



TAIAO ORA TANGATA ORA

The Natural World and
Our People Are Healthy

TE TAIAO

Hei anga whakamua
mā tātou

A new way forward for
Aotearoa New Zealand's
food and fibres sector



Tai: the sea or lands
horizon where
heaven and earth
meet

Ao: the world
around, below and
above us

Te Taiao is the
natural world
that contains and
surrounds us.

Nau mai, Haere mai

It's Time

Uea, uea, waerea waerea
Uea ki a Ranginui e tū nei
Uea ki a Papatūānuku e takoto ake nei.
Waerea, waerea, waerea,
Waerea ki uta,
Waerea ki tai
Waerea ki te onetapu.
E Rongo, whakairihia ki runga
Turuturu ō whiti whakamaui kia tina.
Hui ē, tāiki e.

Nau mai koutou, e rarau nei.

Ko te tūmanako, ka tū kotahi tātou hei
whakamaui i ngā pēhitanga o te wā. Otirā
ko te whitiki ngā taonga ā kui mā, ā koro
mā ki ngā mahi tika o tēnei ao hurihuri,
hei waihanga i tētahi huarahi tika. E kīa
nei te kōrero, Taiao Ora, Tangata Ora - me
pēnei te ara whaihua mā tātou, hei anga
whakamaui ki te angitū.

We open, as is tradition, with a karakia
(a prayer). It prepares us for the
journey and conversations to come.
This karakia is a waerea; its purpose is
to clear the paths before us so we may
travel together in unison. It invokes the
clearing of the sky and earth, the shores
to the oceans, and our sacred soils. It
calls us to elevate and bind ourselves
together, so we go forward in unity.

Welcome.

Our aspiration is to walk a shared path
together as we address the challenges
of our time. And by this shared path,
to promote a new way of doing, built
from a weaving together of traditional
knowledge, science and exemplary
practice, that will redefine our
interactions with Te Taiao, our natural
world, for the benefit of current and
future generations.



The Te Taiao framework and pathways will enable us as farmers, growers, fishers and food and fibres businesses to achieve the regeneration and wellbeing of our land, water, climate and living beings, including our people in rural, urban and coastal communities.

There is urgency to act because our livelihoods, the long-term viability of our businesses and our standing in the marketplace all depend upon the health and wellbeing of the natural world and our people.

Working in genuine partnership between Māori and Pākehā, the Te Taiao framework opens up a new way of living and working for our sector that is unique and valuable in Aotearoa New Zealand and the world.

For Māori, Te Taiao is the natural world that contains and surrounds humanity in an interconnected relationship of respect. It's a way of thinking about and relating to nature that is inherent to tangata whenua. The connection to, respect for and reliance on nature resonates with many New Zealanders who work on the land and sea.

The concept of Te Taiao is at the heart of the vision launched by the Primary Sector Council, which was appointed to develop a strategic pathway forward for the sector. That vision recognises that our sector needs new unifying leadership, to do things better for Te Taiao, our communities and our businesses.

The Te Taiao Framework and Pathways have been developed with guidance from Mātauranga Māori specialists, farmers and growers, sector experts and scientists.

The Te Taiao Framework is introduced in the Primary Sector Council report. This document sets out how the Te Taiao Framework and Pathways will enable farmers, growers and fishers and food and fibres businesses to achieve the regeneration and wellbeing of Te Taiao and be rewarded in the market for their commitment. It describes:

