



**Te Tumu Paeroa**  
**Media release**  
**Strictly embargoed to 10am 20 April 2017**

### **\$30m investment in kiwifruit will boost Māori economy**

Te Tumu Paeroa, in partnership with Quayside Holdings, today announced a \$30m investment programme to build 10 kiwifruit orchards on Māori land in the Bay of Plenty and Gisborne over the next 18 months.

This will be the single largest kiwifruit investment ever made on Māori land. Over 90 hectares of semi- and unproductive land will be converted into successful grower businesses for the long-term benefit of owners and their community.

Te Tumu Paeroa has developed a unique model to establish new enterprises on Māori land. The model allows full ownership of the orchards to transfer to land owners in an estimated 12 – 17 years, after achieving a targeted rate of return on capital invested. In the interim, the land will be leased and Te Tumu Paeroa will build and operate the high-performing businesses, carrying the financial risk.

“Our programme allows land owners to participate in developing a successful kiwifruit orchard on their land and see the ownership of the business transfer to them by 2030, creating a legacy for generations to come,” said Jamie Tuuta, Māori Trustee and Chief Executive Officer of Te Tumu Paeroa.

“A core part of our programme is building the capability of land owners to successfully govern the business when it comes time to transfer ownership to them. We want to see Māori land owners involved in the whole process — developing skills and hands-on experience in running kiwifruit orchards on the ground as well as in the boardroom.”

By 2030, based on today’s return, the orchards are expected to generate over \$80,000 per hectare per annum or \$7.1m by growing a mixture of premium Gold kiwifruit and traditional Green kiwifruit. In the 2015/16 season the average return for Green kiwifruit was a record \$56,673 per hectare.

“It’s difficult for Māori land owners to develop businesses on their land unless they have access to capital from other means, because many don’t want to use the land as security on a loan. As a result, owners usually contract out the land to businesses who do have access to capital and can reap the financial rewards for taking the entrepreneurial risk. Māori land owners are missing out. Our programme addresses that, putting businesses in the hands of land owners.”

Te Tumu Paeroa has successfully piloted the approach, building two new orchards in the Bay of Plenty over the past three years. Over nine hectares of kiwifruit vines were planted in 2016 and the first fruit will be harvested from the orchards next year. The properties are managed by professional kiwifruit management companies Southern Cross Horticulture and OPAC.

“The benefits of this programme are more than just financial. It will enable owners to reconnect with their whenua and support them to achieve their long-term aspirations for their land.” For example, as part of the redevelopment of their land and the building of the orchard, owners of Whai Orchards, established on Te Uretureture, Matakana, have set up a Māori reservation to restore historic pā sites and established an urupā (cemetery).”

“Kiwifruit is a thriving industry with a very positive, long-term growth projectory. It’s also a fruit which growers can delegate the services for production and marketing to others, which is critical for owners who are not kiwifruit growers already.”

Te Tumu Paeroa has identified 10 blocks of land in the Bay of Plenty and Gisborne, which have the characteristics that would make it a successful kiwifruit orchard, including a suitable climate, high quality soils, flat land and access to water and supporting services.

Te Tumu Paeroa is currently engaging with trustees and land owners to ensure they have the knowledge needed to make an informed decision about participating in the programme. “We expect to be able to name the land blocks in a few months’ time when building is set to begin.”

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**For more information, images, or to arrange an interview:** Please contact Amanda Woodbridge at [media@tetumupaeroa.co.nz](mailto:media@tetumupaeroa.co.nz) or by telephone on +64 21 715 499.

#### **About Te Tumu Paeroa**

Te Tumu Paeroa is an independent, professional trustee organisation providing services to Māori land owners. We manage 100,000 hectares of Māori land, 2000 trusts, and over \$100m in client funds on behalf of 85,000 owners. Our vision is to support owners to use their land to its fullest potential – creating a legacy for this generation and the generations that follow.

