

THE AHUWHENUA TROPHY ROUND UP

APRIL 2015

BNZ
MĀORI
EXCELLENCE
IN FARMING AWARD 2015
SHEEP AND BEEF



»» A grand night of celebration

Parliament's historic Grand Hall was a very appropriate venue for the announcement of the three finalists for the 2015 Ahuwhenua Trophy BNZ Māori Excellence in Farming Award for sheep and beef. Like the Grand Hall, the Ahuwhenua Trophy inaugurated by Sir Apirana Ngata and donated by Lord Bledisloe is equally steeped in history.

The announcement of the three finalists, Mangaroa Station and Maranga Station, both from the East Coast region and Paua Station from the Far North was made by the Minister for Primary Industries, Hon Nathan Guy. Also involved in the presentation was the Minister for Māori Development, Hon Te Ururoa Flavell who presented medals to the three finalists.

About eighty guests from the agribusiness sector attended the launch which was designed to showcase not only the finalists in this year's competition but the wider achievements of Māori agribusiness to the New Zealand economy.

Nathan Guy told the gathering that Māori agribusiness, including forestry contributes \$3.5 billion to the New Zealand economy. He says Māori agribusiness is doing extremely well and noted the fact the Miraka Dairy Company won the Māori Excellence in Export Award at the 2015 New Zealand International Business Awards recently was an example of this.

"If we don't celebrate success in the primary sector, no one else is going to do it for us. That's why having this event in parliament is hugely important not only for Māori but also for the primary sector as whole," he says.

Nathan Guy says it was great to see so many dignitaries at the announcement of the finalists and he expects a large attendance at the announcement of the winner in Whanganui at the end of May. Guy says it's important that agriculture sells itself better to the community and attracts the



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best and brightest young people. He says the Ahuwhenua Trophy plays a big role in selling that story.

Hon Te Ururoa Flavell told the gathering that the whole profile that the Ahuwhenua Trophy has taken on in a short space of time is great. He says attending the Ahuwhenua Trophy Awards in Tauranga last year was a delight to him, especially seeing the joy of the whānau celebrating their success.

Te Ururoa Flavell says occasions such as the parliamentary announcement and the awards dinner are important because they celebrate the successes of Māori and enable it to be shared with others.

“The success stories associated with this years Ahuwhenua Trophy will be talked about next year in the same way that last years winners have,” he says.

Te Ururoa says the field days held on the farms of the finalists are very important and he’s hoping to make it to one of these.

One of the features of the function at parliament was the outstanding performance of the Ministry for Primary Industries kapa haka group. Their performance drew much comment and applause from the audience.

Ahuwhenua sparks change

The Chairman of the Ahuwhenua Trophy Management Committee, Kingi Smiler says the Awards are a significant factor in the way that Māori agribusiness is now being recognised.

Kingi Smiler says up until fairly recently, Māori have quietly worked away behind the scenes building up their farming and other commercial operations and have been very much off the radar of most New Zealanders, including many Māori. But he says now we are starting to see a change with Māori agribusiness having a much higher profile and professionals in the sector are recognising this.

“The fact is that when consultants and investors start chasing your business you know that you are doing things right. The media are even starting to get interested in us and they are helping to spread the message into the wider community,” he says.

Kingi says the Ahuwhenua Trophy has helped lift the bar behind the farm gate resulting in some amazing innovation taking place. He says the technology of many farms is

leading edge and benchmarks more than favourably with all other farming operations in Aotearoa New Zealand.

He says there is much improved governance and leadership on our whānau businesses and this has led to top people being employed as advisors, managers and general staff.

“I take great pride in what has happened and I am sure that Sir Apirana Ngata and Lord Bledisloe who had the vision to create these awards would feel a similar sense of satisfaction. Their goal was to unlock and unleash the potential of Māori farmers and it’s happening now on a daily basis. Māori are also looking beyond the farm gate to add further value to the raw product which benefits both shareholders and New Zealand as a whole,” he says.

“The Ahuwhenua Trophy has been a beacon for success and I’m sure that’s exactly what Sir Apirana envisaged when he inaugurated these awards,” he says.



