

# BayBuzz

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December 2010

## TOP 100 BUZZMAKERS 2010



### FIRST FIFTEEN

**BayBuzz First Fifteen, top row:** John Bostock, Alastair Bramley, Rod Drury, Claire Hague, Douglas Lloyd, Jenkins, Anne Maloney, Paul McArdle, Graeme Norton, Paul Paynter. **Bottom row:** Des Ratima, Sam Robinson, Dr Janet Titchener, Phyllis Tichinin, Ngahiwi Tomoana, Claire Vogtherr.

#### Back by popular demand!

For the second year, BayBuzz has attempted to identify one hundred individuals in Hawke's Bay who make an uncommon impact on the well-being of the region.

How can one make an uncommon impact? By excelling in some field of endeavor. By leading

and motivating others to become involved in community activities. By financially, or by outstanding personal service, supporting community causes and human needs. By championing our environment. By modeling important values and behaviours to others in the community. By significantly driving

the region's economic, social or cultural development. By influencing the direction of local government on a regular basis.

The point of this exercise is to celebrate such contributions to the community. To give recognition and show appreciation, to cheer them on to do even more, and to encourage

other people to make similar contributions.

Since this list is about Hawke's Bay, we have emphasized individuals whose major focus is here in the region. But you'll see that many of the Bay's leaders carry significant influence in the nation, to our region's benefit.

*Cont pg 4.*

# Apples: a growing business?

By Tom Belford

"We're very good at boom and bust," said Leon Stallard, commenting on the economic fortunes of the apple industry. Stallard is chairman of Hawke's Bay Fruitgrowers Association, representing the Bay's 210 registered growers.

Recent media headlines send mixed signals. "Receivers sell apple concerns" and "Growers face poor returns" on the one hand; but to the good, the Australian market has been ordered to open to Kiwi apples. BayBuzz decided to look more closely at Hawke's Bay single biggest cultivated product in terms of acreage ... pipfruit (apples and pears). About 5,400 hectares in the Bay are devoted to growing pipfruit (compared to just under 5,000 hectares of grapes), and if national averages hold, approximately 95% of this acreage is used to grow apples.

Hawke's Bay's apple industry has been around since the 1880s, with the first apples exported about 100 years ago. The biggest HB player today is Mr Apple, with about 700 hectares in production; the average size for the industry is around 19-20 hectares.

Hawke's Bay will harvest about 9 million cartons of apples during next year's season, which peaks in March and April. About 80% of the total crop, more than 200,000 tonnes, will be exported. The HB industry employs about 4,000 fulltime and 20,000 seasonal workers.

So apples are our game. To get the score BayBuzz talked to Stallard, John Bostock of JB Bostock, Paul Paynter of Johnny Applesed, Peter Beaven of Pipfruit New Zealand, Phil Alison of Havelock

North Fruit Company, folks at Plant & Food, and others in the biz. Not all are equally optimistic about their industry. Even the hard-charging Bostock predicted that 2011 will be "a challenging year."

The picture that emerges is one of a viable but struggling industry – one that has no cost advantages over foreign competitors, operates on slim margins, carries high risk, needs better quality control and marketing, and holds limited growth potential.

#### An apple a day ...

What makes the Bay's apple business competitive in global terms? First and foremost, Hawke's Bay has an optimal growing environment in terms of soil, water supply and climate. This combination pays off in high yields and (potential) quality.

Second, our infrastructure is well-established, including growers, supporting services (irrigation, etc), packhouses and storage, export capacity (services and port) and R&D. The number of growers has sharply reduced (down to 200+ from 600+ ten years ago), weeding out less viable growers, and we seem to have smart players at all sizes and levels of operation. Seasonal labourers required to harvest are now more assured with the advent of the Recognised Seasonal Employer Scheme.

And third, the Bay's product is largely – and increasingly – pointed toward the best future market on the planet ... Asia. Consumer tastes vary from region to region. Planting and marketing varieties best-suited to those tastes can make the difference between winners and losers.

Even within compact New Zealand, different areas, with their climates and even micro-climates, can be more hospitable to growing different varieties. Hawke's Bay has conditions favourable to growing the varieties most preferred in Asia, such as Fuji, the Pacific series, and Royal Gala. This in contrast to Nelson (NZ's distant second-largest producer at 2,700 hectares and 28% of NZ's apple exports), where Braeburn is more dominant, but more favoured in the stagnant European market.

#### Who is unhealthy?

According to MAF (MY09 – the crop harvested in 2010), the average tray carton of NZ apples (across all varieties and regions) returned \$21.75, against an average breakeven production cost of \$21.00. Said one observer: "Margins are as thick as butterfly wings."

And then things go bad!

Both hail and a cold, wet spring in Hawke's Bay in 2009 reduced the 2010 harvest by approximately 20%. Of course, an act of god like hail can demolish the crop of one orchardist, while sparing his nearby neighbor. Loss of cash flow from a diminished harvest will constrain the grower's capacity to replace trees, prepare for the next season and pay fixed costs, including debt servicing.

For many growers, payments can lag well behind the time when growing costs are actually incurred. And compliance costs to meet more rigorous (and differing) foreign buyer standards are increasing.

*Cont pg 8.*



**INSIDE: Sustainable Vision, Future Scenarios, Thinking Smart, Lawrencus Yulus.**

# From the editor: People who make a difference

Hopefully you'll regard this as a 'keeper' issue of **BayBuzz Digest**.

We devoted several pages to the Top 100 Buzzmakers of 2010 ... a heap of heroes. If you agree with each and every selection on this list, I'll be shocked. I'm surprised myself at some of people on it, given that I've had my differences with some of them! But I am satisfied that every person on this list is having significant impact here in the Bay. And that, at the end of the day, is the key factor.

A number of people in this year's Top 100 are on the list, it could be said, "because of their jobs" – for example, the local body chief executives and some of the corporate CEOs. We didn't put them on the list last year, thinking ... their influence resides in the position and not the person. Or, they're paid for what they do; they're not volunteers. But the reality is, these folks have huge influence over the well-being of the region, and as individuals their performance is extremely important ... and so they should be recognized, at least once!

The other reason to take exception is that you might believe there are *others* equally or more deserving. That's fine. Nominate them next year!



**TOM BELFORD**  
editor

Thanks to dozens of nominations from BayBuzz readers, we have 51 new faces on this year's list. To the 49 Buzzmakers of 2009 who were 'bumped', don't take it personally. Your accomplishments are undiminished, but fresh faces sell newspapers! Also, to allow space for newbies, we've created a 'Legends' category for a few individuals who nominators think have contributed enough already to be on our list forever.

We've also devoted a lot of space in this issue to apples. After all, we are the fruitbowl of New Zealand, and soon (some remain cynical) will be selling apples in Australia. Has Nirvana arrived?

While hopefully giving you more insight into the workings of the apple trade, *Apples: A Growing Business?* aims as much to raise a broader issue ... when we think about

opportunities to 'grow the Bay', which exactly are the industries that can really drive such growth?

I devoted over thirty hours of research and interviewing to getting a sense of the Bay's apple future, and still only scratched the surface. I come away thinking that only the efforts of the most determined and fit will enable this industry to hang on to its current – and important – place in the Bay's economy. Some might prosper, but a 'growth' industry it is not. So what is the Bay's future? Several articles address that.

We've reproduced three 'future scenarios' recently developed by the HB Regional Council. They are presented as stories told in three very different voices – a young woman and her farmer father, a young Maori acquiring his first property, and the voice of a river. You can decide if any of them speak compellingly to you.

Graeme Norton, executive director of 3R, a successful Bay company all about sustainability and product stewardship, offers a Hawke's Bay Vision 2050 of his own. It's shaped by his international experience on NZ's Business

Council for Sustainable Development, which includes many of the country's leading companies. His is an optimistic vision, but today he finds New Zealand and its businesses lagging behind many other countries and multinationals in 'getting' sustainability.

Stefan Olsen, writing our regular *Thinking Smart* feature, talks about two companies – Ozone Technologies and [lunchonline.co.nz](http://lunchonline.co.nz) – who represent the kind of enterprises that might prosper in a Hawke's Bay focused on utilizing intellectual capital ... that is, exploiting our creativity and brainpower, versus our physical resources.

And finally, one other look to the future. BayBuzz humorist Brendan Webb brings us up to date in his fourth episode on the exploits of the Bay's foremost empire-builder, Lawrence Amalgamicus Yulus. This episode appears to have a certain finality to it. But like J.K. Rowling talking about her Harry Potter series, Brendan assures me he would never say 'never' to further developments in this intriguing epic.

Enjoy! And have a great holiday and summer. **BayBuzz Digest** will return in February.

# Sustainable vision for New Zealand

**By Graeme Norton**

In early November I had the privilege of being New Zealand's delegate to the World Business Council for Sustainable Development (WBCSD) meetings in Shanghai. We addressed the recent Vision 2050 developed by WBCSD members and the translation of that vision into a plan of action in the coming decades.

How might that vision translate to New Zealand and in turn to Hawke's Bay? Heady stuff!

First, who is WBCSD? It is a "by invitation" group of around 200 large-scale businesses along with 60 regional (country) associations of businesses with a committed interest in sustainability and sustainable development. More at [www.wbcsd.org](http://www.wbcsd.org). The member companies have a combined turnover of US\$7 trillion per annum and 15 million employees. New Zealand's affiliated organisation, NZBCSD, has around 55 businesses as members, who collectively make up around

40% of New Zealand's GDP. So it is mostly big business at the table.

Vision 2050 seeks to promote conversations around what a future sustainable world might be like and the pathways to it. The guiding premise: "In 2050 around 9 billion people live well and within the limits of the planet". Given that premise, three questions need to be addressed in Vision 2050.

- What does a sustainable world look like?
- How can we realise it?
- What roles can business play to ensure more rapid progress towards that world?

The UN projects that between now and 2050 the global population will increase from 6.9 billion to 9 billion, with 98% of this growth happening in the (currently described) developing and emerging world. The global urban population will double. If we continue with 'business as

usual', growing populations and consumption (in most countries) will be compounded by inertia stemming from inadequate governance and policy responses. The result is degradation of the environment and social stress. 'Business as usual' sucks!

The pathways to a sustainable world in Vision 2050 are described in nine critical areas – values and behaviours, human development, economy, agriculture, forests, energy and power, buildings, mobility, and materials. To achieve a

sustainable world, "swift, radical and coordinated actions are required at many levels, by multiple partners". Early on in the process member companies asked: "Can we achieve it?" Their overwhelming answer was YES. We have the capability; we need the collective will.

I encourage you to read Vision 2050. It is both inspirational and scary. [http://www.wbcsd.org/web/projects/BZrole/Vision2050-FullReport\\_Final.pdf](http://www.wbcsd.org/web/projects/BZrole/Vision2050-FullReport_Final.pdf)

Our NZ Council is embarking on a process to examine what Vision 2050 means for New Zealand and how might we influence our path to a sustainable future. We have begun the process by allowing "under 35s" who are developing leaders in business and who will be around in 2050 (unlike us older fogeyes) to set the terms of reference for the work and participate in the shaping of the vision. More on that at a future time!

So, back to Shanghai.

