



**For now &  
our future**

# **Economics is a behavioural science**

***Emma Moran Senior policy analyst / economist***

# Agricultural nutrient losses



# The Southland Economic Project

**DairyNZ**



**Ministry for Primary Industries**  
Manatū Ahu Matua



# A couple of points...

- Economics is a behavioural science
- How we do economics is behavioural



# The Southland Economic Project

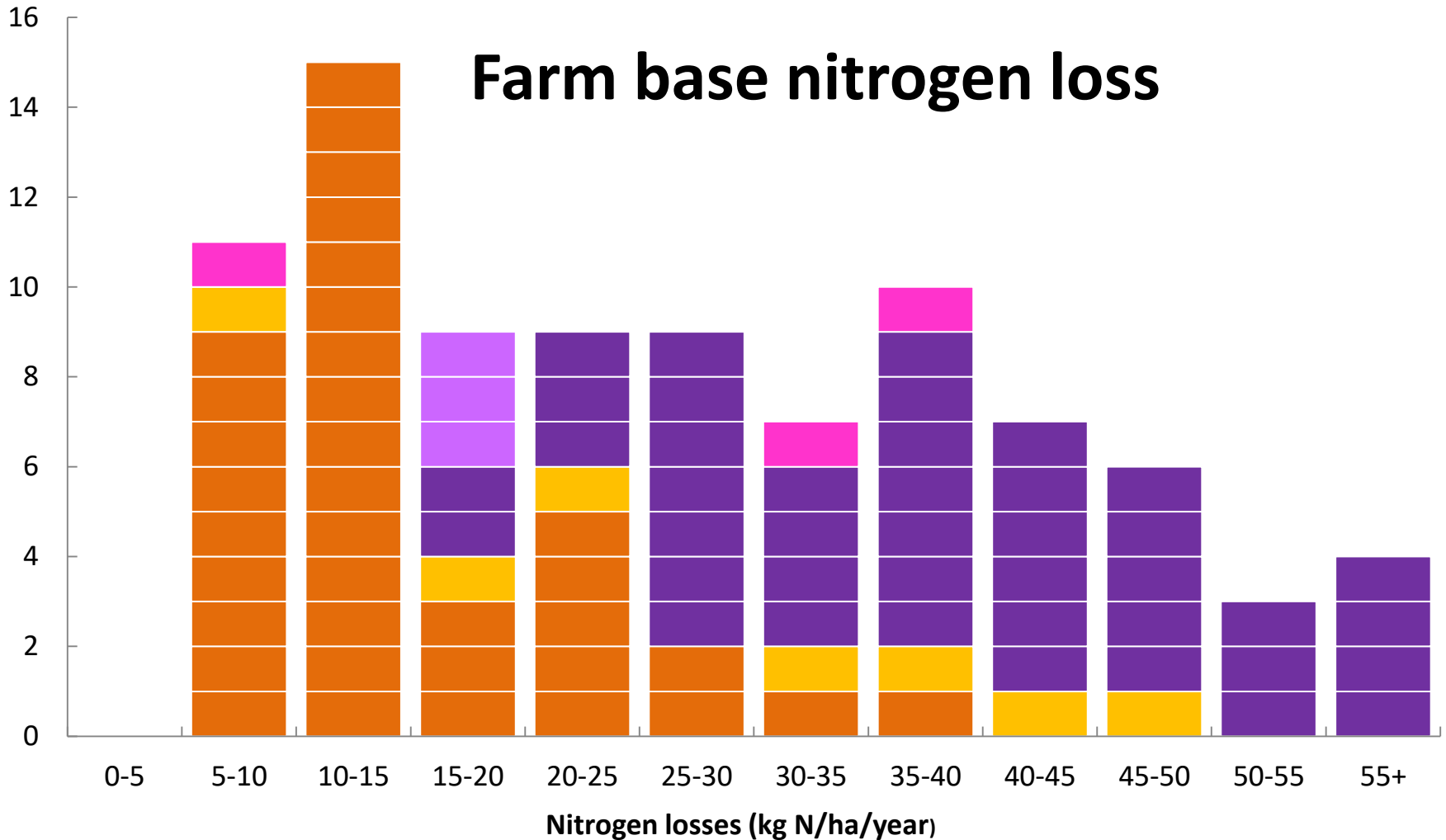
- Work together on the “how” to do the economics
- Tailor the data collection and the modelling
- Use multiple and relevant views (or measures) of the economy

