



United Fresh
New Zealand Incorporated

Highlighting our
Sustainable Development Goals Guidelines
&
Fresh Facts 2023

23 November 2023

Dr Hans Maurer

June 2023



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

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?

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



ASSEX
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

Government Indicators Aotearoa New Zealand - 2019

Examples of how the SDGs map to indicators Aotearoa New Zealand

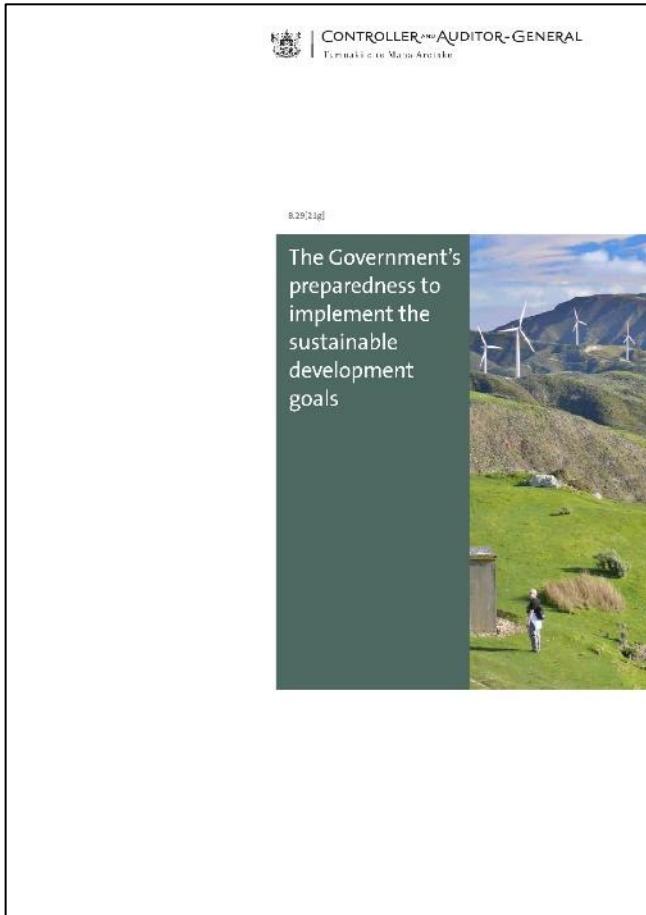
<p>1 NO POVERTY</p> <ul style="list-style-type: none"> Child poverty Low income Homelessness Costs of extreme weather events 	<p>2 ZERO HUNGER</p> <ul style="list-style-type: none"> Soil health Productive land Access to safe water for recreation and food gathering Efficiency of land use Land assets Cultural 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

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.



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.

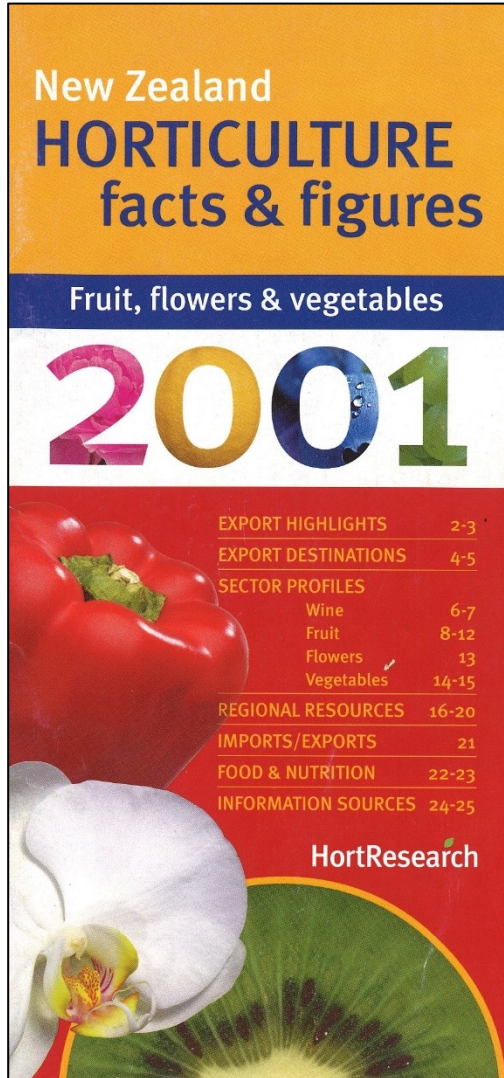
Implementing the SDGs in YOUR Organisation

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. 			



