

Kia ora - To whom it may concern,

This is not an exhaustive commentary on the nature and extent of Iwi interest in the supermarket reset but is based on brief discussions and observations shared with the National Iwi Chairs Forum over the last year.

During the first lockdown in 2020, Māori were highly visible in moving kai and health products to the isolated and poorer communities of Aotearoa New Zealand through long standing Iwi networks from longstanding land and corporation networks and longstanding hapū networks. There were also movement amongst Māori Service providers from Whānau Ora to Hauora Providers, from Kōhanga Reo to Kura Kaupapa and from Māori Boarding Schools to mainstream schools.

Food and health goods moved fast, with purpose within existing logistic chains. During the lockdown, this movement of food was due to the following reasons:

- 1 Rural māori were unable to travel to urban food markets and vice versa. Urban māori, particularly those on benefits, once able to enter the current supermarket facilities found the shelves were normally empty of fresh foods and they had to purchase high cost, small quantity products to feed large whanau. Many of these whānau reverted back to cheap and nasty alternatives like fizzy drinks and takeaways which only lasted one meal.
- 2 Many of the products supplied to supermarkets come from Māori Land Trusts, Māori orchards, Māori farms, Māori fishing entities and include items such as milk, cheese, butter, meat, fruit, vegetables and honey and a host of other products including forestry goods in the form of paper towels and toilet paper. From the ground supply, these were conveyed to whānau across the country at no or very little cost which was our contribution back to our communities but at the same time, we served whole communities – not just Māori and particularly those of low decile including the Pacific and poorer Pākeha communities.
- 3 Eventually Māori teamed up with supermarkets and large manufactures such as Heinz-Watties to large producers such as Bostock Organics and Silver Fern Farms to meet the growing poorer sectors of our communities who had lost jobs hence lost their ability to purchase quality goods. An idea was presented to myself as the Co-Chair of Pou Tahua, the Economic Arm of the National Iwi Chairs Forum, that we should look at establishing our own brand or supermarket chain throughout the country alongside partners who shared our values and ethics regarding a good environment, good employment, good health and a good return to investors, many who would have Māori shareholders without the need to maximize margins on every product hence maximizing profits.

Mavis Mullis, Teresa Tepania-Ashton, Harry Burkhardt & myself were tasked with stepping up the korero to the National Iwi Chairs Forum who we were given support to advance the matter in a timely manner.

PROPOSAL

That Iwi Māori have a prominent role in establishing a supermarket chain throughout Aotearoa, New Zealand.

We are primary producers of dairy, beef, lamb, pork and venison products.

- 1 We have orchards both stone and pip fruit, citrus, kiwifruit, pears. We also have vineyards and from the horticulture sector and we provide every fruit and vegetable available in this country. We have honey from our vast Manuka land holdings and vast fishing entities with aquaculture industries as part of this and developing other products such as seaweed farms to cater for this developing sector. We also hire and employ thousands of our people right across these sectors.
- 2 We all have corporate or holding companies that manage these assets to reflect māori values, our tikanga and our reo. They include property and real estate subsidiaries that can manage and evolve supermarket potential and in some cases there may be adjoining māori land that has Right of First Refusals for Treaty Settlements. Furthermore, we have digital and technical know-how that is integral to supermarket evolution including data analysis and protections.
- 3 Māori say a good environment is good for business and we have repeatedly taken Treaty Claims or litigation against Councils and other bodies who continue to pollute our waterways, our marine environments and our underwater/underground aquifers. Further to this, we know that traditional farming and orcharding for example have created toxic terrains that must be reversed to ensure the healthiest food are received by all customers.
- 4 Manaakitanga is a core feature of our values which passes through organisations to frontline workers in terms of taonga, product, presentation and delivery. These are the values that drove food and health distribution during the first and subsequent Covid lockdowns.
- 5 Finally, Māori have reached a point of having resources both asset and liquid to be able to invest in such a venture with or without conducive partners. However, we look to perspective partners who share our values and share our thinking.

In summary, we consider that our involvement in all aspects of developing an evolving third supermarket entity is crucial to the success of any entity as we add a new texture and pattern into the commercial trading sector. We have expressed this view at Te Aratini - A Festival of Indigenous & Tribal Ideas, the flagship event of the New Zealand Pavilion at the Expo2020, Dubai during Expo's Tolerance and Inclusivity Week which received huge support internationally and we anticipate that this will be fully endorsed here in Aotearoa, New Zealand.

This proposal is presented by Ngāti Kahungunu Iwi Incorporated on behalf of Pou Tahua – National Iwi Chairs Forum.

Nā, Ngahiwi Tomoana

CHAIRMAN

Ngāti Kahungunu Iwi Incorporated

Co-Chair; Pou Tahua – National Iwi Chairs Forum