

I am writing to contribute to the Commerce Commission's competition study into any factors that may affect competition for the supply or acquisition of groceries by retailers in Aotearoa New Zealand pursuant to section 51(1) in Part 3A of the Commerce Act 1986.

I want to comment on the opportunities of having Māori/Iwi in charge of the supply and acquisition of groceries by retailers.

I am a business mentor of 20+ years and have assisted a cross-sector of businesses developing retail, wholesale opportunities here in New Zealand, many of whom are now exporting and/or taking advantage of e-commerce solutions.

Māori are interested in the Supermarket / Grocery industry for the following reasons

1. It enables Māori an opportunity to improve the health & well-being of its people with healthy eating options and more nutritional eating & nutrition outcomes for Māori and NZ as a whole
2. It enables Māori to take the opportunity to improve the carbon footprint and the negative environmental packaging of supermarkets, particularly the Commerce Commission's submission to the Climate Change Commission (Sue Begg Letter 21 March 2021)
3. Market studies have been focused on the negative impact the supermarket duopoly has had on suppliers, many of whom are exporters and need local access to test products. Smaller SMEs are made to tend to the same market requirements as larger manufacturers. However, Māori participation in supermarkets would drive positive outcomes for Māori owned suppliers , consistent with Māori values
4. The Māori economy is growing (currently nearly \$70bn) with more than 10,000 Māori owned businesses. If Māori were given an opportunity to be a nationwide scalable Supermarket operator, not only would we create a number of benefits across the board: pricing, quality, service, health, environment.
5. Māori will continue to innovate utilising digital solutions in order to differentiate ourselves, using state-of-the-art technology.
6. Māori continue to build indigenous relationships around the world, a good example being the recent Te Aratini Festival at the Dubai Expo - "A Festival of Indigenous and tribal ideas". This will enable an indigenous to indigenous trade amongst indigenous people.
7. Māori legacy planning for future generations will ensure opportunities are inclusive of rangatahi, to drive education, succession planning and environmental stewardship
8. Māori deserve to identify with themselves and their lifestyles in grocery stores, with staff who emulate māori values to achieve excellent service.
9. A per Te Tiriti o Waitangi, Māori owned stores will ensure equity, inclusion and accessibility for Māori people.

Thank you for this opportunity.

Mauri ora

