

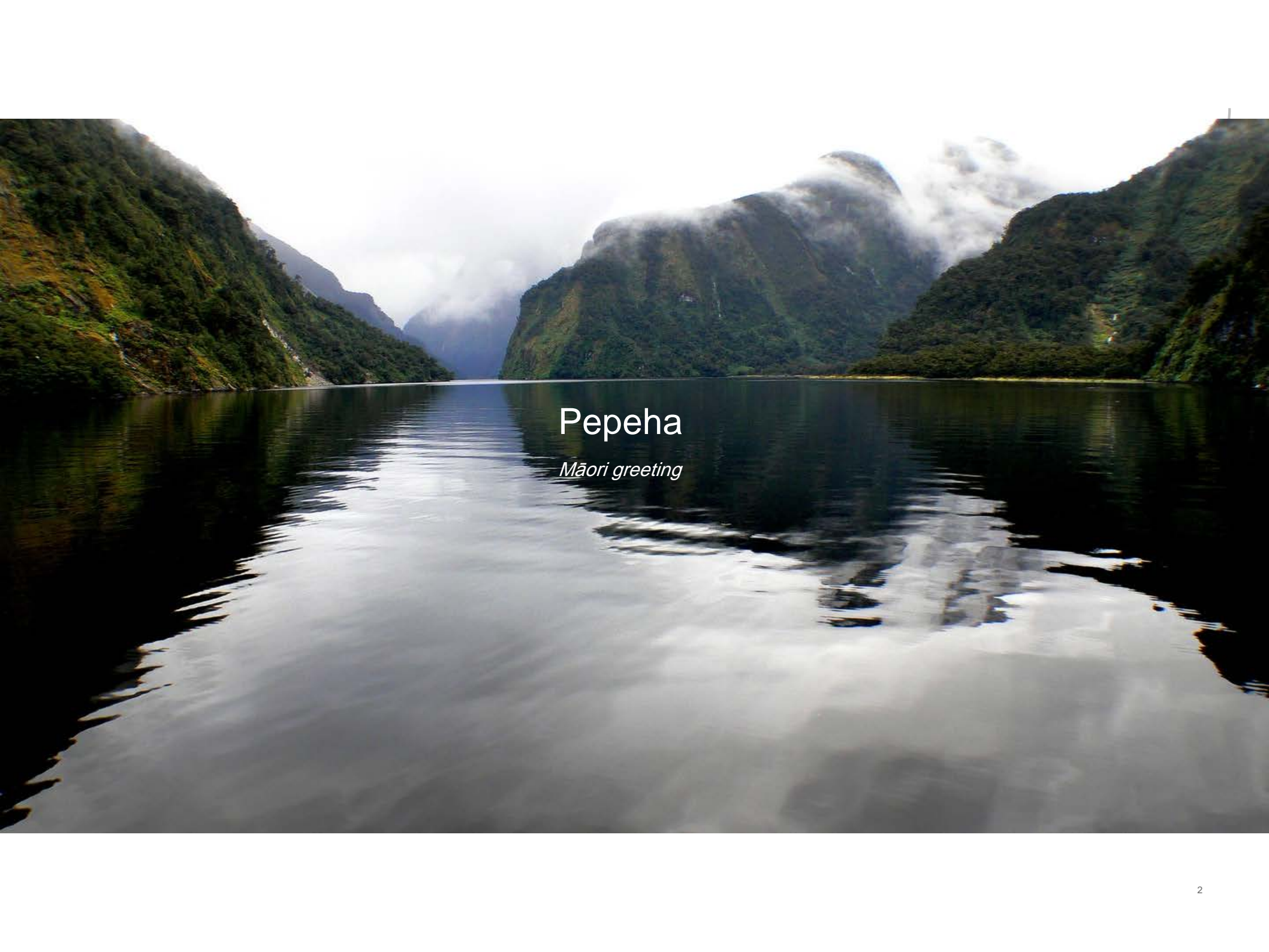


**NEW ZEALAND
TRADE & ENTERPRISE**
Te Taurapa Tūhono

SUSTAINABILITY AN OPPORTUNITY FOR THE AVOCADO INDUSTRY

Tuesday 4 April 2023 | Florence Van Dyke

Ko au te awa, ko to awa ko au. I am the river and the river is me.



