

THE AHUWHENUA TROPHY ROUND UP

NEWS FROM THE 2014 COMPETITION TEAM
OCTOBER 2013

»» It's time to enter

The 2014 Ahuwhenua Trophy BNZ Māori Excellence in Farming Award is a great chance for Māori Trusts, incorporations and individuals to showcase their successful dairy farming operations according to the Chairman of the Ahuwhenua Trophy Management Committee, Kingi Smiler.



Entries are now open for next year's competition which is for the top dairy farm and for the top Ahuwhenua Young Māori Farmer of the Year.

The Ahuwhenua Trophy was inaugurated by Sir Apirana Ngata and Lord Bledisloe in 1932 to encourage excellence in Māori farming. Bledisloe was renowned for his desire to encourage people to perform to their potential in both sporting and business fields by presenting trophies. Sir Apirana Ngata was able to convince Bledisloe that a competition for Māori farming would reap benefits not only for the individuals but for the nation as a whole.

Kingi Smiler says the values and intent of both Sir Apirana and Lord Bledisloe remains as relevant today as they did more than 80 years ago. "While farming systems and technology have changed, the Māori value of kaitiaki of their lands for future generations remain. The judging criteria remain the same with the farms being assessed in terms of their overall performance, including financial, as well as governance and community engagement" he says.

Kingi says Māori have some great success stories to tell and there is no better way to do this than to enter the Ahuwhenua Trophy competition. "The publicity for Māori generated by this competition ensures that key business and government decision makers get a better understanding of the contribution that Māori make to the New Zealand economy. The excellent sponsors that the event has attracted is a good example of how highly the competition is regarded."

The Ahuwhenua Trophy for excellence in dairy farming and the Ahuwhenua Young Māori Farmer of the Year Award will be presented at a gala function to be held in Tauranga on the evening of the 13th of June 2014.

BNZ
MĀORI
EXCELLENCE
IN FARMING AWARD 2014
DAIRY



THE BENEFITS

While winning the Ahuwhenua Trophy is the ultimate goal of all entrants in the event, Kingi Smiler says there are benefits for all those who enter the competition. He says it's a unique opportunity for dairy farming enterprises to benchmark themselves not only to other Māori farmers but also to all farmers. Having this information is a valuable tool to working out future strategies for the farm. Kingi says for those lucky enough to become one of the three finalists, it is a further opportunity to showcase their operation to a wide range of other farmers and rural professionals.

"In farming we never stop learning and by having others visit our properties we often pick up valuable tips which can make a huge difference immediately or over time."

The finalists for the 2014 competition will be announced at a special function at parliament in Wellington hosted by the Minister of Māori Affairs, Hon Dr Pita Sharples. This will take place on Wednesday 19th February at 5.30pm and representatives of the three finalists will be invited to Wellington for this occasion. The aim of this event is to gain greater publicity for the Ahuwhenua competition and also showcase to business leaders, politicians and the media the significant contribution that Māori agribusiness makes to the economy of the nation.

AHUWHENUA YOUNG MĀORI FARMER AWARD

A new and popular dimension which has been added to the Ahuwhenua Trophy competition in the past two years has been the Ahuwhenua Young Māori Farmer of the year award. The concept of encouraging young Māori to attain excellence in practical farming aligns perfectly with the Ngata/Bledisloe vision for Ahuwhenua. The finalists and winners of this award since its inception in 2012 have been outstanding. Young people do need to be encouraged to enter and employers are urged to support their participation in this competition.

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AWARD'S DINNER 2013



There were few bigger and better events in New Zealand than the Ahuwhenua Trophy awards dinner held this year in Hawke's Bay. While the winner for the best sheep and beef property was Tarawera Station belonging to Te Awahohonu Trust, there were two other very worthy finalists in Te Urunga B2 Incorporation and Te Hape B Trust.

The event attracted 850 people to the Hawke's Bay Events Centre which was transformed into a massive tastefully decorated dining room. Finalists and their whānau, sponsors, agribusiness professionals, politicians and media were able to experience this unique showcasing of Māori success in the primary sector.

