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Confidential Information (Not for Publication)

Confidential Information

Please indicate whether or not your brief contains any confidential information

No

Please provide an explanation for any sections of the brief that you wish to remain confidential to the Commission

n.a.

These sections should be removed from the body of the brief and provided as a separate document marked CONFIDENTIAL

Confidential information should follow the same format as the submission

Clear reference to the existence of confidential information should be included in the body of the submission

Signed (Not for Publication)

Signed

Signature of the witness

30/10/2000

Signed

Date

(For Publication)

Name of Witness

Allan Addison Saipe

Name of "Interested Person" (on behalf of whom the Witness will appear)

Nelson GE Awareness Group

Witness Brief Executive Summary

Executive Summary

Provide an overarching summary of the evidence and recommendations made [in respect of items (1) and (2) of the Warrant]. The Executive Summary should be no more than **3** pages in length

Please note that individual section summaries will be required and therefore the Executive Summary should focus on summarising the issues addressed in the brief and provide cross references to the sections in which the issues are covered rather than summarising the substantive content

GE & TOURISM in New Zealand:

1. The introduction of Genetic Engineering into New Zealand would have a very negative impact on the New Zealand tourism industry.
2. Tourism New Zealand's latest strategy of marketing New Zealand as "100% Pure" was introduced in mid 1999 and has proven tremendously successful.
3. Statistics New Zealand figures released in July 2000 show that New Zealand welcomed 1.690.524 million international visitors in the year ended June 2000, an increase of 10% on the previous year. Tourism New Zealand Chief Executive George Hickton says he is confident the power of 100% Pure New Zealand will encourage the trend to continue. Latest figures show that in the year ended August 2000 1,725,305 overseas visitors have come to New Zealand.
4. The 100% Pure New Zealand strategy successfully targets an increasing market of visitors who want to escape their own "over-developed" environment and experience and discover natural heritage that is still intact and 100% pure. "For anyone passionate about the natural world, a journey to New Zealand offers the chance to step back in time to a primeval era." (www.purenz.com). The new Tourism New Zealand website raves about New Zealand's natural environment as "pure, untouched and energising".
5. Tourism New Zealand's Foundation Research "A Framework of Needs and Motivations for Understanding the Long Haul Travel Market", conducted by ACNielsen during 1999/2000 underpins the 100% Pure marketing campaign. The research concludes that "the target market for New Zealand is clearly people who are driven by a need for discovery through

Royal Commission on Genetic Modification

nature rather than through culture”. Recommended core values include “**Natural – authentic, genuine landscape and people, spectacularly beautiful, pure, fresh, clean, green and pristine**” and “**Experience – active interaction, participation with nature.**”

6. The 100% Pure New Zealand marketing strategy has led to UK travellers voting New Zealand as top holiday destination. It is also been successful in German-speaking countries where two magazines – Geo Special and Abenteuer Reisen Spezial devoted entire issues to New Zealand, five leading television travel programmes featured New Zealand, and there were over 250 features in magazines and newspapers in the last year. Visitors to New Zealand from Germany have increased by 12 percent in the year to June 2000. Research released by Tourism New Zealand in August 2000 also shows a positive Australian holiday trend. New Zealand is on the right track with the 100% Pure New Zealand marketing campaign. Mr Hickton says the research reinforced a number of anecdotal perceptions that Tourism New Zealand had picked up in the market – that **New Zealand is primarily seen as a nature destination.**
7. As a restaurant owner I get to talk a lot with tourists, and they all come up with it all the time, how beautiful New Zealand is and how relatively untouched its environment is.
8. Glenys Coughlan, Chief Executive Officer of TIA: “New Zealand tourism operators recognise they and other export sectors rely on this country’s clean green image to market their products. **Tourism will continue to work towards developing business that is environmentally sustainable and that recognises the value of our unique natural resources.**”
9. “The tourism and travel industry along with telecommunications and technology is one of the drivers of the new service led economy.” (John Nasbitt, Megatrends)
10. The tourism industry is New Zealand’s largest export industry. The inaugural Tourism Satellite Account for 1995 shows that tourism is a key source of demand in the New Zealand economy accounting for \$9.1 billion annually (10.3% of GDP) including \$4.3 billion in foreign exchange earnings. The sector sustained 118,000 jobs and generated \$1.5 billion a year in taxes including \$478 million in GST from overseas visitors. Tourism is a growth sector and a major driver of economic opportunity for regional areas, Maori and small business and plays a major role in enhancing international awareness and understanding of New Zealand. Tourism has the potential to lead the New Zealand economy out of the economic difficulties of recent years.
11. The Tourism Industry Association New Zealand (TIA) sees “**protecting New Zealand’s reputation as a clean, natural, safe and healthy destination as critical to our future success.**” (Tourism 2010 – a strategy for the New Zealand economy)
12. The tourism industry directly benefits from a high level of environmental quality, with natural features and environments representing an important component of the New Zealand tourism product and the marketing of that product. Having adopted the 100% Pure New Zealand brand positioning the industry now faces the challenge of working to defend that proposition. (TIA Issues and policies for a sustainable tourism industry, section 3.5). Statistics New Zealand Te Tari Tatau defines our environment as “the air that we breathe, the water we drink, the soil that we grow our food in, the biological diversity that makes up

