

# THE AHUWHENUA TROPHY TE KAWERONGO

MARCH 2025

## »» Ahuwhenua Trophy sheep and beef finalists



*Lester White, Chair, Onenui Station; Hon Todd McClay;  
Hon Tama Potaka; Morris Pita and Hūhana Lyndon,  
Co-Chairs, Whangaroa Ngaioitonga Trust.*

Two amazing finalists have been selected for this year's Ahuwhenua Trophy competition for sheep and beef and now it's time to get out into the regions and see their farms.

The two finalists are Whangaroa Ngaioitonga Trust from Te Tai Tokerau and the Proprietors of Tawapata South, Onenui Station from Hawke's Bay.

Field days for the two farms have been scheduled for next month:

- **Thursday 3 April – Whangaroa Ngaioitonga Trust**
- **Thursday 10 April – The Proprietors of Tawapata South, Onenui Station**

The finalists were announced in February by the Minister of Agriculture, Hon Todd McClay at a function in the banquet hall at the Beehive. Also presenting was the Minister for Māori Development, Hon Tama Potaka. The event was attended by more than 140 people including politicians, diplomats, Māori and primary industry leaders and the finalists and their whānau. It was an occasion of great celebration as representatives of the two finalists received their medals from Minister McClay.

AHUWHENUA TROPHY  
EXCELLENCE IN  
MAORI FARMING  
AWARD 2025  
SHEEP AND BEEF



Whangaroa Ngaioitonga Trust's property is situated near the east coast settlement of Whangaruru, about an hour's drive north of Whangārei. The actual farm takes up about a third of the 1,100ha of land owned by the Trust and on it they finish about 1,000 bulls. There is also 297ha of forestry and 433ha of native forest and wetland.

Morris Pita, Co-chair of Whangaroa Ngaioitonga Trust says they love the property and it's been home to his people for many generations dating back to their founding tūpuna Manaia, of Ngātiwai. Morris Pita says being a finalist is an honour and great privilege.

"We have come from really challenging beginnings as an organisation. We came back onto our whenua after the best part of 70 years of alienation and started farming again ourselves in 2020. It has been an amazing journey and one that has given us the opportunity to express the connection of our people with the whenua again," he says.

Morris Pita says the reason they entered the competition was because they are a fast growing and learning organisation. He says any opportunity for them to participate in processes where you can accelerate your learning – "be that feedback from a judging process, meeting new people or growing our networks in the farming community, particularly the Māori farming community, will assist us in our long term goal of caring for the whenua and our people."

The Proprietors of Tawapata South, Onenui Station is located at the tip of the Māhia Peninsula, Hawke's Bay. Of the 3,476ha of whenua, 1,700ha is effective farmland and 836ha is under a Ngā Whenua Rāhui kawenata.

Onenui Station is a sheep and beef farming unit wintering 15,000 stock units, including 6,000 breeding ewes, 600 breeding cows, replacements, and trade cattle. The farm finishes 75% of its sheep and 36% of its cattle, with the remainder sold store. The station comprises 350 hectares of productive flats, with the balance classified as North Island steep hard hill country. The station has a unique feature being the base for the international space company, Rocket Lab which leases land and has a built a launch pad to send rockets into space.

*Continued next page .....*

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Lester White, Chair of the Proprietors of Tawapata South, says it is fantastic to be a finalist in the Ahuwhenua Trophy competition. He says they have learned so much and it has helped open up those relationships that we have only dreamed about which have enabled us to share our story.

Lester White says it was a phone call in the middle of the night that prompted the Proprietors of Tawapata South Onenui Station to enter the competition.

“Our team has often talked about doing this and it was an opportunity that we couldn’t miss to tell our unique story. I have been told by many to let the whenua talk – let it speak for its itself. The less I have to say, the more the whenua shines. When we have different people come out to inspect the farm, we just have to sit back and let the whenua speak for itself and watch the people smile” he says.

See the detailed profiles of the finalists on pages 4-5



## The power of Māori-Agribusiness

Nukuhia Hadfield, Chair of the Ahuwhenua Trophy Management Committee, says it is fantastic to see these excellent finalists who will add to the impressive alumni created by this award. She says the last few years have been hard for all sheep and beef farmers around the country as they have fought to stay in business against the odds of adverse weather and lower prices, especially for sheep meat.



