

Agricultural services: putting the value into the global value chain

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Services are enablers of value creation and value upgrading

Agricultural services conventionally cover:

- Soil and water
- Crops
- Livestock and animal health
- Labour and management
- Storage, transport and processing



Agricultural services provide:

Innovation – adding value at all stages of the supply chain

Regulation – providing the enabling framework for trade and the integrity of food supply



However.....

Most agricultural services are inherently **science-based**

- Value can be added at all parts of the supply chain
- The impacts of adding value are greater in developing economies
- Science-based agricultural services are transportable from developed into developing economies



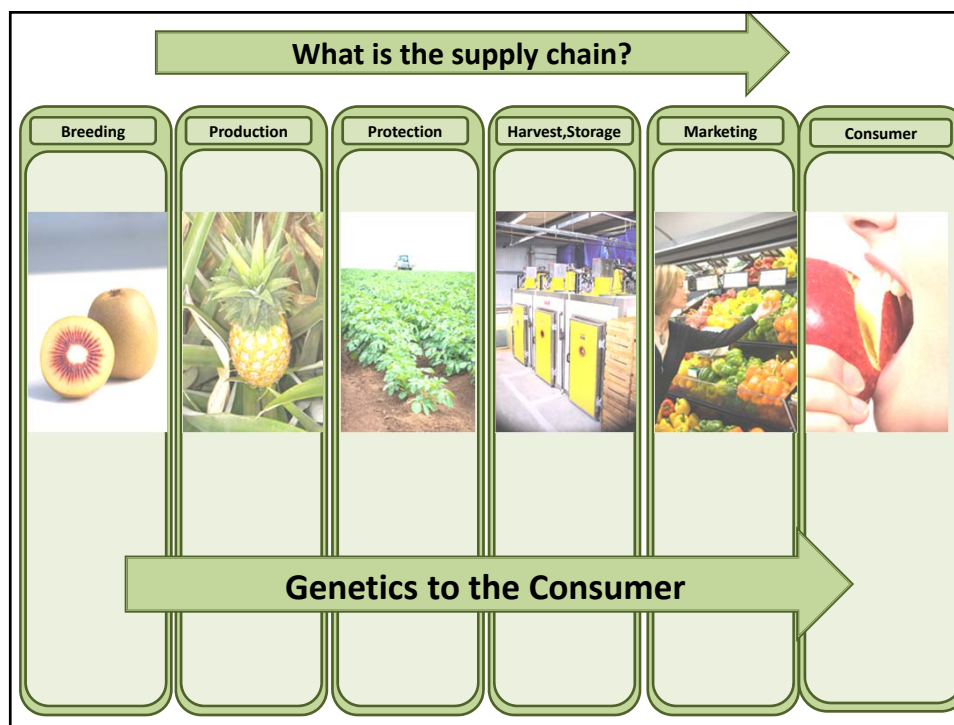
Science-based agricultural services

Increase value:

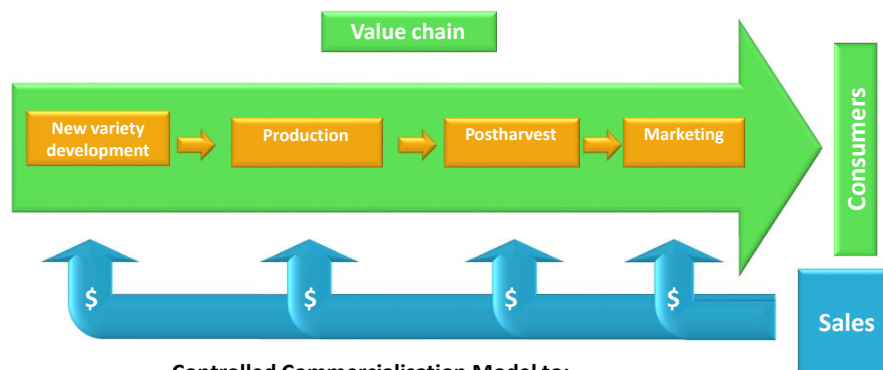
- Increasing value of raw product (genetics)
- Production efficiency and sustainability
- Food loss/waste, maintenance and delivery of consumer quality traits

Enable product success:

- Consumer demand on food safety (residues, pathogens)
- Providing regulations that are enablers for trade, market access and consumer expectations