Royal Commission on Genetic Modification

the cycle of nature.” They also state that **“Increasingly people are regarding environmental quality as essential to their quality in life.”**

13. This latter statement can be applied to people from New Zealand as well as overseas. In many countries, especially in Europe, an increasing number of people are opposed to genetic engineering as they become more aware of the harmful effects this technology may have on our health and environment. For example, British supermarkets had to remove all their genetically modified products from their shelves following consumer pressure. Allowing GE organisms to be released into the New Zealand environment will completely undermine the image overseas visitors have got of New Zealand, namely as a country still enjoying a clean, green and 100% pure environment and a policy to protect it. As TIA states in its submission on New Zealand’s Draft Biodiversity Strategy **“Environmentally damaging behaviour has the potential to dramatically inhibit the on-going contribution to New Zealand’s economic welfare that tourism has the potential to make”**. **Genetic engineering is a contradiction to the 100% Pure image.**
14. But also the domestic tourism market, which plays a major role in the New Zealand tourism industry, would prefer their holiday destination to be GE Free. Many New Zealanders (as well as overseas tourists) stop at GE Free Nelson’s stall at the weekly Nelson Flea Market endorse a petition for GE Free regions and a GE Free New Zealand. Many local tourism businesses have signed GE Free Nelson’s petition knowing that visitors would prefer a GE Free environment.
15. A GE Free New Zealand would allow production of organic food, which is increasingly sought after. As a restaurant owner I can see a definite trend to move to organic food, simply because it tastes so much better. But there are now also a lot more people with dietary concerns who want to get best quality food when they eat in a restaurant. I feel a moral obligation to look after their nutrition as best as I can. Even if GE was allowed, I would endeavour to stay GE Free. Already now I make every effort to serve organic food and not to use genetically engineered products.
16. New Zealand’s separation from other land masses for more than 100 million years has allowed many ancient plants and animals to survive and evolve in isolation. The 100% Pure New Zealand website tells its visitors that “Underlying New Zealand’s physical attractions – its dramatic mountains, unpolluted beaches and green countryside – is an epic survival story of unique plants and animals.” “ As a result of its geographical isolation, contrasting landforms and varied climate, **New Zealand lives and breathes biological diversity.**“ After only 1000 years of human settlement New Zealand has lost many native species. Genetic engineering poses a further threat to our inherited biological diversity. TIA strongly supports measures designed to improve New Zealand’s performance in the area of biodiversity. In their submission on the New Zealand Draft Biodiversity Strategy they state that “... biodiversity inheritance and the strategic development process suggest that we have a responsibility to future generations to hand on a biodiversity system that is at least no worse than its current state. If such an approach had been applied by previous generations not only would we currently be enjoying a significantly higher level of biodiversity, but also the biodiversity issues facing New Zealand would be substantially more manageable.”
17. New Zealand is perceived as having a history of leading environmental protection, a view

Royal Commission on Genetic Modification

which results from New Zealand's initiative to remain Nuclear Free. **With its unique geographically isolated location, New Zealand is one of a few countries which still has the potential to declare itself GE Free.** New Zealand would immensely benefit from such a unique status. In the future a GE Free status may well be invaluable. Declaring New Zealand as GE Free would enhance the 100% Pure strategy and the slogan could be well utilised as a further marketing strategy in the same direction. The future success of the New Zealand tourism industry will depend on New Zealand's decision to declare itself GE Free so that we can continue to offer to our visitors the experience of a clean, green and 100% pure natural environment, the prime reason why they visit us.

Allan Addison Saipe
Chef and Owner
Grape Escape Café and Winebar
Richmond, Nelson
Winner of the Nelson Tourism Business Award 2000

Evidence by Section (as specified in the matters set out in the Warrant)

Evidence by Section

Witness briefs are to be structured in line with the matters specified in the Warrant and the sections numbered accordingly

Each section should stand alone, and include a section summary, identifying the issues addressed in the section

Witness briefs may address **all** or only **some** of the sections (as specified in the Warrant). However section numbers should be retained, for example, if a brief addresses matters (a), (c) and (e), the sections shall be numbered (a), (c), and (e), rather than a, b, and c

Witness briefs may, within each section, adopt a sub-section approach using different headings; however, each paragraph should be consecutively numbered

Section A Recommendations

The Warrant has set the Commission the task of receiving representations upon, inquiring into, investigating, and reporting on the items set out in Section A (1) and (2) below

Section A (1)

A (1) the strategic options available to enable New Zealand to address, now and in the future, genetic modification, genetically modified organisms, and products

Section A (1) Summary

To declare New Zealand GE Free in food and environment as it has been declared Nuclear Free.