#### **About Quayside Holdings**

Quayside is the investment arm of the Bay of Plenty Regional Council established in 1991. It is, via a subsidiary, the majority shareholder of the Port of Tauranga Limited and an issuer of securities on the New Zealand Exchange. Quayside has a diversified investment portfolio which includes property, shares and Kiwifruit orchards. Quayside continues to seek new regional opportunities for investment with which to further diversify its income base.

#### **Frequently asked questions**

##### **What is Te Tumu Paeroa's relationship with land owners?**

Trusts are formed to manage Māori land or assets on behalf of owners. A trustee's job is to ensure the provisions of the trust order are complied with and that they act in the interests of all beneficial owners to protect and grow the land and assets. In some cases, the Māori Trustee is appointed by the Māori Land Court to manage the land on behalf of owners. Te Tumu Paeroa is the organisation that supports the Māori Trustee to carry out his duties.

##### **Who are the other investors?**

Te Tumu Paeroa and Quayside Holdings are the majority investor. Other investors with an interest in developing Māori land may join the partnership as the programme develops. There will also be opportunities for iwi and hapū to invest in individual orchards.

##### **Where are the funds from Te Tumu Paeroa coming from?**

The funds invested in this programme come from the Māori Trustee's General Purposes Fund.

##### **What return are investors expecting?**

Investors expected a commercial return on their investment over the period they own and manage the orchard. This rate of return reflects the partnerships vision and responsibility to create value in Maori land to create this generation's legacy.

##### **Why kiwifruit?**

Kiwifruit is New Zealand's largest single horticultural export by volume and value. Last year sales revenue from kiwifruit hit \$1.9 billion. And each hectare of land planted with kiwifruit returned over \$60,000. We've assessed each of the blocks and found that kiwifruit is the 'highest and best use' for the land we've selected.

##### **Where are the orchards? Who are the owners?**

We're looking to establish orchards in the following areas. We're engaging with owners of the blocks through a series of hui to ensure that they have all the information they need to make a decision about participating in the programme.

<b>Territorial Local Authority</b>	<b>District</b>
Western Bay of Plenty District	Matakana Island
Whakatane District	Edgecumbe
Whakatane District	Omataroa
Whakatane District	Poroporo
Opotiki District	Hawai
Opotiki District	Te Kaha
Gisborne District	Manutuke

##### **How were these blocks of land selected?**

We've looked for sites where high-value horticulture is the highest and best use, where there's a strong industry support base, and where the orchards can make a meaningful long-term positive impact for the people and community.

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**Mā te haumi o te \$30 miriona e hiki te ohanga Māori**

Ko te kaupapa haumi \$30 miriona tāra tērā i whakapuakina ai e Te Tumu Paeroa i te rā nei ki te whakatupu i ngā oro huakiwi tekau i runga i te whenua Māori i te rohe o Te Waiariki me Tūranga-nui-a-Kiwa hei ngā marama 18 e heke nei.

Nuku atu i te go heketea o te whenua pūweku ka hurihia hei whakamahi mā ngā pakihi whakatupu hua e whai hua ai i roto i te hāpori kia kīia ai te kōrero koia nei te haumi hua kiwi nui rawa atu o runga i te whenua Māori.

He mea whakarite e Te Tumu Paeroa tētehi tauira ritenga kore ki te whakapūmau i ngā hinonga hou i ngā whenua Māori. Mā te tauira nei e āheī ai te rangatiratanga o ngā oro hua te whakawhiti atu ki ngā kaupupuri whenua i te 12 ki te 17 tau, whai muri tonu i te pāpātanga. I tēnei wā nei, ka rīhingia te whenua e riro ai mā Te Tumu Paeroa ngā pakihi kōunga nei e whakarite, e whakahaere hoki ahakoa ngā tūraru pūtea.

Hei tā Jamie Tuuta, Taratihi Māori me te Kaiwhakahaere Matua o Te Tumu Paeroa, “Ma te kaupapa nei e taea ai e ngā kaupupuri whenua te whakarite ngā oro huakiwi i runga i ō rātau whenua e kitea ai te whakawhitinga o te rangatiratanga o te pakihi ki a rātau ā te tau 2030 hei whakarereenga mō ngā uri whakatupu.”

