

Ministry for Primary Industries

Manatū Ahu Matua



**Collaborating to
Leap Fences to
Feed only 40
Million Globally**



New Zealand

4.79 million people (est. at June 2017)

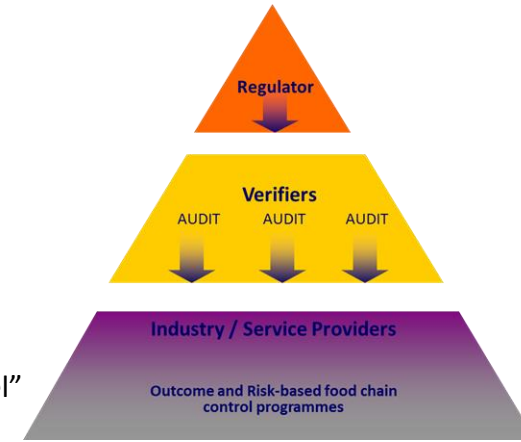
- Climate and Land equivalent to the size of the UK
- Pastoral farming dominates
- Trusted global supplier of quality product to meet market expectations
- Counter seasonal supplier
- Tourism and primary industry exports are our biggest earners and rely on reputation

Produce Primary Products to feed 40 Million people globally

- NZ is market, trade and export focused and ‘aligned’
 - 85-93% of primary products are exported
 - NZ is not a large global producer - 6% world sheep production, 3% milk, 3% beef and 1% arable
 - Success built through perseverance debate and alignment
- “Calm seas do not make a fine sailor”**
- Reputation, consistent premium market access and market led government / industry coordination is key to capturing value
 - Strong commitment to international relationships, collaboration and connection

Trade History – a long history

- Refrigerated shipping 1882
- NZ the ‘back paddock’ of England
- 1950 and 1973 ‘market diversification’
- Economic, Trade and Agricultural Policy reform
- Trade on the basis of meeting expectations ‘EU and USA’
- “Dancing with Elephants”
- Learning to work collaboratively to position NZ
- 1990 WTO ‘rules based trade’ and equivalence
- FTAs and SPS chapters
- Clarity of regulatory and industry responsibilities “regulatory Model”
- 2020 – “high value and diversified markets”

