



HIGH-VALUE
NUTRITION

Ko Ngā Kai
Whai Painga

Vanessa Hayes

Founder / General Manager

NZ Macadamia Variety Researcher and Industry Developer

Challenge Host



Challenge Collaborating Parties





TORERE (*DESIRE*)




Torerenuiarua, the Māori princess from the Tainui waka swam ashore and settled in this beautiful bay.

Torere is home to Ngaitai Iwi, the smallest Iwi in Aotearoa, 20km north of Opotiki.

Vanessa is a descendant, chosen by her elders to caretake the whenua that is now the base for Aotearoa's macadamia industry.

A photograph of a macadamia orchard. A gravel path leads through rows of young macadamia trees. The trees have green and yellowing leaves. In the background, there are more trees and a fence.

MACADAMIAS
FOR NEW ZEALAND

-  Vanessa, Rod and her whanau created a fully integrated business from 30 years of macadamia, dropping variety trials at Torere.
-  The trials identified the best commercial varieties for New Zealand; exclusive variety rights owned by Torere Macadamias Limited (TML).
-  The New Zealand Macadamia Industry 10-year (2018-2029) Growth Strategy is based on the best six varieties from those trials.



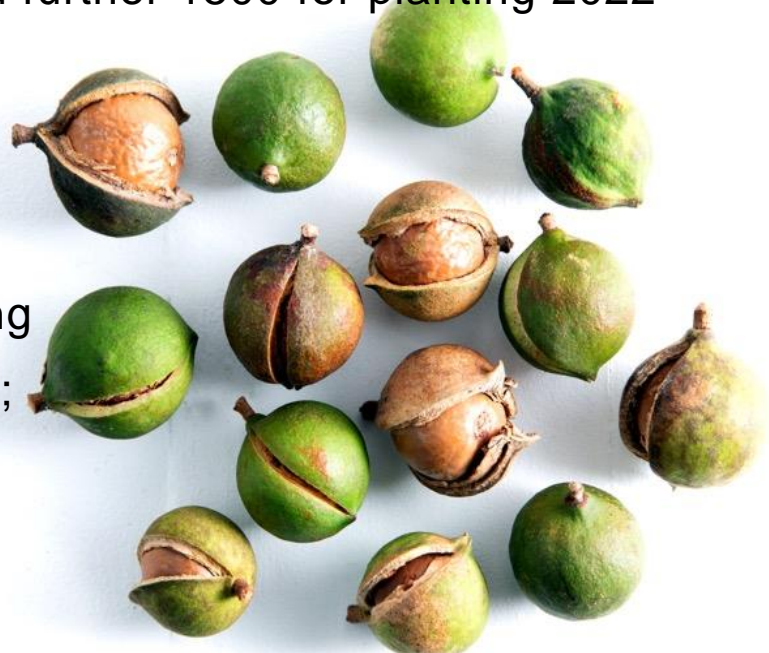
MACADAMIAS
FOR NEW ZEALAND

Torere Macadamias is based in two locations: **Torere, Eastern Bay of Plenty**

- 🌿 2ha - New Zealand macadamia variety trials; 50,000 plant nursery and classroom
- 🌿 9ha - Certified organic orchard with 1500 macadamia trees and further 1500 for planting 2022
- 🌿 7 Māori staff

Gisborne City

- 🌿 Head office/admin; Nut in shell processing
- 🌿 Product development; Marketing & sales
- 🌿 3 Māori staff





MACADAMIAS FOR NEW ZEALAND

NZ Macadamia Industry 10-year, 3 stage Growth Strategy (2018-29)

The Goal is:

- 🌿 1000ha of TML's macadamia varieties growing in Aotearoa by 2029 with a focus on Māori whenua development
- 🌿 Grow organic nutritious, healthy food sustainably, to support whanau wellness



MACADAMIAS FOR NEW ZEALAND

STAGE 1

Increase plantings, training and Māori grower participation.

- 🌱 **2018:** PGF supports TML's macadamia nursery expansion.
- 🌱 **2020:** Eastland Institute of Technology, Tairāwhiti (EIT) and TML, partner to provide NZQA L/2-4 macadamia courses and work-based training; includes organics and maramataka.
- 🌱 **2022:** Courses are held in three Māori Macadamia Collective regions; Raukokore/Waihou Bay (East Coast), Mataatua (Eastern BOP), and Ruatorea (Ngati Porou).



MACADAMIAS

FOR NEW ZEALAND

STAGE 2

Science Research 2022 - Plant & Food Research/High Value Nutrition National Science Challenge:

- 🌱 TML's kernels announced as '**biggest and best tasting**' at International Symposium in Hawaii
- 🌱 Nutrition results from TML's six top varieties significantly higher in Vitamin B6, Vitamin C, Selenium, manganese and magnesium than imported macadamias.
- 🌱 TML's composite nutritional data approved for NZ macadamia food labels Nutrition Info Panel.



MACADAMIAS

FOR NEW ZEALAND

STAGE 3



Grower Cooperative & new Processing Factory

- 🌱 Grower Cooperative and Organic Processing factory planned for Eastern Bay of Plenty, 2023/24.
- 🌱 Factory plans include food manufacturing facility, tourist café, laboratory and biomass co-generator.



Where to next...



Maximise nutrition results with new products and high value supply partnerships



HVN He Rourou Whai Painga Aotearoa Wellness diet



Reddit Institute 'Macadamia Husk Research' for functional food and nutraceuticals



Plant and Food Research for ongoing Nutrition work and Field trials

The Future...



Aotearoa Makatamia
– new retail brand



World's biggest, best tasting and
most nutritious macadamias



Organic, environmentally
sustainable macadamia industry



Māori involved at all levels

tōrere[™]
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National
Science
Challenges

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