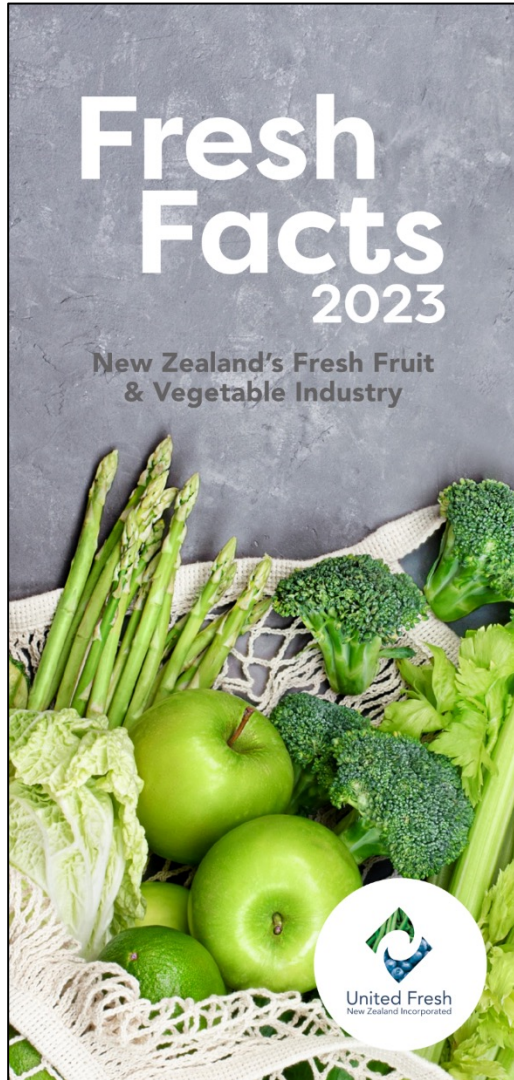
Fresh Facts – Then & Now



- ▶ Change of publisher.
- ▶ Change of publishing month.
- ▶ Change of focus.
- ▶ Inclusivity & Integration.



Change of Focus



- ▶ Now focused on fresh produce only (fruits, vegetables, flowers).
- ▶ Same kiwifruit & apple double page profiles. Expanded profile for other crops, e.g., buttercup squash, onions, and cherries.
- ▶ Now published in September of each year.
- ▶ Aiming for 50/50 focus on export versus domestic industry.
- ▶ 2023 edition has no advertisements, only “invited guests”.

Fresh Facts – Expanded Data



- Cherries	92	1080	4,721	19.9	51.3
------------	----	------	-------	------	------



Sector Profile – Cherries

	2018/19	2019/20	2020/21	2021/22	2022/23
Growers	88	98	117	135	144
Hectares	726	950	1,080	1,190	1,250
Average Price/kg, across export and domestic	\$21	\$17	\$16	\$20	\$17
Export Volume (tonnes)	2,682	2,171	2,508	3,219	3,594
Domestic Volume (tonnes)	1,276	2,550	2,480	2,188	3,053
Total Volume (tonnes)	3,958	4,721	4,989	5,407	6,647
Domestic Value (\$m)	\$11.193	\$19.890	\$25.797	\$22.488	\$27.816
Export Value (\$m)	\$70.690	\$60.017	\$54.727	\$83.220	\$83.029
Total Value (\$m)	\$81.873	\$79.907	\$80.524	\$105.709	\$110.845

Source: Summerfruit NZ Product Group.

- Summerfruit is a "Recognised Product Group" under the Horticulture Export Authority Act 1987.
- Cherry exports volumes during the 2022/23 season equate to 54% of the total cherry crop. The remaining 46% of cherries were sold in the New Zealand domestic market. These volumes, respectively, represent 75% and 25% of the total value generated by the cherry crop.
- Cherry exports represent 71% of all summerfruit tariff value, largely due to a 0.8% tariff into Japan, which will phase down to zero for the 2023/24 season under CPTPP, and a 30% tariff into India. Exports into India represent only 0.02% of FOB value, but contribute 25% of the tariff costs for cherries. There are no tariffs on cherries into the China and Taiwan markets.

