

THE AHUWHENUA TROPHY ROUND UP

NEWS FROM THE 2014 COMPETITION TEAM
MAY 2014

»» Be prepared to be impressed

In just a few days time the winner of the Ahuwhenua Trophy BNZ Māori Excellence in Farming Award for Dairy will be announced at a special awards dinner in Tauranga.

This function is no ordinary event. It could be described as 'an intimate dinner for 850 people'.

The guest list is a who's who of politics and Māori and non Māori agribusiness. The guest include the Governor General Sir Jerry Mateparae, Hon Dr Pita Sharples, Hon Nathan Guy and Hon Hekia Parata, HM Kiingi Tuheitia and Royal Consort Makau Ariki Atawhai. It also includes kaumātua, shareholders, board members and management teams from Putauaki Trust – Himiona Farm, Te Rua o Te Moko Ltd and Ngāti Awa Farms Ltd – Ngakauroa Farm. As well there are many other distinguished guests including our much valued and generous sponsors, central and local government officials, industry good organisations and leading business people.

It is a night when Māori rightly celebrate the success of the finalists and the ultimate winner but also remember and acknowledge the vision of the two people – Sir Apirana Ngata and Lord Bledisloe – who inaugurated this event in 1933 at Ohinemutu in Rotorua. It is a chance to showcase to Māori and non Māori the huge strides that have been made by Māori in recent years in developing business enterprises that benchmark favourably across the dairy and sheep and beef sectors.

For the three finalists this is the culmination of more than six months effort since they first entered the competition in December 2013. Since then they have been subjected to two judging processes and each have staged a field day to show just what they have achieved and why they should be declared the winners. Come prepared to enjoy, celebrate and share in the success of Māori.



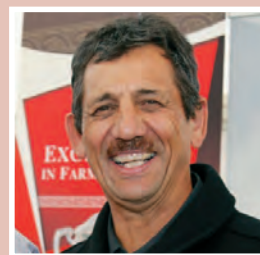
2013 Ahuwhenua Trophy Sheep and Beef Competition – Winner Te Awahohonu Forest Trust – Tarawera Station.

BNZ
MĀORI
EXCELLENCE
IN FARMING AWARD 2014
DAIRY



MĀORI AGRIBUSINESS COMES OF AGE

Māori agribusiness is now a powerhouse of the New Zealand economy and has come of age. Proof of this is that every day trusts and incorporations are being besieged by an army of consultants, advisors and investors wanting to be part of the action.



Kingi Smiler

Government itself has set high expectations of Māori agribusiness as part of its goal to grow the economy. The Ahuwhenua Trophy has been a significant catalyst in the growth and success of Māori agribusiness. I know from the businesses that I am personally involved in what is possible and that Māori are now highly respected in the business community locally, nationally and internationally.

The finalists in this years competition Putauaki Trust – Himiona Farm, Te Rua o Te Moko Ltd and Ngāti Awa Farms Ltd – Ngakauroa Farm are all wonderful examples of success as a result of collaboration. Of smaller trusts joining forces for the greater good of their beneficial owners. It is this strategy that will unlock vast tracts of Māori land that up until now has not achieved its full potential. Collaboration can come in many forms. I see other trusts and incorporations with the ability to do the same.

Māori are very much at home in the agribusiness space and our success in this area should not surprise anyone. However not too many New Zealanders, and that includes Māori are aware of the exciting developments that are taking place. We and others who know about this success need to get out and sell the message of our success. It's time to put the positive news on the front page of our newspapers.

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Field Days Success

There was an excellent turnout to all the field days run by this years finalists in the Ahuwhenua Trophy BNZ Māori Excellence in Farming Award. Over 600 people attended these days which highlighted the interest in the high standards achieved by all three finalists. Visitors were briefed on the history of their lands, models of governance, farm management practices and future business plans.

Below are pictures taken at each of the field days.

