



He Wai mō Āpōpō Water for the Future

A Water Strategy for the Kiwifruit Industry

Mahi Tahī
Working Together



SOME OF US WON'T MAKE A DIFFERENCE, BUT ALL OF US CAN

INTRODUCTION

The spotlight on water has never been greater with an increasing need to preserve water for future use and environmental purposes.

The kiwifruit industry recognises the importance of the protection of water as a valuable resource and is proactively looking to identify solutions on how to become more efficient with the way water is managed on orchard.

BACKGROUND

Historically access to water has been relatively straight forward. However with industry growth objectives projecting an additional 2,800ha to be planted by 2027, along with government regulations and competition for water rights and usage, the environment for growers is becoming increasingly complex.

For all New Zealanders, water is an integral part of our lives, our communities and our environment. In Te Ao Māori (the Māori world view), we all are responsible for working together as safekeepers of land and water for future generations. That means growing public understanding of land and water science and principles such as, Kaitiakitanga and Te Taiao (guardianship and care for the environment).



THE STRATEGY

The strategy identifies the challenges and opportunities for the kiwifruit industry and sets out a plan for how the industry will respond and deliver progress.

The strategy is a collaborative approach which includes input from growers, Water Consultants, Zespri, NZKGI, the Māori Kiwifruit Growers Forum and Horticulture NZ.

A key point of the strategy is that historical behaviours of water users with a single focused mindset will need to change to a more collaborative approach.

Collectively, we need to work together to achieve our objectives, to protect and enhance our water resources and manage them in a more sustainable way.

PURPOSE

The aim of the strategy is to provide strong leadership and guidance to the kiwifruit industry on our contribution to the sustainable management of water that protects our environment and enables industry growth objectives while maintaining economic viability for growers.

Our vision is simple.

To collectively
protect and enhance
our water resources
for our people, our
environment, our
communities while
enabling kiwifruit
industry growth



PRINCIPLES

The strategy is supported by key principals which provide a framework to help guide decision making



He taonga te wai ***Water is a treasure***

- Water is precious and valuable
- Water has spiritual, environmental, physical and economic value
- Water is a resource to use, preserve and replenish
- Water is life



Ko tātou katoa ngā kaitiaki ***We are all guardians and caretakers***

- We take collective and personal responsibility to care for water resources
- We are accountable to future generations so they benefit from water resources like we do
- We will lift our knowledge of caring for and using water better



Titiro ki te paetawhiti ***Look to the horizon and beyond***

- We seek solutions for now and into the future
- We look beyond our own backyard to find solutions and problems that may impact on our water usage
- We will find solutions based on evidence and research for better water quality and efficiency



Oranga nuku, Oranga rangi ***Prosperity from the earth and sky***

- We gain prosperity, well-being and health from the earth and sky
- Water is a resource to grow food and for all people to benefit from
- We are stakeholders, investors and beneficiaries of the kiwifruit industry for today and in the future



Te amokura rangatira ***The mark of leadership***

- We are taking a leadership position together
- We will act proactively with our people and groups we interact with
- We are calling people to take a lead in their communities



IMPLEMENTING THE STRATEGY

A Leadership Group has been established to oversee the implementation of the water strategy. This includes sourcing the necessary resources to achieve outcomes

The outcomes expected from the implementation of the strategy include:

- Reliable scientific data to support the strategy
- A shift of mindset to a proactive collaborative industry wide approach
- Clear understanding of current state and intended future state for kiwifruit industry water use

- Understanding of best practice across the kiwifruit industry
- Engaged community through information and communication and participation

[Target date – 2023]



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KEY AREA ONE – LEADERSHIP

Provide leadership and active engagement to establish and promote the water strategy in the kiwifruit industry.

- 1.1 Provide governance and oversight** to the working groups to ensure continuous progress and accountability
- 1.2 Active engagement** with central and local government to ensure the industry is represented on all matters relating to freshwater
- 1.3 Industry leaders to take ownership** and influence water users to comply with use and protection of water
- 1.4 Strong grower representative** and Māori partnership on the leadership group will provide a significant opportunity to lead and demonstrate meaningful and valuable management of water
- 1.5 Identify and address resource needs**
- 1.6 Understand the values** and perspectives of other water users and community groups. Establish strong productive relationships with all groups to create two way understanding and communication on water matters. For example, iwi, municipal water, farmers and commercial users





To realise our vision, four key areas that are essential in improving water management across the industry have been identified

KEY AREA TWO – THE POLICY GROUP

The way we utilise water must change in a way that will help to preserve our environment and improve our water quality. If we are intelligent and committed to how we use water sustainably now, we will ensure water supply and water quality is abundant for future generations.

- 2.1 Shape government policies that are appropriate** and consistent and engage with growers and stakeholders on progress
- 2.2 Identify and contribute** to regulatory processes in each kiwifruit growing region
- 2.3 Understand the current and potential role of Zespri GAP** in supporting the water strategy including linkage with farm environment plans and setting industry standards
- 2.4 Facilitate industry growth** by effectively engaging with catchment and regional stakeholder groups to communicate water policy, limits and management
- 2.5 Secure water availability** by understanding water storage policy solutions for growers





Sharing
knowledge
and gaining
insights that will
broaden grower
perspective

KEY AREA THREE – GROWING OUR PEOPLE

Aid in sustainable management of water on orchard.

- 3.1 Develop education and training** programmes to support grower awareness which will lead to change on orchard
- 3.2 Establish a work plan** that looks at best practice on orchard including water storage solutions, contaminants, nutrient use and efficient use of water
- 3.3 Progressive water users** to share insights and best practice to help shape behavioural change
- 3.4 Establish good and best practice guidance** for growers on use of water, contaminants and nutrients
- 3.5 Recognise, measure and celebrate** best practice





Managing a work programme that looks to use water in the right way that is in correlation with productive orchards

KEY AREA FOUR - RESEARCH AND INFORMATION

Quantifying the relationship between kiwifruit plants and their need for water and nutrients and understanding and minimising impacts and managing a work programme that looks to use water in the right way.

4.1 Establish a multi-year research programme to support the water strategy and address gaps identified by the Working Groups. Work will include:

- Quantification of current state of water and nutrient use
- Quantification of needs (water and nutrients) for developing and developed orchards across key soil types in all kiwifruit growing regions
- Understand critical water, contaminant and nutrient periods to maximise plant growth
- Understand effects of drought and nutrient deficiency on fruit size/quality
- Quantify water and nutrient losses to the environment and understand potential environmental impact
- Identify the most efficient use of water and nutrient use

4.2 Optimise opportunities for external funding

4.3 Collaboration with the horticulture sector

4.4 Incorporate drought resistance varieties into the Plant Varieties Rights research programme



Establish clear communication to industry, customers and the public

KEY AREA FIVE - COMMUNICATION

Establish clear communication to industry, customers and the public which provides easy to understand pathways of what the industry has committed to achieve.

- 5.1 Establish and maintain a communications and stakeholder engagement plan** to share the work underway to improve water quality and use across the industry
- 5.2 Develop agreed key messages** on water and research insights which is regularly updated and available to all workgroups
- 5.3 Review comms for external release** with clear signoff processes





**BY WORKING
TOGETHER, WE CAN
CREATE A LEGACY
FOR NEW ZEALAND
AND FUTURE
GENERATIONS**