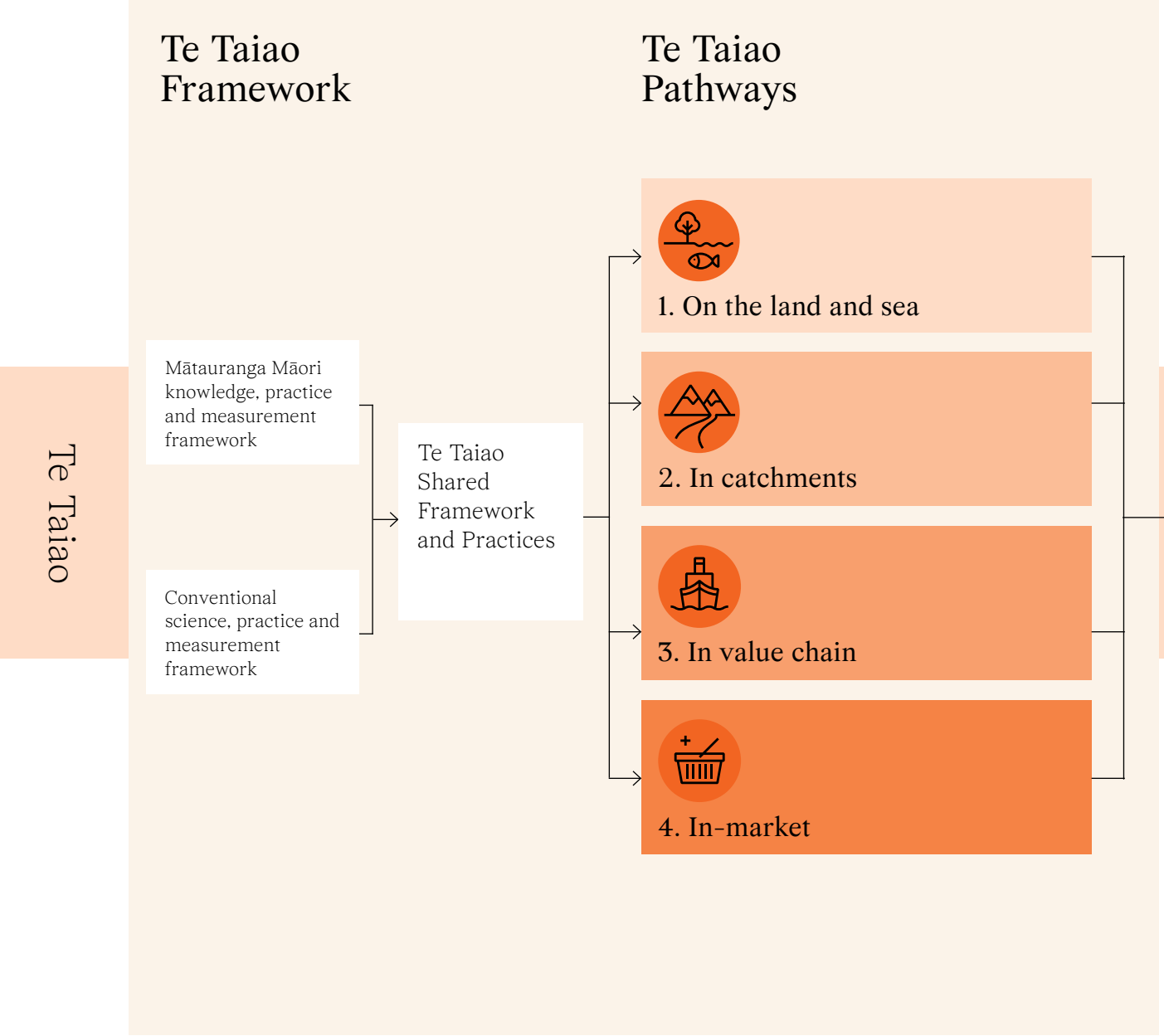
- The Te Taiao Framework
- The four Te Taiao Pathways, and
- Actions to implement these with the sector over the next four years.

