

THE AHUWHENUA TROPHY ROUND UP

MARCH 2018

BNZ
MĀORI
EXCELLENCE
IN FARMING AWARD 2018
DAIRY



»» Top Māori Dairy Farm Finalists Announced

There was great excitement at the announcement of the 2018 finalists in the Ahuwhenua Trophy BNZ Māori Excellence in Farming Award for dairy at Parliament recently. More than one hundred people with various links to the agribusiness sector, as well as representatives of all the political parties attended the function held in the Grand Hall.

The finalists were announced by the Hon Nanaia Mahuta, Minister for Māori Development. They are:

The Proprietors of Mawhera Incorporation, Hokitika, West Coast; and
Onuku Māori Lands Trust, Rerewhakaaitu, Rotorua.



L-R: Hon Nanaia Mahuta; Moyra Bramley; James Russell and Hon Damien O'Connor

Before presenting the finalists with their medals, Hon Nanaia Mahuta told them their kaupapa was close to her heart, as both Minister for Māori Development and Associate Minister for the Environment. She says it was a real pleasure to announce this year's finalists for an award that acknowledges and celebrates excellence and innovation in Māori farming, in particular in the dairy sector.

Minister Mahuta says ongoing support programmes and pending legislative changes would continue to assist with improving the situation for Māori.

The Minister of Agriculture Damien O'Connor also spoke and said the Ahuwhenua Trophy is a wonderful event that celebrates the success of Māori and their contribution to the agri sector.

"The land delivers us the opportunity to have a better future but it doesn't guarantee it. So this competition is about safeguarding the business on the land – the ones that generate the wealth that

can be transferred onto not just iwi and whānau but the whole country. It's about preserving better businesses and it's better businesses that improve not only financial returns, but also better environmental and social outcomes," he says.

He says Sir Apirana Ngata and Lord Bledisloe initiated the Ahuwhenua Trophy competition for good reason and everyone has a responsibility to carry on their vision down through the generations.

The Ahuwhenua Trophy Management Committee Chairman, Kingi Smiler says it is great to once again see top dairy farms selected as finalists for this prestigious trophy. They are performing very well in some of the most challenging times, especially the volatile weather conditions which plagued the farming sector in the past two months. The people who run these operations are positive and confident about their future.

"We are a long way from our markets, yet through innovation and determination we are able to put a wide range of quality products on supermarkets shelves, restaurant menus and processing plants around the world. For Māori farmers it is in their DNA to manage the fragile environment, care for their people and build a sustainable business. The concept of sustainability is not new to Māori. We have been practising it for centuries" he says.

Kingi Smiler says Māori agribusiness is in very good shape. He says the Ahuwhenua Trophy has been a major factor in lifting the profile and perception of Māori agribusiness.



Te Puni Kōkiri
Kapa Haka
Group



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About the Farms

THE PROPRIETORS OF MAWHERA INCORPORATION

Mawhera Tuatahi Farm consists of 348ha in the Arahura Valley, north of the West Coast town of Hokitika. The milking platform is 257ha and the 500 cows produce 190,000 kgMS.

The historical formation of Mawhera Incorporation dates to the 1800s when Kāi Tahu, by conquest of Kāi Wairaki and Tumatakokiri, gained occupation of the manawhenua of the Tai Poutini (West Coast, South Island).

After the signing of the 1840 Treaty of Waitangi, the Crown purchased approximately 3.1 million hectares of land but excluded 4,139ha to be held in 54 reserves along the breadth of Tai Poutini. Of these 54 reserves, 39 were Schedule A Reserves (2,721ha) which were for individual allotments and clearly intended to be used and occupied by their Kāi Tahu owners. The balance was held in 11 Schedule B Reserves totalling 1,416ha and was leased to provide income towards the general social, religious and moral benefit of the owners.



The Committee of Management, Mawhera Incorporation

The Arahura riverbed, of huge cultural significance due to its pounamu deposits, was exempt from the purchase.

The land within the Arahura Māori Reserve was leased out to European dairy farmers via perpetual leases by successive agents representing the Crown, including the Commissioner, Public Trustee and the Māori Trustee.

After changes to the law in 1967 Māori Affairs Amendment Act the owners took their concerns regarding the administration of the reserves to the Crown. In the 1973 a Royal Commission of Inquiry was set up to investigate the Māori Reserved Land. It recommended that 24 Tai Poutini reserves be constituted by statute, a Māori Incorporation, if the owners desired. They did, and on the 17th May 1976 the Governor General issued an Order in Council, cited as the Mawhera Incorporation Order 1976 effective from 31st May 1976, establishing the Proprietors of Mawhera Incorporation.



