

# Future challenges & opportunities for tool implementation



Manaaki Whenua  
Landcare Research



We are here



Jan 2017

Jun 2017

Jan 2018

Jun 2018

Oct 2018 onward →

Initial contact  
with CFA &  
Conservation  
Evidence

Engagement with industry, NGO, & government  
stakeholders

Scoping tool content

**Finalise  
tool  
content**

Compile  
evidence

Specialist  
panel  
assessments  
– judgement  
& evidence

Prototype tool  
template

Prototype tool  
testing & feedback

Identify opportunities & priorities for future development

## CONTINUING PARTNERSHIPS & SEEKING NEW FUNDING

Complete evidence evaluation?

Implementation pathways?

NZ evidence base?

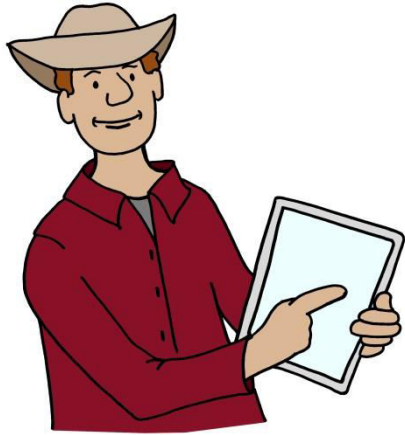
Develop additional modules?

Other opportunities?

# Opportunity for your involvement now

- 🌀 Assist with refining and translating management actions
- 🌀 Provide feedback on prototype tool
  - Organise end-user workshops
  - Invite colleagues to test prototype tool





# **TOOL USE & SUPPORT**

# Tool uses?

*How wildlife-friendly  
are my farm actions?*

*What actions  
should I do next?*



Submit my farm  
environment plan



Help tell the NZ  
biodiversity story



Meet my industry  
body reporting  
requirements



Access market &  
meet consumers  
expectations



# Support for NZ tool users?



Any thoughts on tool use and support?



**DATA RE-USE**

# Acceptable data uses

Farmers & others generally aligned

## LIKE

How to improve management  
Support research  
Allow benchmarking

Except on developing  
government policy  
(this needs to be unpicked)

## AMBIVALENT

National reporting  
Sharing with NGOs

## DISLIKE

Being paid  
Being marketed to



# Data reuse structures

Farmers & others generally aligned

## LIKE

Flexibility (opt in/opt out)  
“Independent” governance  
Anonymity

Except on 3rd party  
free to use  
(Interesting farmer/non-  
farmer split)

## DISLIKE

Only owner sees data  
Being paid for data reuse



# Data reuse implications

1. Preference to opt in/opt out could be major problem – risk of no continuity; can't measure change
2. “Independent stakeholders” model has potential – data commons?
3. Only you see data – understanding that this eliminates potential value add



Perspectives on data re-use?

# **TOOL GOVERNANCE MODELS**



# Tool governance | what would work best?



— The Cool Farm Tool is free for farmers —

Supply chain and retail businesses require Alliance membership to use the Tool directly, or via their supply chains.



Membership fee structures vary according to size & nature of business

# Tool governance | what would work best?



## Join the Cool Farm Alliance to:

- Support our mission to deliver metrics for sustainable agriculture
- Gain full access and functionality of the Cool Farm Tool
- Become part of the Cool Farm community of members, benefiting from the network and external visibility
- Influence and vote on the strategic direction and developments of the Tool
- Comply with Tool use restrictions (applicable to any non-farmer user)



Does the CFA model appeal? If not, what might be the alternatives?