

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

Critical issues

- New Zealand’s lowland freshwater ecosystems are degraded and how we farm has and is contributing to this
- New Zealand’s economic, cultural and 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 and Fonterra staff time
- Fonterra Farmers
- Site partners incl. Iwi, councils, research orgs
- Industry reps, contractors

Knowledge / Cultural Resources

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

Funding

- Investment from Fonterra
- External grant funding

Activities

Partnerships with a shared vision

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

Trialling & Implementing Technical Solutions

- Nutrient and sediment management tools
- Naturalising agricultural drains
- Catchment scale prioritisation tools

Championing Change with others

- Case studies, shared learnings, research papers
- Partnerships with industry organisations, research institutions

Short term Outcomes - By 2020

- Robust and resilient partnerships built across operational agencies and iwi in target catchments
- Fonterra and DOC staff capability for operationalising freshwater improvement initiatives in productive landscapes increased
- Increased support for and 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 2023

- Partnerships built at systems levels across catchments, regions and sectors increased
- Environmentally sustainable dairying practices on Fonterra farms in target catchments increased
- Game-changing and 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

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 and 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 resilient lowland freshwater ecosystems
- Profitable responsible dairying
- A shared understanding of the interdependence of agriculture, economy and environment by the broader community