L-R: James Russell, Debbie and Mark Van Beek



Whare Tipuna Tuhuru, Arahura Marae, Hokitika

In 1993, the Incorporation made the visionary decision to acquire the lease interests in nine leaseholder properties on the south bank of the Arahura River (approx. 194ha) and to pursue administering the farms as successful businesses themselves.

The Incorporation brought European freehold titled land adjacent to the Arahura Reserve and the Mawhera Tuatahi Farm (62ha) in 1994 to increase the milking platform of the farm to 201ha. It acquired the Wellstar Farm in

2009, which consists of 12ha of Māori leasehold land within the Arahura Māori Reserve and 80ha of European freehold title adjacent to the Arahura Reserve and Mawhera Tuatahi. There is 55ha of the total land purchased to still be developed.

Since that decision in 1994, extensive development has occurred on the property using the profits made from

farming in both new infrastructure and additional land. The Incorporation has always used 50:50 Sharemilkers to farm the land. They bring experience, motivation and technical expertise to the business. The current Sharemilkers, Mark and Debbie Van Beek joined the farm in 2006.

Dairy farming is now one of the Incorporation's major investments comprising of two farms within the reserve, Mawhera Tuatahi and Te Hewera and a third dairy farm on the Karamea Reserve called Umere. The Incorporation's other major investments include commercial and residential properties on the West Coast. This can only be done with a clear vision for best land use, sustainable profits and environmental practices.

The Committee of Management is: James Mason Russell (Chair), Janyne Morrison (Deputy Chair), Marie Louise Davidson, Tuhorano Wilson, Tim Reriti, Tihou Messenger-Wipou and Tim Bateman.

"The success of our investments would not have occurred without the passion, common purpose and support of our Committee, West Coast community and most importantly our shareholders".



Arahura river



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About the Farms

ONUKU MĀORI LANDS TRUST

Boundary Road Farm comprises a 72ha block near Lake Rotomahana, about 30km south of Rotorua. The Trust milks 220 cows which produce about 90,000 kgMS.

In 1882 the land now known as the Onuku Māori Lands Trust was partitioned and handed back to Ngāti Rangitihi. The Mount Tarawera eruption occurred on the 10th June 1886, wiping out the Rangitihi Pa located at Moura on the shores of Tarawera, and the world famous Pink and White Terraces on the shores of Rotomahana. The surrounding land, including that of Onuku, was covered with Rotomahana mud and portions of Tarawera ash and gravel. These soils today make up the base of the Onuku Farms. The estate stretches from Mount Tarawera in the north to Timberlands boundary in the south across State Highway 38.



From 1963 the land was developed and managed by the Department of Lands and Survey and handed back to Ngāti Rangitihi in 1982 when the Onuku Māori Lands Trust was formed. It had been run as one big drystock farming operation, but one of the goals of the Trust was to diversify and dairy was a good choice. Today the Trust has developed to consist of four dairy farms, a drystock farm, forestry, natural reserves and a manuka plantation. Onuku has also developed outside the farm gates, starting an export honey business: Onuku Honey.

One of the strategic goals of Onuku has always been to acquire land on its boundaries and when the Rotorua District Council Northern Boundary Road dairy farm was put up for sale in 2004, Onuku felt they had to be a serious bidder. Hence this is the farm you see today. When purchased the farm was in a rundown state and required some work to bring back up to standard. As an investment, this farm has been a good performer averaging 1,214 kgMS/ha. The farm is 90% pasture



Onuku Board Members

based and uses Farmax and Overseer to assist with effective management decisions.

The farm has a strong environmental focus, with Onuku being part of Project Rerewhakaaitu, a voluntary local farming initiative to help protect local waterways and lakes. Management focus on reducing nitrogen and phosphate and achieving the highest possible animal welfare standards.

The more recent strategy for Onuku is the move from sharemilking to herd ownership and the Trust now owns herds on Dairy Two and Boundary Road Farms. Boundary Road Farm has allowed the Trust to realise another of its goals by 'growing our own' in the industry and our farm. Manager, Alan Rondon is of Ngāti Rangitihi descent, and his Grand Uncle was one of the original Trustees of Onuku. Alan originally worked for our Dairy One Sharemilker as his 2IC.