The Green Race is on! Individual companies (and some countries) are embracing the realisation that business as usual will not cut it. They are turning the need for change and challenge into opportunity. Countries like China and Korea 'get it'. They are moving very quickly to alter their ways of doing business and there is strong alignment of objectives between the political and business leaderships around those changes.

A vision which has 9 billion people living well and within the limits of the planet by 2050 holds profound implications for New Zealand. Our economic pillars are built on growing food (and drink) and sending it a long way to our markets. Aside from agriculture in all its forms, our other pillar is tourism.

I went to Shanghai thinking that New Zealand, a small open economy a long way from its markets and underpinned by sectors that will be impacted hugely by a resource-constrained and very different geo-political future, does not yet understand the mind and action shifts required if it is to thrive in this future world. We simply, as yet, do not 'get it'. The experience of Shanghai and 'listening' since has only served to reinforce that personal view. We are not on our own. Our trans-Tasman neighbours are probably even further

back than we are – cushioned as they are by the ability to keep digging!

What does this all mean for Hawke's Bay? We should have a serious conversation about what a sustainable future might look like. Here's my 'short form' Vision 2050 for NZ & Hawke's Bay ...

*NZ has a population of 15 million (Australia 35m). Almost all of the influx is urban, a third live in Auckland. Our metropolitan and provincial cities have grown up, not out.*

*HB is home to 500,000 people. Most of them live in Napier (again it has grown up, not out). Hastings has shrunk – we now value the Heretaunga and its aquifer beneath too highly to put infrastructure on top of it!*

*Our biggest trading partner (and market) is still Australia as we have a combined population of 50 million within easy reach. Beyond that we are inextricably connected to Asia. Our productive (agriculture) capacity is diversified. We have mapped and identified our (micro) climates and focus our production around least resource input and greatest food value products. Our biggest growth sector has been in added-value 'smart' thinking and services that we sell all over the world.*

*Our population is bright, articulate and happy. Why do people live in HB? Because it's about whanau. They are able to live and thrive here in a temperate climate fully connected to the dynamic world around them.*

I relish the opportunity for real debate about our shared future, given what makes this place unique, what we cherish and what must change to enable a viable community to thrive.

Our visioning is too short term and lacks imagination about what we could be. Without doubt, our futures will be challenged substantially in the coming decades. We can either just wait for that to happen to us, and react as it comes, or enter the shaping process. Bring on the latter!

# Thinking Smart

By Stefan Olsen

BayBuzz asked writer and consultant for sustainable businesses Stefan Olsen at Ed (Empire Design) to write a series of articles about businesses in Hawke's Bay that are Thinking Smart ... using their creativity and technology to add value to products and services provided from the Bay. Says Stefan, "I'm discovering a wide range of companies that are not related to the region's dominant primary production sector, although there's no shortage of smart thinking there too!" This month Stefan looks at a high-tech outfit diversifying into rare earth minerals and an online biz that's bringing convenience to school lunches for kids.



## Ozone Technologies

I'm sure you'll all agree, it's not often the word 'trillion' is mentioned in New Zealand. So would you believe there's over NZ\$30 trillion (that's a 3 with 13 zeros after it, or \$30,000 billion) worth of rare earth mineral deposits (RE) just sitting in and around the country, doing nothing, because nobody knows how to extract them? Well this unfortunate situation was true, until now. Because believe it or not, there's some super hi-tech activity going on in one of Hawke's Bay's industrial quarters, Onekawa, aimed at capitalising on the lucrative RE industry.

Ozone Technologies was founded in 1999 and is owned by Dirk Haselhoff. Ozone has a core team of employees, one of which is Dr. Alexander Rodionov, an internationally renowned PhD chemist.

Dirk and Alexander met several years ago while working together on the upgrade of the Antarctic's Scott Base wastewater treatment plant. The plant treats wastewater from 80-120 residents and was previously run on costly and polluting diesel generators. Not only did the diesel emissions contaminate the Antarctic, but the fuel was also costly to transport to the base. Antarctica New Zealand solved these problems by installing wind-turbines as a power source and now their new wastewater treatment system, incorporating ozone treatment designed and built by Dirk and Alexander, only produces around seven rubbish bags of solid human waste annually.

However, there's much more to Ozone than the commercial, industrial and municipal water treatment systems they've been producing for years.

Meet ADS.

Not too many people know that without rare earth minerals your regular iPhone or Blackberry just wouldn't be the same, plasma TVs probably wouldn't exist, and there would be plenty of sunburned people around, seeing as titanium dioxide (TiO<sub>2</sub>) is found in almost all sunscreens. Furthermore, TiO<sub>2</sub> is a necessary ingredient in many paints, plastics, papers, inks, foods, medicines and toothpastes, just to name a few.

In fact, RE's are so valuable and important in the manufacture and production of modern-day products that the Chinese Government has been going about taking control of their own national RE deposits and is restricting the export of RE minerals. New Zealand's RE deposits lie within

our iron sands in and around our coastline, and the value of these deposits, per capita, is second only to those mineral deposits found in Saudi Arabia.

So one wonders why, if New Zealand has so much potential in RE's, it isn't being mined and extracted right now, or at least in the very near future. Well, according to Dirk and Alexander, that reality is not years away, but merely months. They've designed and developed a Halogen process that can take New Zealand's iron sands and extract RE minerals to ultimately produce compounds like TiO<sub>2</sub>.

After lobbying local and national government along with private investors in New Zealand for some time, Dirk and Alexander turned to international financial interests to progress their revolutionary pursuit. In no time, investment was found and ADS was formed: seven partners/directors including an international patent lawyer and other members of the Russian scientific establishment. Now, with serious financial backing, and armed with a unique understanding of the process (hence the ability to extract RE products like TiO<sub>2</sub>), ADS is in a strong position to start tapping into the \$30 trillion worth of mineral deposits this country has. Says Dirk, "The new ADOX technology will extract titanium dioxide and other RE's from New Zealand's iron sands without pollution, and at half the cost of any current technology. We will have proof in months, not years, and intend to secure New Zealand's place in history with this technology." Watch this space, or the headlines.

Dirk started his career in the Waikato with heavy machinery process control systems, before venturing overseas for several years working in the early development of fibre optic technology. On return, while taking part in a local motorbike race, he chose to lay his hat down in Hawke's Bay. Dirk mentions the usual reasons for living in the Bay (weather, wine, food) but he specifically draws attention to the options and quality of local schools. With the likes of Hereworth, Lindisfarne, Woodford and Iona, there's some heavy incentive here for parents wanting to go the extra mile for their children's education, and settle down in Hawke's Bay.

So next time you're driving down Prebensen Drive and see the Ozone Technologies signage, just remember, there's much, much more going on there than the environmentally-friendly and chemical-free water treatment systems!

## Lunchonline.co.nz

It's Monday morning (again) and you're running late. You also forgot to nip down to the supermarket last night to pick up your kids' lunch-box fillers. Pantry and fridge are near empty. What do you do? Jump onto lunchonline.co.nz and before you know it the kids will have a nutritious lunch ordered, paid for and delivered to their school just in time for the midday bell.

In early 2010 a local Hawke's Bay school asked Jason Heaven to start taking and making lunch orders for its students. Pretty quickly Jason found that although it was no problem making-up the lunches, the logistics of managing the orders and their payments was just not going to work. So, having already forged a relationship with ABC Software for his café supply software, he gave them another call. And within no time lunchonline.co.nz was borne.

This is how it works. Parents register along with their children's details (name, school, class) at lunchonline.co.nz and advance credit their account - much the same as one does on

Trademe. Then, whenever their kids need lunch, they simply log-in, select from the school's menu options, press 'go' and that's about all there is to it. Providers such as Heaven's, Jackson's and BJ's bakeries collect online orders by 9am, make them up, before having them delivered just in time for the lunch-time bell. I certainly like this idea, but it seems too good to be true. Surely there's a catch? Maybe the food is over-priced - relative to the convenience perhaps? Or is the menu full of junk food? Hmmm ... I wonder.

So I quizzed two of the founding directors, Sharon and David Chapman. Turns out, in most cases, the lunches work out cheaper than buying direct from a provider such as your local bakery - many orders total between \$4 and \$5. But what about the quality of the food? Well, it all depends on what the provider is offering, what the school chooses to accept on their lunch menus, parents' selections, and of course the taste-buds of the children.

The Chapmans explain that with any given provider potentially offering a wide array of items, individual schools can easily pick and choose which foods they want their students to be consuming. What's more, schools can choose to offer ordered lunch once, thrice or every day of the week. Perhaps sausage rolls and lamingtons, but only on Fridays?

This innovative initiative has only been running since August 2010, with Tamatea Intermediate serving as the pilot. Says its Principal, Roy Sye, "Lunchonline allows us to provide an extensive and healthy range of food. Everything's managed completely off-site. There's no cash handling and no liability for the school whatsoever. The lunches just get delivered and the kids come and pick them up." Furthermore, lunchonline shares their profit margin with participating schools, thus giving back directly to local Hawke's Bay communities. Liking that approach.

Lunchonline.co.nz is owned and directed by two ABC Software staff (Sharon Chapman and Julie Gillies), along with Jason Heaven and David Chapman. And they all live and breathe Hawke's Bay. Sharon explains, however, that in her younger years she couldn't wait to exit the Bay and get out to see the world. But that was a

(little) while ago and locally things have changed dramatically over the years.

Says Sharon, "It really is humming here now, there's a great mix of people and some fantastic things going on. And just last week I and a couple of friends decided we'd take a three day tramp around Lake Waikaremoana. Within a couple of hours we'd arrived and were walking in.

"Try doing that ex-London! Not only would it take all day to get somewhere only a fraction as stunning as Waikaremoana, but when you did arrive there'd be crowds of others doing the same. We really do love the Bay for the ability to do things like this."

The Chapmans also point out the abundance of summer-time entertainment on offer in Hawke's Bay. Not only do we have stalwarts such as the Mission and Church Road events, but there seems to be a steady stream of outdoor food,



wine and music festivities right through the summer. Add to that a sport-mad population that offers the full gamut of team-sport to participate in.

The plan is to continue rolling-out lunchonline throughout Hawke's Bay, and there's also plenty of interest being expressed further away in Auckland, Tauranga, Wellington, Nelson, Greymouth.

While I was interviewing the Chapmans, David took a call from Jason Heaven to say a new provider had come onboard in Dunedin! With such a great idea it's not surprising that things are steaming ahead. So next time your 'alarm doesn't go off', you know what to do.

  
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# The Bay's TOP 100

**Cont from page 1.**

Some might say a "Top 100" list is an audacious notion. That many, many additional people around the Bay in one way or another make life in the region better for the rest of us. Does a "list" not detract from their contributions? And who decided this list anyway ... what were their biases or blind spots?

Fair enough ... such concerns are legitimately felt and deserve being weighed. Each reader can come to his or her own judgment.

However, in support, this project has been greeted almost universally with enthusiasm. Dozens of people – representing a broad swath of sectors and networks in the community – called attention to individuals

they believe deserve recognition.

Altogether, over one hundred new nominees were considered, in addition to many "repeats" from last year's list, covering all sorts of sectors, interests and activities. I take full responsibility for sifting this splendid pool down to the finalists, as well as for selecting a 'First Fifteen' list.