“Māori farmers have been among the worst affected by the adverse weather given that many are in areas such as the East Coast of the North Island which bore the brunt of cyclone Gabrielle and other heavy rain storms. I live in this region and know first-hand what our communities have endured,” she says.

Nukuhia Hadfield says Māori are intergenerational farmers, meaning that while they want to get their properties up and running as quickly as others, they are equally concerned that any such repairs will be of such good quality as to protect the land for future generations.

## Ministers praise finalists



Agriculture Minister Todd McClay and Minister for Māori Development Tama Potaka congratulated the finalists saying they exemplify excellence in agribusiness, driving growth in our food and fibre sector while creating jobs in rural communities.

Hon Todd McClay says Māori agribusiness remains a key part of our rural economy, with sheep and beef operations alone employing over 10,000 Māori across the value chain. “Their hard work will help achieve the Government’s ambitious goal of doubling New Zealand’s exports by value in ten years, while meeting the global demand for high-quality, safe and sustainable food and fibre products,” he says.

Hon Tama Potaka says the Ahuwhenua Trophy recognises excellence in farming know-how, as well as the wider role that Māori intergenerational farming entities play in our regional communities and in protecting the environment. “Māori agribusiness provides employment and vital reinvestment back into marae, papakāinga, kura and education scholarships. The prosperity and wellbeing farming generates for iwi and Māori across the motu has far reaching impacts. I tautoko the outstanding work these finalists are doing,” he says.

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AHUWHENUA  
TROPHY

## The finalists big night out



Don't miss this spectacular event when the winner of the prestigious Ahuwhenua Trophy will be announced. More than 800 people are expected to attend this function to be held on

**Friday 6 June 2025**

at Fly Palmy Arena, in Papaioea, Palmerston North.

The winner of the Ahuwhenua Young Māori Farmer Award will also be announced here. See our website for details.



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## FIELD DAY DETAILS

The finalist's field days are a highlight of this competition – it is a chance to see these magnificent farms and to experience their manaakitanga. It is always a great experience to tour the farms and hear from the team about how they run their respective operations.

Please note both farms are in remote locations so please be sure to allow plenty of time to be there by the starting time of 9am. For Whangaroa Ngaioitonga Trust four wheel drive vehicles will be used for the farm tour, and Onenui Station will be side by side vehicles and quad bikes – helmets and the use of seat belts where fitted is compulsory.

If you have any questions about either field day please contact Mark Harris, B+LNZ on 027 577 9991.

### Whangaroa Ngaioitonga Trust

*Thursday 3 April 2025*

ASSEMBLE AT 8.45AM  
FOR 9AM START AT:

Ngaioitonga Marae,  
1561 Rawhiti Road,  
Whangaruru

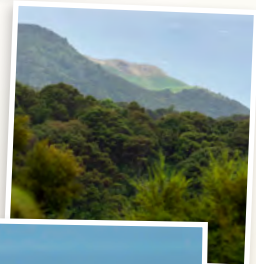


### The Proprietors of Tawapata South, Onenui Station

*Thursday 10 April 2025*

ASSEMBLE AT 8.45AM  
FOR 9AM START AT:

3141 Māhia East Coast  
Road, Māhia



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# Finalist Profile

## Whangaroa Ngaiotonga Trust

Field Day: Thursday 3 April 2025

Ka tangi a Tūkaiāia, ko Ngātiwai  
kei te moana e haere ana. Ka tangi a  
Tūkaiāia ki te whenua, ko Ngātiwai  
kei te tuawhenua e haere ana.

Whangaroa Ngaiotonga Trust  
manages the Ngaiotonga A3 block,  
situated an hour's drive north of  
Whangārei, nestled in the heart of  
Whangaruru. It's whenua is bordered  
by the Te Moananui a Kiwa to the  
east and Whangaruru Harbour to  
the west. Totalling 1,100ha of coastal  
hill country, it consists of 360ha of  
effective farmland, 297ha of forestry,  
and 443ha of native forest and wetlands.

The story of Whangaroa Ngaiotonga Trust is one of loss,  
restoration and resiliency. Prior to WWII the block was  
home to numerous Whangaruru whānau dating back to the  
time of Manaia, the founding tupuna of Ngātiwai.