“Ko te āheinga o ngā kaupupuri whenua ki te whakahaere i te pakihi i te wā e whakawhiti ai te rangatiratanga o te pakihi ki a rātau tētehi wāhanga nui o tā mātau kaupapa. Ko te manako nui kia kitea ngā kaupupuri whenua e mahi ana i ngā mahi e riro ai i a rātau ngā pūkenga ki te whakahaere i ngā oro huakiwi i waho, i roto hoki i te rūnanga poari.”

Ā te tau 2030, e ai ki te huamoni o moroki noa nei, kei te takiwā o te \$60,000 tāra te nui o te wāriu o ia heketea mō te tau, ka \$5.4 miriona tāra rānei te nui o te pūtea ka whiwhia i te whakatupunga o ngā huakiwi kōura rawe me ngā huakiwi kākāriki taketake. I ngā tau o te 2015 me te 2016, ko te \$56,673 te tahorite o te huamoni i whiwhia mō ia heketea o te huakiwi kākāriki.

“He uaua ki ngā rangatira o ngā whenua Māori ki te whakawhanake pakihi i runga i ō rātau ake whenua māna kei a rātau te haupū rawa i ahu mai ai i ētehi kaupapa i te korenga o rātau e paku pīrangi kia mau te whenua hei utu here. I konei, i te nuinga o te wā ka tukuna te whenua hei whakamahi mā tētehi atu pakihi e waimarie ana i te haupū rawa, ā, ka whiwhi pūtea i te tūraru pūtea. Kei raro kē ngā kaupupuri whenua Māori e putu ana. Mā te kaupapa nei tēnei hapa e whakatika e riro kē ai mā te kaupupuri whenua Māori te mana whakahaere o te pakihi.”

I te tīmatanga, e rua ngā oro huakiwi hou o roto i te rohe o Te Waiariki i whakaritea ai e Te Tumu Paeroa i ngā tau e toru kua taha ake nei kia kitea ai ngā hua nui o tēnei kaupapa. Nui ake i te iwa heketea o ngā aka huakiwi i whakatōngia ai i te tau 2016 kia hauhakengia ai ā te kotahi tau. E whakahaerehia ana ēnei wāhi e tētehi kamupene whakahaere huakiwi e kīia nei ko Southern Cross Horticulture.

“He nui ake ngā hua o tēnei kaupapa tēnā i te pūtea whiwhi. Mā te kaupapa nei e taea ai e ngā kaupupuri whenua te hono anō ki ō rātau whenua e tutuki ai hoki i a rātau ngā pae tawhiti e wawatatia ana mō te whenua.” Hei tauira, hei hanganga houtanga i runga i tō rātau whenua, he mea whakahou e ngā rangatira o Whai Orchard tō rātau pā, tō rātau urupā me tō rātau puna i runga i tō rātau whenua o Te Uretureture i Matakana.

“He ahumahi te Huakiwi e eke nei ki ngā taumata teitei o angitu mō te wā roa. He huarākau e taea ai e ngā kaiwhakatupu te tautapa atu te taha whakanao me te tauhokohoko ki ētehi atu, he mea nui ki ngā kaupupuri whenua kāore anō kia whakatupu huakiwi.”

Kua kitea e Te Tumu Paeroa ngā poraka whenua 10 i te rohe o Te Waiariki me Tūranga-nui-a-Kiwa, he whenua e kitea nei te hua nui ki te whakatupu huakiwi i te tika o te āhuarangi, i te one haumako, i te paparite o te whenua me te whakamahinga o te wai me ngā ratonga.

E mahi ngātahi ana a Te Tumu Paeroa i te taha o ngā taratihi me ngā kaupupuri whenua e marama ai rātau ki ngā āhuatanga katoa e whakaae ai rātau ki tēnei kaupapa. “E mea ana mātau ki te whakahua i ngā poraka whenua ā ngā marama tata e heke nei i mua tonu i te whakatūnga.”