# The Southland Economic Project

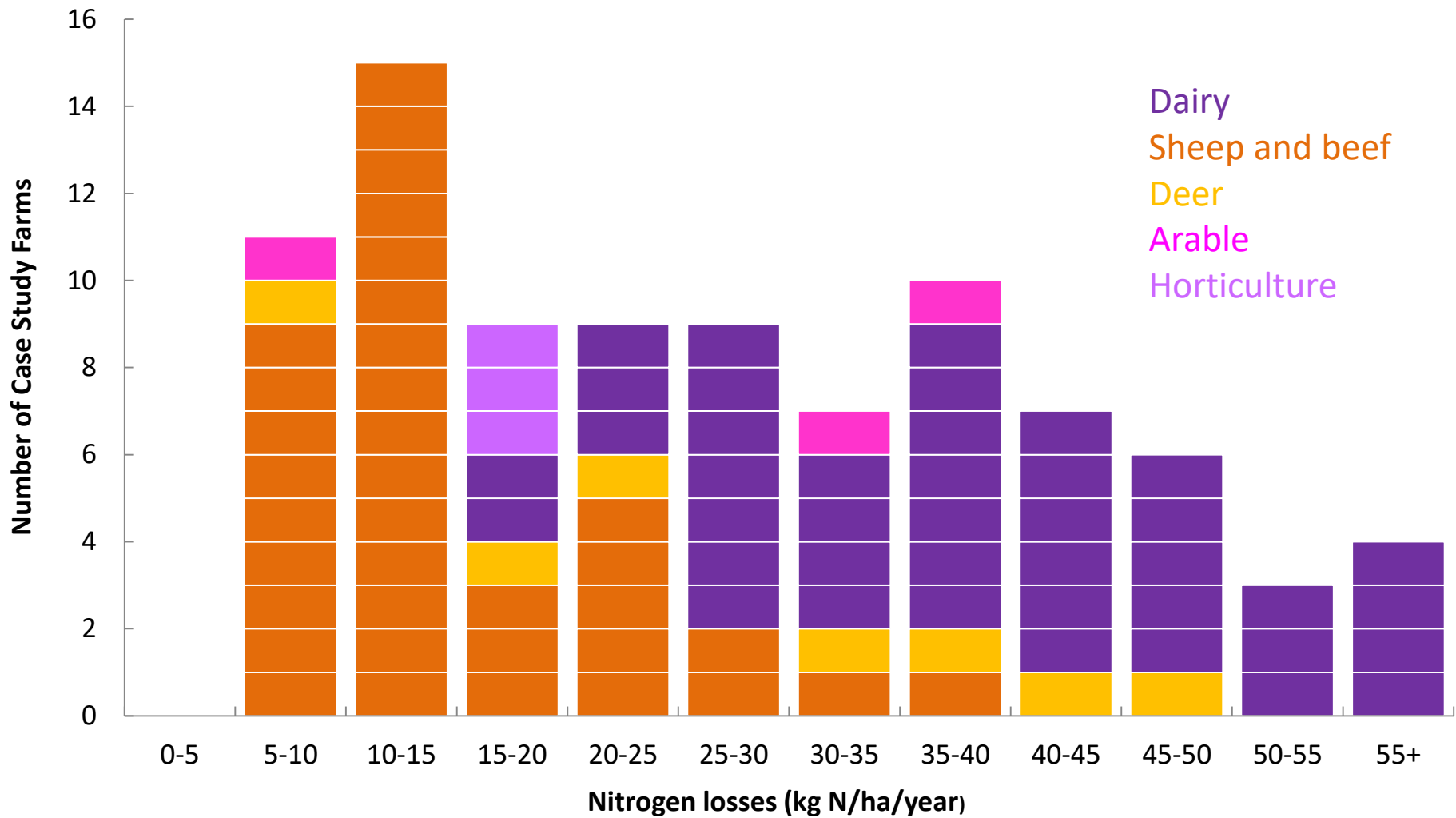
- Investment in Southland data
  - 95 farms
  - 8 towns (wastewater treatment)
- Understanding the context
- Datasets are inputs into a computable general equilibrium model of Southland's economy