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THE THREE FINALISTS

MANGAROA STATION

In 2001 Bart and Nukuhia Hadfield pooled their resources along with Nukuhia's siblings Eugene, Ronald and Marama and their partners to lease Mangaroa Station in the Ruakituri Valley Northern Hawke's Bay and Ruakaka Station in Tiniroto Gisborne, though in different districts the properties boundary each other. The whānau goal was to work together to build equity so everyone could buy their own farms.

Bart and Nukuhia had a 3,200 SU property in Taihape and the King whānau had a 3,800 SU property in Whangamomona, both properties were sold to fund the 22,000 SU needed to farm the leased Mangaroa (12,000 SU) and Ruakaka (10,000 SU). Banks were reluctant to fund the initial purchase, but the whānau managed to get backing from Allied Farmers Finance.

Mangaroa Station was purchased by the whānau in 2002. Equity was increased through running a low cost operation, all shearing was done by the whānau as this was a skill that all four men had as they had all previously been full time shearers and the women had also all worked in the shearing industry. In 2005 the whānau then purchased Ruakaka Station.

The whānau all agreed to stay together for five years but the successful arrangement ended up lasting for seven. As at today everybody now farms on their own account. Having started with 7,000 SU the whānau collective farm approximately 37,000 SU from Matawai to Ruakituri to the Wairarapa.

In 2008 Bart and Nukuhia purchased Mangaroa outright, by then they knew how to farm Mangaroa and had the confidence to take on the substantial mortgage needed to purchase the property. The first thing Bart and Nukuhia had to do as sole owners was to employ a Shepherd General.

The Hadfield's priorities have been to reduce debt, improve their asset whilst increasing productivity. Over the last seven years Nukuhia and Bart have reduced debt every year and paid over a quarter of their mortgage off. They have implemented a comprehensive development programme which has included building a substantial covered yard, cropping and regrassing of 80ha of rolling country and clearing of approximately 80ha of scrub, also 10km of new conventional fencing has been erected.

Bart and Nukuhia set themselves a goal to dock 10,000 lambs by 2016 they achieved this goal in 2014 by docking 10,502, a target they managed to exceed due to the increased scanning performance of both ewes and hoggets. Bart and Nukuhia have won the Best Large Flock award in the New Zealand Ewe Hogget Competition in 2013 and 2014.

Bart and Nukuhia's future goal is to purchase a complementing property that will enable them to retreat from Mangaroa Station and be able to leave it in the safe hands of their children Ariana, Lee and Atawhai.

Mangaroa Station is a unique success story. It is an example of smart hard working whānau having an ambitious and achievable long term strategy and pooling their resources to achieve this. They are understandably proud of what they have achieved and can see the benefits of the sacrifices that they have made to create a successful farm and a worthy finalist in the Ahuwhenua Trophy competition.



FIELD DAY WEDNESDAY 22ND APRIL, 9:00AM – 3:30PM
Meet at Erepeti Marae, 1728 Ruakituri Valley Road, 55 km inland from Wairoa

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THE THREE FINALISTS

PAUA STATION

Paua Station is owned by Parengarenga Incorporation which is based in the small community of Te Kao. The station is located about 80km north of Kaitiāia and 35km south of the top of New Zealand, Cape Reinga.

The Parengarenga rohe spans across the top of New Zealand from the Pacific Ocean in the East to the Tasman Sea in the West. It stretches from Te Kao in the South to Thoms Landing in the North and its land sweeps alongside the pristine waters of Parengarenga Harbour on the eastern shoreline.

In 1956 nine blocks of Māori land towards the south of Parengarenga Harbour were amalgamated into one block which was known as the Parengarenga Toopu. These blocks were Parengarenga 1, 5A1, 5A3 and 5B2B – valued at £17,195 or 17,195 shares. In 1965 Parengarenga Toopu was divided into Parengarenga A, to be developed as Forest and Parengarenga B to be developed into two farming stations. These farms were known as the Paua and Te Rangi development schemes.

On the 4th March 1965 the Māori Land Court mandated Parengarenga Incorporation. It should have been a great celebration but the Lands and Survey department was to administer and control the land. The newly mandated Incorporation appointed trustees whose task was to secure our land back under our control. After many years, Lands and Survey no longer held the respect of the rohe, the management appointed lacked skill and the staff moral hit an all-time low.