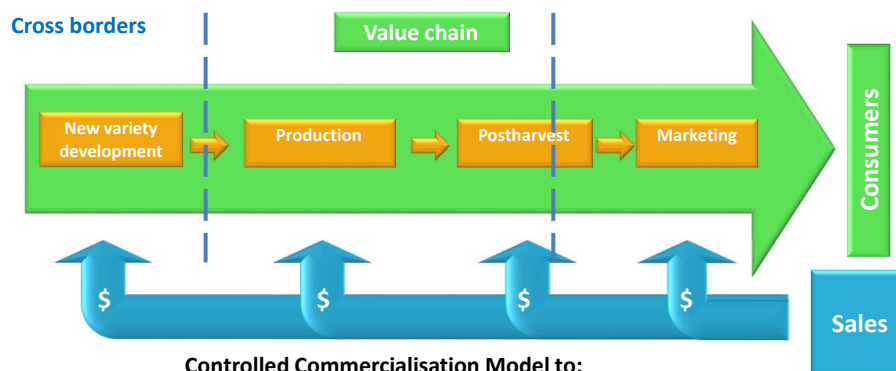
Value Chain: enhancing commercial value



Controlled Commercialisation Model to:

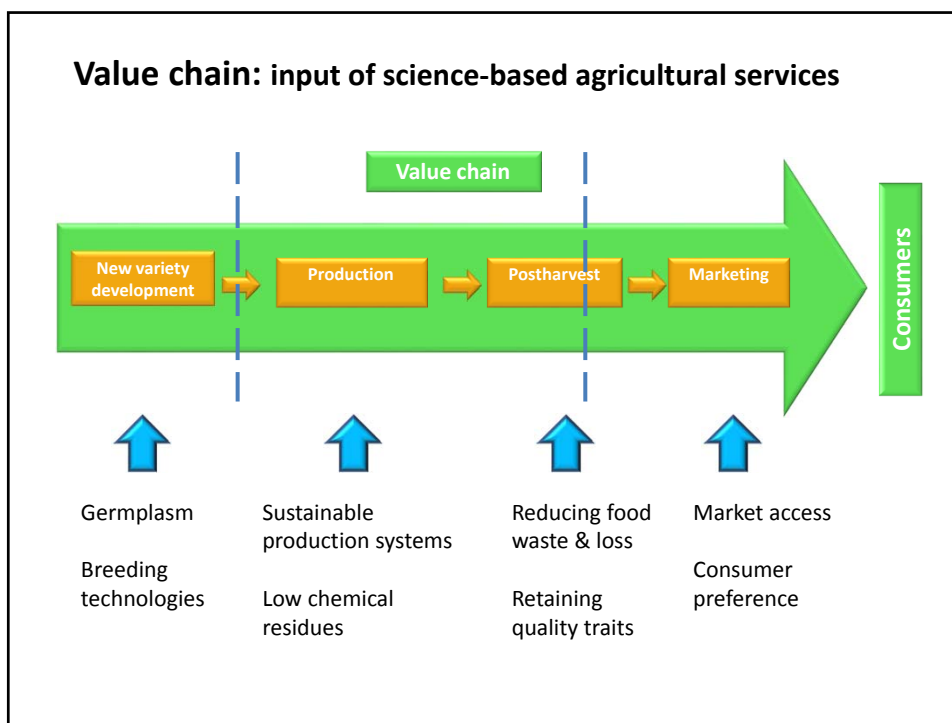
- IP protection (e.g. plant varieties)– competitive advantage
- Provide premium returns to the value chain