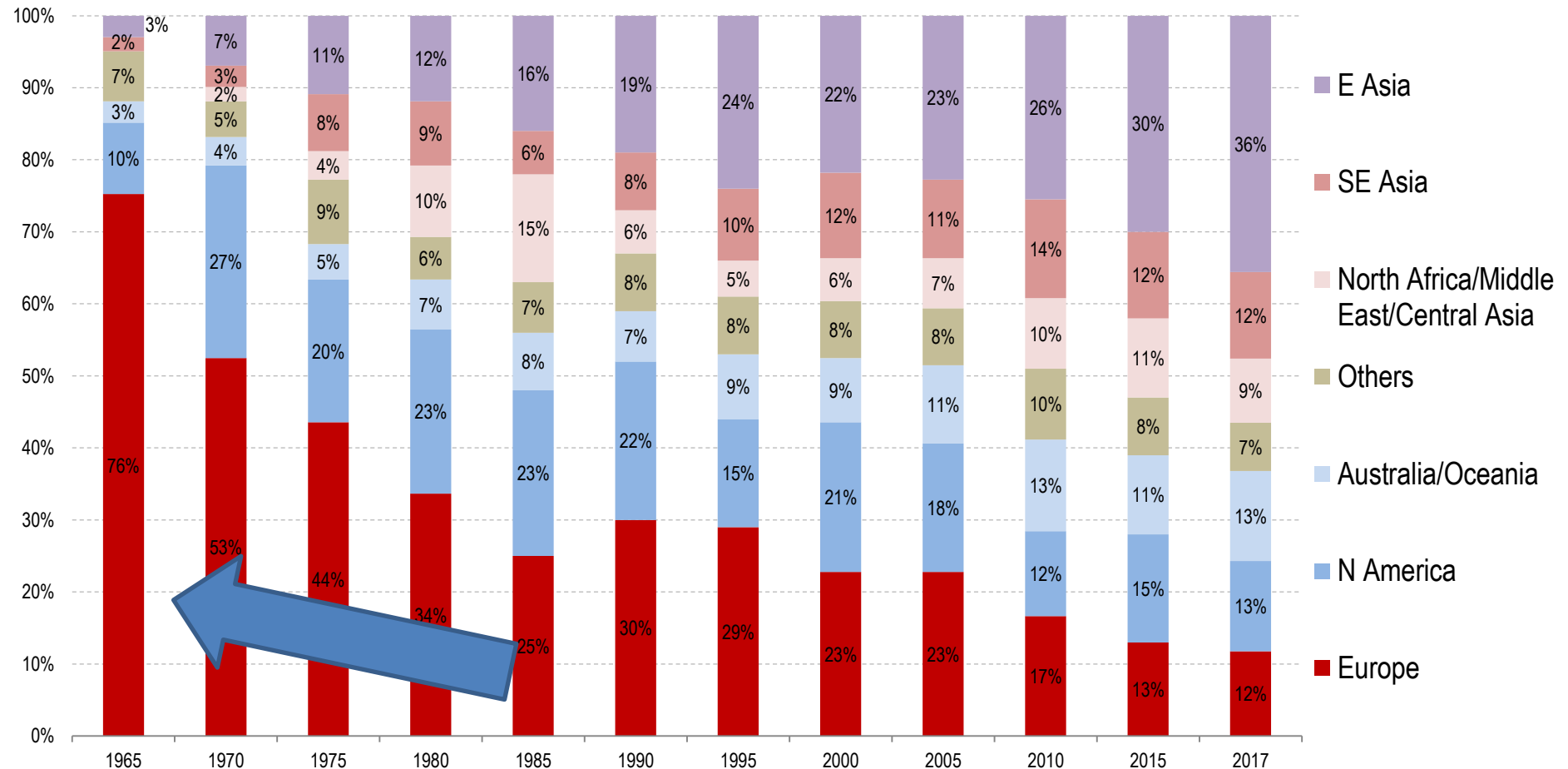


Trade settings - “See trade is a two way street”

- Whole of government and cross party understanding of key trade policy areas
- Trade is for all New Zealanders “Trade for All”
- MPI and Ministry of Foreign Affairs take the lead and work ‘hand in glove’
- Advocate of free trade and for open markets
- Advocate for the multilateral and international rules based trading system
- Collaborate to influence International Rules and Governments – OIE, CODEX
- Advocate of “appropriate ‘high’ standards”, but not “bleeding edge “and unjustified or restrictive Standards
- Advocate for equivalence principles and recognition
- Advocate for comprehensive, high quality and meaningful bilateral and pluri-lateral trade agreements that cover what is valued including :
 - The environment
 - Labour rights
 - Gender
 - Delivering on animal welfare, food safety and biosecurity
- The future is about “Reputation” and meeting customer expectations

Diversified Markets – no longer an EU / UK story

New Zealand Food and Beverage Exports



Source: UN Comtrade database; (2017)

Primary
Industries
Expectations of
NZ Government

Good Regulatory
Design and
Appropriate
Collaboration

- **Recognise quality Regulatory design underpins trade**
 - Credible agencies
 - Principled based and we are clear and stick to 'our principles'
 - Commitment, alignment and defender of the multilateral trading system (WTO –SPS Agreement)
 - Science and risk based standards and requirements
 - Recognise trade is a two way street
- **Regulation should ideally be outcome focussed**
 - Performance based standards as the basis for compliance
 - Allow for flexibility where possible not 'prescriptive'
 - Influence international standards
- **Regulation should enable industry to maximise profitability and efficiency**
 - Science and risk based standards that look to minimise cost while underpinning reputation
 - Underpin and advance equivalence negotiations
- **Work in a constructive manner and in real collaboration to deliver the best outcomes for New Zealand**
- **Regulators that work with industry to achieve compliance as the basis for assurances**
- **Maintain credibility of the Government service, capability, systems and assurances that underpins "NZ reputation"**