Te Māhere Taiao

Te Taiao Framework

At the heart of Fit for a Better World

He Hononga Takirua Genuine Partnership between Māori and Pākehā



Success indicators

- Healthy natural world and vibrant communities
- Consumers and community connect with our principles, creating greater market value
- New jobs and career pathways for Te Taiao
- Trusted data on wellbeing of Te Taiao
- Wide uptake and support for Te Taiao tools and pathways across the sector

Te Taiao Outcomes



Whenua: Healthy and resilient soils and landscapes



Wai: Thriving waterways, lakes, wetlands and oceans



Āhuarangi: Zero carbon production and climate resilience



Koiora: People and animal wellbeing; nature and taonga species thriving across our productive landscapes

Taiao Ora
Tangata Ora

Te Māhere Taiao: mā tenei ka aha?

How working together,
with Te Taiao will make
a difference



◀ Te Āwhina Marae, Motueka

With Te Taiao genuinely at the heart of the food and fibres sector's practices and decision-making we can:

- Understand better the relationship that we, Māori and Pākehā, have with Te Taiao the whenua (land), wai (water), āhuarangi (climate) and koiora (living beings) and each other.
- Work holistically as a sector with Te Taiao on the land and sea, in catchments, across the value chain and in-market.
- Have honest conversations within our sector about the degree of transformation needed, based on a shared aspiration.
- Drive zero carbon production; excellence in the way we protect, work with and restore water (land and sea); climate resilience; soil health; and new practices centred around animal and people wellbeing and biodiversity regeneration.
- Build sector capability to:
 - advance our knowledge systems
 - generate new, meaningful jobs and career pathways on the whenua and wai and across the value chain
 - create new opportunities for investment, training, science, products and services, IP and markets.
- Achieve fully integrated on-farm data collection, monitoring, reporting and verification capability to validate market claims and inform our research, science and technology system.
- Verify Te Taiao practices through a Te Taiao Meter and Tohu (Mark).
- Support and provide uplift to the many initiatives across the sector and build our confidence and pride.
- Be known and acknowledged by our whānau, communities, regions and the world for our real, enduring commitment to the wellbeing of Te Taiao.
- Build a way of doing that is unique to Aotearoa New Zealand and the world.



Te Taiao Ngā Kawenata The Principles

Three kawenata guide
us in everything we do:

1

Ko Rangi kei runga, ko Papa kei raro. Ko te ira oranga e noho haumarua ana kei waenganui i a rāua. Tukua mai kia tūpu kia pakari ai, kia tutuki pai ai ki ngā pito mata o tāua anō.

The natural world must be able to thrive without overuse.

2

He taonga ngā hua o te taiao. Me hāngai pū ki te whakaaro penapena, kia kore ai e riro i te ngākau apo.

Any use is a privilege, not a right.