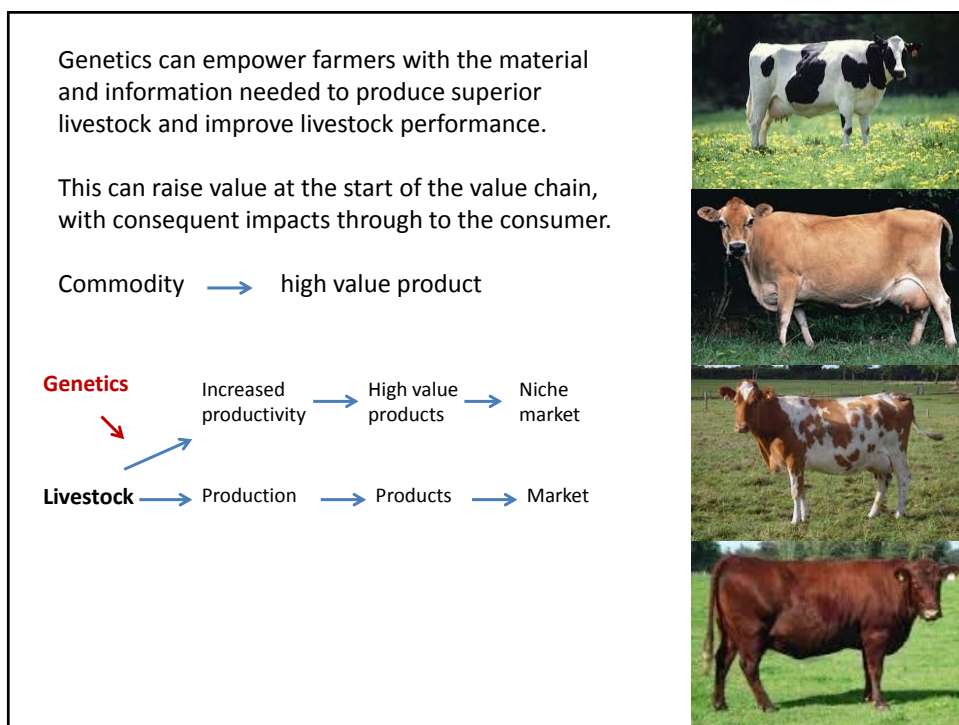
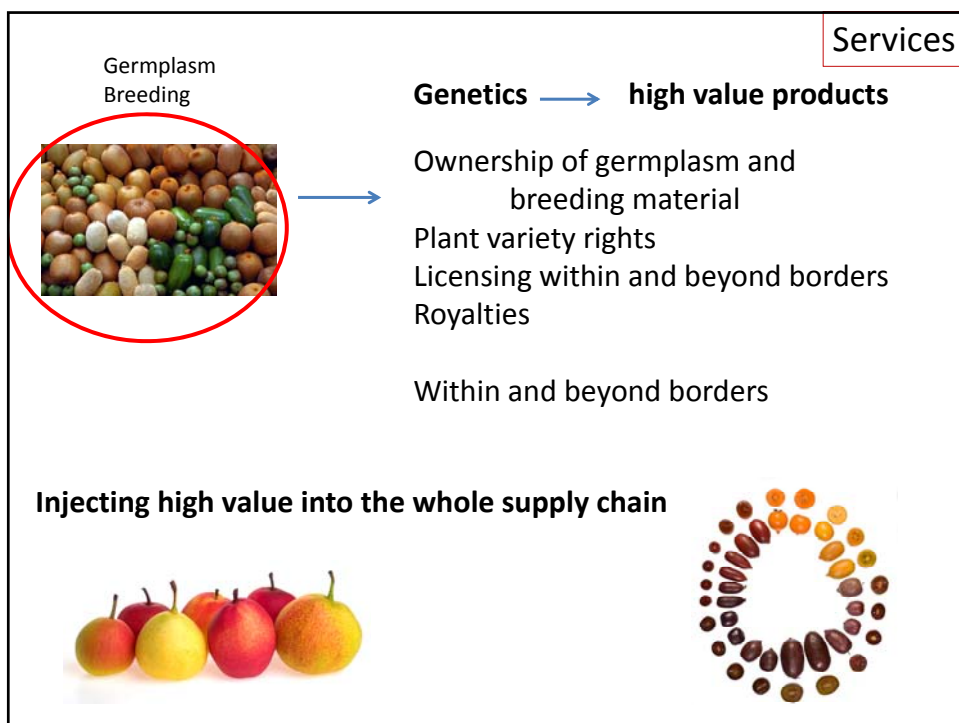
Value Chain: enhancing commercial value