# Farm base nitrogen loss

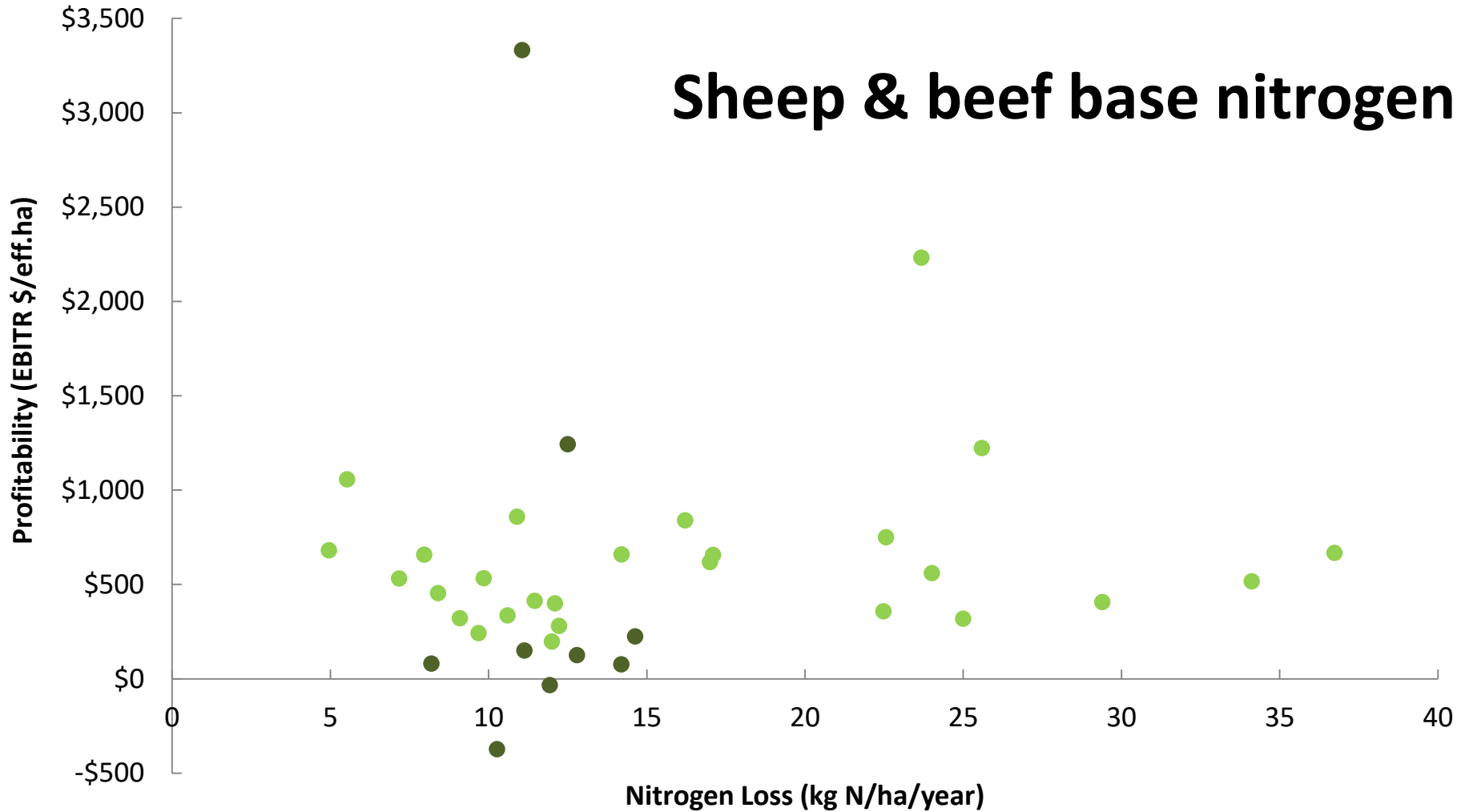
Number of Case Study Farms

