

THE MANAWATŪ REGIONAL FOOD STRATEGY // A SUMMARY

SUSTAINABLE NUTRITION
SEPTEMBER 2023

OUR VALUE PROPOSITION

In the heart of this regional strategy lies collaboration, innovation, and inclusivity. Together, we are building a thriving food ecosystem, contributing to the New Zealand food story. Through strategic partnerships, education excellence, and conscious consumption, Manawatū aspires to provide safe, nutritious, and diverse food while safeguarding our environment for generations to come.

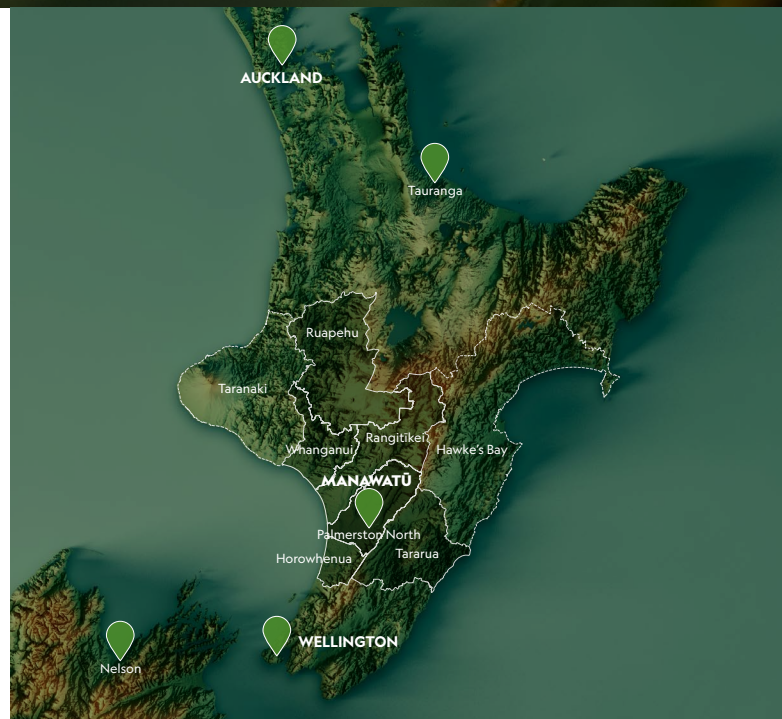
PURPOSE

The Manawatū region, with its rich history in food innovation and science, coupled with our rich natural resources, stands poised to shape Aotearoa New Zealand's evolving food narrative. This strategy sets a shared vision, ensuring a bright future for food and agriculture, guiding stakeholders across the ecosystem from field to consumer.

From field, through to production and consumption, food is a broad ecosystem. The key players in the food story of Manawatū can be guided by this strategy which will help give the region a well-connected critical mass for success.



READ THE FULL STRATEGY ONLINE AT
[MANAWATUNZ.CO.NZ/FOODSTRATEGY](https://manawatunz.co.nz/foodstrategy)



MANAWATŪ // HOME TO

- >> MORE THAN **3,100 SCIENTISTS AND RESEARCHERS**
- >> **THREE** CROWN RESEARCH INSTITUTIONS
- >> THE **LARGEST** COLLECTION OF **PILOT-SCALE FOOD PROCESSING EQUIPMENT** IN THE SOUTHERN HEMISPHERE
- >> **202 CAFES & RESTAURANTS**

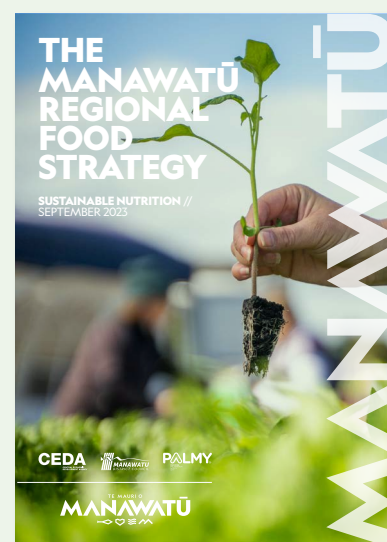


THE MANAWATŪ REGIONAL FOOD STRATEGY WAS COMMISSIONED IN 2021 AND WAS COMPLETED OVER TWO STAGES.