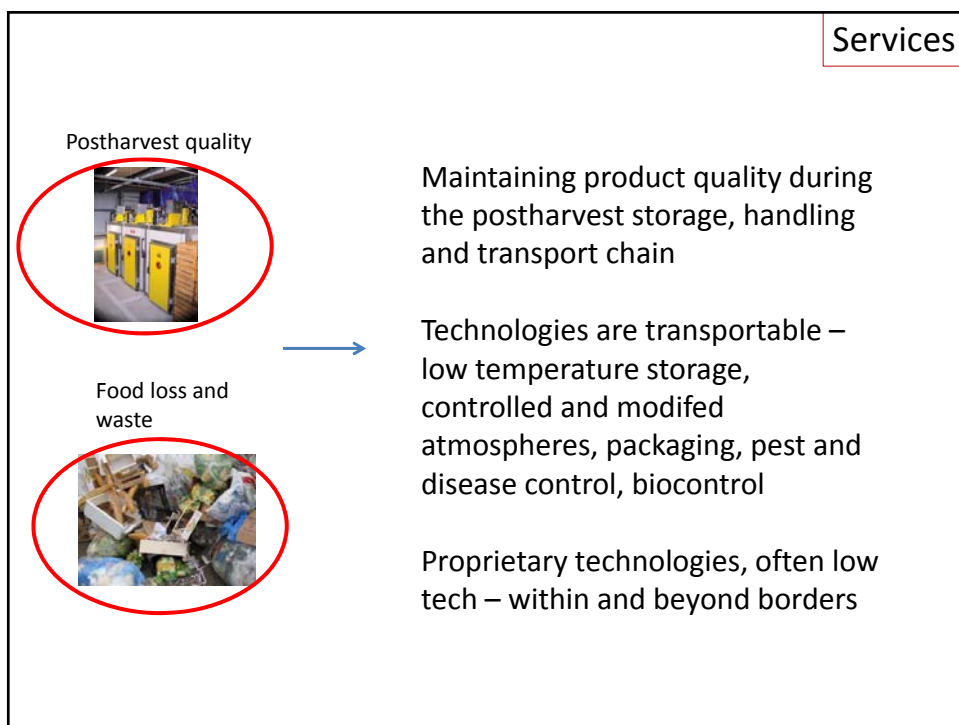
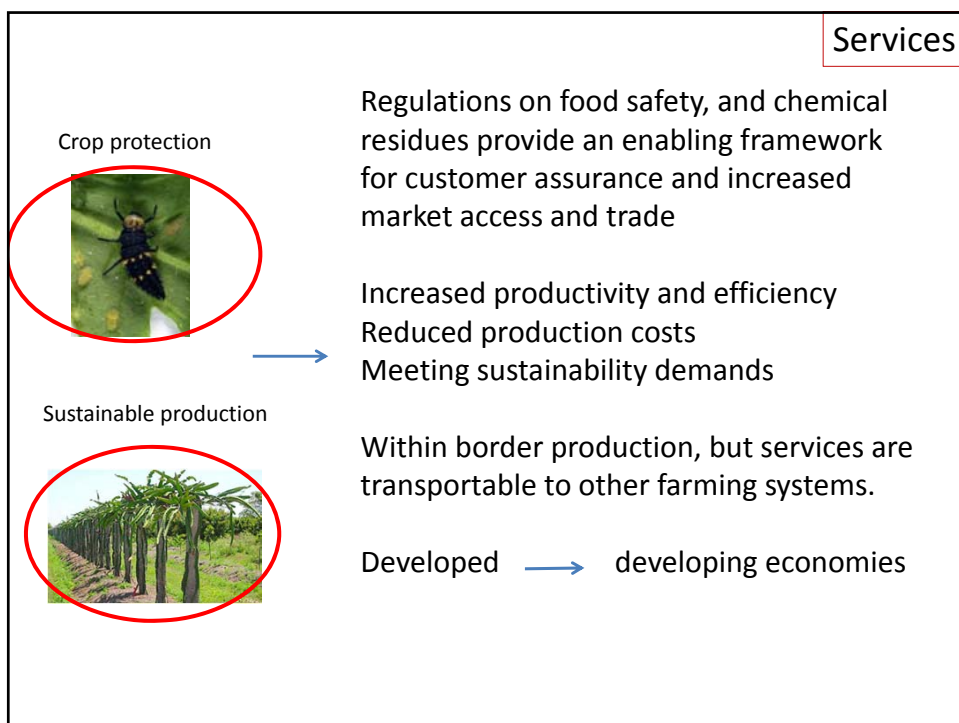