As you will see, some of the Top 100 Buzzmakers are prominent, active across a range of interests, and probably known to most readers. Others operate "below the radar" or in a specific sector and are not widely known by the public, but clearly have strong reputations and a following within their area of focus.

Only one category was excluded – elected officials. Many of our elected leaders –

Lawrence Yule, Barbara Arnott, Kevin Atkinson, Fenton Wilson, Cynthia Bowers, Henare O'Keefe, John Cocking, Peter Dunkerley ... to name a few – make huge contributions to the community outside their official roles. But were we to include the generals and captains, they'd crowd out too many corporals who deserve a bit of a spotlight.

As for the First Fifteen, here is my reasoning. If you had to put only a limited number of people in a room and ask them to address any challenge we face here in the Bay, this is the team I'd want on the job. This is a group with a wide range of skills, experiences and perspectives. If these fifteen strong personalities all agreed on a strategy or solution, you can bet that it would be acutely examined, prudent in business terms, future

proof, tasteful, culturally sensitive, just, environmentally sound, and in the broad public interest.

So, meet the Top 100 Buzzmakers of 2010 inside. Come up with your own First Fifteen. No doubt you will disagree with some of the selections. I myself disagree, strongly, on certain issues with some of these individuals. But, by and large, I hope you will agree with our nominators that this is a group of Hawke's Bay's finest citizens and contributors, deserving of our recognition.

Finally, if there's someone not on the list who you believe should be, let them know. Your recognition will mean heaps to them and help keep their fire burning.

Special thanks to Elizabeth Sisson for helping to compile Buzzmaker backgrounds.

## Buzzmakers 2010

\*New to list.

### Photo denotes First Fifteen.

**SANDY ADSETT**

A leading Maori artist and gifted teacher, who plays a significant role in the wider art community and amongst Maori. He initiated and drove the development of the Toimairangi Art School within Te Wananga o Aotearoa to teach contemporary Maori art.

**JOHN BAKER**

Lawyer and Rotarian, chairs the Hastings Rotary Pathways Trust. The Trust works with the similar Napier Rotary Pathways Trust and with councils and agencies to fund, extend and maintain the growing network of bicycle paths in Hawke's Bay.

**JOYCE BARRY\***

Involved in the Landmarks Trust since inception, now Chair. Cycling advocate. Cranford Hospice volunteer.

**WELLESLEY BINDING**

Leading contemporary-style painter in HB.

Lectures and coordinates media and visual communication courses at EIT.

**BRUCE BISSETT\***

Leftie columnist for Hawke's Bay Today. Consistently annoys people who nevertheless can't stop reading him.

**MORRY BLACK**

Director of the Mauri Protection Agency. An expert on resource management policy, Morry is the "go to" advocate when Maori interests need to be represented in RMA matters. An accredited hearings commissioner. Serves on the Maori Committee advising the Regional Council.

**JOHN BOSTOCK**

President of J.M. Bostock Ltd. Grows and exports apples (largest organic apple grower in NZ), onions, squash, stock feeds. Owns Rush Munro ice cream. Company goal of 100% organic by 2016. Champions a GE-free NZ.



**DAN BLOOMER\***

Established the Centre for Land and Water. Known for his work on irrigation efficiency, soil quality and best farm practice. Manages LandWISE; currently leading work on precision agriculture for sustainable cropping systems.

**ALASTAIR BRAMLEY\***

General manager of Environment, Conservation and Outdoor Education Trust (ECOED). Experienced in outdoor education and adventure guiding, he first volunteered to help Department of Conservation staff recover kiwi eggs in the Kaweka Forest Park. Environmental rep on Regional Transport Committee.



**ROSS BRAMWELL**

In the hot seat as Chair of the HB Rugby World Cup 2011 Committee. Former chair of HB Regional Council and chaired the McLean Park Trust.

**NICHOLAS BUCK\***

Recently elected Chair of Hawke's Bay Winegrowers. A Director of family-owned Te Mata Estate Winery, heading sales and marketing.

**BRUNO CHAMBERS**

Chairs Te Mata Park Trust Board. Spearheading development of state-of-the-art visitor centre for the park. Farmer. Defender of Ocean Beach and the Tukituki.

**CHRIS COLLINS\***

Chief Executive of EIT since 2004. Has just won approval for the merger of EIT with Gisborne's Tairawhiti Polytechnic. An officer of the Tertiary Students Christian Fellowship. Formerly Dean and General Manager of UCOL.

**RACHEL CORNWALL\***

Director of Red Consulting Group, recruiter of premium talent into Hawke's Bay. On Board of Trustees of Havelock North Primary School. Initiated recent Peak Trail Blazer, a fundraising run for the school.

**GARTH COWIE\***

CEO of Port of Napier since 1999, during which time cargo volume through the Port, lifeline for many HB growers and businesses, has increased over 50%.

**BARBARA DANIEL\***

President of the Keirunga Gardens Arts and Crafts Society, which operates the Arts Centre in Havelock North, 'home away from home' to many artisans and hobbyists in the community.

**ROB DARROCH\***

CEO of Future Products Group (FPP), one of the Bay's most successful global exporters. FPP fits out food outlets of every kind, from supermarkets to specialty restaurants and convenience stores ... New World to McDonald's to IKEA.

**MURRAY DOUGLAS**

CEO, Hawke's Bay Chamber of Commerce. Small enterprise grower of figs, cherries, apricots, peaches and more. Chair of Opera Hawke's Bay.

**DAN DRUZIANIC\***

Principal in Markhams accounting firm and newly-appointed member of the HB District Health Board. A Director of HB Rugby Union.



## SUMMER EVENTS

BB Growers Market every Saturday of Summer - Open from 4 December

OpenAir Cinema - 27 December - 6 January

Fly My Pretties - 22 January

Topp Twins | Hamilton County Bluegrass Band - 5 February

Brooke Fraser | Opshop | Midnight Youth - 12 & 14 February

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# Buzzmakers

## ROD DRURY

Founder and CEO, Xero, an accounting software developer. Prime mover behind Pacific Fibre, which will provide NZ a second undersea communications link to the rest of the world. Strong advocate of bringing high-speed broadband to the Bay. Twice NZ's Tech Entrepreneur of the Year.



## DOUG DUCKER

Managing Director, Pan Pac Forest Products, the Bay's largest private sector employer. VP of HB Chamber of Commerce Board. Member of the Japan New Zealand Business Council and currently Chairman of the Wood Council of New Zealand.

## MARIE DUNNINGHAM

As Secretary of Hastings & District Grey Power, serves as a frequent advocate on Council and DHB matters on behalf of 2500+ members.

## JASON FOX\*

Chairs the Hawke's Bay Maori Business Network, an informal group of local Maori in business who came together in 2008.

## DICK FRIZZELL\*

Widely-acclaimed painter. Wine entrepreneur. Active supporter of WOW, working to save the Cape Coast.

## JENNI GIBLIN\*

Fundraiser extraordinaire for several of HB flagship edifices – Regional Sports Park, HB Museum & Art Gallery, HB Opera House, McLean Park, Waipawa Municipal Theatre.

## DIANA GILES & GRETA WHAN\*

Run the Napier and Hastings food banks, respectively. With the help of committed volunteers and generous community contributions, they've managed to help feed thousands of the Bay's hungry over the past year.

## KEN GILLIGAN\*

Chairman of Cranford Hospice Governance Board. A Director of Maritime NZ Authority. Ran the Port of Napier for seventeen years. Currently a director of City Medical Limited (Napier) and a trustee of the Napier Family Centre Financial Trust. Recent Director of Unison and nine years as chair of the Hawke's Bay Power Consumers Trust.

## JUNE GRAHAM

Former member of Dept of Conservation's East Coast HB Conservation Board. Active member of the BayWatch environmental team. Frequent submitter to Councils.

## CLAIRE HAGUE

Deputy Chief Executive at EIT Hawke's Bay. Former principal (and teacher) at Napier Girls' High School. Awarded the Officer of the New Zealand Order of Merit for services to education. Has taught at Tamatea High School, Colenso High School (now William Colenso College) and Whangarei Girls' High School.



## ANGELA HAIR

Member of Baywatch, HB's environmental watchdog group. Frequent submitter and advocate of sustainability viewpoint before

area councils. Ardent opponent of fluoride in Hastings drinking water.

## JAN HANIA\*

HB Area Manager for the Department of Conservation. Key voice on Bay's environmental issues and programmes.

## GREG & RACHEL HART

Own and farm the 600 hectare Mangarara Station at Patangata on a sustainable basis, shifting to natural inputs designed to enrich their soil and wean their farm off chemical fertilisers. Substantial planting and fencing to prevent nutrient and erosion run-off.

## DAMON HARVEY & ANNA LORCK

Directors of Attn! Marketing, promoting numerous prominent Bay projects, events and organizations. Publish business magazine, Profit.

## DONNA HEDLEY\*

Manages Alzheimers Society Hastings, dedicated to improving the services and help for people with Alzheimer's conditions.

## DEBBIE HEWITT\*

Central Hawke's Bay commercial asparagus grower. Chair of Ruataniwha Plains Water Storage Stakeholder Group, which will help determine the viability of water harvesting in the Tukituki/Waipawa Rivers catchment. Board member of Horticulture NZ.

## PETER HOLLEY

Chief Executive of Mission Estate Winery, NZ's oldest and one of the most sustainable wineries in the country. HB Chamber of Commerce Business Person of the Year in 2010.

## TAMA HUATA

Executive Director of the national Waiata Maori Awards (Maori Music Awards), celebrated at the HB Opera House. Formed the Kahurangi Maori Dance Theatre forty years ago to create cultural, educational and employment opportunities for young Maori in traditional performing arts. An Officer of the New Zealand Order of Merit.

## SANDY IBBOTSON

Started the all-volunteer Napier Community Patrol in 2006. Now consults with patrols in other Hawke's Bay communities and represents the district at the national organisation.

## VERY REVEREND HELEN JACOBI

As Dean of Waiapu, leads the Napier Cathedral community. First woman to be appointed Dean of a Cathedral in New Zealand.

## SHONA JONES\*

Chair, Board of Te Taiwhenua O Heretaunga, HB Maori Business Network coordinator. Trustee of He Pataka Hauora Trust, sponsor of the recent Kai in the Bay Maori and Wild Food Festival. The Trust will be promoting diabetes awareness.

## KEN KEYES\*

Started Hawke's Bay Youth Theatre in 2003, an on-going drama group for young people, now with 40 productions under its belt. Drama teacher for years at Havelock North HS. Ran annual National Drama School for high school students from throughout NZ.

## KERRY KITIONE\*

As secretary of Napier Pilot City Trust, Kerry has organized dozens of Treaty of Waitangi

workshops, giving hundreds of HB residents and leaders a deeper understanding of the Maori experience.

## CAROLINE LAMPP

Manager, DOVE HB, providing support and education programmes for women experiencing family violence, Stopping Violence programmes for men who have offended, and services to youth witnesses or victims of family violence.

## DOUGLAS LLOYD JENKINS

Directs the Hawke's Bay Museum & Art Gallery. One of NZ's most highly respected design writers. Just published *The Dress Circle: New Zealand Fashion Design Since 1940*. Face of TVNZ's *The Big Art Trip*. His *At Home: A Century of New Zealand Design* won a Montana Book Award.