The strategy is for training Onuku owners in farm management on Boundary Road and creating a pathway through to the larger dairy farms on Onuku.

The Onuku board is actively involved with the various areas of its business, particularly on farm and they visit regularly. The Trustees are Moyra Te Ariki Bramley (Chair), Barnett Vercoe, Les Stowell, Maramena Vercoe, Tina Ngatai and Ken Raureti.

Kama Langdon and Farm Manager Alan Rondon with their daughter Te Kaihou



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FOLLOWING THE ANNOUNCEMENT OF THE FINALISTS AT PARLIAMENT,
FIELD DAYS WILL TAKE PLACE AT EACH OF THE FARMS.

The Proprietors of Mawhera Incorporation

Thursday 5th April >>> 9:30am - 2:30pm

THE JUDGES HIGHLIGHTED

- A diverse Committee of Management bringing a range of skills, background and experience to the business.
- Excellent support network of rural professionals with regular information flow between Sharemilkers and property owners.
- An in-depth Health and Safety policy and procedures manual which is reviewed regularly and updated yearly.
- Longstanding Sharemilkers who run an industry leading staff induction process with ongoing training encouraged and supported.

ASSEMBLE FOR THE PŌWHIRI AT

Whare Tipuna, Tuhuru, Arahura Marae,
1 Old Christchurch Road, Arahura, Hokitika



Onuku Māori Lands Trust

Thursday 12th April >>> 9:30am - 2:30pm

ASSEMBLE FOR THE PŌWHIRI AT

Rerewhakaaitu Settlers Hall, Rerewhakaaitu



THE JUDGES HIGHLIGHTED

- A strong sense of responsibility to their Owners and a mission statement, vision and value set that form a thorough strategy.
- The implementation of great pathways for the progression of their people within the business.
- A consistently profitable farm using a low-cost system.
- A proactive attitude towards environmental plans – a real focus to be ahead of the game.

THE WINNER OF THE AWARD WILL BE ANNOUNCED AT A FUNCTION
AT THE WIGRAM AIR FORCE MUSEUM IN CHRISTCHURCH ON FRIDAY 25TH MAY

Contact Jean Rangiwai for further details : mobile 021 145 3062. ahuwhenuacompetition@tetumupaeroa.co.nz



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NEW SPONSORS FOR AHUWHENUA

Massey University and Landcorp's Pāmu Academy have signed on as new sponsors of the Ahuwhenua Trophy. Massey is a silver sponsor and the Pāmu Academy is a bronze sponsor.

Special signing ceremonies took place at the Palmerston North campus of Massey University and the deal with the Pāmu Academy was done in conjunction with the launch of the Academy in Auckland.

Massey University Vice Chancellor, Professor Jan Thomas says the signing of an agreement to be a sponsor for the Ahuwhenua Trophy is symbolic of the emphasis that her university is placing on Māori.

Professor Thomas says Massey University has now strategically declared that it is Treaty of Waitangi led organisation which she says is in the interests of the University and of Aotearoa New Zealand. Professor Thomas says the deal with Ahuwhenua is a sweet spot for Massey University that aligns with their strategy.

She says Massey wants to lead in that future and contribute to New Zealand as best as they can as a university. "So in everything we do, in every rock we lift up, in every policy that we examine, in every strategy we have, we will be looking at it through a Māori lens," she says.



Massey University signing with Prof Ray Geor Pro VC sciences, Prof Jan Thomas VC of Massey and Kingi Smiler



Pāmu Academy General Manager Rebecca Keohan and Basil Tapuke, Ahuwhenua Trophy Project Director at Pāmu signing

Pāmu Academy General Manager Rebecca Keohan said the Academy sponsoring the prestigious Ahuwhenua Trophy was a no brainer for the organisation.

"We are targeting safety leadership within the industry, and the Ahuwhenua Trophy competition has a focus on farm leadership, and so the fit was natural for us. We look forward to being a part of the Ahuwhenua whānau and helping drive a focus on safety leadership in the competition," she says.

Welcoming the new sponsors to the Ahuwhenua whānau Management Committee Chairman, Kingi Smiler says it is a privilege to be associated with Massey University. He says Sir Apirana Ngata and Lord Bledisloe who inaugurated the trophy in 1932 were men with strong and successful interests in agriculture. Kingi says Lord Bledisloe had a background in science and technology and during his time in New Zealand he gave many speeches to students at universities on agri business.