In 1952, the Department of Māori Affairs held a hui for  
the then 484 registered owners, of whom 70 were present.  
Even though only 24 signed a resolution in support, the  
Department went ahead with the consolidation of the  
whenua into a 'Land Development Scheme' which led to  
an inter-generational disconnection of the people from the  
whenua.

Departmental failures meant that by 1961 the farm's  
development debt was already four times its economic  
value. In the late 1980s government transferred the  
responsibility for the whenua, with the debt, back to the  
people, leading in 1988 to the creation of the Whangaroa  
Ngaiotonga Trust. Within five years, the pressure of the debt  
left the Trust with little choice other than to lease its land  
to a third party, disconnecting again the whenua and the  
people.

What followed was a long period of disputes between  
the Trust and the tenant over the way the farm was being  
managed and the wellbeing of the whenua, which were  
eventually settled by the land being returned to the Trust.

With the support of MBIE (PGF), farming consultants  
AgFirst, and additional tautoko from Te Puni Kōkiri, MPI  
and Northland Regional Council, the Trust launched its  
whenua restoration programme. Investment from these  
agencies enabled the Trust to embark on a complete farm  
turn around, including 60ha of gorse removal, a 40km



network of water pipe supplying 450 micro troughs, 57km of  
fencing and cell systems, and a new farm roading system.

In June 2020 the Trust purchased its first heard of 188 steers  
and set itself the goal of owning a million-dollar herd by 2025  
– a target it achieved in 2023 with the support and mahi of its  
new Farm Manager.

The Trust's wetlands are kainga to endangered birds  
including the Matuku (Bittern) and the Pāteke (Brown Teal  
duck). A native replanting programme is also underway to  
support the taiao after years of neglect.

Together with the support of the people, these steps marked  
the beginning of the Trust's whenua reclamation and farming  
journey, and the establishment of the thriving 1,200 head bull  
fattening operation the Trust runs today.

The farm's rapid transformation has created employment  
and enabled the Trust to support Whangaruru Marae,  
urupā, kura and sports teams, as well as our next generation  
of leaders with education grants. Along the coastal bluffs  
unsuited to beef, sheep have been introduced as a source  
of kai for hui mate. Community gardening is now getting  
back underway for the first time since the 1950s, bringing  
mātauranga back into the kāinga to support community  
wellbeing.

In four years, the Trust has turned its previously struggling  
farm into a modern and profitable bull operation. Its  
focus now is on continuing to enhance the farm's footprint  
and productivity, and to create further employment by  
diversifying its landholdings and business portfolio into  
other areas such as horticulture and eco-tourism.

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# Finalist Profile

## The Proprietors of Tawapata South, Onenui Station

Field Day: Thursday 10 April 2025



Tawapata South was discovered in the 10th century by our tīpuna, Tamatea-Ariki-Nui, Ruawhoro, and Tūpai – Pacific navigators whose journey from Hawaiki established the whakapapa of our people in this land. Ruawhoro founded the first house of learning, Ngāheru-mai-tawhiti, on Waikawa (Portland Island), which became a spiritual centre for the entire East Coast.

Today, the Proprietors of Tawapata South, trading as Onenui Station, is a Māori incorporation located at the tip of the Māhia Peninsula, Hawke's Bay. Spanning 3,476 hectares, the whenua includes 1,700 hectares of effective farmland and 836 hectares under a Ngā Whenua Rāhui Kawenata.

### Governance and Strategic Direction

Tawapata South was incorporated under the Māori Affairs Act 1953 on 21 July 1967. It is governed by the Committee of Management: Lester White (Chair), Philip Te Hau (Vice Chair), Murray MacGregor, Natalie Paewai, and Corban Paewai. The committee provides strategic oversight, balancing sustainable farming while upholding tikanga, kawa, and mātauranga. Our aspirations are guided by the four POU: Tangata, Tikanga, Taiao, and Tahua, shaping our planning and decision-making.

Our mission is grounded in whakapapa, which connects us to our taonga and carries kaitiaki obligations. We manage our relationships to ensure the well-being of our lands, waters, and people. Our strategy is structured over three phases within a five-year plan, allowing us to set, implement, and report key milestones to shareholders and whānau.