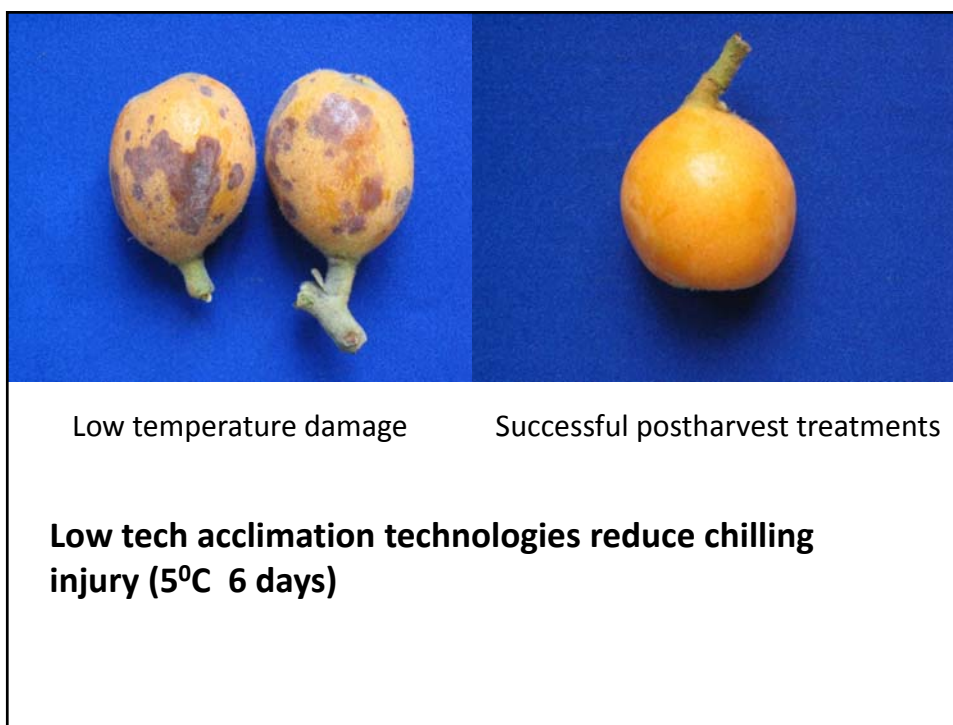
Controlled Commercialisation Model to:

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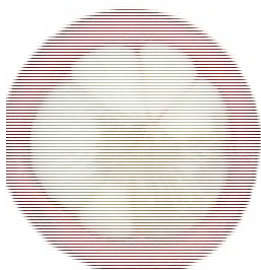