3

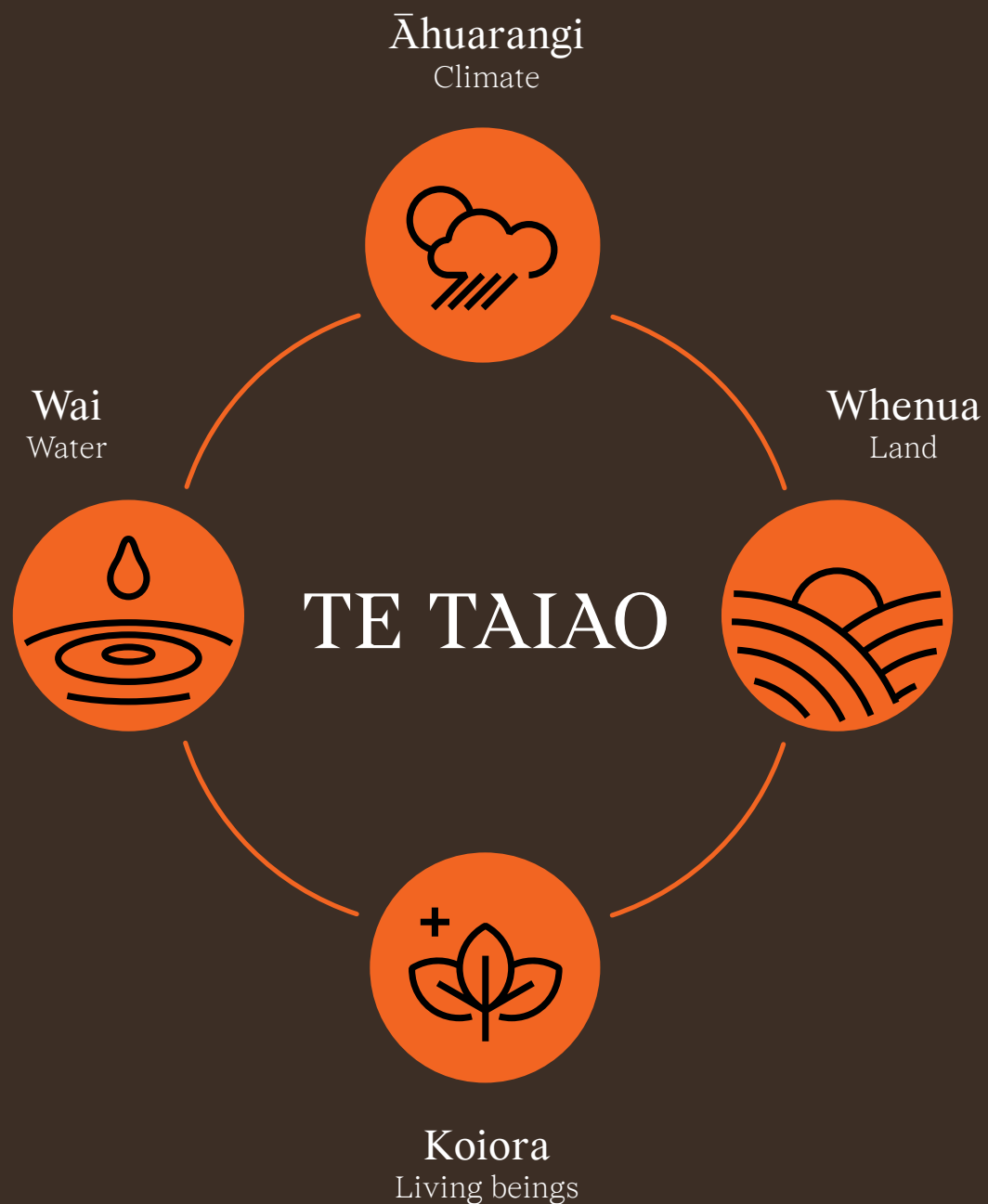
Kei a Ngāi Tāua te mana whakatika kia mahu ai i ngā nawe o te ao. Me he waka tikoki ka whakataurititia kia kore ai e toromi.

If something is not healthy or well, we must fix it.



Te Taiao Ngā Pou The Pillars

Four pou help us understand the different realms of Te Taiao and our relationship with them:



Rangatiratanga, te Pono, me te Raukaha

Leadership, Integrity and Operational Capacity

Genuine partnership between Māori and Pākehā in the leadership and on-the-ground operations of Te Taiao will be delivered by an independent entity, which will:

- Support farmers, growers, foresters, fishers, food and fibre businesses and communities with effective pathways.
- Guide the degree of transformation we will need to restore Te Taiao.
- Focus our science community effort (Mātauranga Māori and conventional) to help build these new pathways with the sector.
- Ensure that Te Taiao continues to be developed with integrity on the land and in the marketplace.

That leadership, discipline and direction will be provided by:

- A **taumata** (panel) of tikanga experts, to safeguard the mana and integrity of Te Taiao.
- **2 pou (co-chairs), heading a board of Māori and Pākehā leaders from across the sector**, who will oversee the delivery of programmes and partner with industry bodies and government agencies to coordinate the actions needed.
- **An operations team** to support farmers, growers and food and fibres businesses lead out the Te Taiao pathways - on land and sea, in catchments, across the value chain and in-market.