### Farming Operation

Onenui Station is a sheep and beef farming unit wintering 15,000 stock units, including 6,000 breeding ewes, 600 breeding cows, replacements, and trade cattle. The farm finishes 75% of its sheep and 36% of its cattle, with the remainder sold store. The station comprises 350 hectares of productive flats, with the balance classified as North Island steep hard hill country.

A major development project, initiated in 2016, is reclaiming 1,046 hectares of scrubland for productive use, aligning with the 2006 environmental plan. Erosion-prone areas are managed through fencing, native planting, and long-term sustainability initiatives.

Onenui Station has a total of four employees comprised of a farm manager a shepherd and two fencer generals. The incorporation prioritises employment, upskilling, and community engagement.

### Innovation

Since 2016, Tawapata South has been home to Rocket Lab, the world's first private orbital launch range. This relationship aligns with our strategy to diversify income opportunities while maintaining the integrity of our whenua. Rocket Lab's presence has brought investment into the region, creating local employment opportunities and fostering innovation. Our ability to integrate traditional land use with cutting-edge technology demonstrates our commitment to long-term sustainability.

### Community Relationships

Tawapata South is committed to fostering strong relationships within the community. We provide scholarships to support the education and development of our people. Additionally, we have established a lasting partnership with Kahungunu Marae, where we host our AGM, reinforcing our connection to our whānau and cultural heritage.

### Commitment to Sustainability

With 20 kilometres of rugged coastline and diverse landscapes, Onenui Station is committed to sustainable land management. A comprehensive environmental plan protects waterways, coastal dunes, and erosion-prone gullies. Native planting initiatives and fencing projects reinforce long-term environmental resilience. We are deeply grounded in the values that define us – whakapapa, tika pono, manaakitanga, and kaitiakitanga. The Proprietors of Tawapata South, Onenui Station remains dedicated to preserving its whenua while ensuring a sustainable and prosperous future for its people.

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# Ahuwhenua Young Māori Finalists Announced

*The finalists in the 2025 Ahuwhenua Young Māori Farmer Award for sheep and beef have been announced. They are:*



## AHUWHENUA YOUNG MĀORI FARMER AWARD

### Coby Warmington

*Te Mahurehure, Ngāpuhi*

Coby Warmington, 29, is the Farm Manager at Waima Topu Beef Ltd, a bull beef finishing farm in Waima, Northland. The farm has 385 effective hectares of mostly rolling hill country. Coby lives on-farm with partner Holly and their four kids.

Coby is from Waima, where his passion for farming evolved from an enjoyment of being outdoors and working with animals, as well as a love for kai and feeding people. His earliest memories of farming were misty mornings, tagging along with dad to help on his grandfather's beef breeding farm. During school Coby studied agriculture, receiving top of the class. Coby then worked for three years at a local meat works, gaining valuable knowledge, but realising indoor chain work was not for him. He then began working for a local fencing contractor, as well as part-time mustering jobs. Skills learned during this time helped him into a full-time shepherding role at Oromahoe Trust, where he gained experience with intensive bull finishing systems, and was supported into studies with Primary ITO.

Coby started at Waima Topu Beef in January 2021 as a Shepherd/General, when an opportunity to move home was too hard to turn down. The farm was at the beginning of a massive re-building phase. Being involved in projects such as a new water system, fencing, roading and weed control have excelled Coby's personal development, he gained a lot of practical knowledge during this process and had great support from the business's directors and advisors. He became Farm Manager in March 2023.

While Coby has been on board the farm has transformed from a small number of extensive paddocks, low quality in-paddock dam water and 100ha+ of mature gorse and tobacco, to 165ha of intensive grazing cells, a robust water reticulation system, kilometres of metalled farm tracks and gorse areas brought back into grazing. Coby and the directors are passionate about mitigating the negative effects farming has on the environment and as a part of the farm's development has excluded stock



from many waterways, native bush blocks and erosion prone areas. On-farm focus has now turned to utilising improvements to increase animal performance and farm production.

Coby is grateful for the opportunities given to him in his early farming career. He thanks the farmers who employed him and shared their knowledge, helping to mould him into the farmer he is today. He enjoys catching up with these mentors and loves to lend a hand on their farms when possible.

Coby enjoys playing rugby and spending time with family and friends. Living at home gives him the opportunity to contribute to his community through coaching kids' rugby teams, kai mahi on the marae, cleaning and gravedigging at the urupā, and supporting the local kura. He thinks the most rewarding part of farming at home is the ability to be close to whānau, being a positive role model in your hapū and caring for your own whenua.