Deputy Prime Minister, Hon Bill English and Māori Affairs

Minister, Hon Pita Sharples were the keynote speakers along with Richard Bowman from our platinum sponsor, the Bank of New Zealand.

A feature of the event was the screening of a video which featured some of the past winners from as far back as fifty years. They talked about how the event was staged in its early days – in some instances they just picked up the trophy from one of the organisers of the event. This is a far cry from the very professionally managed and slick awards dinner of 2013.

While run to a strict timetable, there was room for the spontaneous waiata, haka and other entertainment which added a unique cultural dimension to this amazing evening.

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Commemorating 80 Years

It's now 80 years since the Ahuwhenua Trophy was first won by William Swinton from Raukokore from the Bay of Plenty. Originally it was competed for by both sheep and beef and dairy farmers alike, but in 1954 it was decided that it was too hard to compare sheep and beef and dairy farms and so it was decided to have separate cups for the two farming types.

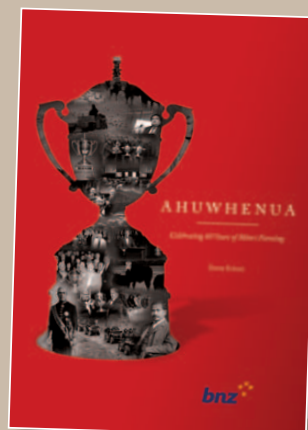
The trophy has had something of an interesting past with one cup lost in a fire in 1936 in a shop where it was being displayed and another lost for six years on a simple rail journey between Rotorua and Wellington. It was eventually found in Hamilton. The problem was that the case the trophy was in resembled that of an army ammunition case and the railways, army, police and the department of Māori Affairs were all involved in the six-year-long search.

The competition continued up until the 1980s and the last event was held in 1990. But in 2003, spurred on by Wayne Walden and Gina Rudland, the competition as we know it today was revived.

The Ahuwhenua Trophy has spanned a period which has seen vast changes take place in the New Zealand primary sector and especially in the rise of Māori as a force to be reckoned with in the overall primary sector.

To commemorate and record the achievements of the Ahuwhenua Trophy, and the people who entered it, won it, judged it and observed it, a special book is about to be launched at the annual conference of the Federation of Māori Authorities on the 2nd November this year.

Ahuwhenua Celebrating 80 years of Māori farming is an outstanding piece of New Zealand social history. It traces the contribution that Māori have made to agriculture since the colonisation of New Zealand. It is a factual and compelling read which shows the resilience of Māori in the face of extreme adversity and oppression by successive governments. The fact that the best land was taken from Māori and they were left with poorer quality and more difficult land to farm is clearly evident in this book. It shows the demoralising and economic effect on Māori at the loss of their ancestral lands.



But what the book highlights is the determination and strength of Māori to acquire some land, albeit poorer class land, back and to farm it extremely well. Eighty years ago Māori farmers and their families worked their hearts out to clear land and to improve the performance of their stock to produce high quality, meat, wool and milk. The energy levels have not changed but the outcomes have grown with the times.

The top Māori sheep and beef and dairy farms are among the best in the country. They use technology to the best advantage and produce good returns to their owners.

Ahuwhenua Celebrating 80 years of Māori farming shows the dramatic evolution of Māori farming and agribusiness. The fact that Māori have their own highly successful dairy processing company which exports to Asia, the Americas and the Middle East is an example of the giant strides that have been made over 80 years.

Sir Apirana Ngata and Lord Bledisloe gave Māori and New Zealand an outstanding legacy which has evolved and grown and continues to set the standards for the future development of Māori agribusiness.

Ahuwhenua Celebrating 80 years of Māori farming will fill Māori with pride and astonish Pakeha. It is until now an untold story which is inspirational and a book that should be on the shelves of every library in the country. It is a book that will especially appeal to the whānau of those who have entered or won this amazing competition.