Mangosteen physiological disorders



Translucent



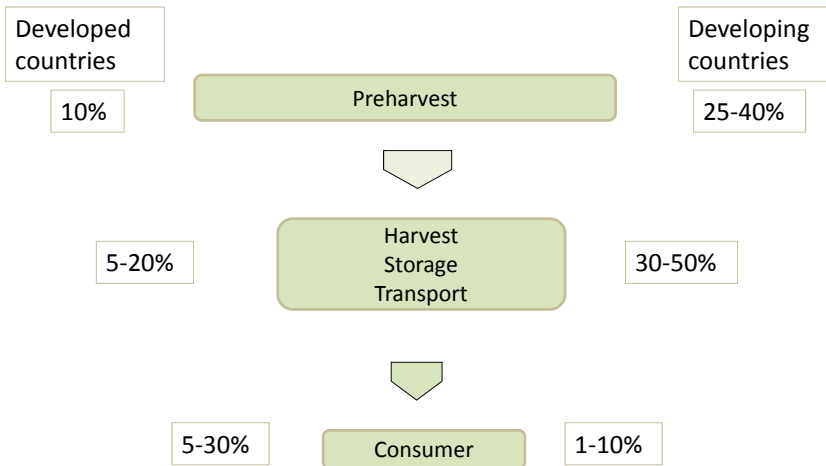
Gummosis



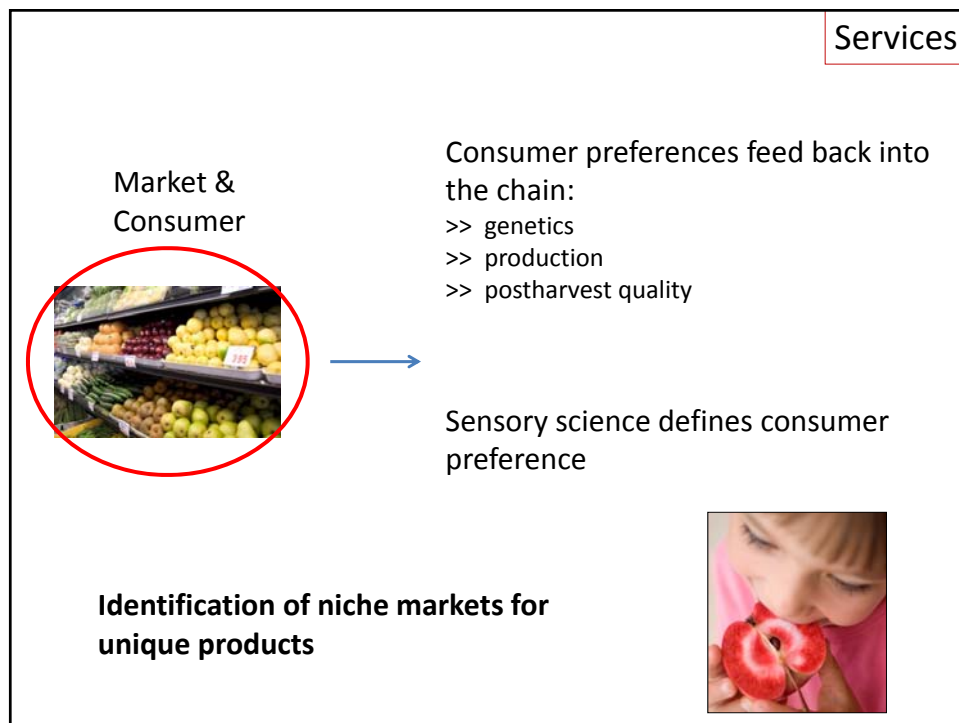
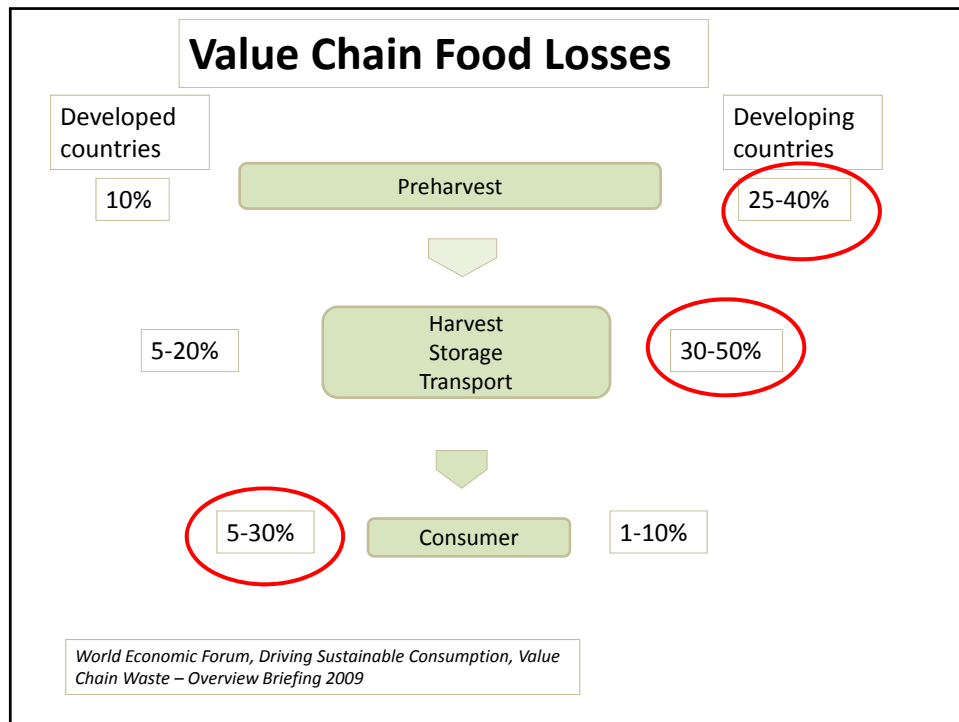
Pericarp hardening

