



Title: “Williams' Bon Chrétien”

Description: Three perfect pear specimens, also known as Bartlett.

Photographer: Nicola Pye

Where, when: Dunedin, February 2017

Sustainability? Apart from reducing our intake of animal products, buying food that is in season and locally grown (like these pears were) is one of the easiest things we can do to minimise the environmental cost of our food. The carbon cost of food miles can be hugely reduced by shipping freight, rather than flying it around the world, and if it's grown just up the road, all the better! Buying local also builds economic and community resilience and allows greater scrutiny and confidence that the ethical and environmental assurances around its production are met.

Organically grown Bartlett pears are also available in New Zealand. Organic production avoids use of artificial fertilisers and pesticides, so many consumers consider the fruit healthier and tastier. Organic methods are generally better for soil and “agrobiodiversity” (the microbes, bacteria, fungi and animals that help keep production ecosystems functioning). A longer shelf life of organic produce is claimed (if so waste can be reduced) but is unproven. On the downside, organic production also requires a lot more time from farmers and overall production per hectare of land is reduced to about 70%-80% of what can come from conventional growing methods. A “land sparing” model interprets this loss of productivity to be an environmental risk because more undeveloped land must therefore be dedicated to achieve the same production. The organic growers’ “land sharing” model asserts that by sharing production and natural values on the same orchard, there is an overall gain in environmental health.

Organic production is growing steadily, but from a low base in Aotearoa. Around 2.4% of our fruit and vegetables are grown under organic certification, much lower than many overseas countries, especially in Europe. The main barriers to organic consumption is their higher cost, but some purchasers are put off by the way the fruit looks - blotchy and irregular shapes, although natural, don't fit our current unrealistic expectations of the perfect fruit every time. Certainly, the Williams' Bon Chrétien pears I photographed look about perfect and mouth-watering to me.

Photo notes: *Camera:* Olympus OM-D E-M1. *Lens:* Olympus M.Zuiko Digital ED 12-40mm F2.8 Pro. *Settings:* f/9 1.6 sec ISO1600 34mm.

I wanted this image to have an Ancient Masters painterly feel, to highlight the simple beauty of a still life image. I used a torch and a black box to emphasise the chiaroscuro feel, eliminating unwanted background distractions.

Digital specs: 4952 x 3456 pixels (5 MB).

Key words: Fruit, food waste, tenebrism, nutrition, chiaroscuro, botany, *Pyrus communis*, summer, organic agriculture, agrobiodiversity, Nicola Pye, Aotearoa, New Zealand, sustainability

Price: \$150 (incl. GST) for use of the digital image.

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Donation: The price includes a \$100 donation to a sustainability organisation or project of your choice, or otherwise for KiwiHarvest www.kiwiharvest.org.nz/

Since starting in Dunedin in 2012, KiwiHarvest has saved nearly 7.5 million kilograms of food and counting! This food is passed on to hungry communities around New Zealand via food banks and other groups, rather than going straight into landfills. On KiwiHarvest's website, they state: "Annually, New Zealand wastes enough good food to feed the entire population of Dunedin or Northland (approximately 150,000 people) for an entire year. That's the equivalent of \$1.17 billion worth of food."

Image Ref: NP#002 (Please refer to this reference in orders and correspondence).

Nicola Pye
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