



He Pitopito Korero

Tena koutou katoa nga whanau o Wakatu. Anei he pitopito korero ano i tenei wa. Nga mihinui atu kia koutou nga mihi aroha kia koutou katoa. No reira Tena koutou, tena koutou, tena koutou katoa.

At a glance

It seems fitting that in our 25th year we celebrate a year of growth, consolidation and also closure in terms of the injustices that were caused through the perpetual leases. As an Incorporation we have a lot to be proud of, particularly taking a glance over the past 12 months.

• Succession Plan

The Board has been successful in implementing a succession plan. This year we welcomed Miriana Ikin as our first associate director. The scholarships and establishment of the associate director scheme are aimed at producing a pool of potential future leaders who are whanau and committed to the Incorporation.

• Land Management Plan

Richard Brown & Murray Inglis recently completed our land management plan. The plan is the key to rationalisation of our lands and provides perspective on future land use options. We

continue to be committed to the ongoing development of our lands in the Motueka region. Our horticulture division currently produces apples, pears and kiwifruit. The division is also looking at developing new varieties that are profitable, and has undertaken research into other opportunities.

• Wakatu Industrial Estate

Stage I of the former Alliance Freezing Works site is near completion. The 2ha Honda manufacturing plant is expected to be in operation by the end of October. There is a short supply of industrial land in the Nelson district and a strong demand for the remaining sites of the development. Resource consents have been obtained for Stage II of the development.



Signing Ceremony

• OMA

The organisation of Maori Authorities is holding a function later this month to thank the many supporters who have helped bring the issue to a conclusion. Past Chairman Steve Marshall is expected to return from Geneva for the occasion.

• Mussels

The Incorporation is expanding its interest in the mussel industry with a proposed new investment in Marlborough. If successful, the investment will make Wakatu a major player in the mussel industry, ensuring the Incorporation's long-term sustainability in this industry. But more on that later.

• Scholarships

The information about our scholarships is not getting to our young people. The uptake of scholarships was slow last year, prompting us to investigate other avenues for getting the information out. We want to encourage our young people to consider a tertiary education, particularly in areas that have benefit to the present and future businesses of the Incorporation.

• Whanau Trusts

This is an excellent tool for protecting whanau lands and ensuring the continuity of whanau interest in those taonga. We want to encourage 'owners' of the Incorporation to consider establishing Whanau Trusts to prevent the fragmentation of shareholdings. Our office can assist you with information on establishing Whanau Trusts and we look forward to being of assistance to you in this matter.

• Owners Corner

We want to hear from you. We are currently assessing how we can do things better and want your feedback. We encourage you and your whanau to complete the survey that was sent out in the last newsletter. You can also write to the Editor, He Pitopito Korero, or email us at info@wakatu.org

• Tohu

We reported in the last newsletter that Tohu had made its first profit in five years and increased its production from 6,000 cases last year to nearly 28,000 cases this year. Most of this year's vintage has been pre-sold or assured of a sale. Our biggest market is the USA with Tohu wine sold in 24 States, followed by the UK. We also have markets in Holland, Belgium, Germany Canada, Hong Kong & Singapore.

Early next year Tohu will once again host a small group of sales reps from our American and British distributors who have exceeded their sales targets for selling Tohu wines.

Apples & Pears

Our apples and pears are soon to get a make-over thanks to the deregulation of the pipfruit industry. Wakatu Horticulture is in the process of establishing an indigenous brand to develop our point of difference in our international markets.

The Horticultural Division of Wakatu Incorporation and Fresh NZ 2000 Ltd are planning on combining their resources, knowledge, experience and

expertise to develop and launch an indigenous brand to targeted international markets, based on the Wakatu kiwifruit and pipfruit production.

The proposal is compatible with the Incorporation's philosophy which will eventually see the Incorporation market our produce from our lands and the sea under our own brand.

• Horticulture Trainee

Three people applied for the horticulture trainee position and the successful applicant is Edwin Whanau from Christchurch - he started work on 7th October.

Edwin's father, Edwin Waituri Whanau is a shareholder of Wakatu and a descendant of Pihau Rosie Whanau.

• Pomanjou Trip

Jo Senior, Orchard Manager and Office Administrator for Wakatu Horticulture, is off to France to learn more about our offshore markets. Jo leaves for Europe on 12th October where she will spend time with one of our French customers, Pomanjou.

Her task is to get to know the technical and accounts people in

the French company and learn as much as possible about their processes, which will help us to improve our systems. Jo will also visit with Chingfords, our distributor in the UK.

• Kiwifruit Industry Reforms

FOMA is facilitating a meeting of its kiwifruit growing members to discuss options for reforming the kiwifruit industry. The Wakatu response to the proposals is based around the ability of the Incorporation to maintain some flexibility and choice in marketing our produce. We have established global marketing relationships in the pipfruit, wine and seafood sectors and intend introducing kiwifruit into the mix through the development of our own brand.

Other key points important to the Incorporation are:

- Any reform must be approached in a way that ensures our integrity is fully maintained, both in New Zealand and in our overseas markets;
- The proposed reforms must have improving Orchard Gate Return as a key objective; and
- Our marketing freedom of choice must be maintained.



A business of the land and sea - he taonga tuku iho - for profit, social and cultural growth through professionalism, honesty, diligence and embracing our tikanga. Te mana whenua me te moana he taonga tuku iho na nga tupuna hei oranga mo te wairua me te tinana. Nga kaitiaki i tenei taonga, he uri no roto i te ao hou e mau tonu ana ki o matou tikanga.

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