This situation was to continue for twenty-three years before Lands and Survey would withdraw its administration. The immediate impact of the Lands and Survey withdrawal was to leave poor infrastructure, there were no administrators, staff, and farm advisors – no system at all. On the 5th August 1988 the then Minister of Māori Affairs, the Honourable Koro Wetera, officially handed full control of the land to Parengarenga Incorporation.

Paua Station as it stands today consists of 2,431ha of effective pasture of easy rolling coastal sand country on which are run 2,800 mainly Angus cattle and 6,500 sheep including 4,600 ewes achieving 118% lambing.

The story of Paua Station is about development and it is ongoing. It is now a breeding and finishing property and the farming policy dovetails in with Te Rangi Station also owned by the Parengarenga Incorporation and Cape View station which is leased.

It's been about increasing stock numbers and having a stock policy which better suits the often dry summer conditions of the Far North. For example Paua Station lambs in June/July and has most of the lambs off the farm by Christmas. This allows them to get premium prices and to take the feed pressure off capital stock in summer. They are moving from a Perendale X flock to a Romney one to gain better returns in lambing while retaining quality meat and wool.

The station now breeds and finishes its own Angus bulls and again sells them in winter/spring to gain the best price. A far cry from the early days when weaners were bought in and finished on the farm. Infrastructure on Paua Station has steadily been improved with new fences, buildings and better quality pastures sown. The farm, thanks to good governance and management has lifted its game and is another example of a property that is realising its potential and hence is another worthy Ahuwhenua Trophy finalist.



FIELD DAY THURSDAY 30TH APRIL, 9:00AM – 3:30PM
Meet at Potahi Marae, Potahi Road, Te Kao, 66 km North of Kaitiāia

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THE THREE FINALISTS

MARANGA STATION

Maranga Station is a typical East Coast hill country sheep and beef property.

For the owners of Maranga Station it is the culmination of a challenging journey, hard work and sacrifice to create an economic property.

The land itself has a long and important history of great significance to local people. This area was a well traversed huarahi (pathway) for the coastal hapū Ngāti Hinewhanga, Ngai Tawhiri, Ngāti Ruapani, and the inland hapū of Rongowhakaata and its neighbours Whānau a Kai and Te Aitanga a Mahaki, Ngāti Hinehika and Ngai Taane. These latter two hapū from Te Reinga frequently brought tuna elvers from their water falls to replenish the Waikoko stream, a waterway meandering through the property.

It has always been a good place to catch tuna. Both maunga Rimuhau and Rimuroa prior to the 1870s attracted titi (mutton birds) on their migrations to nest. These nesting places are still visible today. Each hapū had its own area and these were closely guarded. The arrival of cats and weasels with European settlement quickly saw the demise of the prized titi. The same applied to the weka after Bola in 1988.

Today, Janice and Marty Charteris have transformed Maranga Station into a highly successful operation. Marty grew up on a farm at Mamaku near Rotorua, worked on farms at Reporoa and on the East Coast. He and Janice, who was working in Ruatoria, married in 1979 and Marty spent much of his life in the forestry business while Janice continued teaching.

In 1989 they purchased their first farm in the area – the 285ha Wakelins Highcrest on which they ran 2,500 SU. In 1995 they bought Gillingham's Rimuhau and added a further 424ha and 3,400 SU to their farming operation. They also leased a further 56ha before finally buying Maranga at which point they consolidated all the land into Maranga Station.

The station now consists of 925ha (effective) on which are run 6,000 Romdale sheep and 1,200 Angus cattle plus 600 goats, which are mustered annually. Killable goats are sent to the local meat exporter and any trophy heads are sold to Game Parks. Marty and Janice have a split lambing policy, with the older ewes lambing in July and younger stock in September. The early lambing means they cash in on the lucrative Christmas market but this also allows them to buy in lambs to utilise pasture between December and July, plus help avoid the dry months. On average they finish over 6,000 SU a year and 10,000 SU are wintered at Maranga.

Maranga Station has mix of country – ranging from 50ha of flats to 500ha of moderate rolling country, with the balance steep hill country. Over the years Marty and Janice have upgraded the farm infrastructure and environment. They have also progressively improved the pasture by over-sowing at the same time as they spread fertiliser on the property.

