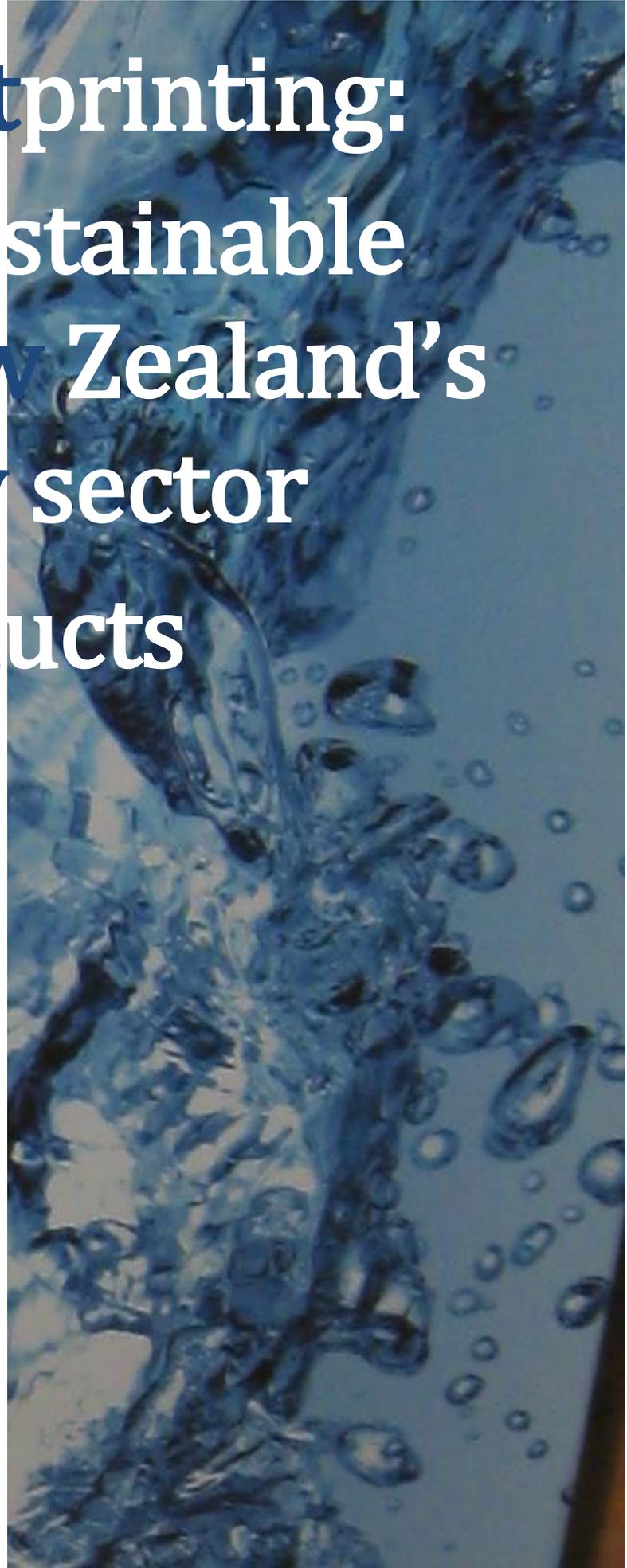


# Water Footprinting: adding sustainable value to New Zealand's primary sector products

Come and join us for a one day workshop to explore the issues and opportunities for New Zealand's primary sector.

Date: Friday 11<sup>th</sup>  
November 2016,  
9.30 am to 4.30 pm.

At: Executive Suite,  
Massey University,  
Wellington.



## Workshop Programme

9.30 am Coffee and registration

9.40 am Welcome

9.45 am International developments in water footprinting (Sarah McLaren and Ranvir Singh, Massey University)

10.15 am Water management and accounting at national level (Andrew McCauley, Ministry for the Environment)

10.45 am A regional perspective on water management and accounting (Blair Dickie and Blair Keenan, Waikato Regional Council)

11.15 am Water management in the wine sector (Mark Krasnow, NZ Winegrowers)

11.45 Requirements, characteristics and benefits of certification systems for verifying water footprints (Anthony Hume, EnviroMark Solutions)

12.15 pm Discussion

12.45 pm Lunch

1.30 pm Assessment of water use for horticultural systems (Brent Clothier, Plant & Food Research)

1.50 pm Market opportunities for horticultural industries from water footprinting (Alistair Mowat, ThoughtStrategy Ltd)

2.10 pm Water footprint assessment of dairy farms (Caleb Higham, DairyNZ)

2.30 pm Nutrient accounting: the relevance of the local context (Ranvir Singh, Massey University)

2.50 pm LAWA: role and development (Maree Paterson, LAWA)

3.10 pm Tea

3.40 pm Discussion on future initiatives and “next steps”

4.30 pm Finish

For more details, please contact Sarah McLaren

E-mail: [S.McLaren@massey.ac.nz](mailto:S.McLaren@massey.ac.nz)

Phone: 06 3569099 Ex. 84796

Global, national and local water resources are increasingly under pressure in the face of growing demand for food production and economic development around the world.

“Greenwashing” is no longer tolerated as companies seek to demonstrate their environmental credentials on a global stage.

Can water footprinting approaches support New Zealand’s primary sector companies to differentiate their products in international markets?

Participants in this workshop will hear from water management experts, and have an opportunity to explore the role of water footprinting for New Zealand’s primary sector.

## Registration

In order to register, please send an email to [AgHortReception@massey.ac.nz](mailto:AgHortReception@massey.ac.nz) with “Water Footprint Workshop” in the Subject, and include the following details:

- Name, organisation, email, telephone
- Any special dietary requirements
- Confirmation of payment by online transfer\* or request for invoice.

The deadline for registration is Tuesday 1<sup>st</sup> November.

Cost: NZ\$50 (incl. GST) but free to NZLCM Centre and LCA NZ members.

\*Online bank transfers can be made to BNZ:

Account Name: Massey University

Account Number: 02-0630-0016592-000

Swift (Routing) Number: BKNZ NZ22 (required for international payments only)

Bank Physical Address: 84 The Square, Palmerston North, 4410, New Zealand

Particulars & Reference: name and REGS

## Workshop

### presenters include:



#### **Dr Brent Clothier**

Brent Clothier is Group Leader of Systems Modelling within Plant & Food Research, Palmerston North. He is a Fellow of the Royal Society of New Zealand and the New Zealand Soil Science Society, and Editor-in-Chief of the international journal Agricultural Water Management. He has published over 280 scientific papers on the movement and fate of water, carbon and chemicals in the root-zones of primary production systems, water management, and sustainable vineyard and orchard practices.



#### **Dr Sarah McLaren**

Sarah is Director of the New Zealand Life Cycle Management Centre (NZLCM Centre), and Associate Professor in Life Cycle Management at Massey University, New Zealand.

Over the last twenty-five years she has worked on development and application of environmental footprinting. Currently Sarah is Chair of the Standards New Zealand International Review Group on Carbon and Water Footprinting Standards, and New Zealand representative on the ISO 14046 “Water Footprint: Principles, Requirements and Guidelines” Working Group.



#### **Dr Ranvir Singh**

Ranvir is a Senior Lecturer in Environmental Hydrology and Soil Science, Massey University. He specializes in water accounting, productivity and footprinting methodologies to assess and improve water use and its management in private and public sectors. He has participated and contributed to various Water Footprint Network (WFN) Working Groups, and is a member of the Water Footprint Technical Advisory Group of the Livestock Environmental Assessment and Performance Partnership (LEAP).