

Kia ora, 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 broader impact of having Māori entities in charge of supply and acquisition of groceries by retailers.

I am a Child and Adolescent Psychiatrist, the only Māori within this medical specialist field currently.

Having Māori owned and run grocery businesses is necessary part of ensuring Māori are reflected as true partners of Te Tiriti o Waitangi.

This ensures a place for Te Reo Māori to be spoken and seen by both staff and customers, both in stores and online.

It ensures an intergenerational grocery shopping experience where Māori see ourselves and our own economic buying and trading mana.

Intergenerational experiences of daily life are critical for the restoration of Te Reo Māori and healing of intergenerational trauma secondary to colonisation.

Māori approaches are linked to the health and wellbeing of Papatūānuku, Tangaroa and the wider health of the natural world. Māori innovation in grocery shopping will be centred around efforts that reduce the carbon footprint.

Grocery shopping is a crucial daily activity that currently misses the opportunity to enhance and grow positive Māori experiences of normalising being healthy as Māori.

Grocery shopping bringing forward Māori approaches includes holistic wellbeing. This is the combination of impacts of positive connections with whenua, with Tangaroa, and the provenance of locally grown kai, optimal nutrition, hinengaro (mind), tinana (body), wairua (spiritual and intuitive wellbeing) and whānau (relationships).

It provides a normalising of whānau shopping for Māori products.

Māori supermarkets will be sites that also function to foster positive mental health and wellbeing.

As a clinician I am reminded daily that clinical services are the last port of call for improving mental health. Daily activities that promote a lived experience of Māori specific wellbeing are needed.

Māori supermarkets and this kind of Māori experience will foster and maintain visibility of what it means to be Māori as economically thriving and contributes to Māori identities of abundance and choice. Thereby enhancing wellbeing.

The opportunity for iwi members to see the products from various iwi showcased is an important and much needed part of lifting our iwi identities in this first phase of the post-Treaty settlement era.

I am reminded of a time when we did not have Māori Television, nor iwi Radio stations. Now these are normal and expected parts of our landscape.

Representation of ourselves and reflection to ourselves back as shoppers and commercial traders, at the grocery supermarket interface is a critical contributor to ongoing growth of positive identities as Māori.

This is also a powerful way to mitigate negative roles.

There are huge cross sectoral benefits of Māori supermarkets to a flourishing of our positive Māori identities in the near future.

Noho ora mai,

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