STAGE ONE // outlined the region's leading position in agrifood innovation, and as a magnet for business development, identifying key ingredients for success and the unique strengths of the region. It focused on four key areas of work:

- >> Strengthening regional innovation, talent, and business development.
- >> Emphasising cooperation among stakeholders and fostering a collective ecosystem.
- >> Establishing close connections between Manawatū and other regions.
- >> Proposing a membership model for key stakeholders to transform into an innovation centre.

STAGE TWO // has built on the foundation established by Stage One, identifying what the region should create and focus on, setting the path toward a more honed in strategy. The clear outcome from Stage One and Two was the strong desire for connection across industries and partners, which led to the redevelopment of the transactional food value chain into the concept of the food value web.



SEE THE FOOD VALUE WEB WITHIN THE FULL STRATEGY ONLINE AT MANAWATUNZ.CO.NZ/FOODSTRATEGY

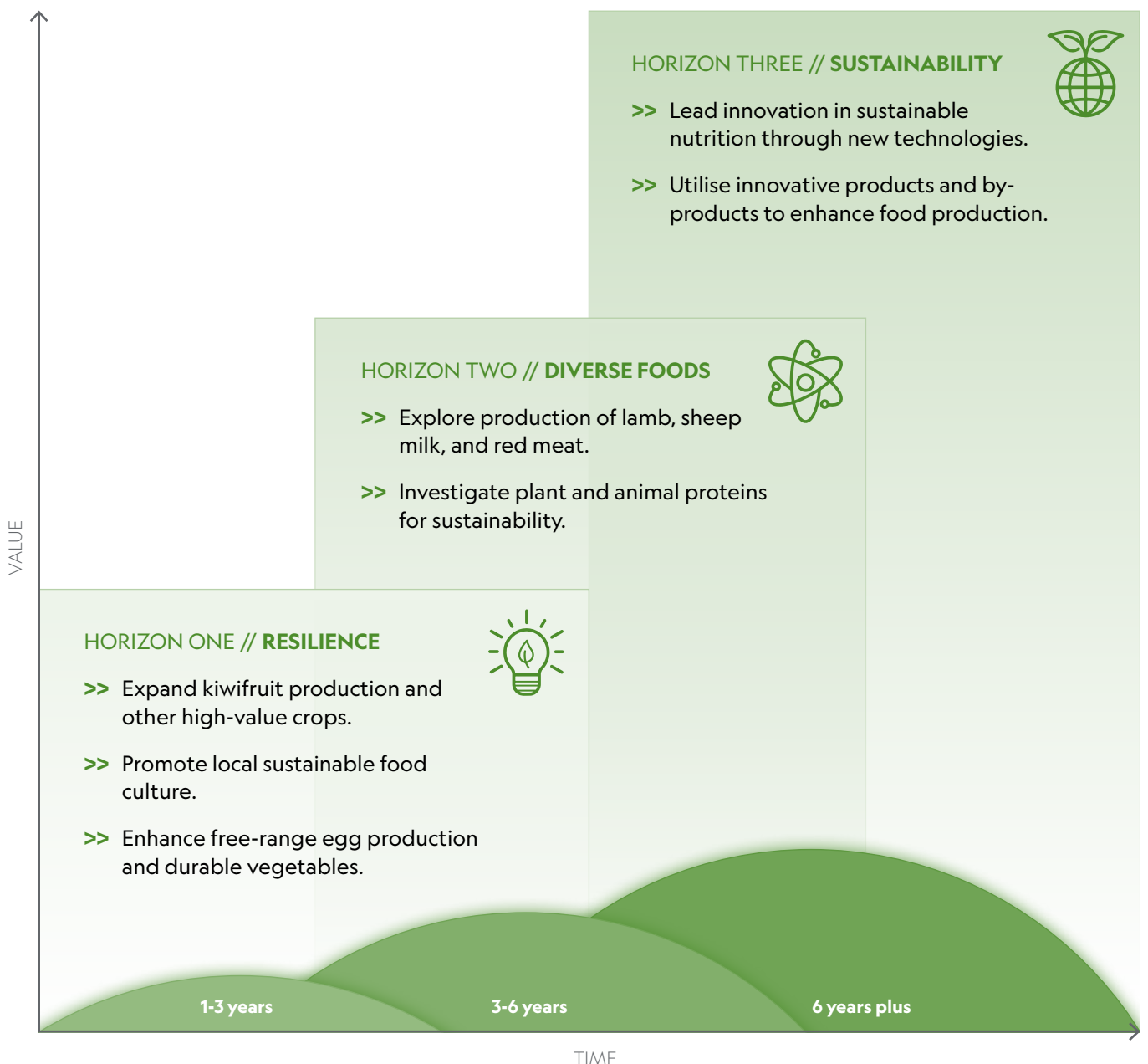
MANAWATŪ AS A REGION HAS SOME UNIQUE OPPORTUNITIES IN RELATION TO FOOD WHICH DO NOT EXIST ELSEWHERE IN AOTEAROA NEW ZEALAND, OR IN VERY FEW OTHER PLACES IN THE WORLD.

