

THE AHUWHENUA TROPHY ROUND UP

NOVEMBER 2015

»» AHUWHENUA TROPHY COMPETITION LAUNCHED IN STYLE



Cedric Nepia, Trophy Kaitiaki with Hon Te Ururoa Flavell, the Minister for Māori Development at the launch of the 2016 competition.

More than 200 people were present to see the Minister for Māori Development, Hon Te Ururoa Flavell officially launch the 2016 Ahuwhenua Trophy BNZ Māori Excellence in Farming Award for dairy and the Ahuwhenua Young Māori Farmer Award 2016 for dairy at the Federation of Māori Authorities conference in Wellington.

The launch took place just before the conference dinner and there was much positive talk and excitement during the evening about the competition, its past winners, its benefits and speculation of who might be entering.

The Ahuwhenua Trophy is the longest running primary sector competition in New Zealand and was inaugurated in 1932 by the great Māori leader Sir Apirana Ngata and the Governor General at the time Lord Bledisloe.

Its purpose is to showcase achievement in the Māori farming sector to all New Zealanders, in particular successful approaches to governance, financing, management, environmental sustainability and the incorporation of tikanga Māori in their business activities. Another key objective is to acknowledge the significant contribution that Māori make to the overall New Zealand economy.

Te Ururoa Flavell says the Ahuwhenua Trophy competition gives a great focus to Māori working in the agricultural sector. He says

BNZ
**MĀORI
EXCELLENCE**
IN FARMING AWARD 2016
DAIRY



“The Ahuwhenua Trophy competition gives a great focus to Māori working in the agricultural sector”

there is great rivalry between competitors and that is a great thing because it forces everyone to lift their standards.

He told the audience that in recent years some of the finalist's in the competition have been trusts which have collaborated and consolidated their blocks of land to achieve greater scale and therefore better economic returns for their people. But Te Ururoa Flavell says there is still too much Māori land which is unproductive and this needs to change. He says he hopes the Ahuwhenua Trophy competition can be one of the catalysts for change in this regard.

Mr Flavell says Māori agriculture offers great job opportunities for young people. He says he's seen one of the training programmes that Ngai Tahu offers and was very impressed. He says Ngai Tahu are engaging with a lot of young Māori on their



»» PLATINUM SPONSOR



»» GOLD SPONSORS



»» SILVER SPONSORS



»» BRONZE SPONSORS



»» SPONSORSHIP SUPPORT HAS ALSO BEEN PROVIDED BY LANDCORP TOHU WINE AND WORKSAFE NZ.
The Ahuwhenua Trophy Management Committee supports SAFER FARMS.

farms in the South Island and creating a whole lot of career opportunities. He says they give them a home, a farm to work on and with the training they are giving them they are lining up the young people to take over Ngai Tahu farms in the future.

The Minister also noted the importance of the Ahuwhenua Young Māori Farmer Award 2016 for dairy saying this is doing much to encourage young people into the agricultural sector and to showcase the success of young Māori people.

Meanwhile the Chairman of the Ahuwhenua Trophy Management Committee, Kingi Smiler says entering the competition offers a unique opportunity for individual Māori farmers, trusts and incorporations to get valuable professional feedback on their farming operations.

He says the judges of the competition are highly skilled professionals in the agribusiness



sector and they have access to data which can benchmark individual operations. Kingi says all previous participants in the competition have said it was an invaluable exercise and they gained feedback that they otherwise wouldn't have

got. Kingi Smiler has also appealed to farm consultants who work for Māori farmers to encourage their clients to enter the competition. He says these people do hold some influence over many Māori farming operations and he says he's sure they will see the benefits of their clients farms entering Ahuwhenua.

Kingi Smiler says for too long Māori have failed to tell their own people and all New Zealanders their success stories. Māori farming, says Kingi is one of these and throughout the country there are some great things being done on land owned by Māori.

Information about the competition including entry forms are on the Ahuwhenua Trophy web site www.ahuwhenuatrophy.maori.nz. Entries close on Friday 27th November 2015.



Ahuwhenua Young Māori Farmer competition entries open

Entries for the Ahuwhenua Young Māori Farmer Award 2016 for dairy are officially open and 2015 winner, Hannah Wallace of Wairoa, is urging all young Māori farmers to have a go.

She says winning the award has been life changing and given her the confidence to want to succeed. Hannah Wallace says the opportunities that have come from winning the competition have been overwhelming. She says this includes speaking at various events, numerous job offers and rubbing shoulders with important people.

Hannah Wallace says winning the Ahuwhenua Young Māori Farmer

Award has been an amazing journey and says she's met lots of interesting people and been to places she never would have imagined. She says the experience has been breath-taking.

