

FORTHCOMING CES SEMINAR

Thursday 14th January 2010 at 13.00 hours
Room 45B AZ 04

A New Zealand Perspective On Life Cycle Management

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Consumer and retailer demands in some of New Zealand's key export markets are driving substantial changes in the value chains that begin in New Zealand. There is an increasing expectation that products should have sustainability credentials, and that these can be verified. In particular, there is increasing pressure for information on the greenhouse gas (GHG) intensity of products throughout their life cycles.

The New Zealand government and producers have responded in a variety of ways to these demands. In this presentation, I will describe the history and context for development of the new initiatives, and describe three in more detail. One is the New Zealand GHG Footprint Strategy for the Land-Based Primary Sector: it seeks to ensure that New Zealand producers can proactively position themselves to respond to the increasing demand for carbon footprint information, and that New Zealand can be influential in the development of fair and practical international standards for carbon footprinting of food products. It also seeks to advocate for collaboration across markets to ensure consistent and fair approaches are taken across products, producers and countries on carbon footprinting issues. Another is the Life Cycle Management Project run by Landcare Research, a Crown Research Institute. This project is working with six manufacturing companies to integrate life cycle thinking into their operations, management systems and strategic planning. A third initiative is the new Life Cycle Management Centre at Massey University, supported by the Ministry of Agriculture and Forestry through establishing a Chair in Life Cycle Management. The new Centre will build capability in New Zealand to support producers in differentiating their products in export markets based on environmental credentials.