

THE AHUWHENUA TROPHY TE KAWERONGO

DECEMBER 2022

»» Wi Pere Trust top Māori sheep and beef farm

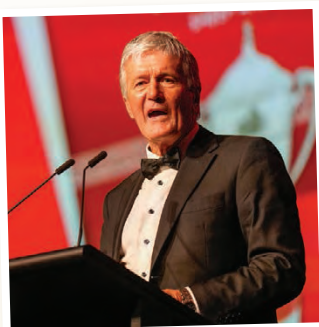
There were scenes of great excitement at the announcement of Wi Pere Trust as the winner of this year's Ahuwhenua Trophy for the top Māori sheep and beef farm.

The announcement was made by the Minister of Agriculture, Damien O'Connor at the awards dinner in Hawke's Bay attended by more than 800 people. Wi Pere Trust is a large sheep and beef farming operation at Te Karaka near Gisborne.

As the Minister announced the winner, Wi Pere Trust whānau came on stage cheering as the coveted Ahuwhenua Trophy was presented to Trustees Trudy Meredith, Kingi Smiler and Hector Pere, as well as Farm Manager Tim Rhodes.

It was billed as a night to celebrate Māori success and it lived up to this in every way. There was an impressive guest list which included the Hon Willie Jackson and Hon Meka Whaitiri, as well as Hon Louise Upston and Harete Hipango representing the National Party. Māori leaders attended including Sir Tumu and Lady Susan te Heuheu, as well as representatives of the Māori King, Tuheitia. Diplomats from the USA, Peru and the European Union and Canada were also present, along with farming leaders representatives of local government, agribusiness leaders and whānau from all the finalists and many of the past Ahuwhenua alumni.

Minister O'Connor congratulated the finalists and winners in both the Ahuwhenua Trophy and the Ahuwhenua Young Māori Farmer award. He told the gathering that Māori account for 25% of the production of sheep beef and wool and have brought a highly professional approach to their farming operations.



"As Māori develop their land further it will lead to the creation of even bigger enterprises. I managed to get to one of the field days and I encourage others to do the same – it gives one an advantage to better understand the complexity, passion, and the beneficiaries of the farms."

Trudy Meredith of Wi Pere Trust says winning the Ahuwhenua Trophy was absolutely amazing – especially given this was the first time they had entered the competition. She says winning the competition will make people recognise the excellence that Wi Pere Trust strive for and the high standards of their operations, and how as a Trust they look after people. "It's not all about profit – and although it does help, it's not the be all. It has also set the bar for the next lot of trustees," she says.

The other finalists were: Onuku Māori Lands Trust located near Rotorua; and Hereheretau Station located in Whakaki, Wairoa.

Nukuhia Hadfield, Chair of the Ahuwhenua Trophy Management Committee, says the farms of all of the finalists were impressive and the judges had their work cut out for them to come up with a winner. She says despite a challenging year, all of the finalist field days were excellent and each organisation is a great role model for farmers.

"Each of you have a unique story which guides your practices, and you are an inspiration to other Māori farming businesses and the primary sector as a whole," she says.

More Awards Night images on page 12.

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The winning farm

Wi Pere Trust consists of three separately managed farms – Otara Station, a 2,573 ha, class 3 steep hill country block, Tangihanga Station, a 1,420 ha class 3 steep hill country block and Tangihanga Finishing Farm which is a mix of class 3 and 4 land. In total the combined farms winter around 33,000 sheep and 4,500 cattle. The farm is managed by General Manager Tim Rhodes, with fifteen full-time staff.

Wi Pere Trust was created in 1899 by an Act of Parliament, and was established by their tipuna Wi Pere to protect the remaining lands of their whānau at a time when the land was heavily in debt, from being sold under mortgagee sale.

Wi Pere was an MP for Eastern Māori from 1884-1887 and 1894-1905, and championed the retention of Māori land to be controlled and developed by Māori. He was also responsible for forming the first Māori Incorporation, Mangatu Incorporation.

Today the five trustees of Wi Pere Trust, appointed by the 550 owners who represent a wider whānau base, have developed comprehensive Land Environment Plans to guide how to best utilise the land including the retirement of erosion prone land, fencing all waterways approximately 35 kilometres, riparian planting and improving water quality. Wi Pere Trust produces approximately 1,100,000kg of meat and fibre annually and optimises product returns by selling via a Māori Collective Cluster, Awhina to the Alliance Group.