PUTAUAKI TRUST – HIMIONA FARM



TE RUA O TE MOKO LTD



NGĀTI AWA FARMS LTD – NGAKAUROA FARM



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BOOST TO MĀORI AGRIBUSINESS

A \$2.1 million boost will help to further increase the productivity of Māori primary sector assets, as the government continues to work collaboratively with Māori in the primary industries.

Five Māori agribusiness projects have recently been approved by the Ministry for Primary Industries (MPI) Sustainable Farming Fund (SFF), from a total of 31 approved projects this year.

"MPI is dedicated to partnering with Māori to increase the value of their primary sector assets. The flow on affects of this will contribute directly into New Zealand's regional economies," says MPI's Deputy Director-General Ben Dalton.

The five Māori agribusiness projects are worth over \$2.1 million, with 49% provided by the project including financial cash and in-kind contributions, and 51% funded through SFF."

"The projects address a range of issues in Māori agribusiness from horticulture to improving farming practices and land restoration," says Mr Dalton.

"The integrated farm management project aims to increase returns for sheep and beef farmers by providing an integrated suite of farm management and benchmarking tools.

"This project will scale up to 15 farms in the North Island with an estimated area of 30,000 hectares providing a significant lift in sustainable productivity and profitability.

"The Tuhono Whenua project aims to lift the productivity and profitability of collectively owned Māori kiwifruit orchards in the Bay of Plenty, Northland and Gisborne.

"Using a customised orchard advisory approach, returns will be increased by more than \$10,000 per hectare. Over the targeted



Robert Humpries from Tuhono Whenua kiwifruit orchard project inspects fruit

200 hectares, this will conservatively increase orchard returns by more than \$2,000,000 annually.

"Māori continue to play an increasingly significant role in New Zealand's primary industry sector, as key partners in much of the country's natural resources," says Mr Dalton. The Māori agribusiness projects which have been accepted into the SFF are:

- Māori incorporations/trusts: conducting business in your sector
- Integrated management to improve productivity and profitability for Māori agribusiness
- Tuhono Whenua kiwifruit orchard productivity – Bay of Plenty, Northland, Gisborne
- Waikura Valley land restoration project – East Coast
- Farming with the environment for customers.

For more information on all SFF projects visit: <http://www.mpi.govt.nz/environment-natural-resources/funding-programmes/sustainable-farming-fund/sff-funded-projects-2014>

A COMMITMENT TO EXCELLENCE

Te Tumu Paeroa extends its congratulations to the finalists in this year's awards. Jamie Tuuta, Head of Te Tumu Paeroa, acknowledges these farms as models of success.

"It's great to see Māori agricultural ventures that demonstrate excellence and a commitment to meeting the aspirations of their owners.

As the head of an organisation whose core business is unlocking the potential of Māori land, for me, these ventures show what can be achieved.

And given the calibre of this year's entrants to the Young Māori Farmers award, the prospects for Māori farming are bright."

JAMIE TUUTA – HEAD OF TE TUMU PAEROA

SPECIAL CHARACTERISTICS OF MĀORI FARMERS

The Ahuwhenua Trophy has a long and proud history, being the brainchild of Sir Apirana Ngata and Lord Bledisloe, so it is a real honour for Fonterra to be involved in this celebration of Māori excellence in farming.

Being involved with the judging has been a fantastic opportunity to gain insights into the special character of our Tangata Whenua farmers and acknowledge the values that we share.

Like other dairy competitions, Ahuwhenua involves delving into the governance and practices of top quality exponents of dairy farming. The difference that sets Ahuwhenua apart is the way these farming entities include tikanga and Māori values into their operations. These values drive the decision making that permeates the farming business and throughout the judging process we witnessed some of the very best examples of this.

PAUL RADICH – FONTERRA

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A NIGHT TO CELEBRATE

The Ahuwhenua Trophy Awards Dinner has become a staple in our annual calendar of celebrating Māori innovation and achievement – and each year it gets bigger and brighter with a capacity attendance of 900 expected to attend the Awards event in Tauranga on Friday 13 June 2014.