Te Taiao Meter

The wellbeing of the four pou are fundamental to the long-term success of our sector. Reporting on Te Taiao wellbeing outcomes, accessing relevant data and identifying and addressing data gaps, using robust indicators, will be essential to support decision-making so that there is:

- **Alignment** in our work and priorities.
- **Analysis** of the impact of policies on our ability to deliver for Te Taiao.
- **Accountability**, to demonstrate we are moving in the right direction.
- **Impact**, to ensure what we are doing is working and that we are achieving the desired outcomes.

We will develop a Te Taiao Meter to provide this insight, to support accountability and to verify participating food and fibre businesses' progress on Te Taiao pathways.

Te Taiao Tohu

Guarding against inappropriate commercial or other use of “Te Taiao” will be key to building trust and protecting the integrity of Te Taiao and Mātauranga Māori that this new way of doing is founded on.

Working from the first principle that Māori must not be restricted from using their own terms and tikanga, a Te Taiao Tohu will be developed to identify those who are operating in accordance with Te Taiao.

It will provide a pan-sector communication platform that is unique to Aotearoa New Zealand. It will speak to our values and culture, our relationship with the natural world and our people and the integrity of what we produce and provide, locally and globally,



Ngā Ara o Te Taiao

Te Taiao Pathways

Four interconnected Te Taiao pathways, supported by programmes of work, will be rolled out over the next four years:



On the land and sea (individual farms, orchards, vineyards, forests and fisheries)



In catchments



In value chain



In local and global marketplaces

Building the Te Taiao Framework to support each pathway

Bringing together Mātauranga Māori, conventional science and practical knowhow, the Te Taiao framework will provide a new, holistic, evidenced-based platform to support the development of the four pathways, with:

- Outcome statements for the wellbeing and resilience of the land, water, climate and living beings.
- Indicators and measures to assess and evaluate wellbeing outcomes in and across the four pou (the Te Taiao Meter).
- Connections across the four pathways to ensure a cohesive approach for participating businesses.



