A3 Briefing for Incoming Minister of Agriculture, Hon Todd McClay

AgriTech NEW ZEALAND

Introduction

Congratulations on your appointment as Minister for Agriculture. We wish you success in your new post and look forward to working with you to create even better outcomes for New Zealand and its Primary Industries.

This document aims to offer you an overview of the role of agritech as it relates to your agriculture portfolio. It provides a foundation for our initial discussions about your policy priorities. It sets out:

- upcoming opportunities in the next three months
- information on AgriTechNZ and its recent work and priorities
- strategic opportunities and challenges for the next 3-6 years

We look forward to discussing your priorities for the portfolio, the priorities of the government, and how the agritech industry can collectively assist.

Upcoming opportunities in the next three months

Agricultural emissions-related technologies and reporting are known to be key priorities. There are several opportunities to support:

Data interoperability

The agritech industry has already taken steps to enable links between farmer-facing applications and new methods of data access controls. We advocate establishing a Primary Industry Data Forum to align industry and government activities and facilitate work to create standard definitions that would smooth data exchanges.

Technology roadmap for agricultural emissions

Our recent mission to Ireland highlighted good practices for communication and aligning pathways to reduce emissions. The marginal abatement cost curve (MACC), used between science, industry, and policy stakeholders in Ireland, offers an example of how communication and planning tools could create a clear link between stakeholders. Many of our members are motivated and willing to support the creation of such a tool so that it has widespread support and usage across New Zealand.

Genetic technology regulations

Our membership, and that of our sister association BioTechNZ, includes several stakeholders with direct and varied interests in gene technologies. We stand ready to facilitate industry engagement on this topic.

AgriTechNZ ecosystem (members, representation and network)

| 170 member organisations | Who employ 6k people | Accounting for most of the $2b in sector rev. | 7 international partnerships | Independent through member funding | A representative voice for the sector |

An elected Executive Council governs us on 2-year terms. Our current representatives are:

Bridgit Hawkins, CropX (Chair); Brenna Townshend, Trev (Vice-Chair); Sarah Adams, Gallagher; Blair Smith, LIC; Matt Flowerday, Landkind; Katherine Sandford, UBCO; Peter Barrowclough, Lincoln Agritech. We also have several appointed positions: Graeme Muller, NZTech; Mavis Mullins (Iwi Rep); Simon Yarrow, Callaghan Innovation (Govt Rep); Sam Waugh, New Zealand Young Farmers (Farmer Rep); Ruth Leary/David McDonald, AgriZeroNZ (shared Independent seat)

AgriTechNZ's recent work and priorities

Our work is based on unleashing our members' collective impact and facilitating the sector's growth. We partner with Government agencies to promote strategies and industry engagement for their work in supporting the sector. Recent and active projects include:

- Highlighting New Zealand's successes and reputation as an innovative food producer
- Contributing an agriculture perspective to MBIE+NZTech's imminent Climate Technology Roadmap
- Leading industry engagement on data interoperability through MPI's Data Interoperability Working Group
- Published and ongoing research into the adoption of digital technologies in primary industries
- Led an immersive tour of Ireland and the UK to explore science, technology and policy settings on emissions and soil health.
- Hosting inbound and online engagements from the UK, Ireland, USA, Chile, Brazil and Taiwan
- Piloting AI-powered tools to match NZ agritech components to global challenges and opportunities
- Supporting the development of the Horticultural Technology Catalyst strategy and service definitions

Strategic opportunities and challenges for the next 3-6 years

Agritech in and from New Zealand represents a significant platform for growth and resilience. We highlight the following for your consideration:

- Alongside dairy, red meat, horticulture, viticulture, medicinal cannabis… agritech represents a vertical for export growth with fewer constraints than food and fibre. Exporting IP and systems internationally through agritech businesses will unleash a new level of impact from the context of our leading primary industries.
- Emissions measurement and reporting can be empowered through the existing farm management and reporting ecosystem represented by agritech software providers. These providers are proving value to farmers daily.
- For new tools (feeds, vaccines…) for emissions reductions, we need a regulatory approval system that does the right things, fast.
- Effective use of data across primary industries would enable progress towards precision regulations and radical transparency, where operational data can be used for regulatory purposes at a level aligned with tangible outcomes. This requires adoption support and a precise definition of data requirements. New Zealand is uniquely positioned to achieve this.
- Agritech nodes of capability and high-value jobs are vital in many parts of New Zealand. Regional development is synonymous with agritech development and links with strong Māori capabilities.

Conclusion

AgriTechNZ is proud to be a trusted and committed partner for the Government.

As an essential and growing catalyst for change in New Zealand's primary industries, the agritech sector is collectively willing and able to support many policy priorities for improved New Zealand outcomes.

In the immediate context, our members have technology road-mapping and communication capability, practical data capability at farm and industry levels, and experience with genetic technologies.

We would welcome a 15-minute meeting to discuss your portfolio priorities and how we might support you. Thank you for your attention at this busy time.

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