## DARRYL LEW\*

Resource Management Group Manager, HB Regional Council. Responsible for resource consents, monitoring and compliance, and environmental science. HBRC's key player on critical water issues.

## JANE LIBBY\*

General Manager of Food Hawke's Bay, champions HB food and culinary excellence through programs like the Hospitality Awards, Regional Signature Dish, The Olive Festival, HB Farmers' Market, HB Food Trail & Dining Guide, and representation at national & international food shows.

## ANDY LOWE\*

Sponsor of the 2,400 hectare Cape Kidnappers Wildlife Reserve that plays host to a breeding and release program designed to save the endangered North Island Brown Kiwi, as well as other rare species such as pateke and robins.



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# The Bay's TOP 100

**DR KERRY LUM\***

Physician. Former medical director of Cranford Hospice. Major voice in campaign that changed recent management and governance structure for this community institution.

**DAVID MACKERSEY**

Managing Director at Mackersey Construction, a major commercial builder (e.g., Ahuriri's Crown Hotel), developer and property manager in Hastings and Napier.

**ANNE & PADDY MALONEY**

Active in environment and tourism. Projects include protecting Ocean Beach, mentoring award-winning Waimarama Maori Tours, award winning programme to restore Waimarama coastal dunes.



**NIC MAGDALINOS\***

Chair of Napier Inner City Marketing. Managing Director of Paris Magdalinos Architects and sits on the Board of Designgroup New Zealand, one of the country's largest architectural companies.

**NICOLE MASTERS\***

Soil agronomist and educator. Director of Integrity Soils. Evangelist for sustainable farming.

**RAY MCKIMM**

Founder and managing director of Big Save Furniture, with stores throughout NZ. Moved headquarters to Napier and developed \$30 million

Ahuriri Business Park, including restoration of the historic National Tobacco Company Building.

**PAUL MCARDLE\***

Founder of Bike On NZ, which promotes cycling in Hawke's Bay and throughout NZ through various nonprofit projects. His 'Bikes in the School' program, for example, provided St Mary's School in Hastings with 62 new bikes, 225 helmets, a 550m cycle track and more.



**STUART MCLAUGHLIN**

President of HB Chamber of Commerce. Partner at Langley Twigg law firm.

**ROSS MCLEOD\***

Chief Executive of Hastings District Council since February 2008. Joined HDC from his position as Director of Corporate and Civic Services at Waitakere City Council, a position he held for seven years.

**MATT & GEORGINA MILLER\***

Directors of Mogul, creators of many of the Bay's highest profile biz and government websites, including EIT, Hastings Tourism, Pacific Fibre, Iona College and of course BayBuzz.

**MAREE MILLS**

Directs Hastings City Art Gallery. Her own art practice reflects a Maori worldview; expert in video production and digital media.

**ISABEL MORGAN**

Longstanding chair of Forest & Bird in Napier.

Ardent conservationist. A member of Keep Napier Beautiful and Ahuriri Protection Society. Trade Aid Shop volunteer.

**SAM & HANNAH MORRAH\***

CHB farmers who recently won Marks & Spencer 'Future of Farming' award. They supply premium quality Primera lambs off their Ohineumeri Trust farm outside Waipukurau, and the award recognises farmers and growers who are taking major steps to improve the sustainability of their business.

**JOHN NEWLAND**

Director or advisor to broad range of HB enterprises, including Marist Holdings and Stewart Financial Group. Chair of HB Power Consumers' Trust. Chair of HB Helicopter Rescue Trust. Former CEO of Farmlands. Avid thespian and Patron of Theatre Hawke's Bay.

**ANDREW NEWMAN\***

Chief Executive of Hawke's Bay Regional Council since May 2006, returning to NZ after several years in the forestry industry in Australia.

**KEITH NEWMAN\***

Spokesman for Walking on Water (WOW), the Haumoana/Te Awanga community group working to protect the Cape Coast. Writer.

**GRAEME NORTON**

Executive Director of 3R Group, perhaps the 'greenest' company in the Bay, given its focus of helping entire industries adopt sustainable business practices. Member of Executive Committee for NZ Business Council for Sustainable Development. Board member of HB Chamber of Commerce. Founder of the Product Stewardship Foundation.



**DENIS O'REILLY\***

With a decades-long background in 'street activism' and community development, Denis works to rehabilitate gang members and combat P. His Waiohiki Trust runs a school, carving and craft centre.

**DENNIS OLIVER**

Led establishment of the volunteer Havelock North Community Patrol. Has been member of the Hastings Safer Community Council, foundation member of the Tiaki Tamariki Trust, Board Member of the Radio Kidnappers Charitable Trust.

**SAM ORTON**

Chair of HB Wine Country Tourism Assn. With wife Mary, has operated Orton Catering in Hawke's Bay for over 20 years. Sam received the Kim Crawford Wines Outstanding Hospitality Personality award in the 2009 HB Hospitality Awards.

**EMILY OTTO\***

Citizen activist on behalf of restoring Marineland. Recently launched FriendsOfMarineland.org.nz.

**JOHN PALAIRET**

Chair of the Hawke's Bay Airport board. On Boards of Unison Networks, Anglican Care, the Te Aute Trust and Creative Hawke's Bay. Has been a partner at Palaret Pearson accountancy and its antecedent firms in Napier for 33 years.

**ADRIENNE PIERCE\***

Chair of Havelock North Business Association. Founder and director of SMART, a franchise that provides administrative services to small/medium businesses.

**PAUL PAYNTER\***

Fifth-generation orchardist. Managing director of Johnny Apples, one of the Bay's biggest producers of apples. Strong advocate for protecting the productive soils of the Heretaunga Plains.



**LIZ (ANDREWS) PENNINGTON\***

CEO of Waiapu Anglican Social Services. Heads up the team that oversees 44 different social services from early childhood centres to elder care, involving 500 staff and 500 volunteers in Hawke's Bay, BOP and East Cape.

**ANTONY PHILLIPS\***

Editor of Hawke's Bay Today since early 2010.

**MEREANA PITMAN\***

Trainer and facilitator, cultural supervisor, advocate for children & young people who have witnessed family violence at DOVE.

**TAINÉ RANDELL\***

Flaxmere's former All Black captain, with 51 test appearances. Now giving back to his community as a Trustee of Henare O'Keefe's U-Turn Trust, where he is helping reinvigorate the MAC Sport Club and its rugby team.

**DES RATIMA**

Chair of Ahuriri District Health Trust (post treaty settlement entity), Chair, Takitimu Maori Wardens Charitable Trust and Te Whanau Whakakotahi A Iwi Marae. Advocate for community development and environmental issues. Former chair of HDC's Maori Committee. Past chair Te Aranga Marae, Te Mea of Whakatu.



**DAVID RENOUP**

Citizen watchdog on water quality, wastewater, and infrastructure issues before the Councils. Works on Tukituki issues via the HB Environmental Water Group with Bill Dodds, John Scott and Colin Crombie.

**RAEWYNN RICKETTS\***

Chair of the Maraetotara Tree Trust, formed to protect and enhance the 35 kilometres of the Maraetotara River and its banks from the headwaters to the sea at Te Awanga. Member of the Kiwi Conservation Club and Forest and Bird. Received a Hastings Civic Honours Award in 2007.

**HUGH RITCHIE\***

Farms 1,700 hectares in CHB with livestock and cropping. Board member of Irrigation NZ, Federated Farmers, and LandWISE. Member of HBRC's Tukituki and Ruataniwha Plains stakeholders groups.

**JIM SCOTLAND**

Chairs the Port of Napier Board; member of HB Airport Board. Board Chair of 3R. Vice-Chair of HortResearch. Member of Ruataniwha Plains Water Storage Project – Leadership Group. Other directorships include Seeka Kiwifruit, The Crown Hotel, Ahuriri Waterfront Holdings.

**SAM ROBINSON\***

CHB sheep and beef cattle farmer. Chair of AgResearch. Chair of Ruataniwha Plains Water Storage Project – Leadership Group. Former Chair of Richmond Ltd. Past



## In need of a holiday?

"2010 has been a challenging year nationally, across a broad range of industries. In Hawke's Bay real estate the number of sales are well down whilst the median sales price has held. Tremains has had a pretty good year – that is relative to the market. We are still listing and selling, whilst some have really struggled. Our people are our business, and they have worked tirelessly to get results for our customers. They certainly deserve a holiday, time to recharge the batteries, eat and be merry with family and friends in the Hawke's Bay summer season. Thanks to those who have supported us in 2010. See you on the other side."

Simon Tremain



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What holiday?! Alison is our Waimarama specialist, having sold more baches, sections and homes than we count on our fingers and toes. Whilst husband Bruce is out at sea crayfishing, Alison is working the land – in the local community listing and selling to the next generation of Waimarama families. Give Alison a call if you're in need of a holiday at one of Hawke's Bay's best spots.

Alison Small  
...who doesn't believe in holidays!



# Buzzmakers

member of many community boards – e.g., Port of Napier, HB Regional Council.

## JACOB SCOTT

Architectural designer and artist; principal of Scott Design. Pioneer in promotion and development of contemporary Maori art and Maori arts education. Founder and head of EIT's Art and Design School. Led the establishment of the Maunga Kura Toi degree, NZ's first degree level programme in Maori carving and weaving.

## JOY SENIOR\*

Diabetes nurse specialist for past 22 years. Recently awarded national-level Eli Lilly award for her patient-empowering approach to diabetes management at Wairoa Hospital.

## DR KEVIN SNEE\*

Chief Executive of Hawke's Bay Hospital since October 2009. Migrated from UK, where he had been chief executive of the National Health Service in Devon.

## LEON STALLARD\*

Chairman, HB Fruitgrowers. Former BP corporate manager, enjoys life more as a grower of apples on the Heretaunga Plains.

## COLIN STONE

CEO of Sport Hawke's Bay, a charitable trust that develops sport in the region. On Boards of Sports Park Trust and Pettigrew-Green Arena.

## KEN SUTHERLAND\*

CEO of Unison. Corporate sponsor of many community activities and facilities.

## AMANDA SYE\*

Founder, No 9 Marketing & Design. Chair of Ahuriri Business Assn.

## KEVIN TAMAITI\*

Chair for Korongata Marae and Ngati Poporo hapu. Referee coordinator for Hawke's Bay Rugby League. Former rugby player and coach, inducted into the New Zealand Rugby League Legends of League.

## NEIL TAYLOR\*

Chief Executive of Napier City Council since 1992. Worked for NCC a previous ten years. Owns the keys to the city.

## CHRISTINE TEARIKI\*

Ngati Kahungunu Iwi Inc Board member for Te Taiwhenua o Heretaunga. In her third term on the iwi board, previously holding the position of Deputy Chair. Chairperson of Takitimu Performing Arts School Trust and Tautoko Wahine Maori Trust.

## DR JANET TITCHENER\*

Has run a DHB-supported primary care-based diabetes service for nearly five years. Recently awarded national-level Eli Lilly award for her pioneering patient-empowering approach to diabetes management.



Provides diabetes service to Te Taiwhenua O Heretaunga.