Maranga Station is another worthy finalist that demonstrates the setting and achievement of goals matched with on farm policies that maximise pasture utilisation and financial returns.



FIELD DAY THURSDAY 7TH MAY, 9:00AM – 3:30PM
Meet at Waerenga-o-Kuri Hall, 1722 Tiniroro Road, 27 km inland from Gisborne

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MĀORI AGRIBUSINESS UPDATE

Building young Māori farmers

The growing base of Māori owned assets means there are greater prospects for young Māori in agriculture. To make the most of this opportunity, Jamie Tuuta, head of Te Tumu Paeroa, stresses that there needs to be a greater focus on building capability in Māori farming.

"We need to emphasise educating young Māori with the skills that are relevant for our growing asset base. We want Māori to be full participants in mobilising their land – and this means having more of our own people with the skills and expertise to farm their lands", says Jamie.

Te Tumu Paeroa is one of the sponsors of the Ahuwhenua Trophy and also the Ahuwhenua Young Māori Farmer Award. This category of award celebrates leadership qualities and aims to inspire young Māori into careers linked to growing the Māori asset base.

"I am pleased that we have an award that celebrates young Māori farmers and supports them in their future career. The prospects are great for Māori to take advantage of developments in the Māori economy – particularly in leadership roles", says Jamie.

NEW AGREEMENT SIGNED



Jamie Tuuta

AgResearch and Te Tumu Paeroa have signed a memorandum of understanding (MOU) which signifies a new long-term relationship with positive implications for the future of Māori agribusiness in New Zealand. Jamie Tuuta, the Māori Trustee and head of Te Tumu Paeroa, signed the historic MOU in Wellington with Chris Koroheke, Portfolio Leader Māori Agribusiness from AgResearch.

Chris says AgResearch's commitment is to contribute to and support the growth of Māori agribusiness. He says the development of this relationship is exciting and provides AgResearch with the opportunity to deliver long-term research support to the Māori farming sector across a whole range of farm types. Jamie Tuuta says much of Te Tumu Paeroa's work is to enable Māori to achieve higher commercial aspirations for their land and assets and grow their value in a sustainable manner. He says they are always seeking to partner with organisations that have capabilities that assist us to provide benefits to the owners that we work on behalf of.

BEEF + LAMB NEW ZEALAND RAMPES UP SUPPORT FOR MĀORI SHEEP AND BEEF FARMERS

Beef + Lamb New Zealand has forged a stronger relationship with Māori agribusiness since the last Ahuwhenua sheep and beef competition in 2013.

B+LNZ chief executive Dr Scott Champion says, "Māori ownership of the pastoral sector is large, with nearly 20% of New Zealand land in Māori ownership – and a large proportion of this is running sheep and beef. We are looking to support Māori-owned sheep and beef farming businesses more effectively than we have done in the past."

To this end, the industry-good organisation is funding a number of projects aimed at supporting the development of more productive and profitable Māori-owned sheep and beef farms.

One key project is seeing the gradual roll out of a system for measuring and monitoring animal performance. Farm managers and staff attend workshops to learn how adopting tools like body condition scoring can achieve productivity gains. This is followed up with support to implement the systems on-farm.

Another project targets Māori trusts and incorporations at the governance level to support strategic, financial and people planning. Sector-specific workshops aim to help directors who may be new to the sector to better understand the fundamentals of sheep and beef farming and the meat industry.

B+LNZ investment in both of these projects is alongside the Sustainable Farming Fund and the Federation of Māori Authorities – which provides resources, administration and infrastructure.

A third project has seen B+LNZ work with Te Taumata on the East Coast and Te Arawa primary sector group in Rotorua to develop standard benchmarking tools for Māori agribusiness. The project aims to come up with both production-oriented and business evaluation tools that can be used on-farm and around the governance table.

Ministerial advisory group appointed

Māori Development Minister, Hon Te Ururoa Flavell has appointed a Ministerial Advisory Group to progress the introduction of new Māori land legislation this year. The Bill will replace Te Ture Whenua Māori Act 1993. The Ministerial Advisory Group appointments are Kingi Smiler (Chair), Matanuku Mahuika, Traci Houppapa, Spencer Webster, Linda Te Aho, Sacha McMeeking and Dr Tanira Kingi.