Makita Butcher-Herries and Chloe Butcher-Herries

Winner of the 2022 Ahuwhenua Young Māori Award for sheep and beef Chloe Butcher-Herries, an Assistant Farm Manager at Newstead Farms near Napier describes her win as “a privilege and honour”.

The announcement was made by the Māori Trustee, Dr Charlotte Severne as part of the Ahuwhenua Trophy awards dinner. Her win was greeted with much applause not to mention a few tears as Chloe stepped forward to receive her trophy.

The two other finalists in the competition were Puhirere Te-Akainga Tamanui Tau, from Whangara Farms, located near Tolaga Bay, and Rameka Eli Edwards from Puketitiri and Waitete farms in Te Kuiti.

In presenting the winner's trophy Dr Severne noted that what floored her was the amazing skill and promise of all the finalists. “All three of you have successful careers in farming proving an ongoing willingness to learn and a commitment to your craft. You are inspiration for rangatahi looking to enter this industry,” she says.

Chloe Butcher-Herries says her legs were shaking on the stage waiting for the announcement as she had no idea who might be chosen. She says winning the award is amazing and says her

Hawke's Bay wahine wins top Young Māori Farmer

only expectations in entering were to return to her Māori roots and be appreciated for what she was doing on-farm.

“This has been a long journey and it has opened up a few things for my wife and I. The world is our oyster, but farming is my passion and career so I will absolutely stay in the farming industry,” she says.

One of the award judges Aaron Hunt, representing Te Tumu Paeroa, says the standard of entrants was very high and the three finalists were all exceptional young people who in turn reflect the number of young Māori who are making successful careers in sheep and beef.

As part of the judging process the finalists attended an intensive three-day study tour designed to provide a range of insights, inspiration and experiences across the sheep and beef sector. This included a visit to Gwavas Station, a previous finalist in the senior Ahuwhenua Trophy competition. The finalists also attended the Hawke's Bay A&P show and met a range of business leaders along with Māori leaders involved in the sheep and beef sector.



Puhirere Te-Akainga Tamanui Tau, Chloe Butcher-Herries and Rameka Eli Edwards

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Wi Pere Trust



Wi Pere Trust's field day.

The Trust's field day was held on the Otara block with the main presentation being staged in a marquee at the airstrip on the property. From there a 'snake' of four-wheel drive vehicles took attendees on a grand tour of the farm via the beautifully 14km loop road. The view from the top was spectacular and along the way people could see the twelve sets of satellite sheep yards and four sets of cattle yards designed to make it easier for staff to deal with the animals on this large hill country farm.

General Manager Tim Rhodes has seen the farm develop from when it had just 40 paddocks, to the present 260, and now having 2,200ha under water reticulation. Otara is the main breeding unit on the farm. "The farm policy is farm the right stock in the right place," he says, noting they try to be flexible and will give new ideas a go, but he says if these do not work, they will quickly backtrack.

Coopworth ewes are run on the property and Rhodes admits managing feeds is a bit of a challenge at times. But they use cattle to groom the pastures for the ewes and also to get rid of woody weeds and scrub. The ewes are very fertile, and strange as it may seem that is a bit of a problem for Tim and his team.

"We have between 15% to 20% triplets scanned and that is a lot of triplets. So, we can have 2,000 ewes lambing with triplets and they are really hard to feed on that steep hill country," he says.

But despite all the challenges Tim Rhodes is a happy farm manager. He says it has been a wonderful journey to develop the farms and have the support of all the experts and trustees.

The Chair of the Wi Pere Trust, Alan Haronga says from his perspective the field day was a great success. He says the huge turnout was beyond the Trust's expectations and the fact the sun was shining was an added bonus.

"The sector needs energy and uplifting and we are happy to put our shoulder to the shovel to contribute," he says.

Māori farming showcased

A highlight of the Ahuwhenua competition are the field days at the farms of each of the finalists. This year were the best attended in the history of the competition, with over three hundred people at each event. The weather held off before and after, which helped to ensure that the all-important farm tours could go ahead.

The first of the field days was held on the Onuku Māori Lands Trust which is based at Rerewhakaaitu just south of Rotorua. The Minister of Agriculture, Hon Damien O'Connor, and the Associate Minister of Agriculture Meka Whaitiri were in attendance along with local and central government staff, rural professionals, farmers, and community. After the official welcome, visitors were taken on a tour by four-wheel drive vehicles which wound their way around the well-formed farm lane ways, stopping at different places where staff answered questions and talked about the specific nature of their farms. A radio system was set up whereby people on the tour could tune in to an FM station and hear a running commentary from staff who noted key points of interest.



