

New Zealand's Animal Welfare Strategy

Mr. Mark Ward will discuss New Zealand's animal welfare strategy as it relates to companion animals and the livestock industry. New Zealanders are animal lovers because of their environment. Many have grown up with sheep, cattle and deer on a farm, as well as having pets. The NZ Veterinary Association's strategy is to shift the nation's animal owners beyond reactive welfare measures, to a position of proactive animal wellbeing, especially because NZ's food industry exports must be able to defend this good reputation.



Date: 25 October 2017 (Wednesday)

Time: 11:00 am to 12:00 nn

Venue: G4702, 4/F, Green Zone,

Yeung Kin Man Academic Building (AC1)

City University of Hong Kong

CPD: 1 CPD Point from the Veterinary Surgeons Board of Hong Kong

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Mark Ward

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What does Mark bring to this engagement?

Mark Ward has recently joined The New Zealand Veterinary Association as CEO. Mark's extensive leadership and business experience in the New Zealand food and agricultural sectors during the past 20 years will be highly valuable as the NZVA builds on its new strategic direction. In this vision the wellbeing of animals, people, industries and the environment, are interdependent. Veterinarians operate at this pivotal intersection.

Mark was previously Director of Business Engagement, at Massey University, New Zealand. He has worked with the NZ food and agricultural sectors for nearly 20 years, and has consulted to the Ministry for Primary Industries on growing high-value exports across the food value chain, and building capability to do so. Mark's role is to develop and execute strategy in the primary industries and related sectors including research and education. His current work includes helping to execute the Riddet Institute's 'All Call to Arms' high-value food and beverage strategy with a specific regional focus on Marlborough, New Zealand's centre for seafood (aquaculture) and wine production and export (www.mrc.org.nz).

Mark led the establishment of the national partnership FoodHQ, New Zealand's gateway to food innovation, and is its foundation programme director (www.foodhq.com). He has also worked with Australian meat processors and horticulture companies on high-value products and processes, and with funders Meat & Livestock Australia and Horticulture Australia.

His executive roles have included CEO of NZ Crop & Food Research, GM of Riddet Institute, GM Food & Health at AgResearch, and international marketing in the dairy industry in South Asia, Middle East and Eastern Europe.

Mark's recent experience relevant to the engagement

KPMG Australia – supporting a major bid to the South Australian Government to re-align their food and beverage industry with the high-value market demand from Asia. This is a 9-month project involving extensive engagement with the industry followed by value chain analysis, gap analysis, and building a roadmap for Government to support industry.

FoodHQ, New Zealand's food innovation gateway – as foundation programme director Mark set up FoodHQ in 2013 reporting to a Board comprising the heads of Massey University, BCC, AgResearch, Plant & Food Research, ESR, Fonterra, Riddet Institute, AsureQuality, Palmerston North City and Manawatu District Councils. FoodHQ provides innovation support and advice to the food and beverage industry.

ANZ Bank – Consulting and facilitation in the bank's *Privately-owned Business Barometer* series on priorities in food and beverage export markets and business development with a primary focus on Asia.

NZ Ministry for Primary Industries – Principal Advisor to the Strategy, Science and Systems Directorate to conduct analysis, engage with companies, and synthesize strategies to double the value of exports by 2025 to \$64b. Mark's speciality is value chains having worked with many companies on product innovation across their value chains. He mapped the VC's of 12 companies to analyse the barriers and opportunities for growth in terms of a greater degree of VC integration and greater access to human, knowledge and physical resources. Individual pathways were developed for these companies (and their industries in general) to enable greater integration along the value chain, higher levels of information sharing and in-market engagement, and greater security of access to high quality raw materials and technology inputs.

Mark also served on MPI's China Strategy team bringing a focus on 'e-tail' and mobile application-enabled food quality/ integrity marks, to effect greater integration into the consumer market three months of the secondment from Riddet Institute, his work was recognised as being highly applicable to the innovation pipeline in New Zealand's primary industries and Mark was tasked with completing a gap analysis on the strength and weaknesses of the innovation system with specific reference to MPI's Primary Growth Partnership joint Government-Industry funding programmes (18 current programmes across the sectors).

Regional Government – Mark is working closely with Local Authorities in the food bowl regions of New Zealand including the Manawatu/ Whanganui, Marlborough, and Canterbury. The Manawatu engagement helped initiate a NZ Government Regional Growth Study reviewing the opportunities, enablers and barriers to doubling agrifood exports from the region to \$3.8b by 2025. His work in Marlborough started in 2012 when Mark developed a Food & Beverage Innovation Strategy for the Region and was thereafter retained to help implement the Strategy working as an Associate of the Marlborough Research Centre. This team has formed a cluster of more than 20 companies comprising the major players in these industries and in the high-value functional ingredients industries (e.g. high omega-3 Greenshell Mussel oils). The Marlborough FBI Cluster's work streams lead to branded high-value export products and technologies for US, EU and Asian markets. A key theme is the utilisation of waste streams for functional (health) ingredients, and high-technology preservation and packaging. Mark's work in Canterbury was in developing open-access food innovation infrastructure to serve food and beverage companies in the Region.

World-class functional foods research institute – Mark was general manager of the Riddet Institute, New Zealand' national Centre of Research Excellence in food and nutrition. It is a joint venture partnership between Massey (host), Auckland and Otago Universities, AgResearch and Plant & Food Research. He provided strategic leadership and built relationships with many players in the global food industry. Riddet brings together NZ's best scientists in functional and future foods working across the disciplines of food structure, human nutrition and technology.

Mark's qualifications and professional memberships

MBA, Deakin University

MSc, Cell Biology, University of Auckland

BSc, Biochemistry, University of Auckland

Mark's contact details

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