Coby's plan includes continuing the development of Waima Topu Beef with the target of being in Northlands top 5% producing farms, ideally creating a space to grow rangatahi who are interested in a farming career. Also important is continuing education opportunities and engaging with other farmers at B+LNZ workshops and focus groups. Long term, farm ownership is Coby's dream.

### Grace Watson

*Whakatōhea*

Grace Watson, 24, is currently employed as a Shepherd General for Wendy and Reon Verry of Verry Farming Limited on their 1,000ha (effective) Puketitiri Station in the King Country, near Te Kuiti.

Grace grew up on her parent's dairy farm in a small rural community at the foot of Mt Tarawera called Rerewhakaaitu. Grace and her three younger sisters spent a lot of time on farm as children. She believes her strongest values and

*Continued next page .....*

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»» KAITAUTOKO TUATAHI



»» KAITAUTOKO TAKETAKE





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attributes were instilled through watching her parents passion and dedication to working on the whenua.

After finishing high school Grace pursued her passion for sport representing New Zealand on the international stage for rowing. Unsure of her future endeavours but ready for a new challenge Grace found herself emerged in the unknown territory of sheep and beef farming on the hills of the East Coast. Farming runs deep in Grace's blood so in a way it was no surprise to her when she found herself rounding up a team of dogs.



Grace will have been at Puketitiri Station coming up one year in July. Puketitiri runs 3,500 breeding ewes and 1,200 replacements. The flock is split between terminal, Coopworth and Wiltshire ewes. The station winters around 180 breeding cows, 400 bulls, 240 dairy grazers, 150 steers and 80 beef heifers. Grace has enjoyed the challenge of helping to manage

and juggle feed requirements and health measures/preventatives for the various classes of stock. Grace speaks highly of Wendy and Reon as they are passionate about the health of the waterways on farm and take pride in fencing off buffer zones and riparian planting where possible. Grace also appreciates that the station is committed to supporting rangatahi with an interest in agriculture through the Growing Future Farmers programme. She enjoys the opportunity to share some of the knowledge that has been passed down to her with others who are keen to learn.

Grace is currently completing the Level 4 Primary ITO Sheep and Beef course to help prepare her to step up into a stock manager/managers role sometime in the future. Her ultimate long-term goal being farm ownership with her partner, Will. In the short term, Grace is thriving off the opportunities presented to her. Exploring the foreign territory of investing and home ownership, she feels lucky to have the guidance and support of those around her in helping make that end dream a reality. Grace says the learning and growth she can feel within herself are a sure sign that she is in a good space.

Life off-farm for Grace is spending quality time with whānau and friends, exploring the outdoors and a bit of hunting and fishing. She is looking forward to joining a local club for the upcoming netball season.

Grace hopes to encourage rangatahi back to their roots, to live off their whenua. To work hard yet enjoy the lifestyle that farming allows. She is thankful to those who gave her the opportunities to find her way in the agriculture sector and encourages more farm managers and owners to do the same. Grace sees the Ahuwhenua Young Māori Farmer Award as an invaluable opportunity to represent her whānau, iwi, farm and network of supporters to whom she owes so much. She is excited to embark on this waka with Ahuwhenua.

## Puhirere Tau

*Ngāpuhi, Ngati Porou*



With seven years of experience in the agricultural industry, Puhirere Tau, 27, has already carved out an impressive career in New Zealand's farming sector. Currently serving as Head Shepherd at Puatai Station, a bull finishing block on the East Coast, he plays a crucial role in managing a 650ha farm. With 700 R2 Angus bulls and 500 R1 Angus bulls spread across the station's mix of flat and rolling country, Puhirere thrives in an environment that demands skill, dedication, and a deep understanding of livestock management.

Born and raised in the Far North, Puhirere also proudly has whakapapa to the East Coast, where his deep connection to the land and its people has shaped his journey in the agricultural sector. Coming from a lineage of builders and servicemen, he has always been driven by a strong work ethic and a desire to contribute to his community. His passion for farming eventually led him back to the East Coast, where he embraced the opportunities and challenges of large-scale sheep and beef operations.