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**Mō ngā pitopito kōrero, mō ngā whakaahua, ki te hiahia whakarite uiui rānei:** Tēnā, whakapā atu ki a Sara Passmore, Kaiwhakahaere Tauhokohoko me te Whakapā, [Sara.Passmore@tetumupaeroa.co.nz](mailto:Sara.Passmore@tetumupaeroa.co.nz) me waea atu rānei, 022 4356 117, (04) 4744688 rānei.

#### **Te Tumu Paeroa**

He rōpū taratihi ngaio motuhake a Te Tumu Paeroa e rato ana ki ngā kaupupuri whenua Māori. 100,000 heketea o te whenua Māori, 2000 ngā taratihi, \$100 miriona tāra o te pūtea a te apataki mō ngā kaupupuri whenua 85,000 e whakahaere nei mātau. Ko te tikanga o tā mātau matakite kia tautokona ngā kaupupuri whenua ki te whakamahi i ō rātau whenua ki tōna anō tino pitomata hei whakarereanga mō ngā uri whakatupu.

#### **Ko ngā pātai e rite tonu ana te pātaihia**

##### **He aha te pānga o Te Tumu Paeroa ki ngā kaupupuri whenua?**

Ka whakatūngia ngā taratihi ki te whakahaere i ngā whenua Māori me ngā rawa mō ngā rangatira. Ko tā te kaitiaki he whakahaere i te taratihi kia tika e whai hua ai, e tiakina ai hoki ngā rawa o taua taratihi rā. I ētehi wā, ka tohua tētehi e te Kōti Whenua Māori kia tū hei Kaitiaki Māori ki te whakahaere i ngā whenua mō ngā rangatira. Ko tā Te Tumu Paeroa he tuatoko i te Kaitiaki Māori e tutuki ai tērā mahi āna.

##### **Ko wai ngā kaiwhakangao?**

Ko Te Tumu Paeroa te kaiwhakangao matua e mau nei i te mana whakatau mō te painga atu o ngā kaupupuri whenua. Ko ētehi atu kaiwhakangao e rata ana ki te whakawhanake i ngā whenua Māori ko Quayside Holdings Ltd, te ringa hāpai haupū rawa o te Kaunihera ā-Rohe o te Waiariki.

##### **E ahu ana te pūtea i hea?**

E ahu ana te pūtea mō tēnei kaupapa i te Māori Trustee's General Purposes Fund.

##### **E hia te nui o te huamoni e hiahiaatia ana e te kaiwhakangao?**

Kei te takiwā o te 12 ōrau te nui o te huamohi ka whiwhia i te wā e whakahaerehia ai tōna anō oro. Nā te matakite a Te Tumu Paeroa i iti ake ai tēnei pāpātanga e nui ai te wāriu o ngā whenua Māori kia tutuki ai te whakarereanga mō ngā uri whakatupu.

##### **Mā te huakiwi ka aha?**

Ko te huakiwi te hokohoko ahuone matua o Aotearoa. I tērā tau, \$1.9 piriona tāra te whiwhinga pūtea, ka mutu, \$60,000 te nui i whiwhia ai mō ia heketea o te whenua i whakatōngia ai ki te huakiwi. Mō te whenua e whakamahia ana, kua kitea ko te huakiwi te tino mō ēnei poraka whenua.

##### **Kei hea ngā oro? Ko wai ngā rangatira?**

E mea ana mātau ki te whakatū oro i ēnei whaitua o te motu. E kōrero ana mātau ki ngā kaupupuri whenua o ngā poraka whenua e mārama ai rātau ki ngā āhuatanga o tā mātau kaupapa.

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Whakatāne District	Poroporo
Ōpōtiki District	Hāwai
Ōpōtiki District	Te Kaha
Gisborne District	Manutuke

##### **Nā te aha i whiria ai ēnei whenua?**

Nā te papatahi, te āhuarangi tika, te one haumako, te wai me ngā ratonga i whiria ai ēnei whenua. I whiria hoki ēnei whenua i runga i te mōhio kua tata oti te wāhi ki te rīhi.