



United Fresh
New Zealand Incorporated

Towards Achieving the UN Sustainable Development Goals

Guidelines for the New Zealand Fresh Produce Value Chain

15 November 2023

Jacob Lawes & Dr Hans Maurer

Introducing United Fresh



Vision

Creating a sustainable fresh fruit and vegetable industry for New Zealand.

Mission

Connecting the fresh fruit and vegetable value chain by providing services and representation to industry.

Jacob & Hans within a United Fresh Context

Jacob

- Project Manager TAG & Fresh Facts
- Spokesperson on Sustainability
- New Zealand member, International Federation for Produce Standards (IFPS) Sustainability Committee

Hans

- Executive Committee member & Knowledge Officer
- Chair TAG & Editor Fresh Facts
- Chair IFPS Standardisation & Information Management Committee



United Fresh



www.unitedfresh.co.nz

The Structure

- Only pan-produce industry organisation in New Zealand.
- Represent the produce value chain since 1991.
- 94 members, across the entire supply chain.
- Enables communication between for industry good.
- Pathway to cooperation without contravening the Commerce Act.

Fresh Produce & Sustainability Goals - 2017

Starting Point, Issues, and the Challenge!



Starting Point

- Working on “sustainability” from the start (1991).
- United Fresh adopted the UN Sustainable Development Goals (SDGs) in 2017.

The Issues

- Issue 1: Government committed to SDGs but vague in engaging with industry on realistic achievements!
- Issue 2: Industry not always sure of how to implement SDGs and targets.
- Issue 3: Industry not certain all goals applied to them (e.g., SDG 4).
- Issue 4: industry specific information on SDGs lacking. SDGs’ major focus is Governments & developing nations.

The Challenge

- How can United Fresh help industry understand & implement SDGs?

Sustainable Development Goals Structure

17 Goals, 169 Targets, and 231 Unique Indicators



Example:

- The common descriptor of SDG 9 is “Industry, Innovation, and Infrastructure”.
- The formal wording of SDG 9 is: “Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation”.
- SDG 9 has 8 Targets.
- Target 9.4: “By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes...”.
- Indicator 9.4.1: “CO₂ emission per unit of value added”.



NZ's Progress Towards The SDGs - 2019

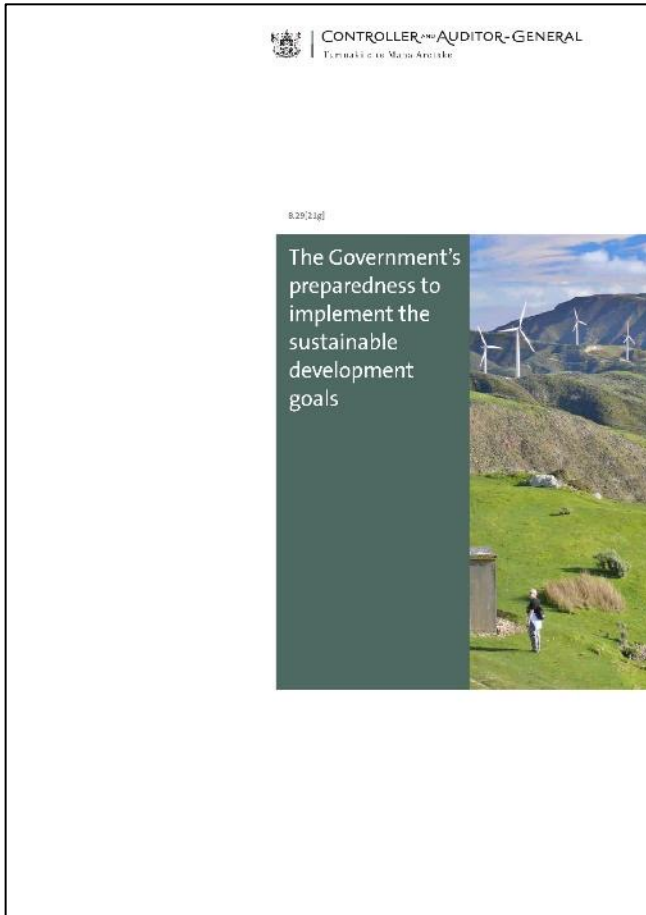
Turning Words into Actions & Measuring Actions... in Aotearoa New Zealand!



