LIVING WATER

VISION: A sustainable dairy industry is part of healthy functioning ecosystems that enrich the lives of all New Zealanders

CRITICAL ISSUES

- New Zealand's lowland freshwater ecosystems are degraded & how we farm has & is contributing to this
- New Zealand's economic, cultural & social wellbeing depends on healthy ecosystems
- Water is a key part of our national identity and New Zealanders expect to be able to swim, fish and gather kai in our waterbodies

INPUTS

Human Resources

- DOC & Fonterra staff time
- Fonterra Farmers
- Site partners incl. Iwi, councils, research orgs
- Industry reps, contractors

Knowledge / Cultural Resources

- Operational (farming & natural systems)
- Scientific
- Mātauranga Māori
- Social science
- Organisational

Funding

- Investment from Fonterra
- External grant funding

ACTIVITES

Partnerships with a Shared Vision

- Co-design & delivery
- Sprint planning process
- Mana Enhancing Agreements

Trialling & Implementing Technical Solutions

- Nutrient & sediment management tools
- Naturalising agricultural drains
- Biodiversity included in Fonterra's national farm plan template

Championing Change with others

- Case studies, shared learnings, research papers
- Partnerships with industry orgs, research institutions
- Biodiversity included in Fonterra's national farm plan template

WHERE WE'RE AT NOW: 2018

Current State

- 39 partnerships formed at site & national levels
- Working with iwi in all Living Water catchments
- $7.5M extra funding leveraged by partners
- $1.56M contributed to community restoration
- Fonterra Sustainable Dairying Advisors increased from 20 to 30 FTE
- 54 projects underway or completed
- 53% of Fonterra farmers in target catchments are implementing freshwater improvement action

SHORT TERM OUTCOMES - BY 2020

- Robust & resilient partnerships built across operational agencies & iwi in target catchments
- Fonterra & DOC staff capability for operationalising freshwater improvement initiatives in productive landscapes increased
- Fonterra farmer awareness of freshwater issues, & improvement solutions/knowledge in target catchments increased
- Increased support for & ownership by farmers of the need for on-farm practices changes
- On-farm initiatives to improve freshwater ecosystems in target catchments increased

MEDIUM TERM OUTCOMES - BY 2025

- Partnerships built at systems levels across catchments, regions & sectors increased
- Environmentally sustainable dairying practices on Fonterra farms in target catchments increased
- Game-changing & scalable freshwater solutions rolled out regionally and/or nationally
- Freshwater biophysical indicators in target catchments improved
- The mauri of catchments improved
- Freshwater values improved while farm profitability was maintained or increased
- Local communities' acknowledgement of farmers & the environmentally sustainable farming approaches being taken in target catchments increased

CAUSAL ASSUMPTIONS:

- PARTNERSHIP: No one organisation has all the skills, knowledge and influence required to affect the required changes, so partnering with others will be more effective at delivering change.
- SOCIAL LEARNING: People learn by doing (and jointly reflecting) and by working with others to gain new perspectives and create new ways forward.
- BEHAVIOUR CHANGE: Changing farming practice involves changing behaviour and this requires people (individuals and organisations) to complete a change cycle/journey (from Motivation, Knowledge, Change-ability, to Reward & Maintain) for change to become embedded as a habit or new "business as usual" practice. Identifying and then addressing barriers and enablers to progression through the change steps will lead to enduring change.
- SYSTEMS THINKING: Change by individual farmers is only one level where change is required to achieve the desired future outcomes. Farming practice changes will be accelerated by working at multiple points across the larger context (industry, organisations, operational policy) in which farming operates.

CONTRIBUTES TO

- Healthy lowland freshwater ecosystems
- A shared understanding of the interdependence of agricultural, and environment
- Responsible profitable dairying