Onuku Māori Lands Trust's field day.

Onuku Māori Lands Trust owns four dairy farms – one them ovine, the dry stock finishing operation that was entered in the competition and also a manuka honey operation. The land on which the farm is situated was formed as a result of the Mt Tarawera eruption in June 1886 which saw mud, ash and gravel deposited on the land. The 873ha dry stock finishing farm is rolling contoured land and from at the top of the farm you can see lakes Rotomahana and Tarawera.

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Peter Livingston from AgFirst says the dry stock operation is multi-dimensional and works in conjunction with the dairy and sheep milking farm. He says operating as a finishing farm rather than a breeding unit makes for greater flexibility and provides the opportunity to play the trading market and change the mix of animals on the block to take advantage of the market.

"If we just had breeding flocks here, we would be stuck in lambs only, whereas we can chop and change the ratio of sheep to cattle, bulls to heifers and bull to lambs from year to year as we see the markets changing in front of us," he says.

Climate is another factor. The farm is 530 metres above sea level and Peter Livingston says the climate can be harsh and the pasture growing season can be short. To help mitigate that Onuku Māori Lands Trust is not just relying on clover and ryegrass pastures. He says they have planted speciality finishing crops such as plantain, clovers and have 70 hectares planted in lucerne: "The aim is to have about 20% of our farm in pasture other than ryegrass and clover."

The other reason for moving away from being a breeding farm was soil type which contains high levels of potassium. Peter Livingston says this played havoc with the breeding flock

because of its interaction with other minerals such as potassium, calcium, and magnesium.

The farm does finish lambs, but these come in the form of wethers from the sheep milking operation, most of which are finished on the property.

Organising the field day was the task of Onuku Māori Lands Trust's General Manager Angela Wharekura.

"We were very pleased with the day and everyone from the trustees to the staff did a fabulous job, helped along by the fine weather. It was a little easier for us as we had organised a similar field day in 2018 for the dairy competition which we eventually won. The field day is special because it gives us a chance to recognise our hard-working farm staff," she says.

The finalist medal was presented to the Trust Chair, Barnett Vercoe by the Hon Damien O'Connor. He told the gathering Māori agribusiness has an incredible future because it will always own its land and can invest in its future. He says he personally likes getting out on farms and seeing how Māori people are so connected to their whenua and how they shared their knowledge.

"If more field days like this were to take place, others would learn more about best practice in farming," he says.

IMAGES FROM OUR MOST SUCCESSFUL FIELD DAYS

Below; Onuku Māori Lands Trust



Below; Hereheretau Station



Above; Wi Pere Trust



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The old soldiers farm

As well as being great farms, all the finalists can boast a unique story about how they came into being and how they have developed over the years. Hereheretau Station, a 2,000ha mainly hill country sheep and beef farm located 30km north of Wairoa is no exception.

The Māori Soldiers Fund was set up in 1917 and started with 3,800 pounds in koha for the benefit of Māori veterans of the First World War. Over time additional donations were made contributing to leasehold interests of farmland in the northern parts of Wairoa. In 1922, the lease of two Hereheretau blocks was agreed.

In 1925, the Māori Soldiers Fund purchased Hereheretau Station and the asset was vested in the Māori Trustee. The Māori Soldiers Trust Act 1957 formally established the Māori Soldiers Trust and sets out its purpose, powers and administration by the Māori Trustee.

The farm runs 25,000 stock units with a 55/45 ratio of sheep to beef. In addition to the land, it owns the station leases some surrounding blocks of land to add to its scale and deal with the vagaries of the East Coast climate. It also has a policy of renewing about 35 hectares of pasture each year.

Sir Apirana Ngata was one of those instrumental in setting up Hereheretau Station for the express purpose of benefiting Māori veterans from WWI and that legacy continues, and has been expanded to include veterans from WWII and other conflicts and dependents of Māori veterans. One of the features of the Māori Soldiers Trust was the establishment of a scholarship account. In 2021, seventy people received Sir Apirana Ngata scholarships ranging from \$1,000 to the \$3,000.

The Māori Soldiers Committee consists of the Minister of Māori Development and the Māori Trustee – but all other members must be, where practical, either Māori veterans, or Māori who are currently serving in the armed forces.

One such person is lawyer Brigadier Lisa Ferris (Ngati Porou) who heads the legal services division of the NZ Defence Force based in Wellington. Born and raised in Gisborne, she joined the army in 2003 and has held a range of positions within Defence. Her role today as member of the Māori Soldiers Committee is to help oversee the disbursement of scholarships – a task she says she enjoys.

