



MĀORI AGRIBUSINESS

Tuhono Whenua orchard productivity project

Tailoring services for Māori kiwifruit growers to increase productivity and profitability across the sector.

Challenge

Lifting the productivity and profitability of collectively owned Māori kiwifruit orchards from average to top performance.

Solution

MPI partnered with the Federation of Māori Authorities, Callaghan Innovation and Te Awanui Hukapak and Ngai Tukairangi Trust on a “proof of concept” project in three regions to provide mentoring support, technical advice and productivity plans. MPI has approved a Sustainable Farming Fund (SFF) grant for three years to expand the project.

Outcomes

- » Increased production and profitability.
- » Information sharing across the sector.
- » Increase in technical capability.
- » Tuhono Whenua Horticulture Ltd – a Māori managed business to ensure the project is sustainable for the long term

Key Facts

Aim: performance increase of more than \$10 000 per hectare

MPI Funding: \$83 500 (proof of concept project) + \$397 160 (SFF extension project) = \$480 660

Partners: Federation of Māori Authorities

Economic Benefits: Increase orchard returns by \$2 million per year