

**Media statement – for immediate release**

**6 August 2018**

**Common ground – Forest & Bird and Pāmu announce new collaboration**

The heads of New Zealand’s largest conservation organisation and largest farming group have agreed to work together to promote best environmental practice in New Zealand’s farming sector.

Forest & Bird and Pāmu have agreed in a Memorandum of Understanding to work together on researching, implementing, and promoting agricultural practices that protect the natural environment.

“Forest & Bird is New Zealand’s largest independent conservation organisation, and Pāmu is New Zealand’s largest farmer. It makes sense for these two influential organisations to collaborate on one of the country’s biggest challenges – how to reverse the crisis facing New Zealand’s unique natural environment,” says Forest & Bird Chief Executive Kevin Hague.

“Forest & Bird has advocated for many years for innovative farming systems that protect and enhance biodiversity and the natural world. The agriculture industry has an immense influence over New Zealand’s natural environment, and a responsibility to protect and enhance the common resources of biodiversity, water quality, soil integrity, and climate stability.

“Forest & Bird and Pāmu are the leading organisations in their respective sectors, and we’re excited by the opportunity to share knowledge and expertise, towards a shared goal of restoring New Zealand’s unique natural environment,” says Mr Hague.

Pāmu Chief Executive Steven Carden says Pāmu was committed to environmental stewardship in a meaningful way, and the MOU with Forest & Bird forms an important part of that commitment.

“As an industry we need to move beyond words, to actions. At Pāmu we have been doing this. For example, we ended use of PKE on our farms, formed an Environmental Reference Group (ERG) to help us become better environmental stewards, fenced waterway and initiated extensive riparian planting.

We recognise there is more we need to do as we face challenges like climate change and a fundamental rethink of the agricultural sectors relationship with the natural capital of New Zealand,” says Mr Carden. “Forest & Bird and Pāmu have similar values, focused on an interest in protecting our natural environment, for the benefit of future generations.

“At Pāmu we want to ensure we are truly embracing our aspiration to be great environmental stewards in way that works for the sustainability of our business alongside the environment as a whole. Having Forest and Bird alongside us will be hugely beneficial,” says Mr Carden.

Both Chief Executive's said Forest & Bird and Pāmu were excited to bring together the organisation's complementary interests, and are looking forward to working together to achieve better outcomes for New Zealand's native species, water, climate, and people.

The MOU between the organisations sets out a collaborative framework focusing on:

- Advocacy for nature in agricultural landscapes
- Climate resilient farming systems
- Understanding regenerative agriculture
- Restorative partnerships focusing on biodiversity, water, and soil
- Endangered species identification, protection and enhancement
- Integrated landscape planning.



Photo: Kevin Hague (L) and Steven Carden following the signing of the MOU.

## ENDS

Editor's Note:

Pāmu is the brand name for Landcorp Farming Ltd, a Stated Owned Enterprise, and an innovative farmer and food business. It is also the name given to the products created by the company.

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**About Pāmu**

Pāmu is the brand name for Landcorp, a Stated Owned Enterprise, and one of New Zealand's most innovative farmers and food businesses. It is also the name given to the quality products created by the company.

Pāmu is the Māori word 'to farm' and reflects the deep connection New Zealanders have with the land, born from respect, and a genuine desire to protect and enhance the environments in which the company works. It's a proud provenance that stands behind every product bearing the Pāmu name.