## GERALDINE TRAVERS

Principal of Hasting Girls' High School. Recipient of a National Award for Excellence in Leadership, which recognizes secondary school principals whose "leadership qualities inspire outstanding learning outcomes for children, and who set ambitious but achievable goals for their school"

## SIMON TREMAIN

Principal of Tremains Real Estate, a sponsor of many charitable and community-building

efforts in the Bay, including the annual Corporate Triathlon and the Christmas Lights Festival. Accomplished charity auctioneer.

## PHYLLIS TICHININ

Soil expert and biological farming advocate. Through BioAgNZ, advises farmers throughout Hawke's Bay who want an alternative to chemical-based farming.



## NGAHIWI TOMOANA

Chair, Ngati Kahungunu Iwi, having the third largest Iwi population. Also Chair, Te Ohu Kaimona, a statutory organisation dedicated to advancement of Maori interests in the marine environment. On Boards of Regional Sports Park and Hawke's Bay DHB.



## CLAIRE VOGTHERR

Proprietor of Holly Bacon and entrepreneur. Member, Ministry of Economic Development's Small Business Advisory Group. Active with education programmes such as Secondary Futures and Education for Enterprise. On HB Chamber of Commerce Board. On the Board of Proprietors of Iona College, as well as the College Foundation.



## ALAYNA WATENE

General Manager of Te Taiwhenua o Heretaunga, an iwi-based organisation that facilitates the social, cultural, economic and educational advancement of all Maori living in the Hastings area. Won HB Chamber's Businessperson of the Year Award in 2008.

## MARTIN WILLIAMS

Chair of the Napier City Pilot Trust. Lawyer representing area councils and HBDHB on consent issues. Involved with Napier neighbourhood preservation.

## JENNY YULE

Founder and Managing Director of award-winning PORSE, which trains people to provide in-home care and education for children. Named most outstanding business woman of 2008 by publisher of Her Magazine for NZ businesswomen. In 2007, HB Chamber named PORSE supreme business of the year.

## BayBuzz Legends

*In making our selections, we have tried to emphasize leaders of today and tomorrow. That said, we've created a new category to recognize individuals who have made a huge mark on the community over time. Not that these folks have stopped contributing to the community; but if they did, the Bay would still be deeply indebted.*

## KEVIN ATKINSON

Community health advocate as Chair of District Health Board. Longtime Director and now Board Chair of Unison. Owns and directs business software company Information Management Systems Ltd (IMS), servicing over 10,000 companies nationwide. Patron of HB sport and Financial Director of the Hawke's Bay Rugby Board (IMS is corporate sponsor of the Magpies). Retired Deputy Chair of The Eastern and Central Community Trust. Serious badminton player.

## GRAEME AVERY

Owner and CEO of Sileni Estates Winery.

Nationally recognised for his contribution to health publishing, elite and developmental sport, and tourism in New Zealand. Instrumental in the establishment of the "Hawke's Bay Wine Country" brand, Food Hawke's Bay and the Hawke's Bay Farmers Market. Currently Chairman of the New Zealand Food & Wine Tourism Network.

## PAT BENSON

Director of Napier Computing Services and former junior All Black, finds time to coach Flaxmere's MAC rugby team. Received a Spirit of Napier Award for his contributions to the city, including preservation and refurbishment of historic Art Deco buildings and his long-term support and commitment to sports groups and community projects around the Bay.

## JOHN BUCK

Chairman of Te Mata Estate. With an OBE, recognised NZ-wide for his contribution to the wine industry. Chairman of the HB Opera House. Established NZ Poet Laureate program.

## SIR SELWYN CUSHING

Contributor to various HB civic activities. Involved with public companies for almost 50 years, with multiple director and board chairman positions to his credit - Rural Equities Ltd, New Zealand Symphony Orchestra, Skellerup Holdings, Air New Zealand, and others.

## RODNEY GREEN

Napier businessman and philanthropist, operates the city's Bluewater Hotel. He is a significant supporter of sport and recreation in the Bay, including the Pettigrew Green Arena, McLean Park and Centennial Hall.

## CRAIG HICKSON

Managing director of Progressive Meats Ltd. HB Chamber of Commerce Business Person of the Year in 2009. Runs a mixed 1,200 hectare sheep, deer and beef farm in Hawke's Bay and is a director of the New Zealand Meat Board.

## GRAEME LOWE, QSM

Founder President and Managing Director of Lowe Corporation. Involved over forty years in meat processing, tanning, fellmongering and rendering. His predecessor company, Lowe Walker, became the largest privately owned NZ

meat processing company. Has supported many community causes, including the rescue helicopter service, the HB Opera House, the HB Rugby Union, and the McLean Park's Graeme Lowe Stand.

## PAT MAGILL

Founder of Napier Pilot City Trust, based on the premise that Napier as a city is the ideal size to be a model for social experimentation. Influenced central government and Napier City policy on social services in the late 80s & early 90s, and in his ninth decade is still going strong. Sponsor of the Robson Collection on Justice Issues at Napier Library. He's the nemesis of the Sensible Sentencing Trust.

## BRIAN MARTIN

Professional company director, business consultant and financial adviser. Former Chairman of Unison. Director of Wakefield Health Ltd and Mission Estate Winery. Spear-headed redevelopment of Royston Hospital. A sponsor of Hawkes basketball for many years.

## JOHN PAYNTER

Orchardist. Founder of Johnny Appleseed, one of the Bay's biggest producers of apples. Awarded the NZ Order of Merit for service to horticulture. Consistent advocate of protecting the productive soils of the Heretaunga Plains. Unsuccessfully opposed the siting of the sports park; successfully challenged the proposed Northern Arterial Road.

## SIR RUSSELL PETTIGREW

Founder of Freightways. Major Bay philanthropist, contributing to Pettigrew-Green Arena, McLean Park, HB Opera House, HB Rugby Union (former President of the NZ Rugby Union), and others. Initiated the Petane Domain in Bay View.

## NEVILLE SMITH

Recently given the Spirit of Napier Award. Instrumental in getting the Art Deco focus established in Napier and has driven it passionately as a major sponsor (Brebner Print) of events over the years. NZ Navy's honoree representative officer in HB; maintains Navy's involvement in Art Deco Weekend. Has organised fundraising events for assisting children with sight impairment and for cancer treatment. Established a Scholarship for boys at NBHS.

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# Apples: A growing

Cont from pg 1.

Additionally, the orchardist might be 'stuck' with the wrong trees/varieties. His Braeburns are returning \$16.50 a carton, while his neighbor's Fuji are returning \$26. A switchover in varieties is costly in terms of time, capital and cash flow, taking three seasons before a newly planted tree returns income, and five years before full income.

Says Paynter: "Many growers in New Zealand have funded new variety plantings through capital gains in their land, not orchard profitability. The trend of liquidity driven appreciation of land values appears to be over. Orchard profitability must now fund new developments."

Then add the 'macro' issues ... worldwide apple consumption trending down, the global recession and the foreign exchange rate. Recession naturally dampens demand and sales prices, while a high New Zealand dollar against importing nations' currencies is devastating to that already slim profit margin.

By itself, an unfavourable exchange rate – and today it's the most unfavourable in decades – can put even the most well-managed orchard under water. If the NZ dollar appreciates such that a carton yields \$5-6 less to the HB grower, at 9 million cartons that's about \$50 million sucked out of the Bay's economy. Says Stallard: "We live or die by the exchange rate, which we have no control over."

So, an orchardist can make good growing decisions, and good financial planning decisions, but still get swatted by bad weather or calamitous exchange rates. In the 2009/10 season, the combination made for a bad year for Hawke's Bay orchardists ... one the worst according to Paynter, and many will be lucky to tread water this year. Growers in trouble are those who "stuck their necks out too far at the wrong time," he says. Stallard, looking to the coming harvest predicts: "Most will break even ... but there wouldn't be many overseas holidays."

## Exporting apples

With so much of the Bay's crop exported (66% of NZ's apple export volume), and exposed to the vicissitudes of the global marketplace, a closer

look at our international comparative advantage is warranted.

In terms of foreign competition, the story of our region folds into the story of New Zealand. As proficient as New Zealand is at growing apples, our harvest is barely a seed in the ocean – we supply less than 1.0% of the world market. Why do foreign buyers even *bother* with NZ apples?

Two main reasons, most argue – Brand New Zealand and superior quality.

Brand New Zealand has two dimensions to Peter Beaven. First is our country's "clean, green" image to foreign consumers, which is hugely powerful in a global trend to socially responsible and health conscious consumption.

Of course, this positive image is a tide that lifts many NZ boats, not just apple exports. By the same token, it is not an image that orchardists alone can protect. Many, many different environment policies – water management, landscape protection, GMOs, mining, greenhouse emissions, etc – can work to enhance or damage that brand equity.

Speaking for example about GE, Beaven says: "We take the view that it's important that the science community stay up with it, because it's probably a matter of time before there's public acceptance, but it's certainly not something we're investing in."

The second dimension of the NZ brand is unique to the industry, and industry players can therefore shape it. The positive regard for Kiwis throughout the industry, the reliability and ease they bring to business relationships, our reputation for innovation, and the pace-setting commitments growers have made to product purity (i.e., low residue production) are industry-specific factors that ensure a place for NZ apples in the marketplace.

Which brings us to the second ingredient ... better quality apples. "It's simple," says Phil Alison, "they buy on eye and they eat on taste."

But growers can't point to any international 'tasting competition' awards like their colleagues in the Hawke's Bay wine business! Indeed, a 2006 report prepared for the industry claimed: "Market and industry comment supports the viewpoint that the quality of export pipfruit from New Zealand is not as consistent or at the perceived level of earlier periods. In particular, many believe Chile has surpassed New Zealand."

Most interviewees dismissed the statement, insisting that NZ apples were the best in the world, hands-down, and generally amplifying their assertions with anecdotes. They say their buyers abroad – and *their* customers, the end-consumers – fully appreciate the superior qualities of NZ apples ... from taste to colour to crunchiness! The result, they say, of our perfect maritime warm day/cool night growing climate, which is great for flavour development.

But there are naysayers. "New Zealand has always been the leader with respect to quality, but the rest of the world has probably caught up," said one. Another critic, with decades of industry experience, commented: "The best of our apples leave the rest of the world dead. However, the challenge is to transpose the high standards of the top third of our growers and exporters down to the bottom two-thirds!"

In other words, an apple is not an apple, even when it comes from Hawke's Bay.

Beaven notes that of all NZ apple exports, 70% earn a Class 1 rating, something no other country can match. But others argue that the supply chain – getting the apple from HB to a foreign consumer – can vary widely in quality control ... "If the



apple is mealy when the European customer takes a bite, so much for Brand New Zealand." CRUNCH!!

Arguably, the proof is in the pudding ... how does the market value NZ apples?

According to Beaven, overall, New Zealand apples command a 30% price premium over apples from Chile, our prime southern hemisphere competitor. He argues that reflects the positive NZ brand and the established quality of the product.

There are some practical factors too. NZ can get an apple to China in 15 shipping days, versus up to 55 days from Chile. And perhaps most importantly, we provide an off-season fresh supply to the big markets of the Northern hemisphere.

