

MARKET

NSONBY

We are in promoting sustainability of the Earth and the People on it. We want to foster organic growing in New Zealand and make Organic and GEDiTe produce available, affordable and sustainable for future generations to come. Until availability is consistent, we will supplement with regular market produce as required.

KEY:  = CERTIFIED ORGANIC  = SPRAY FREE  = REGULAR MARKET PRODUCE

# A FOOD NATION: THE NEW ZEALAND FOOD STORY AND HOW TO MAKE IT REAL

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Agriculture  
Commodities  
Urban population  
Volume  
Production

Deregulation

Add-value

Small/medium  
businesses

Callaghan/Hendy

Consumption  
Premium

Jack Ma "Goodness"  
Embrace / buy / learn

Infrastructure, skills, marketing,  
new technology, transport,  
environment, finance,  
research, investment

**SYSTEM**

Smart-capable public sector  
Smart-capable private sector  
Flexible Specialisation  
Permanent Innovation

# FOOD NATION

Natural, delicious, fresh,  
health, sustainable, convenient,  
traceable, additive-free, safe

**STORY**

Regions, collaborate,  
compete,  
local government,  
regional development,  
regulation, localism,  
community, trust

10 billion  
Synthetic food  
Vertical dairying  
Genetic modification

Microwave technology  
Personalised food  
No kitchen  
No storage

Sweet spot

Ecosystem

Tourists  
NZ Food Awards

Right time

Moon-shot Mission

40 million  
Discerning customers