

New Zealand Association of Scientists stands behind Dr Mike Joy

The New Zealand Association of Scientists (NZAS) is saddened by some of the recent media commentary on the actions of Dr Mike Joy, Massey University, in commenting in overseas media on the truth of the 100% Pure New Zealand brand.

The *New Zealand Herald* editorial [1] calls criticism of Dr Joy 'well-warranted'. In the light of recent labelling of Dr Joy as a 'traitor' [2], it seems that this statement could have been more carefully considered. The editorial states unambiguously that there is currently no great damage being done to New Zealand's environment. This is manifestly incorrect, as NZAS President, Shaun Hendy, points out: 'On a per-capita basis we have one of the highest levels of greenhouse gas emissions in the world and data from NIWA's National Rivers Water Quality Network shows that our water quality is declining, with the health of a large proportion of our lakes in danger from agricultural run-off'.

Of serious concern is the emphasis in the editorial on the ill-timed nature of Dr Joy's remarks. The clear statement is that the potential damage to New Zealand's reputation, and economic benefit of 'big-spending American tourists' outweighs the need for truth in public debate. This is an issue that the Association takes very seriously, and emphatically refutes criticism of Dr Joy on this basis.

[1] http://www.nzherald.co.nz/opinion/news/article.cfm?c_id=466&objectid=10849871

[2] <http://www.stuff.co.nz/environment/7993009/Scientist-defends-statements>

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