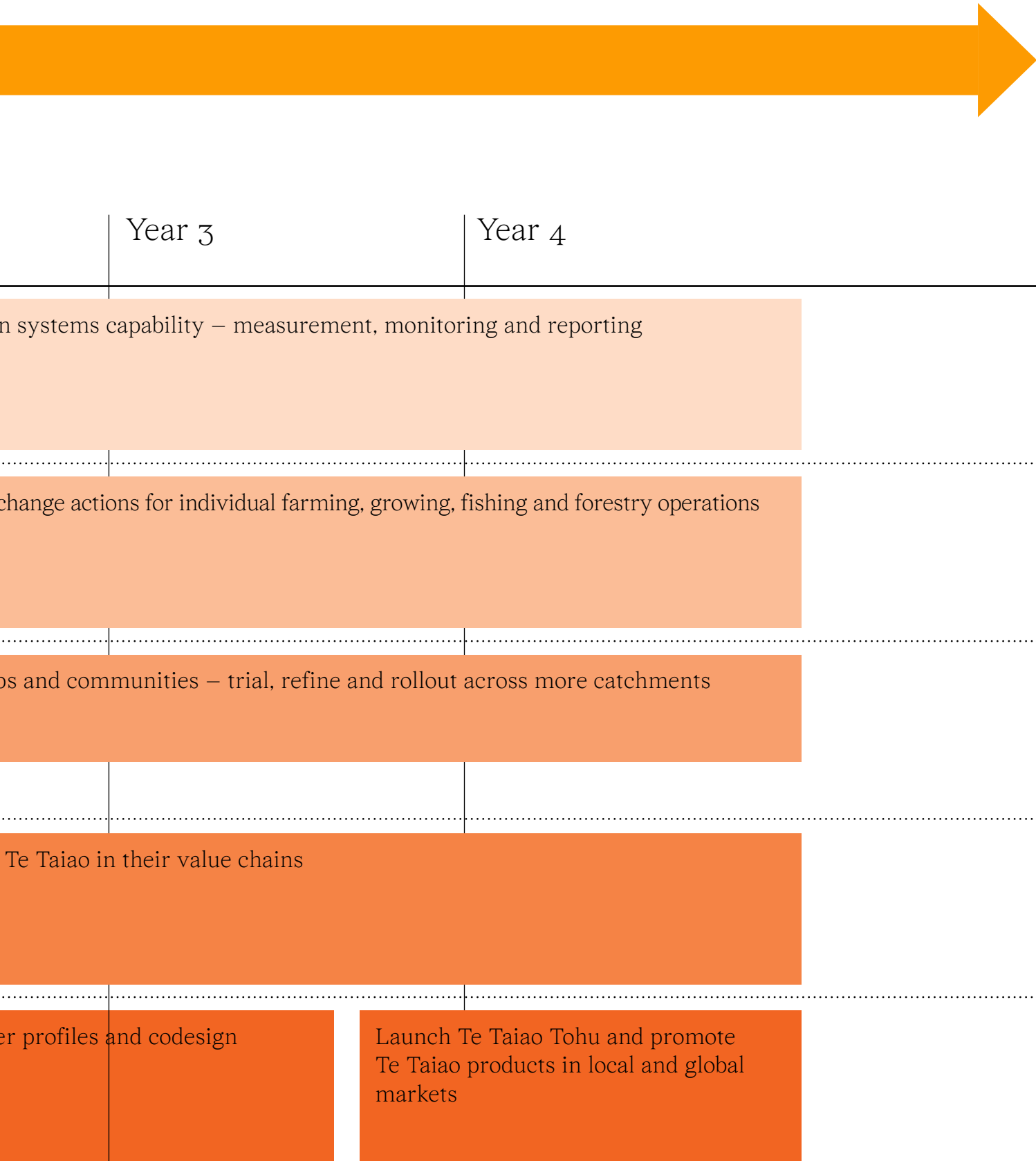
Te Taiao

Overview of Actions

Years 1-4



| | Year 1 | Year 2 |
|--------------------------|---|--|
| Te Taiao Framework | Implement Te Taiao systems Develop performance baselines | Build and implement people and production Implement the Te Taiao meter |
| Te Taiao On Land and Sea | | Trial and progressively rollout a programme of targeted c |
| Te Taiao In Catchments | | Develop catchment model with initial catchment group |
| Te Taiao In Value Chain | | Support businesses implement |
| Te Taiao In-Market | Identify and profile the Te Taiao consumer | Develop customer and consume the Te Taiao Tohu (mark) |



1. Te Ara Taiao: Taiwhenua, Taimoana

Te Taiao On Land and Sea Pathway

Te Taiao starts with our farmers, foresters, growers and fishers. Trials will be run to show what Taiao Ora, Tangata Ora means on individual land and sea operations.

Two streams will be led out concurrently – a Mātauranga Māori Knowledge and Practices trial and a Conventional Science and Practices trial on individual land and sea operations. The learnings from these two streams will then be co-developed into a shared Te Taiao Framework.

Mātauranga Māori Knowledge and Practices to trial on individual land and sea operations

As Iwi/Māori food and fibres operations continue to live their values and progress, new business models will also evolve. Their evolution is founded in a balanced and holistic view of the world with whakapapa (genealogy), tikanga (values) and kaitiakitanga at its core.

A Mātauranga Māori measurement and practice framework will be developed and trialled with individual operations. The initial assessments will provide a deeper understanding of the challenges, opportunities, actions and benchmarks needed to implement Kaitiakitanga on land and sea.