Source: Horticulture Export Authority Summerfruit Trade page, accessed 29 May 2023.

Top 10 Cherry Export Destinations for 2022 (\$)

Taiwan	36,963,774
Vietnam	10,528,979
Thailand	3,944,893
USA	2,362,626
China	1,521,815
Singapore	1,462,498
Japan	1,458,165
Philippines	1,374,249
Hong Kong	1,180,843
Malaysia	219,332

Source: Horticulture Export Authority Summerfruit Trade page, accessed 29 May 2023.

- Collectively the top three markets, Taiwan, China, and Vietnam, account for 81% by value of all cherry exports.
- The average cherry export value in 2022 was \$20,805/tonne.

FRESH FACTS 2023 | 11

Fresh Facts – Inclusivity

Horticultural Export Authority



New Zealand Horticulture Export Authority

www.hea.co.nz

HEA has been a value enabling structure to managing horticultural export risk since 1987.

- The HEA framework is based on 2 key tools:
 - > The Export Marketing Strategy (exporting rules) for each product group.
 - > Licensing exporters.
- HEA enables value creation via collaboration, co-ordination, and information under enforceable industry programmes.

EXPORT

HEA

Avocados, Blackcurrants, Buttercup Squash, Chestnuts, Kiwifruit to Australia, Persimmons, Summerfruit, Tamarillos, Truffles, Walnuts.

HEA

Goal: exports to reach \$600 million by 2025	Vision: structured approach to exporting; market access	Export Marketing Strategy: enforceable industry system for exports	Licensing: 80 licenses held by 58 exporters as at 30 September 2022	Value Enabling: collaboration, co-ordination, information, enforceable industry programmes
--	---	--	---	--

Source: Horticulture Export Authority Annual Report 2022.

- Annual exports of product groups utilising the HEA framework exceed \$300million in each of the 6 years since 2017.

The HEA Trade Barriers Report 2022 is available here: <https://hea.co.nz/2012-05-11-03-05-28/exec-summary>



5+ A DAY CHARITABLE TRUST

At the 5+ A Day Charitable Trust, we provide Kiwis with fresh inspiration to encourage them to eat five servings of vegetables and two of fruit every day.

We work with a diverse range of people and organisations to get our important messages to consumers. Our education resources provide educators curriculum-linked tools to teach our tamariki about the importance of healthy eating.

Through our work with the government funded Fruit in Schools initiative, we provide over 27 million servings of fresh fruit and vegetables to more than 120,000 tamariki annually. This is making a positive impact on the health and well-being of our youngest Kiwis.



Working together we can raise the consumption of fresh fruit and vegetables in all New Zealanders for better health outcomes.

Check out our seasonal promotions on our website www.5aday.co.nz and follow us on social media @5adaynz for fresh recipes, nutrition information and great giveaways.




Affiliated Product Groups

 <p>https://www.applesandpears.nz/</p>  <p>https://www.nzavocado.co.nz/</p>  <p>https://boysenberry.co.nz/en/home/</p>  <p>https://www.citrus.co.nz/</p>  <p>http://www.nzkiwiberry.com/</p>  <p>https://www.onionsnz.com/</p>  <p>http://www.nzpersimmons.org.nz/</p>  <p>https://www.processvegetables.co.nz/</p>  <p>https://www.summerfruitnz.co.nz/</p>  <p>https://www.tomatoesnz.co.nz/</p>	 <p>http://asparagus.org.nz/</p>  <p>https://www.blackcurrant.co.nz/</p>  <p>http://nzbsc.org.nz/</p>  <p>http://www.feijoa.org.nz/wp/</p>  <p>https://www.nzkgi.org.nz/</p>  <p>https://www.passionfruit.org.nz/</p>  <p>https://potatoesnz.co.nz/</p>  <p>https://www.strawbsnz.co.nz/</p>  <p>https://www.tamarillo.com/</p>  <p>https://www.freshvegetables.co.nz/</p>
--	--

Source: Horticulture New Zealand Product Groups & District Associations Website, accessed on 15 June 2023.