A (1)

See Executive Summary, esp. para. 17.

Section A (2)

A (2) any changes considered desirable to the current legislative, regulatory, policy, or institutional arrangements for addressing, in New Zealand, genetic modification, genetically modified organisms, and products

Section A (2) Summary

Genetic modification, genetically engineered organisms and products, in food and environment, should be banned from New Zealand. The only exception to be indoor research in 100% containment for medical purposes.

A (2)

See Executive Summary, esp. para. 17.

Section B Relevant Matters

Royal Commission on Genetic Modification

The Warrant has set the Commission the task of receiving representations upon, inquiring into, and investigating, the matters set out in Section B (a) – (n) below

Section B (c)

B (c) the risks of, and the benefits to be derived from, the use or avoidance of genetic modification, genetically modified organisms, and products in New Zealand, including:

- (i) the groups of persons who are likely to be advantaged by each of those benefits
- (ii) the groups of persons who are likely to be disadvantaged by each of those risks

Section B (c) Summary

The introduction of Genetic Engineering into New Zealand would have a very negative impact on the thriving New Zealand tourism industry, but, on the other hand, a GE Free New Zealand would have tremendous benefits.

B (c) (i) and (ii)

See Executive Summary.

Section B (d) and (e)

B (d) the international legal obligations of New Zealand in relation to genetic modification, genetically modified organisms, and products

B (e) the liability issues involved, or likely to be involved, now or in the future, in relation to the use, in New Zealand, of genetic modification, genetically modified organisms, and products

Section B (d) and (e) Summary

New Zealand has to deliver what it promises its visitors: a clean, green and 100% Pure New Zealand. This is impossible if Genetic Engineering is introduced.

B (d) and (e)

See Executive Summary, esp. para. 2., 6., 12.

Section B (h)

B (h) the global developments and issues that may influence the manner in which New Zealand may use, or limit the use of, genetic modification, genetically modified organisms, and products

Section B (h) Summary

Many overseas people are concerned about Genetic Engineering and prefer not to use GE products. A GE Free New Zealand would be the ideal tourism marketing strategy for the future.

B (h)

See Executive Summary esp. para 4., 5., 11., 13., 14., 17.

Section B (i)

B (i) the opportunities that may be open to New Zealand from the use or avoidance of genetic modification, genetically modified organisms, and products

Section B (i) Summary

The New Zealand Tourism industry will benefit tremendously from a GE Free New Zealand.

B (i)

See Executive Summary.

Section B (j)

B (j) the main areas of public interest in genetic modification, genetically modified organisms, and products, including those related to:

- (i)** human health (including biomedical, food safety, and consumer choice)
- (ii)** environmental matters (including biodiversity, biosecurity issues, and the health of ecosystems)
- (iii)** economic matters (including research and innovation, business development, primary production, and exports)
- (iv)** cultural and ethical concerns

Section B (j) Summary

Increasingly people are regarding environmental quality as essential to their quality in life.

B (j)

See Executive Summary.

B (j)(i)

See Executive Summary, esp. para. 12., 15.

B (j)(i)

Royal Commission on Genetic Modification

See Executive Summary, esp. para. 16.

B (j)(iii)

“The tourism and travel industry along with telecommunications and technology is one of the drivers of the new service led economy.” (John Nasbitt, Megatrends)

Protecting New Zealand’s reputation as a clean, natural, safe and healthy destination as critical to our future success.

Section B (k)

B (k) the key strategic issues drawing on ethical, cultural, environmental, social, and economic risks and benefits arising from the use of genetic modification, genetically modified organisms, and products

Section B (k) Summary

New Zealand should be declared GE Free.

B (k)

See Executive Summary, esp. para. 4., 5., 6., 7., 8., 10., 11., 12., 13., 14., 15., 16., 17.

Section B (l)

B (l) the international implications, in relation to both New Zealand’s binding international obligations and New Zealand’s foreign and trade policy, of any measures that New Zealand might take with regard to genetic modification, genetically modified organisms, and products, including the costs and risks associated with particular options

Section B (l) Summary

See Section B (d) and (e)

B (l)

Section B (m)

B (m) the range of strategic outcomes for the future application or avoidance of genetic modification, genetically modified organisms, and products in New Zealand

Section B (m) Summary

The future success of the New Zealand Tourism industry will depend on New Zealand’s GE Free status. Genetic Engineering and 100% Pure are incompatible.

New Zealand needs to be GE Free in food and environment.

B (m)

See Executive Summary, esp. para 17.