## Breeding innovation

Like any other industry, pipfruit growers must continually innovate – pest control, growing techniques, marketing practices, and the product itself ... apple varieties. Players in the apple industry proudly see New Zealand as the world leader in innovation.

While there are certainly 'backyard' experimenters, much of this innovation, especially with regard to cultivar breeding, is beyond the capacity of individual growers and is done on an industry-wide basis, with a \$3 million annual spend, \$1 million of that on breeding varieties. This budget is funded through government grants (FORST) and levies on industry players. It buys everything from research on foreign consumer preferences to new apple varieties.

Plant and Food, a Crown Research Institute based in Havelock North, is arguably the epicenter of the apple research world. They lead the R&D on new varieties, a program begun in earnest in 1984 by Allan White, building on the work of apple research pioneer 'Dr Don' McKenzie.

From the point of targeting a characteristic to bring forward – from enhanced taste or texture or storability to pest and disease resistance to enhanced nutritional content – to having a tree ready for commercialization, the process can take 15 years or more, even with the apple gene-mapped.

Work is underway now, for example, to develop a 'red flesh' apple that would have exponentially more anti-oxidant content than a current apple and *taste good*. This project has been underway since the late '90s, and might still be two generations of trees (ten years) away before having marketable fruit. They're still working on the taste part!

The closer the research gets to commercialization, the more proprietary the work becomes, according to Wendy Cashmore at Plant & Food.

The industry body that serves to commercialize varieties is Prevar, which decides, based on its 'read' of the evolving market, what features it wishes Plant and Food ideally to develop. Varieties must be both market suitable and grower friendly. Prevar owns the resultant apple portfolio. Once a variety is ready to be released, Prevar controls its marketing, negotiating terms with growers who wish to produce and market that variety. The system has its critics.

The Jazz apple is a recent example of the industry 'betting' on a new variety. Many think it's a great apple in terms of quality; however, it has struggled to get traction in the marketplace, and growers who are producing the variety are earning only \$20 per carton, in many cases not meeting costs. "A wonderful apple, poorly developed," said one observer.

In some cases, growers are putting their own marketing savvy to the test. For example, Alison has licensed the worldwide rights to market a

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small-sized apple developed in this fashion, and owns the trademark 'Rockit' under which it will be sold. It's now his 'brand' to succeed with ... or not. Paynter has secured the marketing rights for a Prevar variety he has trademarked 'Lemonade'.

All of niche marketing presumes a discriminating consumer. But as Andrew MacKenzie at Plant & Food notes: "You can satisfy a lot of consumers with a commodity apple. You've got to have something really special in a proprietary variety to justify the effort to invest, produce and market it."

## A steady state?

Even with innovation, it doesn't seem practically possible that Hawke's Bay (or New Zealand overall) can significantly increase its global market share. Here in the Bay the most suitable land is already under cultivation and our yields are already world-beating. There's simply not much opportunity to increase production.

Nationwide, according to MAF: "Annual export volumes have settled in a band between 14 and 17 million cartons, with climatic conditions determining volumes within this range." And the planted area in apples is settling around 9,000 hectares. All this leads to an export market valued in the \$350-400 million range.

Given that, it appears the goal for the industry is more a matter of hanging on to the tiny slice we already own – reinforcing our premium niche with better quality control in growing and distribution, reducing middlemen in the supply chain, and perhaps shifting our sights to the more robust Asian market (as well as serving a domestic market in the \$50-60 million range).

One challenge is getting the product mix right. Beaven comments: "The variety mix that we're producing is no longer matched to where the macro-opportunities are." For example, NZ's #2 production apple, Braeburn, is not favoured in the Asian market. Braeburn is a fading 32% of the national crop, most going to Germany, with Nelson's exposure almost twice that of Hawke's Bay.

Targeting Asia will require a significant investment in replanting, costing \$50,000 per hectare, to transition to apple varieties preferred in those markets. [56% of NZ exports still go to the UK and European markets; 17% to the North America.]

For individual growers, apart from the capital issue, the day-to-day issues are challenging enough, with each grower seeking to preserve their own piece of a static market pie that will not increase, hoped-for opportunities in Australia notwithstanding.

Says farmer Bruno Chambers, who recently pulled out ten hectares of apple trees: "We have fantastic growing conditions, some very good growers and a history of R&D that is not rivaled in the rest of the world. But that isn't enough for the smaller grower."

Costs of production and shipping plus increasing competition have made apple growing a perilous path to wealth, and I can't see things changing dramatically."

At the local government level, growers must also contend with land use and water regulation issues. They face rising rates, and the monetary and time costs of the consenting process.

Bostock argues, in particular, that water management costs are becoming "unsustainable"

and the process too adversarial, in the face of "woeful ignorance" about the resource.

As for land, the HPUDS guideposts, when codified in district plans, will protect and delimit the acreage available to be farmed (for whatever purpose) on the Heretaunga Plains.

## The winners

Stallard says smaller growers who keep their debt down and have a good variety mix can do well ... 25,000 cartons at \$5 profit per carton is just fine. But, he concedes, with all the risks ... "It's not for the faint-hearted!"

Bostock says: "It's a risk business. The name of the game is surviving through the tougher times and enjoying the good times."

He predicts survivors will fall into two categories. One is the super-conservative, older generation, generally smaller-scale, efficient and debt-averse grower with a strong marketing partner.

These owner-operators can make money and are content to make 'enough'. The other will be the most innovative vertically-integrated, non-corporate players ... operations where the owners are still very much hands-on and in control, and entrepreneurial.

Taking the long view, he predicts: "There will be a global trend of people eating more fruits and vegetables, and that will be good for the consumers and good for us." [As an aside, Bostock is hedging his bets by moving into gold kiwifruit, where he sees "huge opportunity" in Hawke's Bay (high quality and good yields), even as "temporary" crisis envelops that sector.]

Alison says: "It's all about relationships." Adding: "... industry has fallen into the trap of not enough producers getting alongside their customers and knowing what they want, how they react and how it all works."

Paul Paynter notes a generational issue. Most orchardists (like most of farming) are in their 60's and tend to be risk and innovation adverse ... "more interested in protecting what they've got." His horticultural manager got his diploma from Massey in 1985 with 75 other graduates; last year only three certificates were awarded.

He argues that integrated businesses, the only players with a shot at managing all the necessary variables, must lead the charge.

"The future is not likely to be one with a few global winners, but of many niche varieties, that are professionally marketed to regional segments, often through limited retail chains."

The winners will be operators who get much closer to their retailers and understand the dynamics at retail, becoming effective marketers. As he sees it, supermarkets are actually real estate managers ... they're "poor marketers," and the growers and shippers are "mostly hopeless."

He continues: "There needs to be a mindset change on behalf of all participants and they need to become aspirational with regard to food quality" and able to sell "differentiated excellence."

Says another: "The highest quality NZ apple, carefully distributed, will always have a profitable market ... We need to sell an 'eating experience,' consistently over-delivering on quality."

In other words, the winner will recognize that not all apples are created equal. That smart marketing to premium niches is vital. And that the aim, as Paynter put it, is to "get rich slow."



## What about organics?

Given the importance of NZ brand image and quality to success as a tiny global player, I inquired about the role of organic production in creating positive differentiation.

John Bostock is the champion of organic production in New Zealand. 100% of Bostock apples, about 1.2 million cartons, are organic. The company's website reads:

*"The fertile plains and superb climate of Hawke's Bay New Zealand are ideally suited to quality organic production. With high sunshine, moderate rainfall and warm temperatures, our fruit can be produced without any synthetic pesticides or artificial inputs. The result - healthy, delicious, traditional tasting apples produced in partnership with nature, leaving our fertile soils, rivers and underground aquifer undamaged for future generations to enjoy."*

Taking the long view, Bostock says: "I'm hugely optimistic." But adds that the past two years have been difficult for organic apples ("the market's been saturated"), as will the coming year.

Bostock comments: "We've been attacked by the commercial mindset from day one ... but one of the greatest things organic growing has done is move the conventional mindset a long way toward more sustainable production."

Competitors praise Bostock, but they don't emulate him. They argue that a true sustainability 'balance sheet' does not favour organic production, because energy consumption and use of natural chemicals remains high, and organic yields are generally lower.

They do credit 'organic values' with moving the entire industry to greater environmental consciousness. Says Paynter: "It's made all producers think about what they're doing, why they're doing it, and how they can produce things with less chemicals and lower environmental impact." Conventional

growers say the industry has come far from the days when, as Stallard says: "If it was Monday, we sprayed. We sprayed everything ... killed everything in the orchard, it was terrible ... like napalm." Fortunately, New Zealand made an early commitment to Integrated Fruit Production and has led the world in IFP.

'Mainstream' growers say NZ apples are already perceived to be the 'clean/green' gold standard. No need to go further. Indeed, the industry branding promoted by Pipfruit New Zealand is "100% Pure Apples from New Zealand." And the industry's brand promise ...

### The safest apples you can buy.

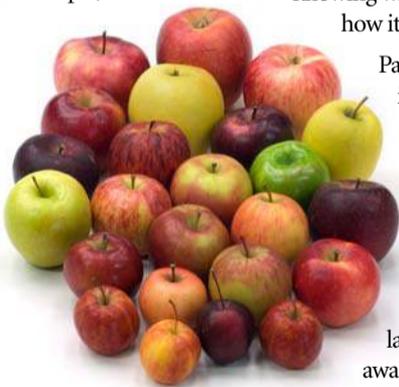
*Apple Futures and IFP - Integrated Fruit Production, low input non-organic programmes are followed by 89% of the industry. The remaining 11% are certified organic producers.*

*New Zealand apple export production programmes employ Biological Control Agents, insect mating disruption supported by environmentally benign chemistries and cultural practices. To prove just how safe New Zealand apples really are we support our production programmes with rigorous residue testing programmes.*

*Retail buyers of New Zealand apples have set extremely high and exacting parameters for our growers to meet. Our growers not only meet those parameters but exceed them threefold. We really do have the safest apples you can buy.*

What does the marketplace say? Remember that \$21.75 per carton average income for all NZ apples? Organic apples earn an average \$36 per carton. According to Bostock, breakeven would be \$30-33 dollars.

Says Bostock: "Organic farming is difficult. There's been a lot of failures. You've got to be a good conventional grower to be a good organic farmer."



# Hawke's Bay Future Scenarios

## land, river and us

The Regional Council has prepared for public consideration three alternative scenarios for Hawke's Bay looking ahead to 2050. The scenarios are represented in three stories – Land, River, Us – which are supported with extensive data and analysis regarding trends both within the Bay and affecting our future from the outside. The full report is at [www.hb2050.org.nz](http://www.hb2050.org.nz). As the report says: "...the end product is a careful blend of fact and opinion. Some will find it challenging, even alarming; others may feel we do not go far enough. The exercise is necessarily a balancing act between introducing sufficient new information and concepts to trigger debate, and losing people either because their own particular vision is not readily apparent or because some of the ideas are unpalatable."

### Land

"Hang on a minute love, give an old man time to catch his breath."

I lean heavily on a fencepost and wipe the sweat off my forehead. Even the smallest of hills has me puffing these days. My granddaughter strides back towards me. It's good to see her looking so at home on the land. I feel a twinge of envy, or is it sadness? Probably both. She has the strength and the confidence I used to have.