While Lisa Ferris is not directly connected with the land at Hereheretau Station, she has military connections going back to WWI.

“My great grandfather served in the Māori Pioneer Battalion and served at Gallipoli along with my grand uncle who died at Chunuk Bair. My great grandfather was also the recruiting officer for the 28th Māori Battalion Charlie company and he was responsible for a lot of the recruitment in the area for WWII,” she says.



Brigadier Lisa Ferris (Ngati Porou)

For her part, Brigadier Ferris is following in the footsteps of her ancestors and is quick to point out that as a lawyer in the Defence Force she is far from desk bound. She says in the modern military the lawyer is an integral part of the deployment team because there is a lot of legal compliance and ethical standards to deal with. Lisa Ferris is proud of her heritage and her job. She says since signing on with the army 20 years ago, she has never looked back and claims to have the best lawyer's job in government.

“I have had a number of deployments including being on the frigate HMNZS Te Mana which was a five-month deployment to the Gulf of Oman. I was also deployed to Afghanistan and Iraq,” she says.

At the Hereheretau Station field day Lisa Ferris played a key role in the formal proceedings of greeting visitors to Whakakī Marae and farm. Along with staff member Paul Te Aho, Brigadier Ferris was chosen to receive the finalist medal from Associate Agriculture Minister Hon Meka Whaitiri.

A feature of the field days was the farm tour undertaken on quad bikes, and visitors were taken to vantage points where they could see the size and scope of the property.

Pete McKenzie has been a supervisor on the farm for the past 23 years and has implemented and seen many changes over that time. He describes Hereheretau Station as now both a breeding and fattening unit running a total of just over 17,000 sheep and 2,000 cattle.

In terms of sheep, there is a terminal flock where a black faced sire is put over the Romney ewes. The aim is get 4,000 lambs

and ewes to the Affco works at Wairoa in December so as to de-stock the property for the summer dry. The station also has a large breeding flock and lambs from this unit are fattened on the property. As well as this they mate up to 1,000 hoggets.

“We try to sell our stock on the high shoulders and one of these high shoulders is pre-Christmas so try and get rid of 1,600 lambs then,” says Pete McKenzie.

Facial eczema has been a problem on Hereheretau Station but this has been solved by obtaining Romney rams which are FE tolerant. Flystrike and worms are also an issue says McKenzie. The wet weather has added to the problems and this has resulted in a slight shortage of grass. Pete McKenzie says he has been putting on a bit of nitrogen to get the grass growing again.

In terms of cattle Hereheretau Station runs 700 cows which are a cross between the shorthorn and the Angus. “The shorthorn has good milking ability and is a very placid animal, he says.

McKenzie says they use Simmental as the terminal sire. About a quarter of the steers are taken through to 18 months and sold before Christmas and the same applies to cull heifers. Pete McKenzie says on the margins they buy in 400 steers and 4,000 lambs and they are traded.

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Ahuwhenua Trophy's centre stage at National Fielddays



Nukuhia Hadfield, Chair – Ahuwhenua Trophy Management Committee and Hon Meka Whitiri, Associate Minister of Agriculture with the three Ahuwhenua Trophies.

The presence of all three Ahuwhenua Trophies stole the show at the recent launch of *Ruataki mo te Taurikura – Embracing Change for Prosperity*, a major initiative to boost and support Māori agribusiness. It's the first time the three trophies have been displayed together since the inauguration of the competition for horticulture in 2020.

The strategy was developed by Ngā Pouwhiro Taimatua, the Māori Primary Sector Forum, set up to provide strategic advice to Manatū Ahu Matua, the Ministry for Primary Industries (MPI) on how best grow the Māori primary sector economy.

Hon Meka Whitiri and Hon Damien O'Connor officially launched the strategy at a special event at fielddays with speakers including Ray Smith, Director General, MPI, Traci Houppapa, Chair of Ngā Pouwhiro Taimatua and Sonny Karena, who welcomed the visitors on behalf of Ngāti Hauā.

Tina Ngatai, from Onuku Māori Lands Trust, 2018 dairy winner and 2022 sheep and beef finalist, told the story of the changes they had made to operations over recent years, and described how Onuku has transitioned one of its bovine dairy operations to sheep milking and the benefits that have accrued from this.

