

# Information to the Incentives Board

## Market research

Identifying opportunities and barriers  
for engaging with incentives



### Proud Partners



# Interviews

- Face-to-face, semi structured interviews
  - 10 landowners in the Lake Rotorua catchment
    - Dairy (3); Drystock (5); Mixed (1); Forestry (1)
    - Included
      - Iwi (3); Smallholdings (1)
  - 4 BOPRC staff who work with landowners in the Lake Rotorua catchment

# Key messages

- 💧 Personalised negotiations / independent advisors
- 💧 Clear and simple information
- 💧 Package that allows incremental reductions
- 💧 Working with other incentives, e.g. biodiversity funding
- 💧 Creative options
- 💧 Positive cost-benefit

# Barriers

- 💧 Lack of detail on how the incentives scheme will work
- 💧 Risk aversion – permanent land use change
- 💧 Possibility of regulatory change
- 💧 Legal enforceability of the rules
- 💧 Overseer – modelling alternative land uses
- 💧 Ongoing economic viability of farms

# Other questions

- 💧 We need more information on the rules
- 💧 How much NDA will I get?
- 💧 How will the incentives scheme work?
- 💧 What will happen if Council doesn't get the 100 tonnes?