"Sorry Pop, I knew we should have driven up."

"Nonsense girl, if I can't walk across a paddock, you might as well plant me now."

Su-Lyn laughs. "We've planted quite enough round here lately, I haven't got the energy to plant you as well. Especially in this heat."

She takes me by the arm and we walk slowly together to the top of the rise. From here we look out over an expanse of spiky brown bushes, marching across the valley in neatly planted rows.

"We can start harvesting next week if the heat stays up," she says. "Then we'll get to see if these little gems are the treasure trove that's promised."

"You can't lose this time. It's not like they can grow a cure for alzheimers just anywhere," I reply. Who'd have thought this humble valley could provide just the right conditions for such a specialised crop? It took smart people like Su-Lyn's mother to figure it out. I look beyond the valley at the patchwork of colours and textures stretching out across the plains and marvel at the creativity of modern horticulture. That's what the EIT partnership with

Xuzhou University in China has given us - smart people thinking about how to use the land better through high-tech farming.

My gaze drifts to the hazy hills in the distance and I think about how much things have changed. It's over 40 years now, but it seems like only yesterday that I was chasing sheep across those scoured slopes. Who'd have thought they'd be growing energy in the hills and drugs in the valleys, while the Russians grow meat in laboratories? Who'd have thought a lot of things?

Down below in the valley is a mass of ready customers for the berry-laden bushes in front of me. The fruit would have to go all the way to France to be processed before returning as drugs to those living down there - but if the crop worked out, we could do the initial processing here. It's getting easier to do these things nowadays, with all the improvements they've made to transport and infrastructure. The port development kicked it all off and the government started getting it right for a change. People aren't strangled by red tape like they used to be.

"Go sit in the shade, eh Granddad. I need to check on my root auto-monitors."

I take the girl's advice and sit under the verandah of the old pump shed. It feels like one of my geriatric friends - we can hang out and remember old times. It still makes me shudder to think about the big drought that dried up the bores and turned pumphouses like this one into relics. With all the urban development going on at the time, there wasn't enough water to go around. The city people finally understood their link to the land when they couldn't buy local fruit and veges anymore and

### CONSIDER THE CHANGES AHEAD FOR HB

As you read the stories, think about these questions:

How will we respond to changes in the nature of primary production?

Where does Hawke's Bay's future lie as an agricultural economy?

Is New Zealand's distance and relative isolation a strength or a weakness?

How will we work together to manage the competing demands for water?

What opportunities do the problems of too much or too little water provide?

What will integrated land use, soil and water management look like?

What could change if Maori become a significant source of investment income in Hawke's Bay?

Where will Maoridom's next leaders come from?

What will New Zealanders look like in 2050?

they even lost their gardens because of water bans. The oil shock was the last straw. Export markets nearly died completely. Those of us without debt managed to survive, but we had to work differently with the land since what we used to call droughts became normal weather. A few sheep farms still survive, but they're only in business because windmills and sheep can share the same paddocks. The GE grass has helped as well, but I never liked GE. I'm ashamed to think how stubborn I was, and how slow to change. My old place is a forest now. If only I'd planted it myself things might have been different.

"You okay Pop? You look a bit pale," Su-Lyn says, joining me in the shade. Just thinking back to when we lost the farm," I reply.

She nods in sympathy as I continue my musing. It was a hard thing to do, walking off the land, especially since we virtually had to give it away. The local Maori and their Asian partners just swooped in and grabbed the lot. It was a bitter pill to swallow at the time - but the iwi corporations turned out to be a godsend for the region. After all, my son never would have got the lease on this place if it hadn't been for them. It was good to see local kids stay in the region and get a chance to work the land, like we did.

"Things needed to change and we weren't able to do it without a major kick up the bum. It's all worked out good in the end," I say.

"What made the difference?" Su-Lyn asks.

When the chips were down, people started working together. We saw lots of innovation, farming got more hi-tech and growers got much better at marketing. I admire people like my son who experimented with different crops and new management systems. Now my granddaughter is taking it a step further by trialling crops we would never have dreamed of. With diversity of crops came diversity of people, and the region is blooming. All they had to do was to make sure the city didn't swallow all the good land up.

I scan the plains and smile at the mix of development below - the etching of crops interspersed with tightly constrained villages. The growers have led prosperity once more, like they did in the past. As for me and this old pumpshed, we are artefacts of history. New ideas march on -

feeding life and growth, just like the shining river below.

### River

I remember the times before people came. The land moved more slowly back then. Over the years, people changed the land and the land sped up. That's when the earth mother, Papatuanuku, started to get angry with me. She accused me of stripping her bare, of taking her soils too quickly. Me, I'm a river, Waikopikopiko, I just flow and I carry what comes to me.

I remember when the hills were rich with forest. The men would quench their thirst at my tributaries as they stripped the hills bare. Then came the sheep and cattle, and I could feel the hills collapsing into my valleys. When the clouds burst, the soils could not hold the rain. They gave up their richness to me and I carried it away while Papatuanuku raged.

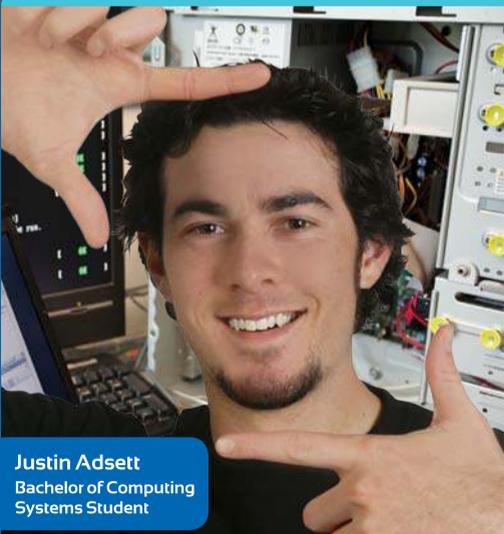
Then something started to change. The people began to take more of me away so they could feed the gasping soil. They squabbled over how much of me they could have, and they would come to my banks and sigh, seeing the problems but not being able to change their ways. I passed them by, heavy laden.

One day the sighs turned into angry wails. It was not Papatuanuku who forced their hand but foreign buyers of sweetcorn. I heard arguments on the wind about how buyers didn't want to deal with the region anymore because the soils and the river were being raped. It wasn't just the people who lived along my banks who cared, it was faraway people who cared as well. As I flowed my wandering way across the plains, I saw the farmers kicking dust in their fields.

The arguments were soon replaced by water meters and every drop of me was monitored, measured and carefully managed. When people gazed into my muddy depths they saw liquid dollars, and they saw the balance sheet was working against them. They began to build reservoirs to harvest winter flows in the hills and to feed me during the lean summer months. They saved up the stormwater from the city and cleaned it for reuse, instead of leaking it into the sea. The accountants were pleased that they had learned

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to manage water like they managed money. The farmers were pleased that they had learned to harvest water like they harvested their crops. The people were pleased that their drought-resistant gardens still flowered even

without watering. While the people learned and adapted, I just kept on flowing past.

Then one day Ranginui, the sky father, made a big deposit. My waters raged down the scoured hills and plunged onto the plains. I broke through the high banks that were built to contain me. I flowed through sheds and among vines. I flowed through living rooms and carried away the children's toys. The people cursed the soil as they shovelled it from their kitchen cupboards and hosed it from their carpets. The people raged.

The leaders looked at their balance sheets and decided that the soil was a long-term investment account that no-one had put any money into. The people stopped shouting and saw it was time to make changes. They went up to headwaters of my tributaries and began to hui. From the hills they could see far, and they got a better view of the land. Strategists, environmental and social scientists joined the hui and they talked day and night, sharing knowledge just like old times. They saw what could be done.

Up in the hills, the people began to plant trees. Papatuanuku stirred from her melancholy as she felt the roots of her cloak being restored. It was a patchwork cloak of many species, trees to build with, trees for energy, plants for food, trees to swallow carbon from the air. The soil started to hold firm.

One day I tasted poison from the city. The sour taste grew stronger with every fall of rain. Slowly the people began to notice and they found where it was coming from. The land that is now a city park was once a tip where people threw their rubbish. Time had distilled it into leachate, which Papatuanuku could no longer hold in her stomach. I carried her bile to the sea.

Down in the lowland I felt the rumble of bulldozers. I was used to bulldozers building up my banks to protect the towns and farms from flooding, but their movements were different this time. After many months of rumbling and digging, I was suddenly spilled into a whole new network of channels. I wandered and turned through the new wetland they had built for me, marvelling at the change of pace. The people clapped and slapped each other on the banks as they set off across the boardwalks that spanned their swampy triumph. I languished in the caress of reeds whose ancient touch I had almost forgotten.

The day I slowed to enter the people's wetland is the day the changes in me quickened. Knowledge had taken root and grown like the forests on the hills and I felt it all along my banks. I watched the engineers create new wastewater systems that ensured every drop was reused. I saw organic wastes returned as compost to feed the soil.

I listened as people in the towns installed rainwater tanks. I watched as farmers planted crops that drank less of me. I listened as the korero grew stronger with many voices speaking as one about how to manage the liquid taonga. The people looked into my depths and saw how I had changed, just as they had.

The clouds cleared one day and haven't returned for many moons. The sun blazes down as seasons pass and Papatuanuku is parched. The people

squint at the sky day after day and plead for rain. Little comes, but my waters still flow. When the days grow too hot, the people cool themselves in my pools. Through all their hui, they had learned to draw on their reserves and make their savings. They had learned to flow with the rises and falls of the water, just as I do. This drought has gone longer than most. For now, I languish in my wetland and go no further. I hear the kahawai calling me from the sea but I can't reach them, my waters are spent in the lowlands. I will taste the kahawai when the rains return. I'm a river, I will always flow, Waikopikopiko.

## Us

The lawyer slides a document across the wide, shiny table and I pause to stare at where my signature is to go. I can hardly believe this is happening. I sign slowly, savouring the moment. For the others in the room, this is just a formality. For me, it is the realisation of a dream.

Once the deed is done, I'm keen to shake hands and leave without ceremony. There's someone else I'd rather share this milestone with. After all the negotiating and paperwork it's time to roll up my sleeves and let my sweat flow onto the soil. I just want to breathe the smell of the earth.

As I walk out of the warm office building, I feel the bite of the south-easterly coming off the sea. The wind whips at the trees along the breakwater and hurries me to my car. I look out at the large waves rolling in and wonder what part of the coast they are chewing at this time.

The wind buffets my vehicle as I head down Marine Parade, past the slick, high-rise hotels and office buildings. Turning inland, the city's character gradually changes as I drive through the new housing developments. They were built to fit more people into smaller spaces and shopping malls became village squares. I look at the splash of graffiti on the side of the Police kiosk and wonder if any city has ever got it right.

I pull into the liquor barn and pick up a twelve-pack. A group of young fullas huddles in the

doorway, digging deeply in their sagging pockets. One of them eyes my beer keenly as I walk past. I eyeball him back. Don't even think about it bro.