- New Zealand committed to supporting the SDGs in 2015.
- New Zealand recognises that all SDGs are connected and cannot be achieved by governments alone.
- NZ's natural capital is woven into the fabric of every New Zealander's health and wellbeing, the country's brand and Te Ao Māori.
- NZ's land, forests, waterways and oceans are the foundation of our economy.
- NZ must progressively reverse environmental damage and support the economy to be more sustainable through smart use of technology, education, regulation, investment and pricing.
- NZ wants to build a solid and enduring foundation to achieve a more productive, sustainable and inclusive society.

sustainabledevelopment.un.org/content/documents/23333New_Zealand_Voluntary_National_Review_2019_Final.pdf

The Auditor General's Review - 2021



Recommendations

- When the Government signs up to international agreements, it should clearly communicate what these commitments mean.
- The Government still needs to clarify: whether it will set targets for each SDG; what specific actions it will take; and how it will measure progress.
- The Government also needs to consider how it will work with Māori to ensure that plans to achieve the sustainable development goals uphold and reflect te Tiriti o Waitangi.
- Engagement with stakeholders and the public is needed to increase awareness of New Zealand's commitment to the goals and to encourage participation across all sectors.

Part of the United Fresh Sustainability Journey 2021

Food Systems Summit Dialogue

*Jerry Prendergast, Curator
President United Fresh
Auckland, 20th April 2021*

**The Future for Fruit &
Vegetable Kai Systems in
Aotearoa New Zealand**



United Fresh
New Zealand Incorporated



*Tahuri Whenua
National Māori Vegetable
Growers Collective*



Convened by: *Dr Hans Maurer, United Fresh
Dr Nick Roskrige, Tahuri Whenua*

#SummitDialogues
@foodsystems

<https://summitdialogues.org/dialogue/6597/>



United Fresh
New Zealand Incorporated

Part of the United Fresh Sustainability Journey - 2022

Summary
IFPS Sustainability Symposium
Held November 10, 2022



Members



INTERNATIONAL FRESH PRODUCE ASSOCIATION™



AUSTRALIA NEW ZEALAND



Norges Frukt- og Grønnsakgrossisters Forbund



United Fresh
New Zealand Incorporated



ASDEX
ASOCIACIÓN DE EXPORTADORES DE FRUTAS DE CHILE S.A.
"Juntos, hacemos fruta más dulce"

Associate Members



https://www.ifpsglobal.com/Portals/22/IFPS%20Symposium%20summary_final.pdf

Conclusion & Realisations - November 2022

Conclusion

- Our industry needs to take responsibility and become accountable for developing industry specific sustainability focused solutions.

Realisations

- Implementing this Conclusion is preferable to having to deal with government-imposed solutions that may end up sub-optimal for our industry.
- We are lacking a framework and a “how-to” process that allows our industry to effectively implement Sustainable Development Goal Targets on the basis of industry relevant Indicators.



United Fresh Executive Committee
Members & Management Team,
March 2022

The Outcome of Our Deliberations – June 2023



https://unitedfresh.co.nz/assets/site/23052_UF_Guidelines- NZ-Fresh-Produce-Value-Chain_v4F1.pdf