Conventional Science and Practices to trial on individual land and sea operations

Farmers and growers feel a strong connection to the land and a deep sense of responsibility to protect nature for the next generations. That sense of responsibility encompasses the wellbeing of the land, the water that runs through it, the climate that enables life, the wellbeing of the people, animals and other forms of life that are supported by it. Using the best conventional science and exemplary practice, a comprehensive set of change actions to meet wellbeing outcomes will be developed for each trial. Evidence-based validation systems will enable participating farmers and growers to measure their progress. The trials will be set up with leading, innovative and aspirational farmers looking to transform their businesses for the future.

Te Taiao Shared Framework and Practices

The knowledge, insights and lessons from the initial trials of both streams will be brought together to provide a shared expression of Te Taiao on individual land and sea operations and to develop systems that can be rolled out for further testing and capability building. Work under this Pathway will continue over the initial implementation phase with more Te Taiao systems developed for land and sea operations over time.

Recommended actions to implement Pathway 1:

- Undertake an initial set of trials on individual land and sea operations to inform the development of new holistic farming systems that can be refined over time to achieve wellbeing across Te Taiao and intergenerational transformation.
- Develop the Te Taiao Meter - a measurement, monitoring and reporting system for individual land and sea operations to inform the value chain and connect to the Te Taiao customer and consumer.
- Identify Mātauranga, conventional science and investment needs as well as practice changes to support the implementation of Te Taiao principles on land and sea.

Who will make this happen:

The Te Taiao programme team will work with Mātauranga Māori specialists, farmers, growers, foresters and fishers, scientists and farming and growing systems experts.

2. Te Ara Taiao: Te Riu

Te Taiao In Catchment Pathway

Rural catchment groups provide a proven structure and coordination capability for the restoration of our productive landscapes. Together, they have built up experience in applying traditional knowledge, new science, systems change and collaboration, all critical in large-scale change programmes.

Te Taiao commits to co-design and partner with communities in catchments to deliver a new, holistic mountains-to-the-sea pathway, focusing on the wellbeing of the land and waterways, the climate and living beings. This will be done through:

- Developing catchment-level practices across clusters of operations to achieve landscape-wide benefits for the local environment and community.
- Providing long-term support capability and resources for catchment groups to progressively develop future localised holistic systems relevant to their local environments, their story for market and an understanding of critical consumer needs, wants and values that align with Te Taiao.
- Supporting the development of regional/catchment Te Taiao based appellations for local specialty products alongside local communities.

Recommended actions to implement Pathway 2:

- Engage with interested catchment groups to assess and select initial catchments for co-design, capability building and initial trials.
- Capture lessons and insights to inform the priority of work in the rollout of Te Taiao across catchments.
- Undertake overseas and domestic market maturity assessments to inform the development of preliminary catchment story development.
- Collect and coordinate each Te Taiao catchment's science and research needs, develop annual collective priorities in conjunction with catchments groups to maximise the benefits from science and research investment.

Who will make this happen:

The Te Taiao programme team will work with in-catchment clusters of farmers, growers, foresters, fishers and businesses, catchment support programmes, Mātauranga Māori specialists and conventional scientists, production system experts and local government.



3. Te Ara Taiao: Te Raupapa Hoko

Te Taiao Value Chain Pathway

Food and fibres value chains take our products to markets around the world, where consumer expectations about environmental integrity, animal wellbeing, fairness and food safety are accelerating. Meeting market standards and reaching consumers who align with Te Taiao values requires high integrity production systems with defensible positions.

The Te Taiao Value Chain pathway will create open and transparent value chains, based on the wellbeing of nature and people. It will enable value chain businesses to gain leading positions in high-value markets, generate much greater value than conventional products and equitably share the rewards with farmer, growers, foresters and fishers. It will provide equal opportunity to large and small businesses and a more secure path for new entrants to the Sector. Achieving this will mean: supporting the development of new business models and enabling policy and regulation, as well as better access to data, analysis and information across the value chain.