Nukuhia Hadfield, Chair of the Ahuwhenua Trophy Management Committee and also past winner of the Ahuwhenua Trophy told the gathering that the competition gives Māori farmers a great platform to put themselves forward and to be able to share their experiences. She says simply by entering the competition they get the benefit of benchmarking and feedback from a very experienced judging panel. Nukuhia says such advice is invaluable in helping them set their future strategic direction.

"It gave us the confidence to grow and expand our business and at times took us out of our comfort zone but in the end, we are all the more resilient for it," she says.

About Ruataki mo te Taurikura - Embracing Change for Prosperity

Ray Smith, Director General MPI, says the strategy document was designed to support Māori whom he says are a driving force behind the food and fibre sector, and are a vital partner for a prosperous future. The report notes that the Māori agriculture, forestry and fishing asset base was worth \$23 billion in 2018 and that 22,500 Māori are employed in these sectors. The challenge and the purpose of the report is to unlock the potential productivity of the Māori asset base and doing much more for Māori agribusiness.

The report singles out three areas which will be the focus for the coming 18 months. These involve partnering with Māori and government agencies to provide more integrated services and informed policies that reflect the challenges and opportunities for Māori: investing in new products, services, and supply chains that Māori can capitalise on and MPI providing services to meet the aspiration of Māori.

Traci Houppapa, says the new strategy is a major step in the way that MPI will align its services, resources, and funding to Māori. She says the way that government agencies target service delivery to Māori is very convoluted, challenging, and complex.

"Sometimes Māori have said this is too hard and we will do it without you. But now MPI have stood up and said while we have done some awesome things – we want to do better," she says.

Minister Whitiri says the report is about acknowledging the amazing Māori agribusinesses that already exist and giving them the opportunity to share their experiences. She says Māori are unique in that they cannot sell their corpus land and have to



Traci Houppapa, the chair of Ngā Pouwhiro Taimatua who developed Ruataki mo te Taurikura - Embracing Change for Prosperity.

make do with what they have. She adds that in many instances the land they have is not as good as that which was confiscated by the Crown.

Hon Meka Whitiri says while at Fielddays she heard much talk about sustainability and collaboration and says that is what Māori do instinctively. She says she is seeing the beginning of the creation of a dialogue and conversation between what a Māori farming operation looks like and what a general farming operation is and how the two can work with each other.

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Horticulture competition well underway

Entries have now closed for the Ahuwhenua Trophy Excellence in Māori Horticulture Award and the eventual finalists will be announced in late February 2023.

The competition is designed to recognise excellence in Māori horticulture and is open to individual Māori running horticultural operations, as well as other entities such as Māori trusts and incorporations.

The competition was officially launched at Horticulture New Zealand's annual conference in September by their President, Dr Barry O'Neil. He says the competition showcases the tremendous work that Māori are doing to further our industry, as well as their own iwi and whānau.

"The inaugural 2020 horticulture competition highlighted an intrinsic commitment to the whenua, awa and people. I look forward to the coming year as once again, we work together to promote passion and good practice, as the kaitiaki of Aotearoa," he says.

Nukuhia Hadfield, Ahuwhenua Trophy Chair, says in the past decade more Māori have become major investors in the sector



and this has resulted in good financial returns and jobs for our people. She says there is still much more to do and is sure that with the positive publicity that the Ahuwhenua Trophy competition generates, this will encourage more Māori to become involved in the sector.

"In all the major horticultural areas around the country, there is clear evidence that Māori are setting up new horticultural businesses or further developing established ones, and are major contributors to a sector which in the past year earned \$6.5 billion for the economy of NZ," she says.

Nukuhia Hadfield says this competition is a unique opportunity to demonstrate the innovation and quality, along with genuine sustainability which sits behind our horticultural businesses.

The finalists field days will be held in late April/early May and the winner will be announced at the awards dinner in Tauranga, Friday 9 June 2023.



AHUWHENUA YOUNG MĀORI GROWER AWARD



Maatutaera Tipoki Akonga, winner of the 2020 Ahuwhenua Young Māori Grower Award.

Ahuwhenua Young Māori Grower Award – still time to enter

Entries are still open for the 2023 Ahuwhenua Young Māori Grower Award. This award is designed to recognise young up and coming Māori who are working in the horticulture industry.

The award was inaugurated in 2012 and has proved to be very popular, attracting high quality entrants, many of whom have gone on to take leadership roles in the agri and horticultural sectors.

Nukuhia Hadfield, Chair of the Ahuwhenua Trophy Management Committee, says the competition is a flagship award to showcase the great strides young Māori are making in the horticulture industry. She says the award also highlights the huge variety of roles that are available to young people.