Pepeha

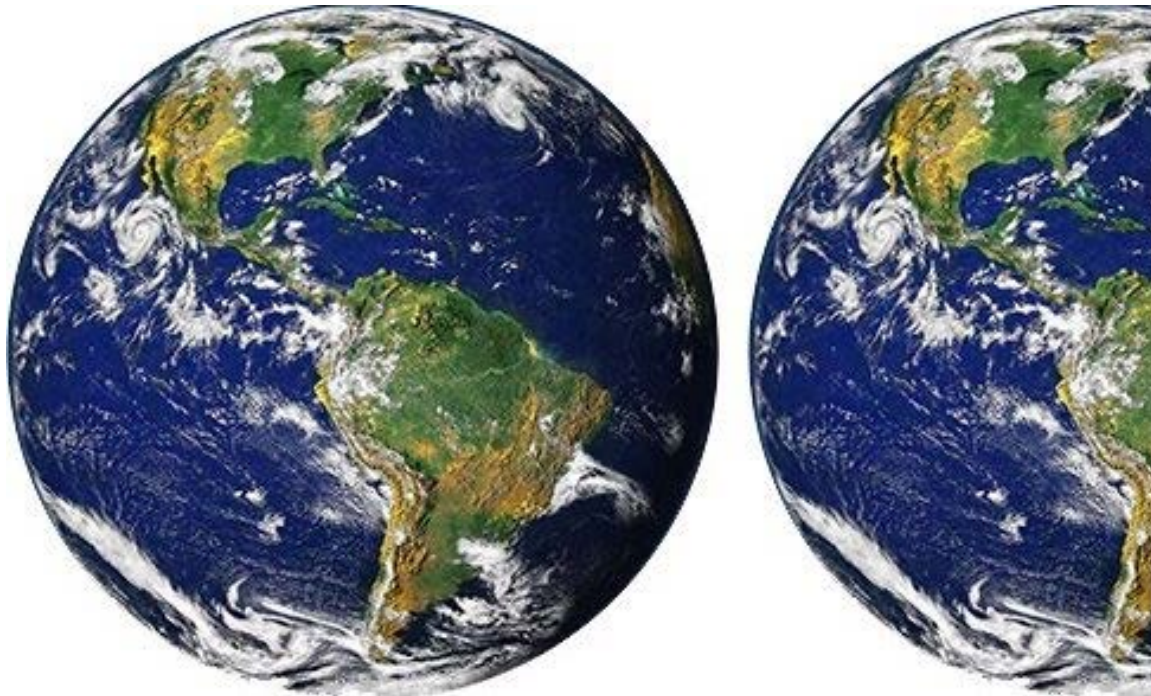
Māori greeting



Why are we here?

1. What is driving sustainability as the future of the commercial world?
2. What tools can the avocado industry use to respond?
3. What is the key to future-proofing your commitments so that you can have positive impact and build loyalty in the long-term?

We are using the planets resources at 1.7 x the rate they can be replenished





Climate change is having more impact than expected

Almost **half of the world's population** lives in regions that are **highly vulnerable** to climate change. In the last decade, deaths from floods, droughts and storms were **15 times higher** in those regions.

Aditi Mukherji, author Intergovernmental Panel on Climate Change
March 2023

Consumers' spending habits are changing



66%

Consumers rank sustainability as a top five value driver in 2022.

16%

Increase from 2021.

Global Sustainability Study, Simon-Kucher & Partners, September 2022, conducted across 10,000 people and 17 countries.





**Chia Sisters Values.
Sustainability. Innovation. Nutrition.**









Employees are demanding action

75% of Millennials and Gen Z, say the world is at an environmental tipping point.

39% have rejected a job or assignment based on personal ethics.

< 20% say their employer is doing enough to combat climate change.

Gen Z and Millennial Survey, Deloitte Global, 20,000 surveyed across 46 countries, 2022



Governments are regulating

In the UK and Europe businesses must **meet environmental, social and governance standards.**

Climate-related disclosures are being implemented across New Zealand, Australia, Singapore and Canada. Some companies, like Tesco, are moving **much faster.**



Investors are waking up to the transition

“We **focus on sustainability**, not because we’re environmentalists, but **because we are capitalists** and fiduciaries to our clients.

That requires understanding how companies are adjusting their businesses for the **massive changes** the **economy** is undergoing.”

