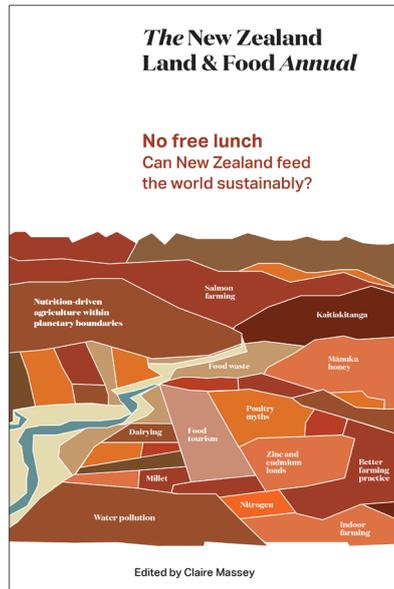




The New Zealand Land & Food Annual 2017

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EDITED BY CLAIRE MASSEY



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THE ONE-STOP-SHOP FOR THE LATEST SMART AGRIBUSINESS AND AGRIFOOD THINKING

The world needs nutrition-driven agriculture that operates within planetary boundaries. But a recent OECD report on New Zealand's environmental performance showed how our agricultural sector's continual push at those boundaries poses grave risks. Meantime, a range of health indices show that how and what we eat makes many of us ill. Plus, valuable revenue and jobs are lost because we don't champion the great food we *do* produce.

The agriculture, health, tourism and environment sectors can engage to pull us back inside those boundaries. Robust policies, new solutions and best practice for sustainable food production and consumption are needed. Thirty-one experts give their views on how New Zealand can lead the way.

ABOUT THE EDITOR

Professor Claire Massey is Massey University's Director of Agrifood, and in this capacity leads the university's agrifood strategy and provides a focus for the activities that occur across the university's academic units and service lines. Professor Massey heads Te Puna Whakatipu, which leads and supports university-level projects in agriculture and food.

SALES POINTS

- Each year *The New Zealand Land & Food Annual* features cutting-edge, provocative and expert views on the agrifood and agribusiness sector. It aims to serve the national interest, inform debate, and to be of value to experts, policy-makers and the general public.
- A very wide audience, from farmers to food manufacturers, the finance sector to exporters. Professor **Barbara Burlingame** on putting sustainable diets at the forefront of the debate • **Kerensa Johnston** and **Rachel Taulelei** on the Kono NZ story • **Mike Joy** on our deadly nitrogen addiction and the impact on our waterways • **Jason Wargent** on the potential of vertical farms • **Lauraine Jacobs** on doing more to promote our fine food and wine • **Nick Kim** on the build-up of cadmium and zinc in our soils • **Sita Venkateswar** on the potential of millet as an arable farming crop • **Velmurugu (Ravi) Ravindran** on why it's a myth that supermarket chickens are stuffed with growth hormones • **Nigel French** on how improved farming practices can reduce outbreaks of disease such as campylobacter • **Geoff Kira** on the potential that a return of a traditional Maori diet could help reduce obesity • **Jeremy Hill** on whether dairying really is a villain • **Steve Carden** on Landcorp's progressive approach to farming and soil and water health.
- Published in time for National Fieldays 2017.