Government Indicators Aotearoa New Zealand - 2019

Examples of how the SDGs map to indicators Aotearoa New Zealand

<p>1 NO POVERTY</p> <ul style="list-style-type: none"> Child poverty Low income Homelessness Costs of extreme weather events 	<p>2 ZERO HUNGER</p> <ul style="list-style-type: none"> Soil health Productive land Access to safe water for recreation and food gathering Efficiency of land use Land assets Cultural ecosystem services Provisioning ecosystem services Active stewardship of land Net greenhouse gas emissions Biodiversity/native species 	<p>3 GOOD HEALTH AND WELL-BEING</p> <ul style="list-style-type: none"> Health expectancy Health equity Mental health status Amenable mortality Self-reported health status Spiritual health Suicide Injury prevalence Illness attributable to air quality Overcrowding 	<p>4 QUALITY EDUCATION</p> <ul style="list-style-type: none"> Core competencies Early childhood education Educational attainment Education equity Literacy, numeracy and science skills of 15-year olds Intergenerational transfer of knowledge
<p>5 GENDER EQUALITY</p> <ul style="list-style-type: none"> Value of unpaid work Domestic violence Experience of discrimination Income inequality Net worth Low income Justice equity Inequality of education outcomes Health equity 	<p>6 CLEAN WATER AND SANITATION</p> <ul style="list-style-type: none"> Drinking water quality Access to safe water for recreation and food gathering Quality of water resources Stock of freshwater resources Water stress Waste flows into waterways and coastal marine environments Material intensity, including recycling, land fill inflows, second hand economy 	<p>7 AFFORDABLE AND CLEAN ENERGY</p> <ul style="list-style-type: none"> Energy intensity Energy resources Renewable energy Energy consumption 	<p>8 DECENT WORK AND ECONOMIC GROWTH</p> <ul style="list-style-type: none"> Employment rate Hourly earnings Job satisfaction Job strain Not in employment, education or training Unemployment Work/life balance Workplace accidents Official development assistance Consumption of net greenhouse gas emissions
<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> <ul style="list-style-type: none"> Infrastructure Resilience of infrastructure Modified land Commuting time to work Costs of extreme weather events Gross greenhouse gas emissions Material intensity, including recycling, landfill inflows, second-hand economy Net fixed assets 	<p>10 REDUCED INEQUALITIES</p> <ul style="list-style-type: none"> Low income Experience of discrimination Income adequacy Income inequality Material wellbeing Net worth Democratic participation Justice equity Health equity 	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> <ul style="list-style-type: none"> Homelessness Housing affordability Housing quality Overcrowding Access to natural spaces Levels of pollutants Victimisation Resilience of infrastructure Waste generation Heritage assets 	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> <ul style="list-style-type: none"> Material intensity, including recycling, land fill inflows, second-hand economy Waste generation Export of waste (net and gross) Consumption of greenhouse gases Energy consumption Efficiency of land use Productive land Modified land
<p>13 CLIMATE ACTION</p> <ul style="list-style-type: none"> Costs of extreme weather events Global CO₂ concentrations Gross greenhouse gas emissions Net greenhouse gas emissions Consumption of net greenhouse gas emissions Modified land Renewable energy 	<p>14 LIFE BELOW WATER</p> <ul style="list-style-type: none"> Fish stocks Ocean acidification Waste flows in waterways and coastal marine environments Quality of water resources Provisioning ecosystem services Regulating ecosystem services Cultural ecosystem services Biodiversity/native species Ecological integrity 	<p>15 LIFE ON LAND</p> <ul style="list-style-type: none"> Biodiversity/native species Ecological integrity Efficiency of land use Productive land Soil health Cultural ecosystem services Provisioning ecosystem services Regulating ecosystem services Quality of water resources Active stewardship of land 	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> <ul style="list-style-type: none"> Generalised trust Institutional trust Justice equity Perceptions of safety/feelings of safety Harm against children Victimisation Experience of discrimination Domestic violence Sense of belonging Loneliness
<p>17 PARTNERSHIPS FOR THE GOALS</p> <ul style="list-style-type: none"> Foreign direct investment Official development assistance Remittances to other countries 	<p>For reasons of brevity not all Indicators Aotearoa New Zealand that relate to SDGs are shown.</p>		

Table 2

Government Indicators – SDG 1 & 9

1 NO POVERTY



- Child poverty
- Low income
- Homelessness
- Costs of extreme weather events


9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



- Infrastructure
- Resilience of infrastructure
- Modified land
- Commuting time to work
- Costs of extreme weather events
- Gross greenhouse gas emissions
- Material intensity, including recycling, landfill inflows, second-hand economy
- Net fixed assets

Government Indicators SDG 1 – 2019 & Produce Value Chain SDG Opportunities – 2023




SDG	Produce Value Chain SDG Opportunities
	<ul style="list-style-type: none">- Pay the living wage as a minimum along the entire value chain.- Increase the attractiveness of fresh produce value chain employment opportunities for both permanent and seasonal staff.- Increase employment opportunities for people with physical or mental disabilities, as well as for senior citizens.

Government Indicators SDG 9 – 2019 & Produce Value Chain SDG Opportunities – 2023

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE






- Infrastructure
- Resilience of infrastructure
- Modified land
- Commuting time to work
- Costs of extreme weather events
- Gross greenhouse gas emissions
- Material intensity, including recycling, landfill inflows, second-hand economy
- Net fixed assets

SDG	Produce Value Chain SDG Opportunities
	<ul style="list-style-type: none"> - Accelerate the pace of industry relevant science/research/knowledge integration into produce industry processes and behaviours. - Extend this approach to all aspects of the produce supply chain, including packhouse logistics and transport management. - Develop resilient supply chain infrastructure that uses environmentally sustainable processes, in terms of building supplies, heating and cooling technology, Wi-Fi capability, transport network strengthening and data management and traceability.