"I urge all young Māori working in the horticulture industry to enter the competition and that their employers encourage and support members of their staff to put their names forward. This prestigious competition not only highlights bright young people, it also reflects well on their employers," she says.

Entry details, including the entry form are on the Ahuwhenua Trophy website www.ahuwhenuatrophy.maori.nz. Entries close Friday 10 February 2023, the finalists will be announced in March 2023, and the winner will be announced at the awards dinner in Tauranga on 9 June 2023.

» SPONSORS OF THE AHUWHENUA YOUNG MĀORI GROWER AWARD



TE PUNI KŌKIRI TAUTOKO 2022 AHUWHENUA TROPHY

Te Puni Kōkiri kaimahi were out in force for the Ahuwhenua Trophy awards dinner in Taradale in October this year.

“It was awesome seeing Dave Samuels, our leadership team, Whenua Māori Service and Te Tai Hauāuru kaimahi at the event,” says Cedric Nepia, Regional Advisor and Ahuwhenua Trophy Kaitiaki.

“Of course, we missed the late Peter Little this year. He was the one who handed over the Trophy to me in 2005 and did all the technical mahi like making sure that the insurance on the Cup was updated etc.,” added Cedric.

Recently departed Ikaroa-Rāwhiti Regional Director Mere Pohatu reflected on this year’s Ahuwhenua Trophy winner Wi Pere Trust, and their long-standing relationship with Te Puni Kōkiri

“The story of Wi Pere is known to many as he was an astute politician,” said Mere.

“In 1899 by an Act of Parliament, Wi Pere established the Wi Pere Trust to protect what remained of whānau lands. This was at a time when the Poverty Bay flats was falling out of Māori hands, hand over fist.”

“123 years later, the Wi Pere Trust stands as an icon for Māori and whānau excellence,” added Mere.

Wi Pere Trust also worked alongside the Māori Affairs Department to update policy for Māori landowners.

“In the old legislation, you couldn’t even use a spade without having to report back to the Minister of Māori affairs,” said Mere.

“The trustees of Wi Pere worked alongside Hon Te Ururoa Flavell and the late Hon Parekura Horomia, to modernise this legislation.



Chloe Butcher-Herries (Ngāti Mahanga, Waikato-Tainui) was also announced as the 2022 Ahuwhenua Trophy Young Māori Farmer Award for sheep and beef.

The 30-year-old is the Assistant Farm Manager for Newstead Farm near Napier, with hopes to one day manage her own farm.

“Such a beautiful kaupapa to be a part of, thank you for your tautoko,” Chloe wrote on Te Puni Kōkiri’s Facebook.

In August and September, TPK staff were also on-hand at all three field day’s to support the finalists, Ahuwhenua Trophy events staff and the wider community.

Te Puni Kōkiri is a proud platinum sponsor of the Ahuwhenua Trophy, the oldest agricultural competition in Aotearoa, now in its 89th year.



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Te Pou Mātāpuna

Fonterra has been on a journey to reset our strategy and direction, which has given us the opportunity to consider how we tell our story as a unique Aotearoa New Zealand company.

This has involved gaining a deeper understanding and appreciation of Māori culture within our Co-op and how Māori values overlap with our Good Together philosophy.

At a dawn ceremony in April 2022 Te Pou Mātāpuna was unveiled in a touching ceremony, however its journey is much longer, with master carver Arekatera Maihi (Ngati Awa, Ngati Whātua Ōrākei) going on a two-month journey with Fonterra to get to know the Co-operative and the people in it so he could create a design that is unique to Fonterra.



His 'induction' included farm visits across the Waikato, Auckland and Canterbury and conversations with 26 farmers, as well as visits to Fonterra's Te Rapa Manufacturing and Edgumbe sites, Morrinsville Farm Source store, the Fonterra Research and Development Centre, and eight online staff workshops with employees in New Zealand and around the world.

The breath-taking masterpiece that now resides at Fonterra's Auckland head office is a physical representation of Fonterra (Te Mātāpuna), telling the story of the Co-operative's past, present and future ambitions.

Find out more by visiting www.fonterra.com/pou



A PROUD SPONSOR



PGG Wrightson Iwi Relationship Manager, Ron Walters, with Te Kaiwhakahaere Matua/The General Manager, Taoho (Snow) Tane of the Te Roroa Commercial Development Group

PGG Wrightson (PGW) is privileged to have been a sponsor of the Ahuwhenua Trophy, Excellence in Māori Farming and Horticulture Awards for more than 15 years. Both PGW and the Ahuwhenua Trophy share values which encourage Māori business excellence in Aotearoa New Zealand's important pastoral and horticultural sectors.