Recommended actions to implement Pathway 3:

- Partner with an industry value chain to develop an end-to-end Te Taiao pathway that can build equitable value for Te Taiao operations and consumers, and capture those learnings to rollout a programme for further Te Taiao value chains.
- Support the development of Sector-wide assurance capabilities that can support a diverse set of value chains and provide trusted information that both the Te Taiao programme and consumers can base decisions on.
- Develop Te Taiao Meter modules to capture value chain activities, information needs and provide a strong evidence base for a consumer information portal.

Who will make this happen:

The Te Taiao programme team will work with businesses along the value chain (including food and fibre product businesses, logistics providers, cold storage providers and processors) with advice and input from scientists, value chain and business model experts, technology and data visualisation providers and government.

4. Te Ara Taiao: Ki Rō Māketē

Te Taiao In-Market Pathway

Adherence to the principles and practices of Te Taiao will generate greater value in markets. Developing relationships with consumers and customers who align with our principles will be key to realising that value for our products and services.

Core capabilities will include the collection, analysis and dissemination of market insights to inform business decisions and future Te Taiao programme development.

The co-development of a Te Taiao Tohu (Mark) will provide a pan-sector communication platform that is unique to Aotearoa New Zealand.

Recommended actions to implement Pathway 4:

- Undertake preliminary research within key markets to understand the ‘Te Taiao consumer’.
- Develop capability to inform the on-land and sea businesses, catchments and value chains.
- Co-develop the Te Taiao Tohu with trial partners, and refine as the Te Taiao framework and practices are implemented across the Sector.

Who will make this happen:

The Te Taiao programme will work with in-market specialists, Mātauranga Māori specialists, designers, storytellers, food and fibre businesses and government agencies.

Te Māhere Taiao me ōna Ara

Te Taiao Framework and Pathways



Kawenata Principles

Three kawenata guide us in everything we do:

1. The natural world must be able to thrive without overuse
2. Any use is a privilege, not a right
3. If something is not healthy or well, we must fix it



Pou Pillars

Four pou help us to understand our relationship with:



Whenua
Land



Wai
Water



Āhuarangi
Climate



Koiora
Living Beings



Mātauranga Knowledge Systems

We will build sector capability in:

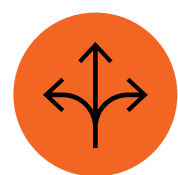
1. Mātauranga Māori
2. Conventional science
3. Practical knowhow, systems, tools and technology
4. Jobs and career pathways
5. IP, data, investment and markets

1

Te Ara Taiao: Taiwhenua, Taimoana
Te Taiao on Land and Sea

2

Te Ara Taiao: Te Riu
Te Taiao In Catchments



Ngā Ara Matua
Pathways and
Programmes to
Enable Change



Utauta
Tools

Te Taiao Meter

Te Taiao Tohu



Rangatiratanga
Leadership

Taumata Panel
Pou Tikanga Experts

Board
Māori and Pākehā
Co-membership
Co-chairs

Operational Capacity

Network of Experts

3 **Te Ara Taiao: Te Raupapa Hoko**
Te Taiao in the Value Chain

4 **Te Ara Taiao: Ki Rō Māketē**
Te Taiao In-Market

Taiao Ora, Tangata Ora.
The Natural World and Our
People Are Healthy.

Unuhia, unuhia i mua waka
I roto waka
I a Tānemāhuta
Nā Rongo, nā Tāne
Ki te hautapu a Tū
Ki te wheiao, ki te ao mārama
Uhi, wero, tū mai te mauri
Haumī e, hui e
Tāiki e.



Our Te Taiao symbol is Te Hononga, the Connection. Its design is a reference to Te Ao Mārama, the world of light or the modern world. Representing the space between Ranginui (sky father) and Papatūānuku (earth mother), it encompasses the natural world and its offspring. It reflects the land, water, climate and living beings and our eternal connection and relationship to Te Taiao.



TAIAO ORA TANGATA ORA

The Natural World and
Our People Are Healthy



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