Primary Industries Government and Collaboration examples

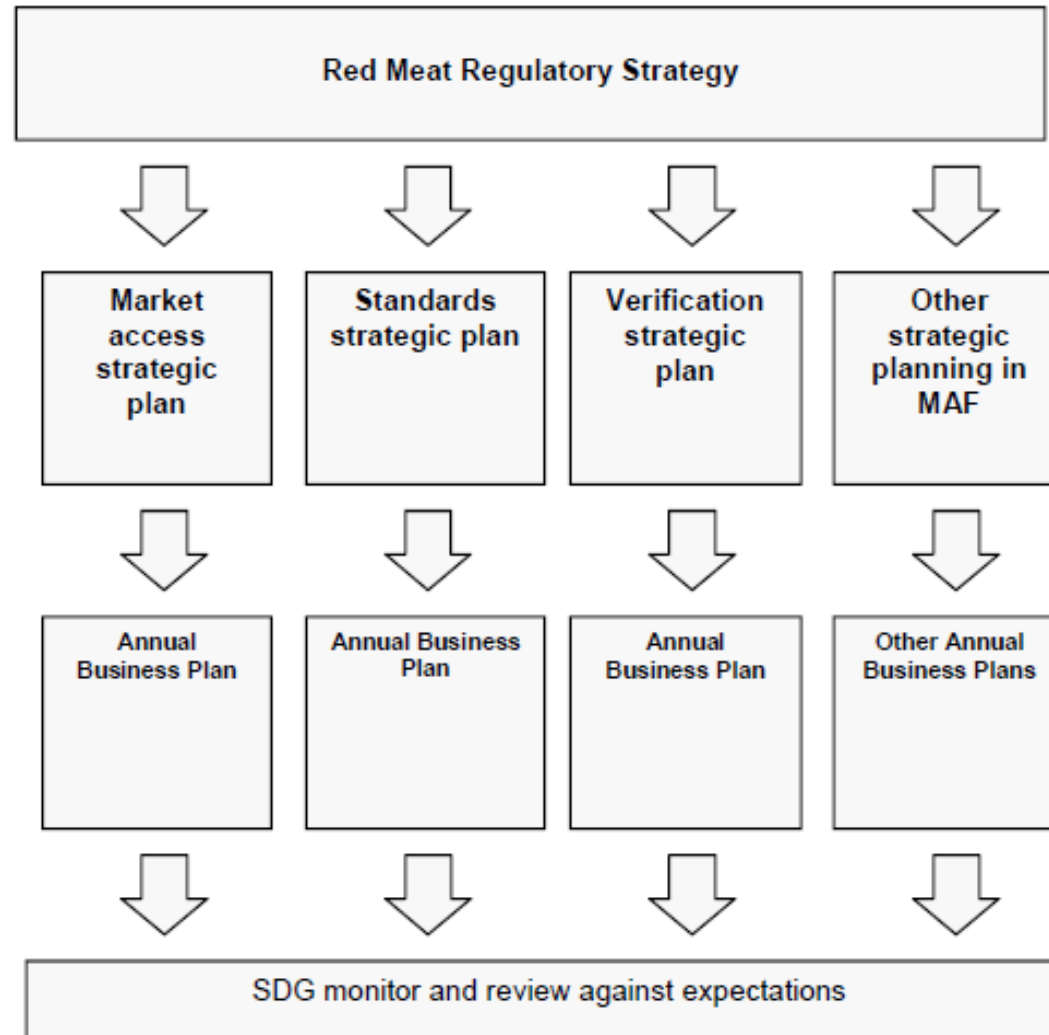
- **Core Agricultural Group** – The Ministry of Foreign Affairs and Trade (MFAT) and the Ministry for Primary Industries (MPI) collaborate and coordinate with peak industry bodies on free trade agreements and high level trade issues. This meeting updates groups on World Trade Organisation (WTO) negotiations.
- **Technical Advisory Groups** – MPI/MFAT/New Zealand Trade and Enterprise (NZTE)/Customs. These are set up to consult on specific trade issues. A group will meet on an ad hoc basis.
- **Free Trade Negotiations** - MFAT/MPI will meet with individual industry groups to update them on trade negotiations. Each Free Trade Agreement (FTA) negotiation will have a consultation plan.
- **Trade Issues** – MFAT/MPI meet with individual sector bodies to discuss specific trade issues (ad hoc – 2-3 times a week on average).
- **Industry sector engagement with MPI (SPS)** – sector coordination and leadership

Red Meat Sector Collaboration – Strategic Directions

Collaboration Group

Agreed Industry and MPI

Ministry for Primary Industries
Manatu Ahu Matua





New Zealand Government

Te Kāwanatanga o Aotearoa