PGW is particularly proud that Wi Pere Trust, the winner this year's Ahuwhenua Trophy, is a long-standing client. Wi Pere Trust has worked with PGW's Technical Field Representative, Jamie Yates, for 26 years. Jamie says, "I couldn't be happier for the Wi Pere Trust team, they run an impressive farming operation and are passionate about caring for their whenua and whānau."

PGW has a dedicated Māori Agribusiness team providing guidance on farming and growing practices that align with the environmental values of our Māori agribusiness clients. Our dedicated Iwi Relationship Managers liaise with our Māori agribusiness clients and the team engages with PGW colleagues across the company to ensure technical expertise and industry knowledge are provided to our Māori clients.

Our continuing commitment to our Māori clients is highlighted by the recent addition of a new Iwi Relationship Manager to the team, extending our coverage across Aotearoa and making it easier for our Māori clients to engage with us.

An important aspect of the Ahuwhenua Trophy is the field days. Our Iwi Relationship Managers enjoy engaging with attendees and getting out on farms and orchards to see how the finalists run and showcase their operation.

We look forward to recommencing our Māori agribusiness hikoi where Māori agribusiness clients have the opportunity to visit other Māori agribusinesses. The team networks with numerous government and farmer-owned primary industry participants to ensure engagement with industry stakeholders and strongly represent Māori agribusiness.

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A commitment to help people, communities and the environment thrive through the goodness of kiwifruit

Ahuwhenua sponsor Zespri has a strong partnership with Māori growers as part of its desire to help people, communities and the environment thrive through the goodness of kiwifruit.

Zespri CEO Dan Mathieson says the organisation remains focused on engaging effectively with Māori, building internal cultural competency through targeted education programmes, establishing new roles within the business and broadening its local partnerships, as part of the work being undertaken to support the industry's future growth ambitions.



Zespri CEO Dan Mathieson

"At Zespri, we are committed to delivering increasing value back to New Zealand growers and to do so in a way which is positive for our growers, our communities and our environment.

"Our partnership with Māori growers, led by Māori Kiwifruit Growers Incorporated (MKGI), is an important part of this

and gives us a great opportunity to learn from each other, and we're committed to succeeding together.

"MKGI helps ensure there is a strong independent voice for Māori within our industry, with Māori growers now making up around 10 percent of our industry and retaining an ambition to grow this to 20 percent," Dan says.

With Zespri recording just over \$4 billion in sales revenue in 2021 and growing global demand for kiwifruit, the industry's future growth will provide an important means of helping support the ambitions of Māori communities right around New Zealand.

"To achieve this, we're going to have to focus on delivering the world's best kiwifruit and working together and the partnerships we're formed with MKGI and Māori growers, which have been built up over many years, will help us achieve that," Dan says.



MKGI Chair Anaru Timutimu

"We know that we're still in the very early stages of this and there's more for us to do which is why this year we've refreshed our engagement so that we can strengthen our cultural competency, engage better and deliver improved financial, social and environmental results."

MKGI Chair Anaru Timutimu says kiwifruit provides many Māori businesses a mechanism for delivering for Māori communities and fulfilling their aspirations.

"Kiwifruit delivers strong returns to Māori compared to other land uses, including more than \$220m in direct payments to Māori trusts, incorporations and enterprises in 2021, with the industry also offering employment and career pathways."

"MKGI is focused on increasing horticulture excellence by working alongside Māori growers, Zespri and wider industry players to create opportunities and to build a sector which aligns with Māori values and vision and the needs of businesses that are perpetual."

"It's great to see opportunities like the Ahuwhenua Trophy that showcase those who are leading the way in horticulture and the awards provide deserved acknowledgement to Māori growers recognised for their intelligence and tenacity and outstanding contributions they make for their communities."

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CELEBRATING THE NEXT GENERATION OF MĀORI LEADERS

E tipu e rea mo ngā rā o tō ao – Grow and thrive in the time destined to you. Tā Apirana Ngata

The next generation of Māori leaders are being invited to give their careers a boost by entering the 2023 Ahuwhenua Young Māori Grower Award, a competition for 18-30-year-olds that is designed to celebrate the successes of people working across dairy, sheep and beef and more recently horticulture production businesses in Aotearoa.