These strategic priorities will help shape the action plan that follows to bring the Manawatū Regional Food Strategy to life.

The Three Horizons of the Manawatū Regional Food Strategy identify opportunities in the near, medium and longer term (Horizons One, Two and Three respectively) for each part of the value chain – from research, through production, to consumer.



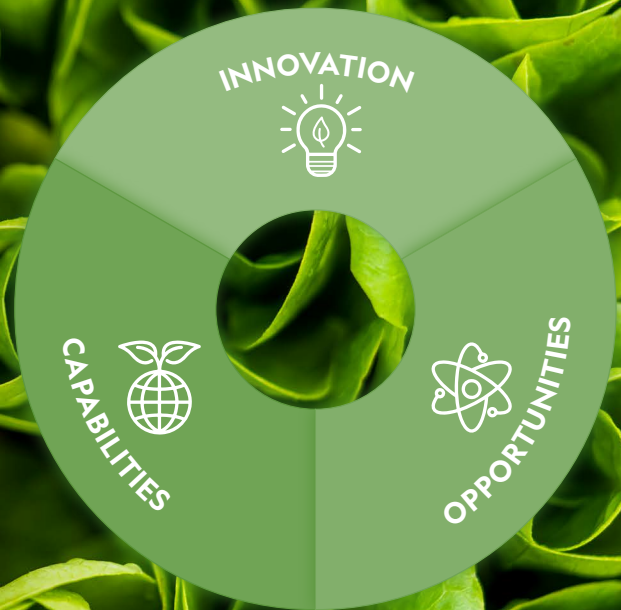
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THREE OVERARCHING ENDURING PRIORITIES CUT ACROSS THE THREE HORIZONS DESIGNED TO //

- >> Strengthen regional innovation capability, integrating research and development.
- >> Facilitate collaboration across the New Zealand food innovation ecosystem.
- >> Utilise Manawatū's expertise in food production for education and training.

More detail on all 13 priorities across the three horizons can be found at ManawatuNZ.co.nz/foodstrategy



IMPLEMENTATION APPROACH

The success of the Manawatū Regional Food Strategy relies on a focused Implementation Plan. This plan, derived from the Strategic Priorities, will need to align with key central and local government initiatives to ensure commitment and buy-in from commercial business. CEDA is well positioned to coordinate this implementation with a clear ability to apply a coordinated, collaborative, and focussed approach uniting the entire food value web network.

SUSTAINABLE NUTRITION

The strategy identified the core unifying concept of Sustainable Nutrition. Sustainable Nutrition, in the context of this strategy, means fulfilling the needs of current generations while enhancing the ability for future generations to continue meeting their needs from the field to the consumer (local, domestic and export).

The Manawatū Regional Food Strategy is a collaborative effort by Palmerston North City Council, Manawatū District Council, and the Central Economic Development Agency (CEDA) in collaboration with our partners, stakeholders and business ecosystem.

This strategy envisions a secure and resilient food system for Manawatū and beyond, nurturing well-being, empowering producers, nurturing innovation and fostering sustainable practices.



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