Hannah Wallace says all those who enter the competition benefit in development of their leadership skills through interview preparation and supportive feedback from an experienced judging panel. She says other benefits for the finalists include:

- Enhanced relationships with industry organisations that are in a position to offer support in their careers

- New friendships with other young farmers striving to be successful
- Prizes and recognition from the wider Māori agribusiness sector.

She says winning this competition has given her the confidence to want to achieve her dreams of owning or leasing her own farm. She also says it has given her a real confidence boost and made her realise that females can be great farmers and be right up there with the boys.

Entrants need to be between 16 and 25 years old as at 31 December 2015, currently employed on a dairy farm, of Māori descent and currently enrolled in or have completed within the last year, National Certificate in Agriculture Level 3 or higher.

As well as a cash prize, each of the competition finalists will receive a \$1,500 training scholarship to help with their professional development.

Applications are open until 29 February 2016. To enter or for more information visit www.ahuwhenuatrophy.maori.nz

» PLATINUM SPONSOR



» GOLD SPONSORS



» SILVER SPONSORS



» BRONZE SPONSORS



» SPONSORSHIP SUPPORT HAS ALSO BEEN PROVIDED BY LANDCORP TOHU WINE AND WORKSAFE NZ.
The Ahuwhenua Trophy Management Committee supports SAFER FARMS.

Stronger, together, Te Rua o Te Moko



The team at Te Rua o Te Moko Ltd is taking a moment to reflect on their 2014 Ahuwhenua Trophy win of the most recent dairy competition and to wish next years' entrants the very of best of luck.

Te Rua o Te Moko is a Māori owned, joint venture dairy farm based in Normanby, South Taranaki. Its 1,285 owners collectively manage 189 hectares of fertile, flat pasture land under Mt. Taranaki.

Since their win in 2014 they've gone from strength-to-strength. Investing in their own stock has seen the business grow from a 50/50 share milking arrangement to now owning 500 cows and operating a 75/25 share milking set-up. The farm is also largely self-sustaining and its minimal need for off-farm feed has helped the business maintain a strong balance sheet despite the recent global dairy downturn.

"Entering the Ahuwhenua Trophy helped them refocus their strategic objectives and maintain that course of direction"

Aaron Hunt, Rural Advisor for Te Tumu Paeroa supports the team with ongoing farm management.

He says they are in it for the long term so planning for sustainability is everything. Aaron says they budget for the worst while being realistic and hoping for the best. He says they are really big on transparency and having an open flow of information has won us the support of the owners and surrounding community.

Each year Te Rua o Te Moko Chairman, Dion Maaka leads the review and development of a business plan that aligns to their award winning strategy.

AHUWHENUA PLANS FOR 2016

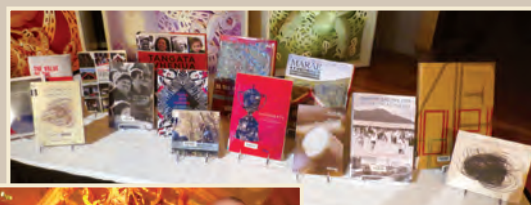
The next major event for the 2016 Ahuwhenua Trophy BNZ Māori Excellence in Farming Award for dairy will be the announcement of the three finalists at Parliament on Wednesday 24th of February. After that the finalists will hold field days at their farms in mid-March. The reason for holding them then is so that judges and visitors get a chance to see the farms fully operational before the cows get dried off in the autumn. The winner will be announced at a dinner in Hamilton on Friday the 20th of May.

He says one of the unintended consequences of the awards is that the owners are much more engaged with the volatility of an agriculture business. Dion says as Chairman this makes life much easier because he can make decisions that he know will be supported. He says entering the Ahuwhenua Trophy helped them refocus their strategic objectives and maintain that course of direction. He says they have got a great team behind them and together they're reaching their benchmarks and objectives.

In line with this strategy Te Rua o Te Moko also continue to provide opportunities for young Māori farmers. At the training facility they host on their land in partnership with local farming school, Land Based Training, they have successfully graduated two intakes of students who've all gone onto jobs in the agricultural sector.

Dion Maaka says winning the Ahuwhenua Trophy was a proud moment for owners, directors, board, Te Tumu Paeroa and all their staff. He says it was a brave thing for our landowners to move from being passive landlords to an active business. He says winning the trophy was validation for establishing Te Rua o te Moko Ltd in the first instance.

Ehara taku toa i te toa taki tahi engari he toa taki tini.



Allan Frazer,
Lyn Harrison and
Peter Little represented
the Ahuwhenua Trust
at the awards.

AHUWHENUA BOOK A FINALIST

Ahuwhenua – celebrating 80 years of Māori Farming by Dr Danny Keenan was a finalist in this years Massey University's Ngā Kupu Ora Aotearoa Māori Book Awards. The book was produced two years ago to celebrate the 80th anniversary of the Ahuwhenua Trophy competition and gives an exciting historical insight into the history of the award and also the development of Māori agriculture.