Its popularity of course is not just about winning the coveted trophy; it's the sheer pride and joy associated with recognising the achievements, skills and proficiency of Māori farmers, their whānau, hapū and iwi.

Te Puni Kōkiri has been a long-time supporter and sponsor of the Ahuwhenua Trophy competition and Chief Executive Michelle Hippolite claims it as “a shining example of our partnership commitment where the Crown, iwi and Māori collectives enjoy relationships that strengthen their economic interests.”

Michelle said her visit to one of this year's finalists, Te Rua o Te Moko Ltd. in Normanby, just north of Hāwera was a great opportunity to see the farm in action and to learn the keys to its success.

“Like the other finalists, what's special about Te Rua o Te Moko is that it's an amalgam of four separate Māori trusts that have combined their resources to create an economically and environmentally sustainable dairy operation.”

As well as operating as a commercial dairy farm, Te Rua o Te Moko Ltd. also has a training arm for descendants of shareholders with the first eight graduates taking up jobs on dairy farms.

Te Puni Kōkiri manager Peter Little, has a long association with the Ahuwhenua competition and land management issues. He attended all three finalist field days including visits to Himiona Farm in Te Teko and Ngakaurua Farm in Awakeri.

Testament to the success of the Ahuwhenua competition, he says the field days were well attended with a noticeable presence of representatives from both the finance and commercial agribusiness sectors.

“We are seeing a general recognition of the influence of good Māori agribusiness now.”

He said another feather in the cap of the competition was the high calibre of entrants to the Ahuwhenua Young Māori Farmer of the Year 2014.

“The judges were very impressed with rangatahi who have entered. The talent is extremely good - from farm assistants, shed managers, herd managers and sharemilkers - right the way through.”

“The ability of young Māori to progress in the dairy industry is theirs for the taking.”

MICHELLE HIPPOLITE – CEO TE PUNI KŌKIRI

CHRIS KOROHEKE JOINS AgRESEARCH

Ahuwhenua silver sponsor the crown research institute AgResearch has appointed Chris Koroheke as Portfolio Leader Māori Agribusiness. His affiliations are with Ngāti Maniapoto, Ngāti Wai, Te Rarawa, Te Aupouri and Ngāti Tarawhai. He joined AgResearch from Whanake Taiao – the Environmental team of the Maniapoto Māori Trust Board where he held the position of Team Leader. He commenced his career in the public sector as an Investigating Officer for the Office of the Parliamentary Commissioner for the Environment. Other roles included Iwi Liaison Officer for both the Auckland City Council and Waikato Regional Council and Māori Advisor Strategic Relationships/Commercial Manager for Mighty River Power. He is also involved in the fishing industry as chairperson/CE of the Maniapoto asset holding company Te Kupenga o Maniapoto Ltd.

“My career background has largely been focussed on the development of Māori resources through building relationships between organisations and iwi or Māori landowners whether it be environmental or commercial,” says Chris. “I am passionate about Māori development so that we can play a greater role in the growth and prosperity of Aotearoa/New Zealand.”

“Chris has a long history of building and maintaining strong working relationships with Māori organisations which is critical to the success of the Māori Agribusiness Portfolio Leader role,” says AgResearch Partnership & Programmes Director Greg Murison.

AgResearch works closely with Māori Incorporations, agribusiness enterprises and authorities in a number of rohe throughout New Zealand including Taitokerau, Tairāwhiti, Tuwharetoa and Te Arawa. Research initiatives range from a Social Return on Investment model which enables agribusinesses to assess strategic decisions against social, environmental and cultures values, on farm nutrient management, dairy goat and dairy sheep research, Benchmarking SFF with FoMA and Te Tumu Paeroa and nitrogen reduction SFF with BOP Regional Council and Parekarangi and Aohanga farms.



AgResearch Māori Agribusiness Portfolio Leader Chris Koroheke with colleagues Kevin Taukiri and Hoani Poangi at the Putuaki Trust-Himiona Farm field day.

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