

# Owning Environmental Risk

## Don't Let it Own You

How environmental concerns are shaping the landscape of New Zealand's primary sectors.

# Risk and Opportunity

Risk is just the potential for something negative to occur.

In itself it is not a bad thing, and can be managed.

In managing risk it can become an opportunity.

*What opportunities can be gained?*

# Why worry about the Environment?

Everyone you care about will care about the environment and your impacts, real or potential.

Community - buy products, get concerned and push (or not) for regulation

Regulators - make rules that can impact your business

Competition -looking for an advantage

**Customers – want to be able to feel good about their purchase.**

# What impacts have environmental concerns had?

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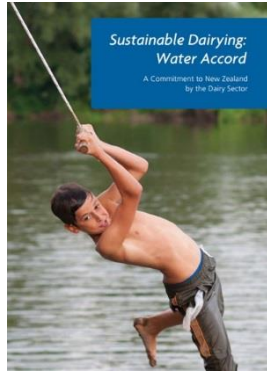
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# So....what have people done?



**Marine Stewardship Council**  
Certified sustainable seafood





But first.....

## The Stages of Grief



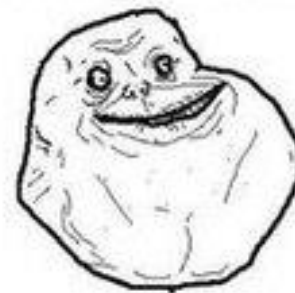
denial



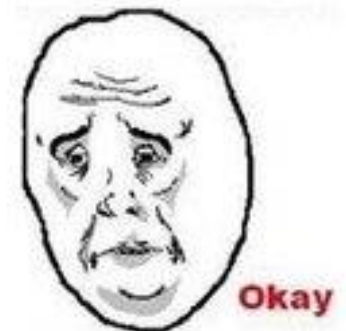
anger



bargaining



depression



acceptance

# Do you have a problem?

May not be the right question

## Do others think you have a problem?

Sprays, water, nutrients, waste material, biosecurity, biodiversity, pest plants, plant pests.....



# What next?

Don't just dismiss others concerns – they are valid to them

Be honest with yourself – is there an issue and could you do better?

Yes, biological systems are complicated.....but you can make changes if need be

But change isn't always required

Don't take on the troubles of the world – own your issues not those of others.

# What works

Authenticity works – people see through “green-wash”

Make a Plan or Programme – helps identify and address issues

Make any Environmental Programme work for you – integrate with what you have in place (biosecurity programmes, CropSafe, Growsafe)

Start small - focus on what's important to you, your customers, and achievable

Quantify and capture the difference you are making.

# Key Messages

Community and customer concerns evolve – be ahead of them

Owning the issue increases your ability to shape direction and speed of travel

If it seems hard then you probably aren't doing it right – complicated isn't always better

Don't re-invent the wheel – others will have dealt with similar issues.