The Awards were presented at a dinner at Te Papa in Wellington and featured 15 finalists from an overall pool of 60 Māori books. The Ahuwhenua book was a finalist in the nonfiction sector which was won by Anglican minister Bishop Muru Walters, his son Robin and daughter-in-law Sam for their photographic celebration of the country's meeting houses in the book *Marae: Te Tatau Pounamu*.

Massey University Vice-Chancellor Hon Steve Maharey congratulated the authors for their important contribution saying the awards are about celebrating books that will shape the future of not only how Māori see themselves but taking those stories to the rest of the world.

» PLATINUM SPONSOR



» GOLD SPONSORS



» SILVER SPONSORS



» BRONZE SPONSORS



» SPONSORSHIP SUPPORT HAS ALSO BEEN PROVIDED BY LANDCORP TOHU WINE AND WORKSAFE NZ.
The Ahuwhenua Trophy Management Committee supports SAFER FARMS.

MĀORI AGRIBUSINESS UPDATE

MĀORI KIWIFRUIT COLLECTIVE GROWS



Neil Te Kani, the Chairman of a large Māori kiwifruit collective says the output from his shareholders could potentially double next year as more of the sun gold G3 comes on stream.

Te Awanui Huka Pak (TAHP) is a company and a commercial entity consisting of nineteen Ahuwhenua Māori trusts that produce kiwifruit and market it through Zespri. These trust are mainly in the Bay of Plenty

and Waikato regions. While TAHP is an independent Māori collective, it operates as a subsidiary of the large Seeka kiwifruit group. Neil Te Kani is a member of the Seeka board and on a number of the nineteen trust that supply Seeka.

Neil Te Kani says Te Awanui Huka Pak currently sells 2.5 million trays through Zespri but believes it's only a matter of time before this doubles and trebles as more Māori trusts come "on stream", through organic growth within the Tauranga Moana catchment and new developments by external trusts that sit outside our rohe.

He says most of the orchards that produce G3 are coming into maturity. Neil says they have a mix of green and gold and at present this is 70/30 in favour of green. But he says as G3 comes on this will start equalising and eventually it could be close to 50/50.

Neil Te Kani says one the reasons for the success of TAHP is the close relationship which it has built over a number of years with Zespri who market their fruit. He says Zespri have an excellent value chain to 53 markets and this works well for his organisation. Neil Te Kani says prior to the formation of Zespri there was some angst between Māori and the Kiwifruit Marketing Board, but he says has now changed.

He says Zespri have treated them with the respect they deserve and that has given them huge confidence in terms of the relationship going forward. Neil Te Kani says TAHP bring great value to the table with Zespri as a potential partner in co-branding, and says the Māori story fits in well with Zespri's marketing strategy.

MĀORI THE KEY TO MESSAGING

New Zealand is really poor at communicating its story to the consumers in its international markets and it needs to emphasise the unique Māori dimension according Merino NZ CEO and boot-camp leader John Brackenridge.

He says the 'clean green image' story is not unique to NZ and he says while we have a great environment, other countries can also lay claim to this proposition.

But John Brackenridge says what is unique is our Māori culture and if you take in things such as kaitiakitanga (guardianship) coupled with a strong Māori economy, this is something that nobody else has. He says Māori have fantastic assets and many of them are doing a great job in terms of how they managing those assets.

John Brackenridge says Māori is hugely underrated in NZ not just at a superficial level but are a much deeper one. He says the principles of manaakitanga (hospitality) and kaitiakitanga need to be recognised and embraced and entwined into a true partnership which has both real value and recognition world-wide.

He says an example of this surfaced at one of the boot camp sessions at Stanford University in the US.

He says this became evident when a professor finished a session and the group sang a waiata. Brackenridge says while Stanford professors teach hundreds of classes every year they will always remember the people from Aotearoa NZ for their waiata and collectivism which is a point of difference.

FOMA WANTS MĀORI STORY TOLD

The Chairperson of the Federation of Māori Authorities (FOMA) says Māori are also in discussions with a number of primary sector exporters about how the 'Māori story' can be used better to gain a premium position in overseas markets for both Māori and other exporters.

Traci Houppapa says they are getting a lot of support from the red meat, dairy and kiwifruit sectors about how Māori culture can be interwoven into stories to explain the unique NZ brand.

She says there are a lot of burgeoning conversations that are going on that that will bear fruit over the coming years.

She says there are some excellent discussions taking place between Māori kiwifruit growers and Zespri on brand development and FOMA also has a relationship with Silver Fern Farms and other primary exporters.



PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



SPONSORSHIP SUPPORT HAS ALSO BEEN PROVIDED BY LANDCORP TOHU WINE AND WORKSAFE NZ. The Ahuwhenua Trophy Management Committee supports SAFER FARMS.