Fresh Facts – Inclusivity

Sector participants and contact details
(UF Members)

T&G Fresh
<https://tandg.global/tandg-fresh/>


MG Group
<https://www.mggroup.co.nz/>

Primor
<https://primor.co.nz/>

Fresh Direct
<https://www.freshdirect.co.nz/>

Seeka
<https://www.seeka.co.nz/>

Carter & Spencer
<https://www.carter-spencer.com.au/>



FRESH FACTS 2023 | 29

Returnable Plastic Crates (RPCs)

- RPCs have been a feature of the domestic produce industry since 1991. Without RPCs, moving fresh produce through the supply chain would be even more complex than it is already.
- RPCs are one of the often-ignored success stories when it comes to fresh produce value chains' engagement with Sustainability values and principles.

RPC Providers

Chep
www.chep.com/nz

Loscam
www.loscam.com/en/products/fresh-produce-crates-anz


Viscount FCC
www.viscountfcc.co.nz

In June 2022, United Fresh published a Research & Knowledge Compilation Document related to RPCs, in connection with Virus management.


The document contained three major recommendations:

- United Fresh encourages its crate hire pool company members issuing RPCs in this country to share their biosecurity and food safety risk mitigation plans with other United Fresh members.
- The three crates hire pool companies operating in New Zealand should be requested to operate their facilities to the DIN 10522:2006-01 Standard, or equivalent.
- Organisations with their own internal crate pools should review washing and hygiene monitoring practices of the RPC.

The full Compilation Document can be downloaded from:
<https://unitedfresh.co.nz/assets/site/assets/TAG/United-Fresh-Research---Knowledge-Compilation---RPC---June-2022.pdf>



FRESH FACTS 2023 | 19



Major Supermarket Retailers

Foodstuffs South Island
<https://www.foodstuffs-si.co.nz/>

Foodstuffs North Island
<https://www.foodstuffs.co.nz/>

Countdown Supermarkets
<https://www.countdown.co.nz/info/about-us>

Fresh Choice Supermarkets
<https://www.freshchoice.co.nz/>

- Foodstuffs South Island operates a dedicated produce distribution centre and transacts its business through the markets, as well as direct from grower/packers.
- Foodstuffs North Island operates a dedicated produce distribution centre in Auckland, that supplies all stores between Kaitiaki and Taupo. Stores south of Taupo are serviced from distribution centres in Palmerston North and Wellington. Produce purchases are transacted through the markets, as well as direct from grower/packers.
- Countdown operates two dedicated produce distribution centres, in Auckland and Christchurch, covering respectively the North and South Islands. Produce is typically purchased direct from grower/packers and all stores receive their produce via the distribution centres.
- Fresh Choice does not operate a dedicated produce distribution centre and currently transacts its business through the markets.
- Some stores allow for direct into store deliveries where this fits the needs of seasonal produce, e.g., Hawke's Bay peaches being delivered directly into Napier stores, rather than shipped via Auckland or Wellington.

Source: United Fresh industry analysis, August 2023.

FRESH FACTS 2023 | 27

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 – Integration

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.



An accidental integration example. We intend to build on it.



Fresh Facts – 2024



As you get familiar with Fresh Facts 2023, you will notice that the publication provides not only quality data where is available, but features blank spaces where data ought to have been placed, had it been available!

The Fresh Facts team has also avoided the temptation to reduce gaps in the data shown by generating sets of numbers euphemistically referred to as 'industry estimates'.

We prefer to show the gaps, in the hope that those of you who have access to what we consider missing data will work with us in the leadup to the 2024 edition, to ensure data gaps can be plugged over time.

Similarly, please get in touch if you feel that data pertaining to a product sector you are most familiar with has not been presented accurately within this publication.

Perfection takes practice and we have a long way to go.

We look forward to your feedback.

Kind regards

Dr Hans Maurer

Chair
Technical Advisory Group United Fresh
tag@unitedfresh.co.nz

FRESH FACTS 2023 | 03

Next Steps

The Path Ahead...



United Fresh
New Zealand Incorporated

- 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.
- United Fresh invited to showcase SDG Guidelines and opportunities for industry at global sustainability conference co-hosted by CPMA & IFPS in April 2024.
- Continuing our SDGs engagement on behalf of United Fresh members.
- Additional activities under development for 2024.



United Fresh
New Zealand Incorporated

Conclusion

The achievement of sustainability, as well as our work on Fresh Facts, are both a journey, rather than a destination.



Thank You.

tag@unitedfresh.co.nz



United Fresh
New Zealand Incorporated