Te Ururoa Flavell says he's committed to ensuring that the final details of this Bill are informed by the practical experience of people involved closely with Māori land matters and that Māori are engaged throughout the process.

Mr Flavell expects the bill to improve governance of Māori land, lift productivity and enable Māori landowners greater decision making over their land.

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MĀORI AGRIBUSINESS UPDATE

Positive Whai Hua project review

Well organised and well directed – that's how an independent review panel has described progress on the first Māori Primary Growth Partnership. The \$3.5 million project is a joint venture between the government and a consortium consisting of Wairarapa Moana ki Pouakani Incorporation, Miraka Ltd, Kanematsu New Zealand Ltd with much of the research work being done by AgResearch. The aim of the project is, within three years, to develop immune-enhancing dairy milk products targeting health-conscious consumers in Asian and New Zealand markets. It will do this by developing dairy herds which produce milk which has high immune-enhancing properties, product development, functionality testing and market research. The estimated economic benefit of the project is expected to be \$8.6 million by 2021.

The project has now been running for 18 months and the independent review panel says the project team has successfully established a herd capable of producing the beneficial dairy compounds as planned. It's also done market intelligence work which has provided good initial scoping and has "challenged thinking about marketing options for the products developed by the programme. The review panel says considerable effort has gone into studying the function of the target compounds and early indications are that they act in a similar way to their equivalents in human milk.

SEEKA LAUNCHES NEW TRAINING PROGRAMME WITH TWO YOUNG MĀORI CADETS

Te Puke based Seeka Kiwifruit Industries has launched a new three-year cadetship programme aimed at developing young people into future kiwifruit industry managers. Two new recruits into the programme are Levi Ryland and Brandon Cross from Gisborne, who have iwi ties to the Ngai Tukairangi Trust, one of the several Māori grower entities that pack with Seeka.

Seeka's CEO Michael Franks says Māori have a large ownership stake in Seeka and have told us they are looking for young Māori to be trained up and to eventually run orchards and we have extended our cadet programme to fulfill that desire. Franks says Seeka wants to show young people the kiwifruit industry offers a viable pathway to a range of interesting management options. Seeka is New Zealand's biggest kiwifruit grower and a leading post-harvest company.

MPI SUPPORT FOR MĀORI

The primary industries play a critical role in our economy. We all want a more productive and competitive economy that supports more jobs, higher incomes and higher living standards for all New Zealanders.

Ensuring we have the capability to support our primary industries is a challenge but also an opportunity for us all.

MPI's recent *The future capability needs for the primary industries in New Zealand* report indicates that employment in the primary industries is expected to increase by 50 thousand by 2025. The skills required to deliver significant growth in the primary sector reside in a highly skilled, technologically savvy labour force alongside financially skilled and technologically savvy primary sector company owners and operators.

Ngai Tahu's Whenua Kura is an excellent example of taking this challenge head on. Whenua Kura is an iwi-led agriculture workforce development initiative, which seeks to address the skill gap through not only supporting Māori into meaningful careers, but to grow Māori leadership in the agricultural sector.

The Ministry for Primary Industries is continually exploring new ways it can support Māori land owners to overcome challenges, improve productivity and capability and attract investment.

MPI encourages anyone ready to achieve their aspirations for their primary sector assets to get in touch or check out the information on MPI's website.

MĀORI INTEREST HIGH AT GOLDEN SHEARS



Koro Mullins

One of the features of shearing in New Zealand is the number of Māori employed in the industry according to one of the leading players in this area, Koro Mullins. Koro once made the final at Golden Shears but is equally famous for the shearing gangs that

he and his wife Mavis run. Now days he also runs a dairy farm.

He says about ninety percent of the wool handlers and up to seventy percent of shearers are Māori. Koro Mullins says he became involved in the shearing competition because this is an opportunity for people who work out in the boondocks and the hills with the back breaking work to display the skills we learn out in the shearing sheds.

He says the reason why so many Māori have become involved in shearing is because it's a 'whānau' type of work.

"In the old days they moved in groups and they went and camped on the farm and stayed there in their tents by the river and they shore together and it's just evolved from there," he says.

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