Implementing the SDGs in YOUR Organisation

Produce Industry Opportunities mapped against SDGs and Aotearoa New Zealand Indicators Worksheet

SDG	Produce Value Chain SDG Opportunities	What is My Organisation's Starting Point Towards Achieving the SDGs?	Who is responsible?	Starting when?
	<ul style="list-style-type: none"> - Pay the living wage as a minimum along the entire value chain. - Increase the attractiveness of fresh produce value chain employment opportunities for both permanent and seasonal staff. - Increase employment opportunities for people with physical or mental disabilities, as well as for senior citizens. 			
	<ul style="list-style-type: none"> - Maintain and develop Aotearoa New Zealand's capacity and capability to grow all fruit and vegetable varieties that can be commercially produced in our climatic conditions, contributing to food security. - Encourage increased fruit and vegetable consumption. - Improve access to affordable fruit and vegetables for all. 			
	<ul style="list-style-type: none"> - Consistent, accurate and science-based promotion of fruit and vegetables' health benefits. - Investment into the role of fruit and vegetables as functional foods components. - Workplace policies that encourage team health from both physical and mental perspectives. - Ensure all team members have a safe working environment at all times. 			



Next Steps

The Path Ahead...



- Our industry data resource since 1999.
- United Fresh is now the publisher – with a fresh focus.
- Relevant SDG indicator reporting will be integrated into Fresh Facts data sets.
- Increasing accuracy and availability of data for industry will contribute to improved SDG related decision making.
- IFPS is considering adopting United Fresh SDG guidelines as its initial global framework.
- Individual IFPS members considering localisation of United Fresh SDG guidelines.
- Continuing our SDGs engagement on behalf of United Fresh members.
- Further specific activities under development for 2024.

Industry Plans and Guidelines



<https://www.hortnz.co.nz/about-us/aotearoa-horticulture-action-plan/>

- In February 2023, Horticulture New Zealand launched the Aotearoa Horticulture Action Plan – Strategy. One of the critical outcome areas is to grow sustainably.
- The scope of the Action Plan is ‘food for people’ (fresh & processed). It excludes forestry, wine, floriculture, and ‘arable for livestock feed’ sectors.
- The Plan’s target is “increasing grower returns, and achieving \$12 billion in annual revenue by 2035”.

Source: Aotearoa Horticulture Action Plan - Strategy. Growing Together 2035 (Feb 2023).

- In June 2023, United Fresh released its Sustainable Development Goals (SDGs) Guidelines. These Guidelines provide an industry framework, based on the UN SDGs and the Government’s SDGs Indicators Aotearoa NZ model, and will have a significant impact on assisting industry to achieve the Sustainability Outcome Area of the 2035 Action Plan Strategy.



<https://unitedfresh.co.nz/technical-advisory-group/united-nations-sustainable-development-goals>

Fresh Facts 2023 – Page 33

Example of the link to wider industry SDG focused projects, in the 2023 edition.

Alignment with the United Nations Sustainable Development Goals

Aspects of the Action Plan – strategy align with 10 of the 17 United Nations Sustainable Development Goals.

<p>2 ZERO HUNGER</p> <p>End hunger, achieve food security and improved nutrition and promote sustainable agriculture.</p>	<p>3 GOOD HEALTH AND WELL-BEING</p> <p>Ensure healthy lives and promote well-being for all at all ages.</p>	<p>6 CLEAN WATER AND SANITATION</p> <p>Ensure availability and sustainable management of water and sanitation for all.</p>	<p>7 AFFORDABLE AND CLEAN ENERGY</p> <p>Ensure access to affordable, reliable, sustainable and modern energy for all.</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p> <p>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.</p>
<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> <p>Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> <p>Make cities and human settlements inclusive, safe, resilient and sustainable.</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> <p>Ensure sustainable consumption and production patterns.</p>	<p>13 CLIMATE ACTION</p> <p>Take urgent action to combat climate change and its impacts.</p>	<p>15 LIFE ON LAND</p> <p>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably managed forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.</p>

Aotearoa Horticulture Action Plan – Strategy • Growing Together 2035 23

Plan & Guide

and Their Links



<https://www.mpi.govt.nz/dmsdocument/55309-Growing-together-2035-Aotearoa-Horticulture-Action-Plan-Strategy>



<https://unitedfresh.co.nz/technical-advisory-group/united-nations-sustainable-development-goals>

Conclusion

The achievement of sustainability, as well as the work on the 17 SDGs, is a work in progress.



Thank You.

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