

Teena koe,

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He tuhinga teenei hei tuku whakaaro ki te aahua o ngaa mahi hokohoko kai ki Aotearoa nei.

This is a contribution 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.

Should there be an induced shift in economic assets, the government's responsibilities under te Tiriti o Waitangi needs to be considered, in order to allow for Māori economic participation and advancement in that sector. Having Māori owned and run grocery businesses is necessary part of ensuring Māori are reflected as true partners of Te Tiriti o Waitangi.

Over time, an inequity has developed where Māori enterprise is represented by only 6-8% of all SME. Māori ownership in supermarkets would stimulate Māori SME growth and innovation in the food supply chain - suppliers to this new entity, will be Māori owned primary producers, processors, and brand owners.

An initiative such as this is likely to lift employment. Māori SME employ three times more Māori than non-Māori SME.

This marketplace would also be a means by which Māori in the food and beverage industries, medicinal and lifestyle networks will be able to build capacity and springboard towards offshore export markets. It also gives existing Māori industry such as agriculture and fisheries a consistent marketplace where the whims of offshore owners driven by maximum profit create uncertainty. The current situation over the stocking of locally sourced fish versus offshore fish is a prime example.

Māori families, by virtue of their lower incomes, feel the impact of variation/inflation in food prices more intensely. Any redistribution of margins back to communities will have a disproportionate impact on Māori whānau discretionary income, prosperity and wellbeing.

In his publication Economics of the New Zealand Māori, Firth describes the Māori of the mid 19th century as being "by the standards of the time, economically prosperous" Unfortunately this has not extended to this century because of legislative moves that effectively destroyed Māori enterprise and innovation. This is an opportunity to change this inequity.

Noho ora mai,



Hoturoa Barclay-Kerr
Chair
Taharoa Holdings Ltd.