



Te Puna Whakaaronui

Te Puna Whakaaronui is New Zealand's first fully independent, government funded, food and fibre sector think tank. It helps lead, co-ordinate and accelerate the transformation of the food and fibre sector by providing research, thought leadership, strategic insights and advice to sector participants, industry bodies, Māori agri-business, and agri-business. It achieves this by provoking and informing sector conversations on technologies, capabilities, resources, regulations and systems that can ensure the success of both existing and new industries to enhance New Zealand's long-term resilience and prosperity.

Our focus

The food and fibre sector is a key contributor to the New Zealand economy, accounting for just over 80% of merchandise exports, 11% of GDP and 13% of total employment. The sector is strategically important to New Zealand's future success. Currently the drivers of change impacting the global food production system – and therefore New Zealand's – are climate change, shifts in consumer preferences, rapid technology development and convergence and geopolitical volatility.

Te Puna Whakaaronui's work is focused on economy-wide, system-level frameworks and solutions that harness opportunities arising from global change. It seeks to bring about, and accelerate, sector transformation that will enable long-term prosperity for the sector and the New Zealand economy as a whole.

Who are we?

Te Puna Whakaaronui was established on the recommendation of the former Primary Sector Council to fill a gap the food and fibre sector identified in its leadership and strategic analysis capability. It was a key action in the Fit for a Better World Acceleration Roadmap, 2020.

It has a governance board, Sir Brian Roche - Chair, Lain Jager, Caralee McLeish, Pete Crisp and Ray Smith, as well as a Thought Leaders Group - Lain Jager - Chair, Neil Richardson, Andrew Ferrier, Murray Sherwin, Nick Hammond, Liz Te Amo, Nick Smith, Rob Hewett and Laura Domigan.

Te Puna Whakaaronui is supported financially by the Ministry for Primary Industries but reports to the Chair of the independent Thought Leader Group which oversees the operation and work programme.

Our work

Te Puna Whakaaronui engages with the domestic food and fibre sector as well as global agencies, it has developed relationships with similar units in the UK, Singapore, Australia, Canada, US and OECD. To date it has released seven publications, three substantive reports and four shorter insight pieces; and offers regular inspiration through a fortnightly newsletter.

Publications to date

- **February 2022:** research and insights into *Food insecurity and the community aspect of food* and *Food as Medicine 2021 Review*.
- **May 2022:** *WELL_NZ: Reframing New Zealand's Food Opportunities*, highlights global factors influencing future food systems that set the context of New Zealand export markets, and considers a future food framework for New Zealand in light of global change.
- **April and July 2022:** *Global Food System* insights, highlighting the climatic, economic and geopolitical pressures reshaping global trade and future food systems.
- **November 2022:** *WELL_NZ: Alternative Protein 2022 – establishing a fact base*, a reference document to ground-truth publicly available information and consider the impact of alternative proteins on natural dairy and meat production in a New Zealand context.
- **February 2023:** *WELL_NZ: Modern genetic technology – what it is and how it is regulated*, a reference document considering the rapid technological advance and changing international regulatory environment of genetic technology.

Forward work programme

As of June 2023, Te Puna Whakaaronui is working on:

- a report on primary industry eco-system performance, future design as well as the innovation eco-system;
- a compendium of technologies that could help accelerate the transformation of the food and fibre sector; and,
- a compendium of exotic medicinal plants, analysis of opportunities and identification of potential New Zealand growing locations.

Talk with us: 027 300 3874

Read our reports: tpw.org.nz

Sign up for our newsletter:

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