



MEDIA RELEASE

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Taupō Beef takes top Sustainable Business Network award

Taupō Beef has been named the overall winner of the 2015 NZI Sustainable Business Network Awards held at Shed 10 on Auckland's waterfront.

Taupō Beef won the Restorative Impact Award as well as the 'NZI Greatest Contribution to a Sustainable New Zealand' (Supreme Award) through its vision to lead New Zealand beef farming while also protecting the water quality in Lake Taupō.

The standard New Zealand farm business model of increasing production in the face of rising costs and flat commodity prices no longer applied in the Taupō area due to the Waikato Council's introduction of nitrogen caps.

Modelling showed that farmers would soon be insolvent when having to cap nitrogen and hence livestock numbers. Taupō Beef comes from three farms which are operating under New Zealand's toughest environmental standards aimed at protecting water quality in Lake Taupō. They have successfully converted their farming practice to protect the waterways and produce high quality beef that demands a premium price. The impact of the model has the potential to permanently change New Zealand's farming practices and consumers' purchasing behaviour.

Rachel Brown, Sustainable Business Network Chief Executive Officer says "Taupō Beef stood out to the judges because it has led the way in successfully farming with fewer livestock and also connecting with consumers who will pay a premium for their products. Told that it wouldn't work, they are instead receiving outstanding reviews for their beef and are demonstrating how New Zealand farmers can change to produce a high value product while also farming environmentally and sustainably."

The award judges said "Taupō Beef are leading the change – Mike Barton has recently been asked to chair a Ministry of Primary Industries, Ministry of Business Innovation &

Employment, Ministry for the Environment and Ministry of Conservation group with the express purpose to provide a leadership position on the future of New Zealand's agriculture."

The NZI Sustainable Business Network (SBN) Awards are New Zealand's only sustainable business awards. The awards are in their 13th year and are designed to recognise businesses that are making a real difference by innovating and transforming New Zealand's business landscape.

SBN focusses on four pillars that encapsulate the future direction of the New Zealand economy. These are areas SBN believes New Zealand has a natural advantage in and include renewables, massive resource efficiency, community and restorative business.

"The Awards recognise the impact and innovation organisations are making in each of these transformation areas, in addition to awards for Communicating Sustainability and a Sustainability Champion" says Rachel.

The full results of winners for the 2015 NZI Sustainable Business Network awards are:

Element Magazine Sustainability Champion Award

Winner:

Dorothy Wilson, Community Recycling Network

Commendation:

Shane Hagai, Winstone Aggregates

Cadence Communications Communicating Sustainability Award

Winner:

Eat my Lunch

Commendation:

Generation Zero

EcoPro Cleaning Co. Community innovation Award

Winner:
Ākina Foundation

Commendation:
HoneyLab

Community Impact Award

Winner:
Kaibosh

Commendation:
Deloitte and Oxfam

Ricoh Mega Efficiency Innovation Award

Winner:
Wishbone Design Studio

Commendation:
OptiFleet

Auckland Council Mega Efficiency Impact Award

Winner:
Kaibosh

Commendation:
3R Group

Renewables Innovation Award

Winner:
Gull and DB Breweries

Commendation:
Fulton Hogan and Reid Technology

Renewables Impact Award

Winner:

Abodo Wood

Commendation:

Kiwi Property Group

Yealands Family Wines Restorative Innovation Award

Winner:

Snap Information Technologies Ltd (SnapIT)

Commendations:

Ethique

Whai Maia Trust

Restorative Impact Award

Winner:

Taupō Beef

Commendation:

Junk Run

EECA Business Energy Management Award

Winner:

Laminex NZ – Taupo site

Commendation:

NZ Post

NZI Greatest Contribution to a Sustainable New Zealand (Supreme Award)

Taupō Beef

Find out more about the [NZI Sustainable Business Network Awards](#).

Read the full list of [finalists](#).

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Contact:

Fiona Stephenson

National Communications Manager – Sustainable Business Network

021 233 1053, fiona@sustainable.org.nz

About the Sustainable Business Network

The Sustainable Business Network (SBN) provides advice and support to help business succeed through becoming more sustainable. The largest organisation of businesses dedicated to sustainability in New Zealand, the SBN actively helps our network of progressive companies to: progress their sustainability journey; promote their business; and join coalitions and campaigns.

www.sustainable.org.nz

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