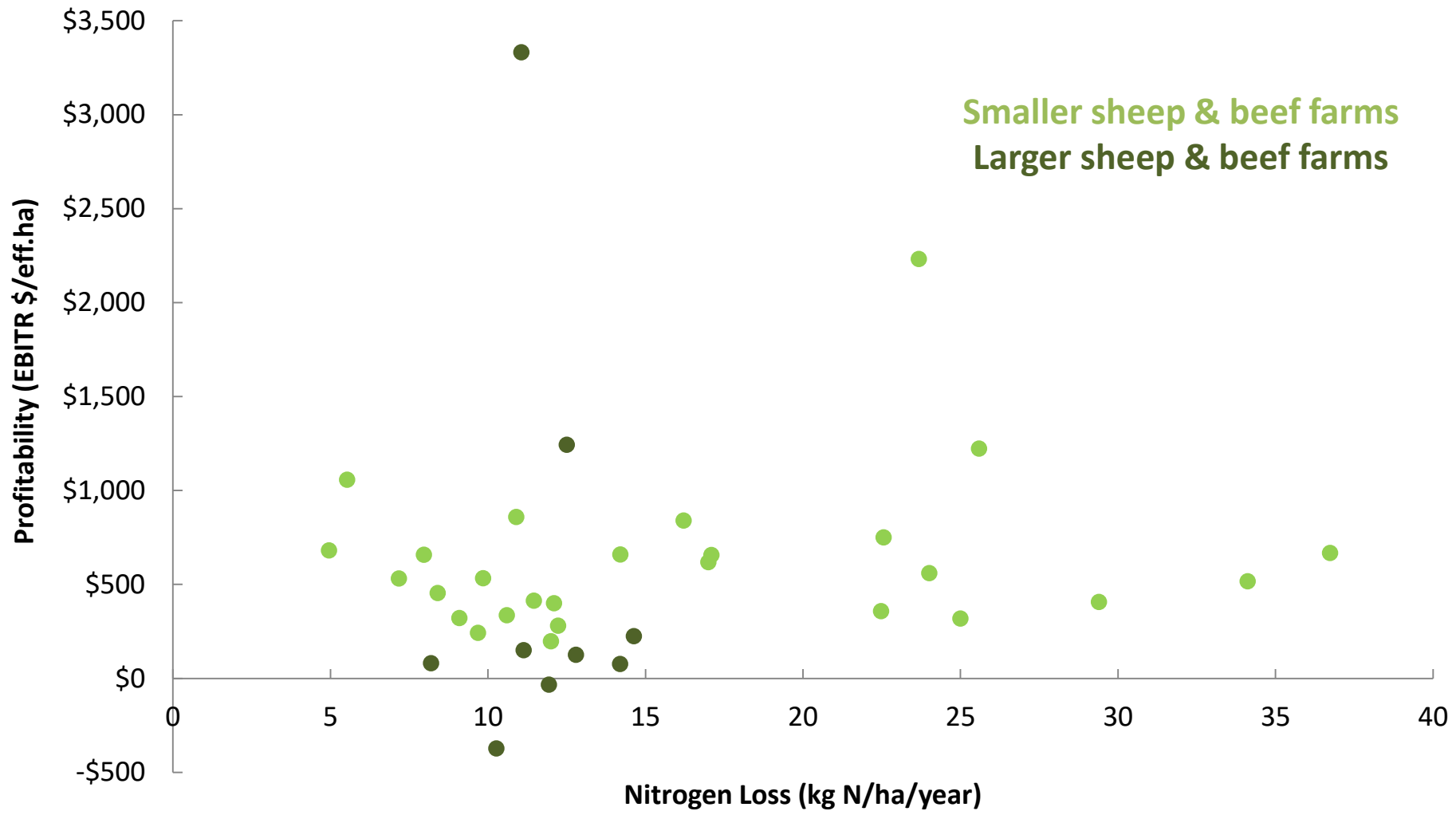




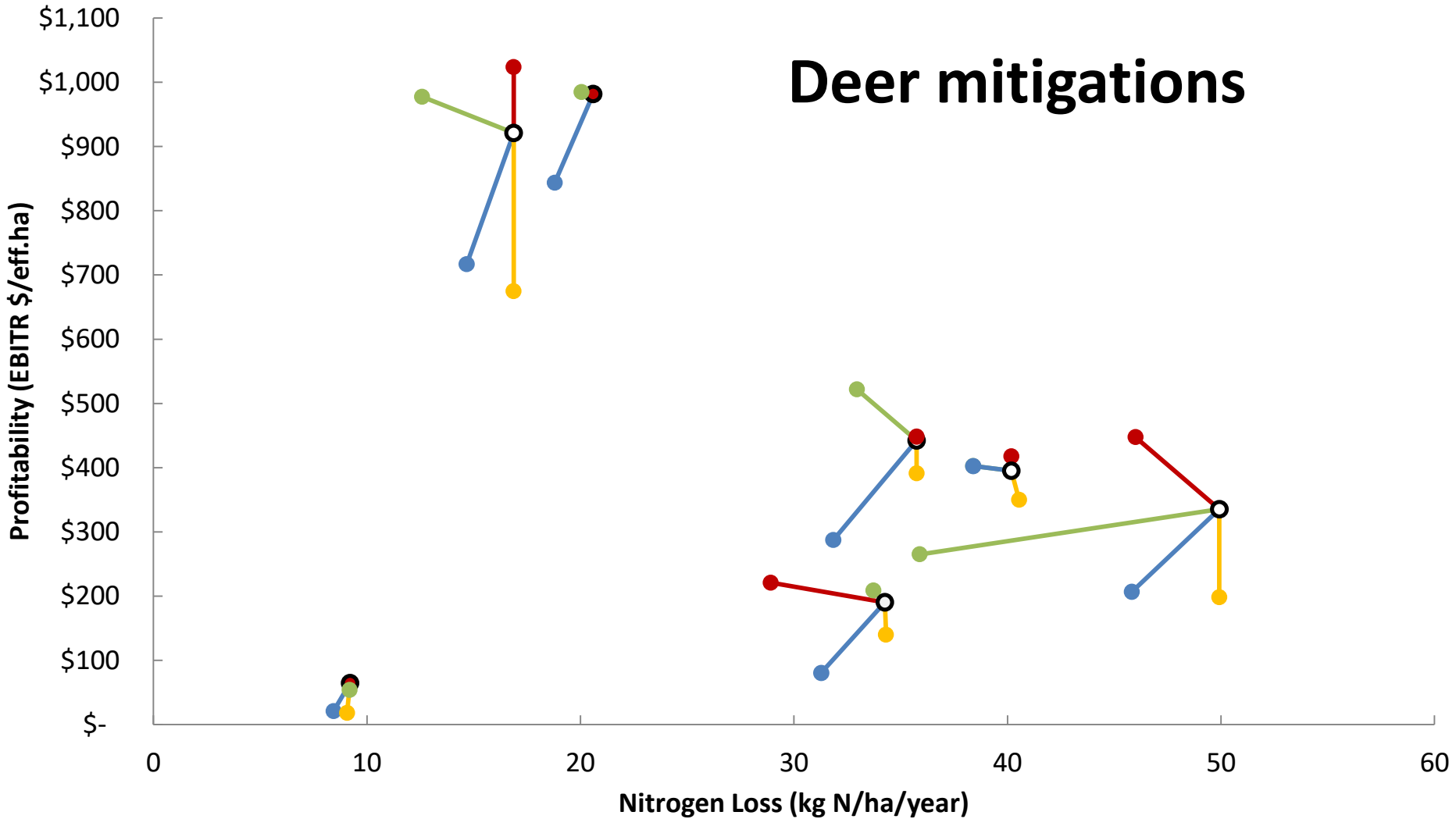