Primary ITO – Rōpū Whakangungu Ahuwhenua Ahumahi, has been involved with the Young Māori Grower and Farmer awards since their inception in 2012. Its Māori Engagement Manager Matiu Julian (Nga Ruahine, Te Atihauunui-a-Paparangi, Ngāti Tu Mango) says the award offers a development path for both young Māori and the organisations they work for.

"It's about leadership development and legacy, and that ties in with the whakataukī from Tā Apirana Ngata - E tipu e rea mo ngā rā o tō ao. When he helped start the Ahuwhenua Trophy in 1933, he aimed to encourage Māori farmers to improve their land, the businesses they built from it, and sustainability. Beginning with the Young Māori Grower award is part of the overall kaupapa of the Ahuwhenua Trophy. It can help set young Māori up for success."

The 2022 award for Young Māori Farmer for sheep and beef went to Chloe Butcher-Herries, an Assistant Farm Manager at Newstead Farms in Puketapu, Napier. Chloe is also a

Primary ITO learner supported by Georgia Oliver, her Primary ITO Training Adviser.

In 2020, Maatutaera Ākonga (Ngāi Tahu, Ngāti Porou, Ngāti Kahungunu) won the inaugural Young Grower Award. Maatutaera was senior leading hand at Llewellyn Horticulture based in Hastings and is now working for Turners and Growers.

Matiu says Primary ITO aims to help celebrate success with the award. "We want to help build the skill set of young Māori, connect them with people who can further their careers in our primary sectors and play our part in them developing into leadership roles. Training and highlighting career progression opportunities is part of that."

For more information about the Ahuwhenua Young Māori Grower Award see this video;

<https://www.youtube.com/watch?v=CZ39YR9XeX8>

Primary ITO is part of Te Pūkenga – the New Zealand Institute of Skills and Technology. Te Pūkenga is a network of on-the-job, on campus and online learning opportunities that gives learners more choice and flexibility in what, where and how they learn throughout Aotearoa New Zealand. It was created from New Zealand's polytechnics, institutes of technology and industry training organisations.



United Fresh to Sponsor Ahuwhenua Young Māori Grower Award 2023



United Fresh is proud to further our commitment to Aotearoa food growers by sponsoring the Ahuwhenua Young Māori Grower of the Year award, which celebrates the excellence and innovation of rangatahi in Māori horticulture.

As Aotearoa's only pan produce industry organisation, we are proud to support an initiative that highlights the incredible mahi of young Māori working in the horticultural sector. We remain focused on strengthening our connections with all producers, especially rangatahi, by supporting their professional goals and helping them become industry leaders in their own right.

Our young growers are the future of our industry, and we believe it's important to tautoko them in every way possible to ensure our industry outlook continues to be positive. We believe the process of entering this award offers an empowering learning experience by providing rangitahi the opportunity to reflect on their emerging, successful careers. The talent and mātāuranga shown by previous nominees highlight how these awards open new pathways and have seen many become inspirational role models for the next generation of Māori growers.

United Fresh is proudly made up of Aotearoa businesses, and together are committed to creating a sustainable fresh fruit and vegetable industry across the motu, now and in the future. As part of that commitment, we want to encourage our rangatahi starting out in the agribusiness sector ongoing recognition to ensure they reach their full potential.

Ahuwhenua Young Māori Grower of the Year finalists are judged using a Māori values framework - Manaakitanga, Whanaungatanga and Mana Motuhake. These are all values that United Fresh consider significant to the broader industry and the grower themselves as they develop further within their sector career. The booming Māori agribusiness sector needs talented and skilled rangatahi to continue to take the sector from strength to strength.

A significant part of United Fresh's work was establishing the 5+ A Day concept in Aotearoa in 1994, followed in 2004 by the Fruit and Vegetables in Schools initiative. Our commitment to encouraging every Kiwi to eat at least five or more servings of colourful, fresh vegetables and two servings of fruit daily for health and vitality remains unchanged throughout the years. This year, through our Fruit and Vegetable in Schools Programme, we delivered nutritious, locally grown produce to a record 566 schools around Aotearoa, benefitting over 120,000 tamariki and kaiako. Of course, we wouldn't be able to do this important mahi without our growers, and we value their contribution to our sector enormously.

» SPONSORS OF THE AHUWHENUA YOUNG MĀORI GROWER AWARD



AHUWHENUA TROPHY 2022 – SHEEP & BEEF AWARDS DINNER

FRIDAY 21ST OCTOBER – PETTIGREW GREEN ARENA,
TARADALE, NAPIER



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