To order a copy email –
ahuwhenuacompetition@tetumupaeroa.co.nz

MĀORI SHOWCASED AT PGP EXPO

Māori innovation was showcased recently at a special Expo on the Primary Growth Partnership (PGP) programme organised by the Ministry for Primary Industries. The Expo was designed to highlight some of the recent high profile PGP projects which have been approved by government. One of these was the first Māori PGP run by the Whai Hua partnership which includes the Miraka Dairy Company and the Wairarapa Moana Incorporation which farms 10,000 cows in the central North Island. The Chairman of Whai Hua, Kingi Smiler says the scheme involves extracting high value proteins from milk which can be used in health products. The PGP is worth \$3.5 million of which \$1.7 comes from government. Kingi says it was good to see Māori featured in the Expo and it demonstrates just how well Māori are embracing innovation in the agribusiness space. The Whai Hua project is expected to generate \$8.6 million a year to the New Zealand economy when it's fully up and running.

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HUI GET GOOD HIT RATE

Two hui run to attract entrants to the Auhwhenua Trophy competition proved highly successful according to the chairman of the management committee, Kingi Smiler. The hui were held in Whakatane and Hawera in September and were designed to encourage potential entrants to put their names forward. Kingi says they had a high 'hit rate' from the hui with up to five entrants coming from the Whakatane event and up to three from the Hawera day. The dairy and sheep and beef Auhwhenua trophies were on display and the lineup of presenters included judges and past winners.



Presenters and attendees at the Hawera hui.
Photograph courtesy of Quentin Bedwell iStudios.

MĀORI BOOT CAMP A SUCCESS

The leader of the recent Māori 'boot camp' held at Stanford University in California in the USA says Māori shouldn't be afraid to work with non-Māori. The Māori Trustee, Jamie Tuuta, led the boot camp which saw 34 Māori leaders from the primary sector spend a week at the prestigious US university where they had access to some of the world's leading academics. Jamie Tuuta says the need for greater collaboration both within Māori and with non-Māori was one of the key issues to emerge during the camp. He says people need to understand that while Māori perform well in terms of innovation they are relatively new at managing and administering assets. He says in some ways Māori is a 'developing economy within a developed economy'. Tuuta says Māori recognise that they also need to look globally and look for new opportunities.

DairyNZ appoints Māori liaison person

DairyNZ have appointed Tony Finch to act as the liaison person between the industry good organisation and Māori. Finch's role within DairyNZ is to develop people capability and business tools within the dairy sector. But as well he's now been handed the specific role of working with Māori to see how his organisation can best help Māori involved in dairy farming operations. He says with Māori representing ten percent of the total milk flow in New Zealand it's important DairyNZ work out how best it can assist Māori. Tony Finch says so far he's been busy establishing relationships with the larger Māori dairying farming operations such as Wairarapa Moana and Parininihi Ki Waitotara. He says the people he's spoken to are very excited about his role and can see the potential that may follow. He says his main goal is to develop 'fit for purpose' programmes that increase the profitability of Māori farms through people, capability and productivity.

Miraka UHT Plant Progress

The new \$27 million UHT milk processing plant at the Miraka facility north of Taupo is rapidly taking shape and is scheduled to be ready to start producing milk for China early in the new year. Miraka Chief Executive, Richard Wyeth says the plant is on target to be commissioned in early January with commercial production starting one month later. The plant is being built as a result of a deal being struck with the Chinese dairy giant Shanghai Pengxin. When the plant is operating to capacity it'll produce 240 million 250ml packs of UHT milk a year which will be sold in China. The new operation will create 38 new jobs and will effectively double the staff numbers at Miraka. The new plant is being built in such a way that two extra UHT filling lines can be quickly added if there is additional demand for UHT milk from Miraka.



Richard Wyeth
CEO Miraka

New UHT
plant under
construction



Brian Coates project manager



DAIRY GOAT OPTION FOR WAIKATO MĀORI

Some Māori land in the Waikato which may not be suitable for dairy cows could be suitable for dairy goats according to an AgResearch scientist. Dr Warren King says there is a growing demand for goats milk and he says he's had approaches from local iwi who are interested. Dr King says research will be done to facilitate Māori entering the dairy goat industry.

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