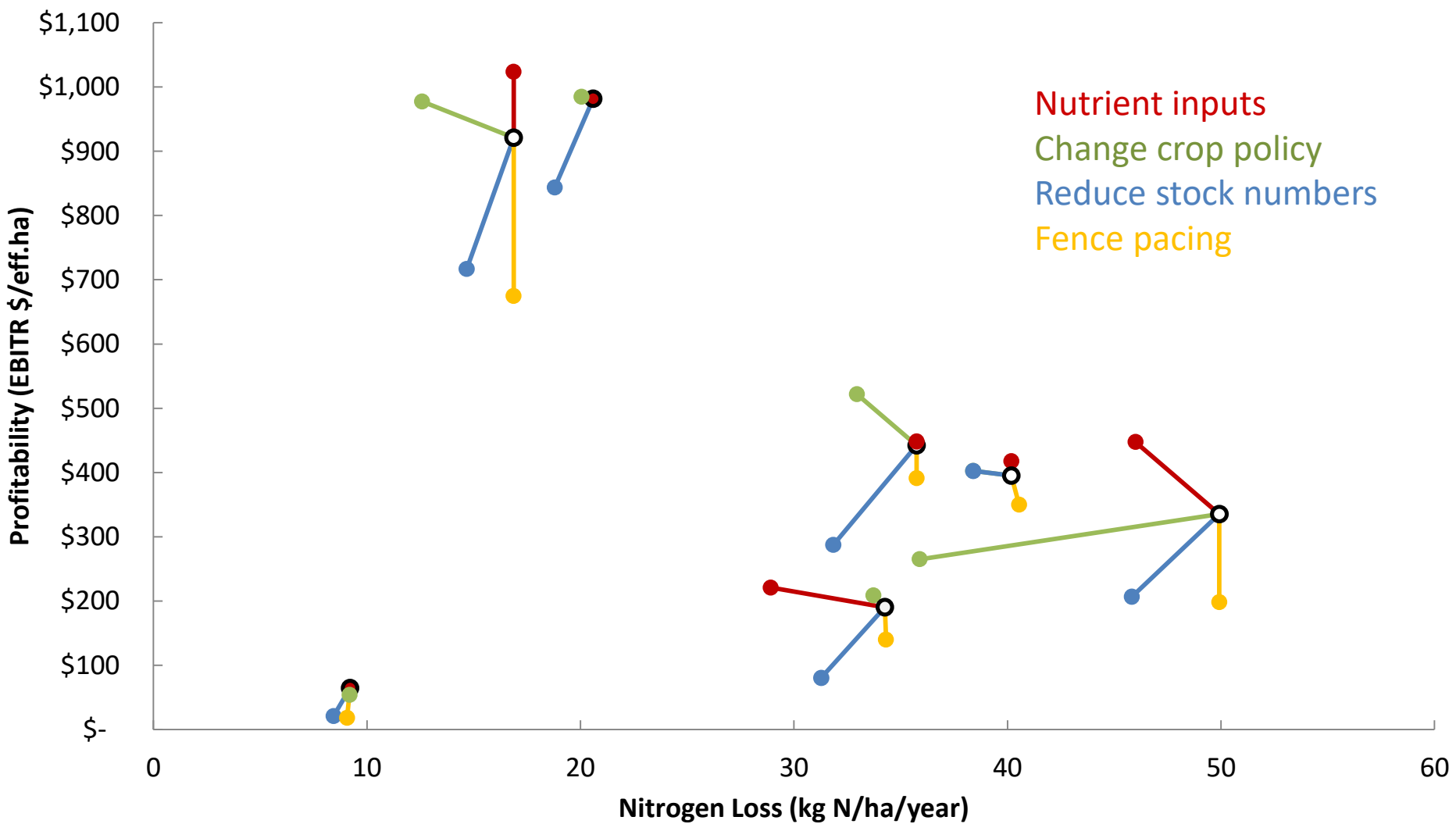
# Sheep & beef base nitrogen





# Deer mitigations





# Behavioural change

- How we think about economics
- How we do economics
- And particularly, how we communicate economics