisms to improve the extension of best practices and new innovation to on farm practices.
- Q2.** Reducing debt levels and increasing cashflow to reduce constraints on investment in production innovation and technology.
- Q3.** Evolving capital structures of producers, processors and marketers to support investment in market led growth initiatives.
- Q4.** 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.
- Q5.** Engaging in community engagement projects to support beneficial social outcomes without immediate benefit to business objectives.
- Q6.** Delivering clear market signals through supply chains so producers, processors and marketers are working towards common goals and mutual benefits.
- Q7.** Integrating innovation systems with customer businesses to supply products that are more tailored to the needs of the market.
- Q8.** Incentivising investment in R&D so that as a country we spend above average international spending levels to foster a culture of innovation.
- Q9.** Creating product brands to tell the provenance stories of our products in a compelling and unique way for premium consumers in export markets.
- Q10.** Partnering or licensing our products and solutions with global food companies to get innovations to market faster and at a lower cost.
- Q11.** Gaining insights into the product needs and evolving eating trends of consumers by embedding resources in international markets.
- Q12.** Extending commercial collaborations between New Zealand businesses to increase our collective competitiveness in export markets.
- Q13.** Completing high quality trade agreements to create market advantages for New Zealand agricultural producers.
- Q14.** Creating global supply chains through sourcing products from around the world to deliver year round supply to customers.
- Q15.** Maintaining a world class biosecurity system to protect New Zealand's economic interests.
- Q16.** Collaborating with government around policy settings for biosecurity through Government Industry Agreements and accepting a share of cost for management and response to incursions.
- Q17.** Changing fiscal and monetary policy to maintain an optimal level for the New Zealand dollar to support export orientated Primary Sectors.
- Q18.** Codifying standards and regulations for environmental protection to enhance New Zealand's international reputation for the production of sustainably produced food, fibre and timber.
- Q20.** Initiating field trials in NZ of genetically edited cultivator's to assess the potential benefits to our agricultural systems.
- Q21.** 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.
- Q22.** Investing in irrigation infrastructure and water storage to better utilise the fresh water resources available in New Zealand.
- Q23.** Recognising that water as a globally scarce resource has a cost and implementing an appropriate charging mechanism.
- Q24.** Continuing to accelerate the rollout of a high speed communications network in rural areas to increase the use of on farm technology.
- Q25.** Equipping future industry leaders with the skills and experience to take on governance roles in the industry.
- Q26.** Incentivising students to take relevant courses of study to provide appropriately qualified people to the industry.
- Q27.** Restricting foreign investment in rural land and agricultural assets to retain domestic control of productive assets.
- Q28.** Articulating a collective vision for New Zealand's Primary Industries and the collaborative pathways that businesses can follow to deliver the vision.
- Q29.** Recognising the importance of 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.
- Q30.** Directing more R&D investment towards active monitoring and licensing of global innovations to source world class technology for the Primary Sector.
- Q31.** Establishing an umbrella body to provide the industry a unified voice to government and the community in promoting the optimal policy settings to maximise New Zealand's Primary Sector opportunity in a sustainable manner.
- Q32.** 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.
- Q33.** Legislating change to producer levy regulations to enable greater investment to be made in long term, intergenerational research projects.
- Q34.** Centralising control over food safety systems surrounding export products within government to preserve market access and co-ordinate responses to crisis events.
- Q35.** Recognising food safety is critically important to customers and viewing it as a strategically important market attribute rather than a compliance cost.
- Q44.** 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.
- Q45.** Investing in education, healthcare, roading and other infrastructure to maintain strong rural communities to attract and retain skilled people in primary sector careers.
- Q46.** Initiating international dialogue to increase the global enforcement capability to respond to food integrity issues such as counterfeiting, fraud and intentional contamination.
- Q47.** 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.
- Q48.** Following closely global developments in alternative proteins to understand how they may evolve consumer demand for our products and, if necessary, making investments in these emerging technology areas.
- Q49.** Producing innovative food solutions designed to meet the needs of the dominant demographic groups in society (religious groups, ageing populations, urbanised consumers etc).
- Q50.** Establishing environmental programmes that are designed not only to preserve ecosystems but are actively focused on re-establishing and regenerating our native ecosystems.
- Q51.** 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.
- Q52.** 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.
- Q53.** Implementing tough penalties on those farmers that fail to meet the expected standards in respect of animal welfare that could include removal of license to farm and criminal penalties including jail.
- Q54.** What do you believe is the most important single action the government took to enable New Zealand's primary sector to prosper in a rapidly disrupting global agri-food sector?
- Q55.** What is the most important thing that the organisations that you are involved in have done in the last year to respond to changing market conditions?
- Q56.** What would you like to see the organisation do in the coming year to set itself up to compete in global markets in the future?