

Northland College Mānuka Planting Initiative

The Growth Study demonstrated there is untapped potential in Northland's land and people. This initiative harnesses the potential of both.

By planting mānuka at Northland College, the local community wins. Employment is created, education is gained, the land improves and money is made.

How it works:

- With government support, an initial 30 hectares of Northland College land will be planted in high performing mānuka cultivars for honey production. By 2017, this is expected to extend to 100 hectares.
- Knowing what mānuka cultivars to plant, and how the plantation is to be planted and managed for honey production are a result of successful scientific research to date that the Ministry for Primary Industries and Manuka Research Partnership (NZ) Ltd are investing in through the Primary Growth Partnership.
- Local long-term unemployed adults will be trained and employed to clear the site, plant and maintain the mānuka.
- These people will help to meet demand for trained workers in similar developments in the region (increase of 50,000 jobs nationally in primary industries by 2025: MPI's People Powered Report).

- As a result, local employers in the primary industries will be able to employ skilled locals, who have gained practical knowledge and experience at the Northland College mānuka site.
- The site will be a classroom for Northland College students who can complete a Certificate in Apiculture thanks to the College's partnership with the Lincoln University Telford Campus.
- The site will also be a hands-on learning environment for students studying science, business studies, economics, food technology and information technology.
- The mānuka site will provide revenue in the future for the College to reinvest.
- The land has the potential for high erosion and the mānuka will help stabilise the land to stop more erosion.
- The Initiative will be implemented by Northland College and supported by Ministry for Primary Industries, Te Puni Kokiri and Ministry for Social Development.