Larry Fink, CEO Blackrock, largest asset manager globally, 2022

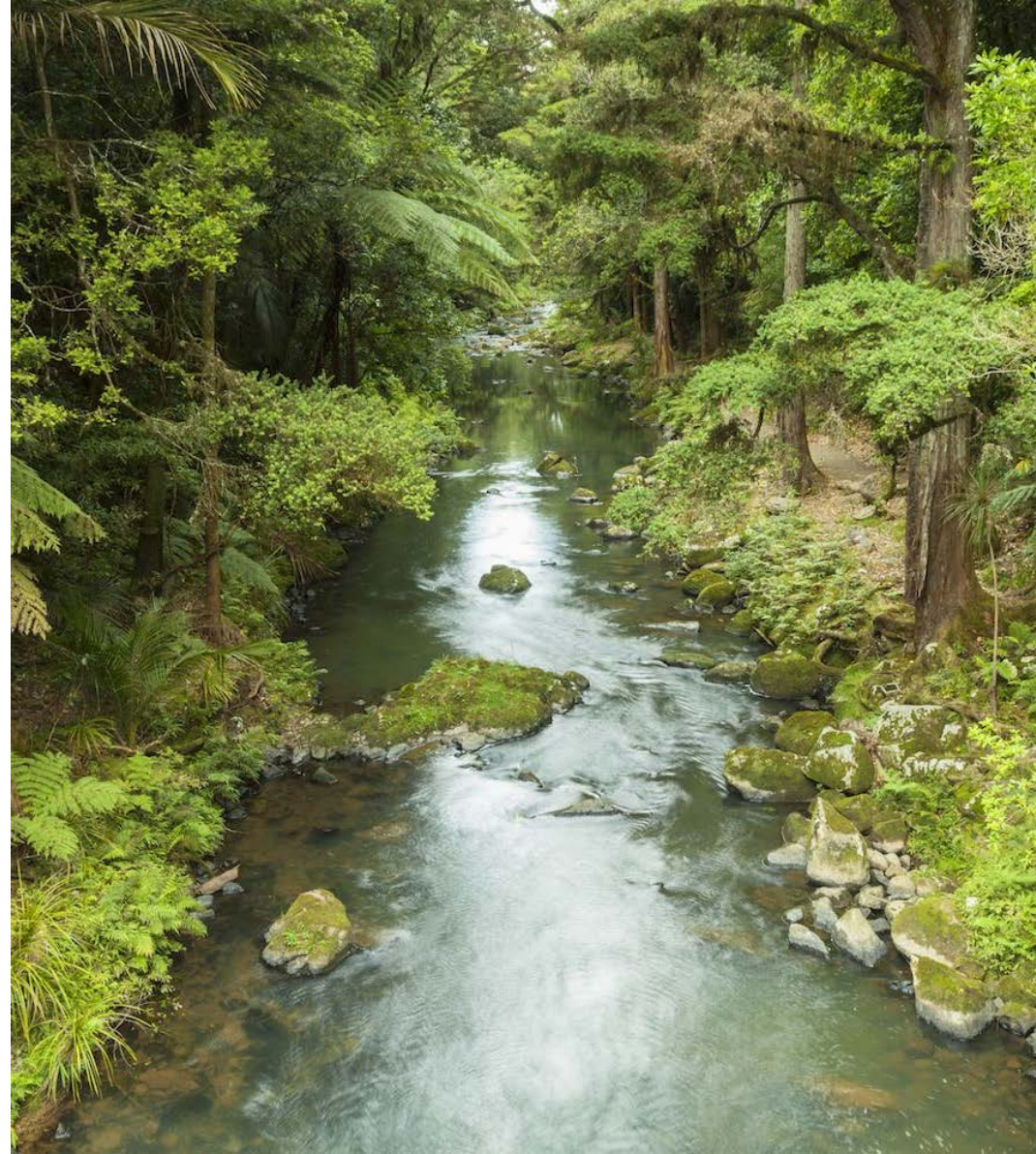
Tools to make change



1. Start by **measuring**.
2. Use **data** to demonstrate action.
3. Collaborate to change the **system**.
4. Think **long-term**.

1. Start by measuring

- a) Measure to understand environmental impact.
- b) Find low-hanging fruit to reduce.
- c) Use credible offset options.
- d) Build the process into business decision making.
- e) Publish and share.



If you want to go fast, go alone.
If you want to go far, go together.





2. Use data to demonstrate action

It will be **accountability, transparency and measuring impact** - the ability to communicate genuine sustainability action to consumers through credible data- that defines international **business success** in the **decade** to come.

3. Collaboration

If you can **come together** to **reduce** your **environmental footprint** as an industry on an **international scale**, you will **make history** as one of the first industries to do so.





4. Think long-term

The Wakatū 500-year intergenerational strategy vision is tūpuna pono, to be good ancestors.





A values-led approach is the key to bring sustainability to life

Our understanding of sustainability has shifted in the last ten years, and it will continue to shift.

A values-led approach to doing business will outlast any individual environmental challenge and be truly transformational for your industry.