



SUSTAINABLE AND PROFITABLE FARMING – WHAT IS OUR BRAND?

WEDNESDAY 27TH OCTOBER 2021 9.00AM TO 3.30PM STEWART 1, LINCOLN UNIVERSITY, LINCOLN

<p>9.00am Welcome Vice-Chancellor, Lincoln University Session Chair: Prof Jon Hickford</p> <p>9.05am Keynote: Dr John Roche, Chief Science Advisor, Ministry for Primary Industries <i>Where is New Zealand agriculture currently? How good are we on a global scale and what is the Ministry's interest in the future direction of our industry?</i></p> <p>9.30am Prof Richard McDowell, Lincoln University / AgResearch <i>What are the best pathways to build science-based evidence for New Zealand's brand?</i></p> <p>9.55am Maury Leyland Taiao Steering Group, Okuora Farms, Leaft Foods <i>Taiao Ora Tangata Ora – Fit for a Better World. An aspirational goal for NZ agriculture and horticulture.</i></p> <p>10.20am Morning Tea Session Chair: Dr Jeanne Jacobs</p> <p>10.45am Dr Alison Stewart, CEO, Foundation for Arable Research <i>A future direction for arable production in New Zealand.</i></p> <p>11.10am Dr Andre Mazzetto, Scientist, AgResearch <i>Management of resource use and environmental impacts of pastoral farming systems – effects on New Zealand's footprint.</i></p>	<p>11.35am Mike Manning, General Manager Innovation & Strategy, Ravensdown <i>A future direction for pastoral production in New Zealand.</i></p> <p>12 noon Prof Julian Heyes, Food and Advanced Technology, Massey University <i>A future for New Zealand vegetable and horticultural crops?</i></p> <p>12.30pm Lunch Session Chair: Dr Melanie Davidson</p> <p>1.30pm Dr Gwen Grelet, Senior Researcher, Landcare Research <i>Regenerative Agriculture in Aotearoa</i></p> <p>1.55pm David Birkett, Canterbury Farmer <i>What are some brand attributes a farmer thinks New Zealand should be promoting?</i></p> <p>2.20pm Assoc Prof Amanda Black, Co-Director, Bio-Protection Aotearoa <i>What are brand attributes that Maori wish to promote for New Zealand agriculture?</i></p> <p>2.45pm Dist. Prof Caroline Saunders, Agribusiness & Economics Research Unit, Lincoln University <i>A global perspective on New Zealand's agricultural and horticultural brand</i></p> <p>3.10pm Panel Discussion. Chair: Dr Robyn Dynes, Science Impact Leader, AgResearch</p> <p>4.00pm Close</p>
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Registration

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