It makes me sad to see these boys. I silently pledge to help them - if I can. The opportunities are out there to do something with their lives, but too often they don't want to - or don't know how. I was one of the fortunate ones. My mum and dad brought me up to know my heart and my history. From where I grew up on the edge of town, I could hear the call of the land and I followed that calling. After training as a cadet on hapu land, I was able to get a scholarship and did my science degree at Massey. When I was these boys' age, I wouldn't have thought I'd have the brains to do it. But I did - and all that work paid off today when I signed that bit of paper.

I get back in my car and drive quickly away. I never like coming into the city. There are constant reminders of how things aren't what they could be. After the Treaty claims were settled, our people held so much hope for a bright future.

Twenty years on, the hui still drag on and too little has changed. Old grievances feed new cynicism and most people don't even know who they are angry at anymore. Except Dad. He knows. I remember how he used to go crook about the tribal management that was put in place when the Deed of Settlement was finally signed. He didn't think that the same old people who had done the negotiations should be the ones to govern the new business. Like it was their right.

"We need new blood," he used to mutter. "Not these same old patero. It's a democratic system, Dad," I would say. "All you have to do is vote."

"Need decent people to vote for," Dad would grumble back. I always thought my Dad would be a good leader, but he said he wasn't born with the right name. Without the right name, you needed education, he said. I listened and I got educated. Now I have a chance to do the job I reckon my Dad could have done. I smile to myself as I think about the outcome of the recent election. Who would have thought I'd make it onto the Trust eh? Things are starting to change.

For change to happen quickly, people need to learn personal responsibility, Dad always said. The tribe has failed to teach them that, those boys at the liquor barn, just like the government failed before. So how can I make a difference? I pray for the wisdom to figure it out. But as I pass by the hospital, I'm reminded of all the good things we have achieved. Like the medical arm of the Waikopikopiko Trust who put all that money into research and came up with a possible cure for diabetes. Someone should get a Nobel Prize for that I reckon, if it pans out.

As I cross the river and drive past all the new factories, I can see all the other fruits of iwi investment. Like Auntie's Garden, which is now one of the biggest producers in the region. Green branding has worked well for Aotearoa, but Pasifika has worked better for the Bay.

Then there's the biofuel plant over by the port. That was one of the gutsiest moves made by the iwi, and it paid off big time when the oil prices took off. There's a lot to be proud of, but there's a lot more to be done.

I pull into the housing cluster on the edge of town and stop in the parking bay. Dad looks up from where he's working in the common vege

garden. This community has figured out that the best use of scarce land is to feed themselves. Dad always said to me: Why grow weeds when you can grow food? And he'd say it to every other kid who would listen. That became my motto for life.

I wave my precious papers in greeting. He, of all people, understands the importance of this day. He passes his spade to the child working next to him and strides over to greet me with a hongiri. Slowly he draws back and holds me at arms length, looking at me intently.

"All signed," I say, not knowing whether to laugh or cry. Eee Atama, it's been quite a month boy. First you got voted onto the Trust, and now you've got your own piece of tribal land." I could see the tears in his eyes. "When I was your age I couldn't even get a loan for a house."

"I think this calls for a beer, eh Dad."



## About BAYBUZZ

BayBuzz Digest is a community focused publication that examines hot button local issues and promotes public awareness and debate. A mix of independent editorial commentary, behind the scenes reporting, and a healthy dose of humor, BayBuzz Digest begins where other newspapers leave off to probe the big issues and tough questions facing our region and shaping our future.

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# To the victor go the prized red boots

The shining black chariot lurched as it clattered across the many potholes and uneven surfaces of the streets of Hustings. Bracing himself against the swaying sides of the vehicle, Lawrencus Yulus, newly re-elected consul of the Heretuscan District, slowed his sweat-soaked horses to a trot, nodding at a bystander who raised two fingers at him, presumably saluting Lawrencus' victory in the recent senate elections.

As he hauled his chariot to a halt outside his headquarters, sunlight reflected off his highly polished breastplate, adorned with intricate brass mouldings of grapes and sweetcorn cobs framed by silver containers of beans.

Lawrencus was feeling quietly satisfied. Now that the tiresome elections were behind him he was looking forward to his final and, hopefully, most illustrious term of office. He had once again faced a challenge from his sole rival, Simon of Nixus, whose visions of lighter-than-air machines had not seduced rural Heretuscans who liked to keep their sandals firmly on terra firma.

Most of the old senate had been re-elected, along with six new faces. Lawrencus planned to bury the newcomers under piles of papyrus, leaving him free to pursue his goal of amalgamating Hustings with its rival northern neighbour Napierion.

He had played his amalgamation card a year earlier, wrongfooting political rivals and his own council by not mentioning it beforehand. But a hoped-for groundswell of support from the public had not eventuated. Several of his councillors, miffed at his lack of consultation, had even muttered about letting the people decide.

Not a snowball's chance in Hades of that, thought Lawrencus. Too many ungrateful citizens had barely been able to decide whether he deserved a fourth term, so he wouldn't trust them again. And Napierions couldn't be relied on to have any vision of the future when they lived in a town whose architecture had not changed in 80 years.

Lawrencus strode through the stone entrance of his headquarters and on an impulse, turned left into the portico where portraits of past rulers of Hustings lined its roughcast walls. He paused to stare at the paintings of his most recent predecessors, a garment seller, a Celtic drainlayer and a teacher. Their portraits were the only visible relics of their terms in office. At least Lawrencus had the refurbished Operandus House and his



**BRENDAN WEBB**  
columnist

still-unfinished colosseum on the town's outskirts as his legacies to ratepayers.

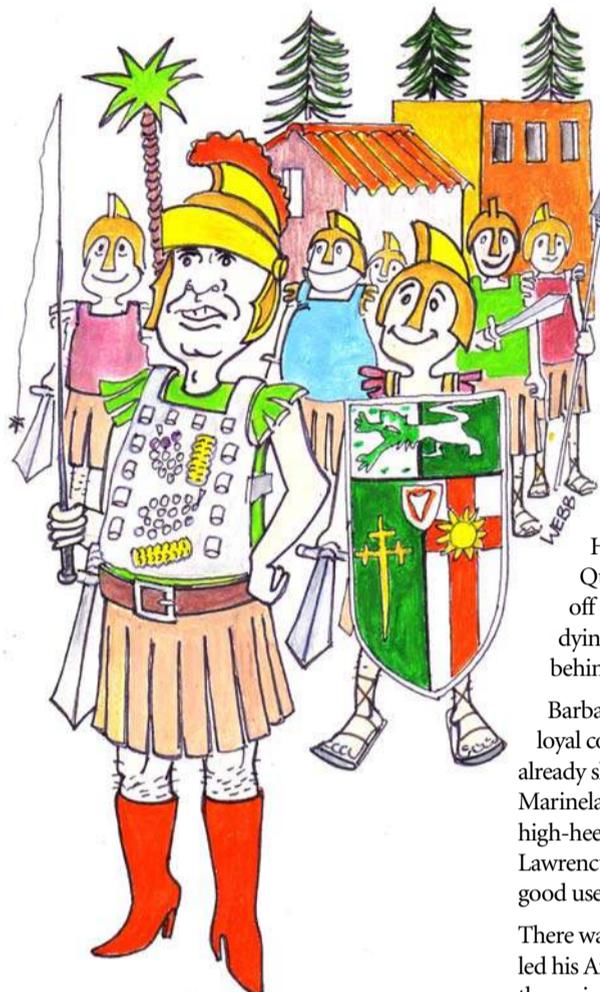
But mere monuments were not enough. Lawrencus wanted to be remembered as the far-sighted leader who settled the long-running rivalry between Hustings and Napierion once and for all. His initial plan to let ratepayers decide the amalgamation issue in a year or two had been quietly shelved after they trimmed his majority in the elections. And now his hand had been unexpectedly strengthened by the toppling of the veteran regional forum leader Alanus Dickus in a bloody coup.

When the orgy of back-stabbing had finally stopped, only one councillor, Friendless Wilson from the northern hamlet of Wairoria, stronghold of the mercenary Mongol Mob, had been left standing. Critically weakened by its infighting, Lawrencus knew the regional forum and its untried leader would be no threat to his latest amalgamation plan.

It was now early December in Heretuscan and off the coast of Napierion, the great sea of Oceanus Pacificus had a heavy swell running. A pale Lawrencus gripped the wooden railing of his 40-man trireme as it ploughed through the buffeting waves. The movement of the ship made him queasy and he would have much preferred to be on his horse Trojan, advancing on Napierion from the land.

Behind him he could see another 10 ships of Heretuscan warriors brandishing swords and spears, supplemented by smaller numbers of slaves and rural workers armed with pruning shears, crutching gear and tanks of lethal spray. Ahead lay the Port of Napierion, key to the hilltop fortress commanded by the legendary warrior queen Barbarus Arnottus.

The Napierions had not noticed the invasion fleet approaching from the sea. Their eyes were looking to the south where Lawrencus had amassed a diversionary army of council engineers, their



foreshore on the Paradus Marinus. The rest of the fleet was close behind and with savage roars, the Heretuscan hordes began swarming up the beach. Suddenly alerted to the seaward invasion, Barbarus Arnottus tried to wheel her chariot around to face the new attack only to find a multi-wheel chariot carrying tourists from a Germanic cruise ship blocking the narrow street. Within minutes the defending Arnottus army was gridlocked in a confused mass of horses, chariots and stein-wielding Germans.

As Lawrencus and his followers rampaged along the Paradus Marinus, Napierions realised that the battle of Heretuscan was over. Distraught Status Quotus followers began hurling themselves off the hilltop, striped blazers flapping like dying ducks, their straw hats fluttering down behind them like autumn leaves.

Barbarus Arnottus desperately turned to her loyal councillors to make a stand but they had already slunk away. Alone, the Iron Maiden of Marineland surrendered her sword, prized red high-heeled boots and her leather whip into Lawrencus' strong hands. He would put them to good use.

There was one final battle to be fought. Lawrencus led his Amalgamation Army to the headquarters of the regional forum. Friendless Wilson's makeshift Praetorian Guard, a handful of Mongol Mob mercenaries, slouched in the doorway. They took one look at Lawrencus, now wearing Barbarus' high-heeled boots and slapping the whip against his firm thigh, and stepped aside.

Adjusting the leather belt around his girth, Lawrencus strode triumphantly across the blood-spattered tiles of the regional forum's entrance.

Its bulging coffers would now allow him to double the size of his colosseum near Hustings.

He would celebrate its triumphant opening with a week of gladiatorial contests, chariot races and his favourite sport, naked wrestling. And when he rode into the colosseum in his black chariot, the crowd would stand as one and hail him as the greatest leader of them all, Lawrencus Yulus Amalgamaticus, the Hero of Heretuscan.

bright reflective jackets and orange headgear visible to the jeering Napierions on the hill above. The engineers were manhandling battering rams and huge wooden catapults into positions carefully marked with red cones and roped off with lengths of yellow ribbon.

Their missiles were earthen jars of putrid gas, bottled at the Stenchus Maximus sewage works on the coast. On the hills above the town, the Napierions were being whipped into a frenzy by Bertus, leader of the Status Quotus cult, staunch opponents of any contact with the outside world. They scattered in panic as the heavy jars began to smash through the roofs of their hilltop villas, enveloping them in sulphurous fumes.

A mile away on the coast, the ship carrying Lawrencus shuddered as it struck the shingle

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