"The vision for Massey University as articulated by Professor Thomas fits absolutely with the vision and values of Sir Apirana Ngata and Lord Bledisloe," he says.

Kingi Smiler described the Pāmu Academy is an exemplar of the type of leadership and innovation on farm and beyond that aligns with the original vision and values of Sir Apirana Ngata and Lord Bledisloe. He says they would both be impressed with what Pāmu Academy is doing and feel a great sense of pride in their legacy.

Kingi Smiler says he looks forward to working with Pāmu Academy to enhance the leadership performance of the New Zealand agri-sector and showcase its success to everyone in the country.



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MĀORI AGRIBUSINESS UPDATE

Minister Talks Challenges



Hon Meka Whaitiri

The new Associate Minister of Agriculture, Meka Whaitiri says knowing the range of challenges facing Māori agribusiness she wants to use her skills in the agricultural space to drive change to provide answers. She says she wants to provide Māori with the tools to address the gaps that Māori landowners face around the country.

She says a big challenge is to do something for Māori landowners whose blocks of land have become land-locked because of historical taking of land under the Public Works Act. She says a lot of land is simply lying idle.

“If only we could utilise those lands economically then those owners would derive an economic benefit and so would the regions they live in. What is clear to me is that no single entity is focusing on this and that to me is a lost opportunity. Many Māori landowners don’t even know where to go to for assistance,” she says.

Minister Whaitiri says one group of Māori trusts that need help and have the potential to do more is those she describes in the ‘middle’ – medium size organisations which own the bulk of Māori land that with the right help can lift their game and benefits to shareholders considerably. She says larger ones such as Mangatu and Wairarapa Moana which are developing value add products also need assistance to keep up the positions they have established in the market place.

“A point I would make around the larger incorporations is that if you are going to work in the added value space, one thing I think that has to be really understood is the stories about our farming industry; both the cultural aspects and where the food comes from.

Meka Whaitiri came into parliament in a by election following the death of Parekura Horomia in 2013. She had worked in his office at parliament and before that had worked in the Department of Labour, been General Manager of the Māori Woman’s Welfare League and the CEO of Ngāti Kūhūngunu, the third largest iwi group in the country.

Minister Whaitiri is a great supporter of the Ahuwhenua Trophy competition. She says this event turns the spotlight on the excellent contribution Māori make to the NZ economy. She says to be a finalist or to win this prestigious competition is huge. She says it also helps other Māori farmers lift their performance.

New beef product could spark new industry

Massey University is investigating whether the dairy industry has the potential to drive a new class of beef product by rearing bobby calves who would ordinarily be sent to slaughter.

The dairy industry currently needs to produce calves to maintain milk production, but while a proportion of the females are retained as herd replacements, a large number are sent for slaughter at around four-days old due to a lack of viable alternatives. The potential new product is being labelled New Generation Beef, and is produced by rearing calves sourced from the dairy industry up to one year of age.

Project lead, Dr Nicola Schreurs of the School of Agriculture and Environment says the research has the potential to spawn a brand new beef industry which could one day phase out the slaughter of bobby calves.

“This new product isn’t veal or bull-beef, and we are not specifically targeting the prime steer classification but, we are developing a new, full red-meat product of its own, that could require less resource and deliver a more sustainable product”, she says.



Dr Nicola Schreurs is working on a new class of beef

She says there is currently little incentive for the dairy farmer to rear additional calves, but there is a large amount of welfare concerns associated with the transport and slaughter of bobby calves. We think that our New Generation Beef system could help the New Zealand dairy industry achieve a ‘zero-bobbies policy’ by turning a low-value product into a high-value product.

Dr Schreurs says the initial part of the project involves a group of calves (Kiwi crossed with Hereford) managed on Massey’s farms. These calves will be slaughtered at 8, 10, 12 and 18 months of age and assessed for the meat product obtained. This data will allow the team to consider the economics required to make the system viable and the required market development for the product. “Argentinian beef cattle are slaughtered at approximately one year of age and we think a similar system could be implemented in New Zealand with positive consequences for the environment.”

Dr Schreurs says, the goal is to one day have farmers, meat processors and marketers taking on board the concept of New Generation Beef for application into an integrated supply chain for export traded beef with sustainable returns to the beef sector. We see this innovation as a new beef product coming from a new generation of farmers, for the new generation of consumers.



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