His journey in agriculture began at Pakarae Station, a challenging steep-country farm running 12,000 stock units of capital mixed-age stock. Over three and a half years, he honed his skills, starting as a general hand before progressing to a junior shepherd role, proving his ability to adapt and excel in demanding conditions. He then spent two years at Rototahi Station, which operates a 7,000 stock unit hogget rearing system, working as a shepherd and further refining his expertise. His dedication and leadership saw him progress to Head Shepherd at Puatai Station, where he now leads by example in an intensive bull finishing operation.

Puhirere is committed to continuous growth. Having completed Primary ITO Level 4, he now has his sights set on Level 5 Production Management. Once he completes Level 5, he plans to pursue a degree in Agricultural Commerce, further expanding his knowledge of farm business management and sustainability.

Puhirere has a strong work ethic, a thirst for knowledge, and unwavering dedication to the industry. He is determined not to take any shortcuts in his career and is committed to mastering every aspect of farming – from stock management and pasture growth to business operations. His goal is to build a well-rounded skill set that will allow him to contribute meaningfully to the future of New Zealand agriculture.



**AHUWHENUA  
YOUNG MĀORI  
FARMER AWARD**

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A special thanks to all our sponsors which make the Ahuwhenua Trophy Competition and the Ahuwhenua Young Māori Farmer/Grower award. It is with their generous support we are able to stage the competition and all the amazing events which make up this prestigious award.

### B+LNZ grows Māori agribusiness support

Beef + Lamb New Zealand (B+LNZ) continues to build its support for Māori agribusiness, aiming to be a korowai of support and advocacy for Māori levy payers and the wider red meat sector.

He tangata playing a vital role, B+LNZ now has strong whenua Māori ties at all levels – two elected board members (Warrick Tauwhare-George as Independent Direct, and Hazel Cairns as Associate Director), a leadership team member (Charles Taituha), and four advisors.



B+LNZ established its very first Kāhui advisory group to represent the needs of Māori farmers, which has its own Regional Delivery Plan, aligned with regional Farmer Councils.

The Kāhui acts as a sounding board for B+LNZ work and policy positions by providing advice and insights into Māori sheep, beef and dairy farmers' perspectives, needs

and concerns. Hayden Swann was announced Kāhui Chair. Swann has extensive governance experience with various trusts, boards and is the Principal of Makaraka School.

Tutumatai Station in Ruatoria is a Monitor Farm in B+LNZ's Whenua Māori Extension programme. Under the new 'He Kai Kei Aku Ringa' ('to grow and nurture with your own hands') delivery model, Tutumatai hosted its first Monitor Farm field day, drawing over 110 attendees.

All of this work is underpinned by the core values of whānau and manaakitanga, so partnerships continue to be critical.

As a proud sponsor of the Ahuwhenua Trophy Excellence in Māori Farming Award, as well as the Ahuwhenua Young Māori Farmer Award, B+LNZ warmly congratulates the finalists.

Learn more about B+LNZ's work in Māori Agribusiness at: [www.beeflambnz.com/programmes-partnerships/community-partnerships/Māori-partnerships](http://www.beeflambnz.com/programmes-partnerships/community-partnerships/Māori-partnerships)



Matt Hill and Ron Walters, PGG Wrightson  
Kaiwhakahaere Hononga - Iwi Relationship Managers

### Connecting Māori Agribusinesses: Training and Networking Initiatives

PGG Wrightson is a long-time sponsor of the Ahuwhenua Trophy Award, celebrating excellence in farming and recognising Māori agribusinesses as an important part of farming and horticultural industries in Aotearoa.

Ron Walters, PGG Wrightson Kaiwhakahaere Hononga – Iwi Relationship Manager, says, "Alongside the Ahuwhenua Trophy, I love that there is a category recognising young Māori farmers, as this supports succession and helps build capability for the next generation who will become the future governors of Māori land trusts. Mā te huruhuru ka rere te manu—adorn the bird with feathers and it will fly.

PGG Wrightson's Iwi Relationship team is passionate about sharing farming knowledge and supporting Māori farming entities through on-farm training initiatives. They can work with your team to identify key skills and knowledge needed on your farm and design a workshop unique to your operation. The Iwi Relationship Managers facilitate the trainings, bringing your team and technical experts together, incorporating tikanga Māori in the delivery.