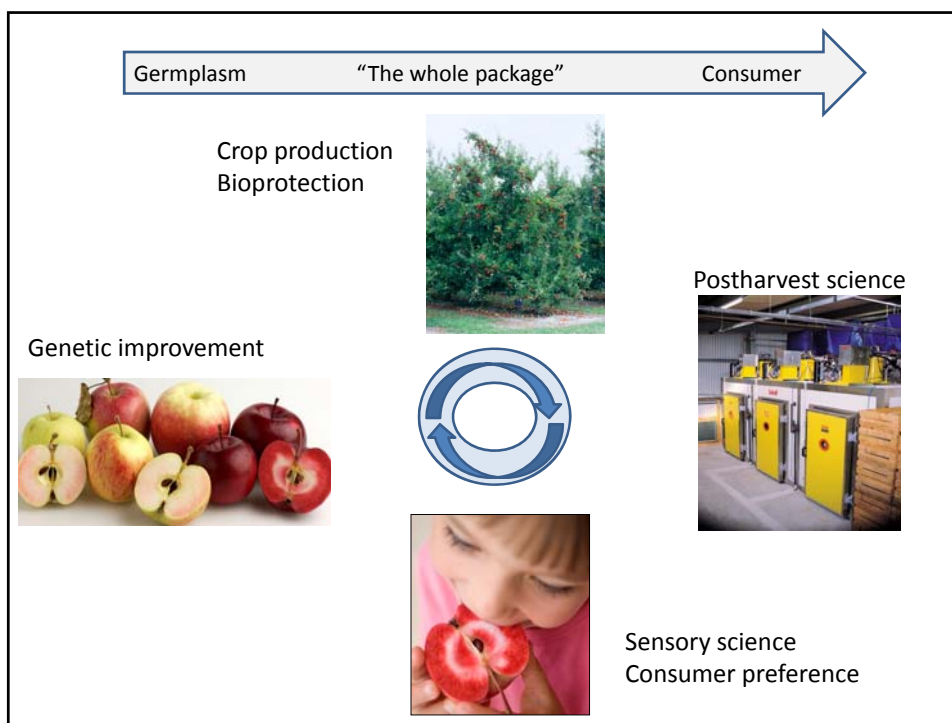
Kamdee et al, PBT, 2014

Value Chain Food Losses



World Economic Forum, Driving Sustainable Consumption, Value Chain Waste – Overview Briefing 2009





NZ - Viet Nam Project

New Premium Fruit Variety Development Project

Five year project funded by NZ Aid Programme – a collaboration between Plant & Food Research, SOFRI and SIAEP



Long-Term Goal:

To support sustainable economic development in Viet Nam through the development and commercialization of high-value fruit that meet market requirements

The project is focused on dragon fruit in the first instance, however, capability developed from the project will be transferable to other important crops for Viet Nam



SIAEP



NZ - Viet Nam Project



Objectives:

Dragon fruit breeding and selection

- Strong breeding programme delivering a pipeline of new dragon fruit varieties

Sustainable production

- Improved sustainable production system to meet high value market standards

Postharvest

- Improved postharvest handling system to meet high value market standards

Commercialization

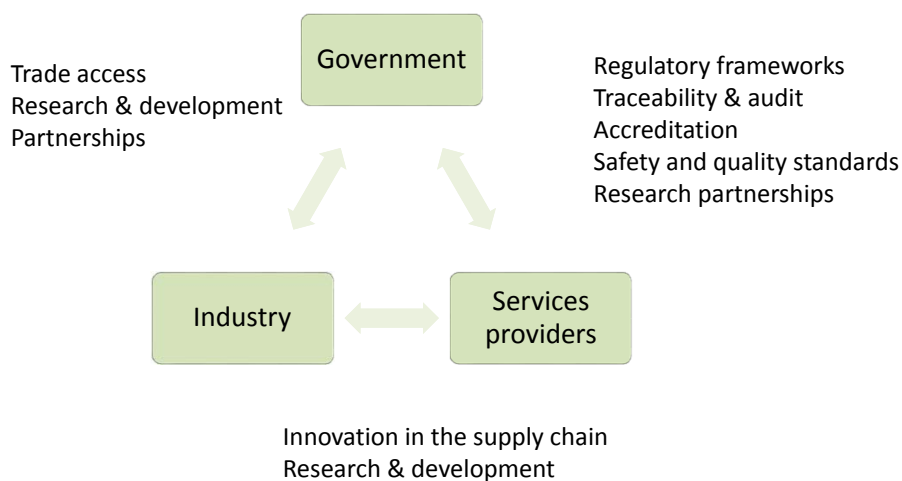
- Controlled commercialization model set up to deliver premium returns for protected dragon fruit varieties

Capacity building

- Training and technology transfer to researchers, industry trainers and key players in the value chain

Summary:

Enhanced trade in services is critical to building the capability and coherence required to achieve regional economic integration and enable all economies and business to participate



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