Further to their training initiatives, the team regularly hosts Māori agribusiness hikoī, where clients have the opportunity to visit other Māori agribusinesses. The team networks with government and farmer-owned primary industry participants to ensure engagement with industry stakeholders and strongly represent Māori agribusiness.

Learn more about PGG Wrightson's Māori Agribusiness services and get in touch at:

[www.pggrwrightson.co.nz/our-services/maori-agribusiness](http://www.pggrwrightson.co.nz/our-services/maori-agribusiness)

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### Empowering Growth:

### He Taurikura Māori (Māori Partnerships and Investment) at MPI

He Taurikura Māori (Māori Partnerships and Investment) at the Ministry for Primary Industries (MPI) is dedicated to ensuring Māori growth and success in the food and fibre sector. It focuses on strategic thinking, collective partnering, and investment to deliver high-value, unique products that meet both domestic and international demands.

He Taurikura Māori's vision is to accelerate the collective growth of the Māori primary sector through trusted relationships and sustainable economic development. Investment in innovation is key, supporting initiatives that harness the latest technologies to improve efficiency and product quality. Export growth is also a priority, with targeted support helping Māori commodity exporters expand their global reach.

He Taurikura Māori also contributes to MPI's Action Plan. This includes ambitious goals such as doubling the value of exports by 2034, delivering solutions for New Zealand farmers to reduce greenhouse gas emissions by 2030, and backing the primary sector for success. This holistic approach ensures that economic growth benefits are widely shared, contributing to improved well-being and quality of life for Māori communities.

The He Taurikura Māori team works closely with Māori landowners and agribusinesses across the country to build skills, highlight opportunities, access funding, create jobs, and promote sustainable land management practices. Its programmes, such as the Māori Agribusiness Extension (MABx) programme and the Māori Agribusiness Pathway to Increased Productivity (MAPIP), support Māori landowners in building capability and increasing productivity. Additionally, He Taurikura Māori funds training programmes and support Māori-led research and development initiatives to address climate change impacts.

#### HE PĀTAI TĀU?

- Learn more about He Taurikura Māori at [www.mpi.govt.nz/maori-agribusiness-funding-support/introduction-to-maori-agribusiness](http://www.mpi.govt.nz/maori-agribusiness-funding-support/introduction-to-maori-agribusiness)
- Contact the team at [maoriagribusiness@mpi.govt.nz](mailto:maoriagribusiness@mpi.govt.nz)

#### OUR PROGRAMMES



Māori Agribusiness Extension (MABx) programme – supports groups of Māori landowners to build capability and explore opportunities to work together.



Māori Agribusiness Pathway to Increased Productivity (MAPIP) – provides one-on-one support to Māori landowners and trustees looking to increase the productivity of their primary sector assets.



He Ara Mahi Hou (Workforce Skills and Training) – funds the development and implementation of training programmes for Māori agribusinesses.



Māori Agribusiness Innovation Fund – supports Māori exploring solutions to improve outcomes and benefits for the Māori primary sector.



Reducing agricultural emissions and responding to climate change – providing extra support to Māori landowners and agribusinesses to lower on-farm greenhouse gas emissions and address impacts of climate change through:

- tikanga-based programmes
- funding Māori-led research and development initiatives into climate change responses on whenua Māori.

### Primary ITO proud sponsors of the Ahuwhenua Young Māori Farmer Award

Primary ITO is once again proud to support the Ahuwhenua Young Māori Farmer Award for 2025 and congratulate this year's Sheep and Beef finalists. The word from Primary ITO's Māori Engagement Manager and AYMF judge Matiu Julian is that this year's finalists are full of talent and passion, key elements in this sector we think!

There were over 100 young people who met the initial entry requirements for Ahuwhenua YMF 2025 actively training with Primary ITO, which was amazing to see, but there could always be more! So, talk to your team members today and one of our



local Training Advisers will be able to visit your farm and talk you through the training options.

There are exciting developments in primary industry training this year, with the extension of the Apprenticeship Boost programme, as well as 50% fees for many Ag and Hort programmes, plus new innovative training options in dairy, horticulture and viticulture.

To learn more about training for yourself or your team members, chat to your local Training Adviser via [www.primaryito.ac.nz](http://www.primaryito.ac.nz), 0800 20 80 20 or [info@primaryito.ac.nz](mailto:info@primaryito.ac.nz)

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