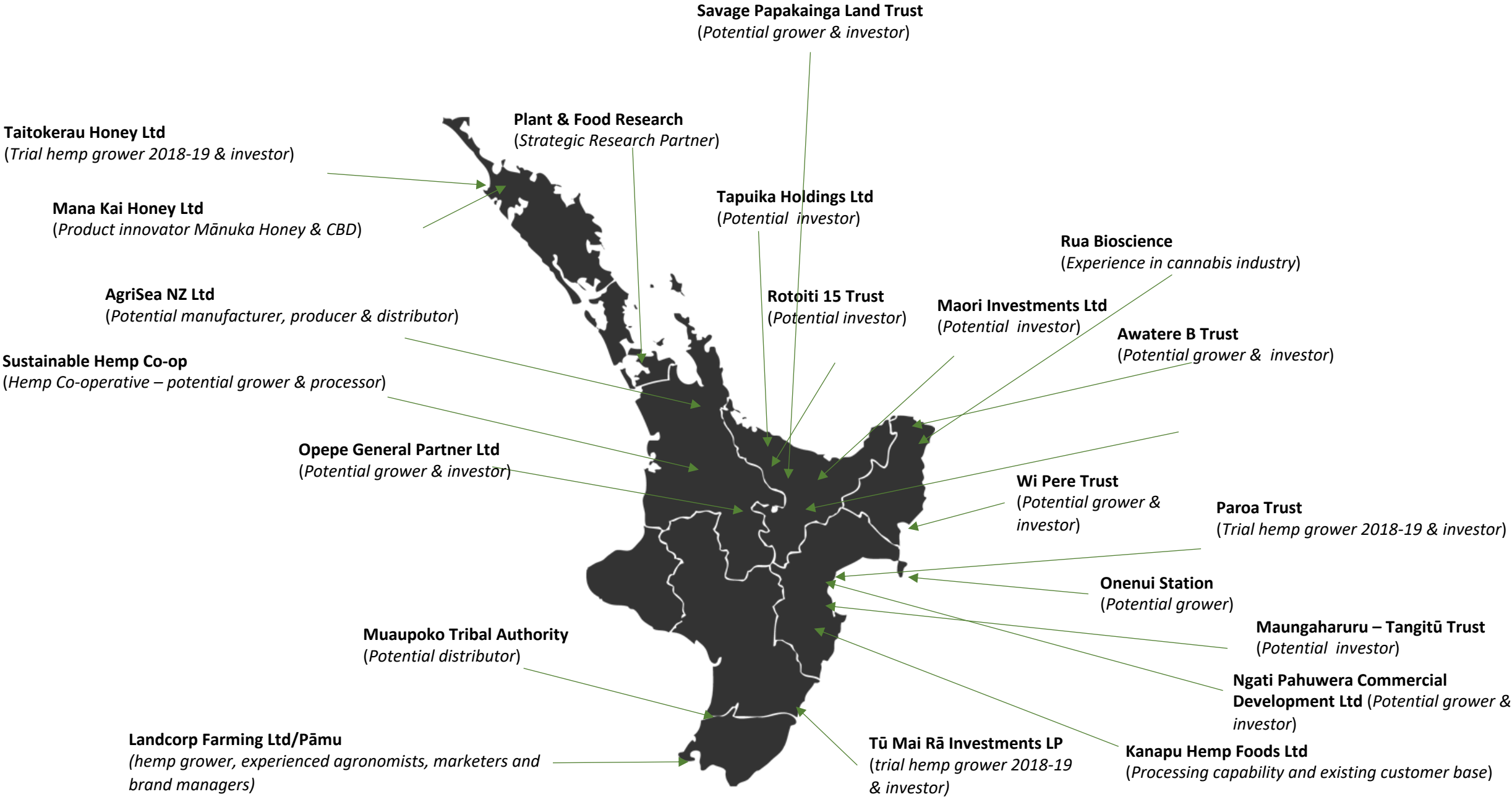


## **Movers in Hemp Innovation (MIHI)**

**Te Ohu Rangahau Kai – Riddet Institute**

**13 & 14 October 2020**



# Ngā Māngai / MIHI Representatives

## **Maungaharuru Tangitū Trust (MTT)?**

MTT is a post-settlement governance entity (PSGE) established to receive, hold and administer the assets of MTT for the purposes that benefit the aspirations of the six hapū. MTT represents the collective interests of around 6,000 registered hapū members and has been in a growth stage for the past five years. James explained that MTT value whakawhanaungatanga and see this group as like-minded people with similar goals. The real value of innovative initiatives like MIHI is more than commercial, the opportunity is in sharing and learning together.

## **Hikurangi Cannabis Company (Hikurangi) – Panapa Ehau**

Hikurangi is the first company to be granted a medicinal cannabis cultivation license. Hikurangi are focussed on cultivating, GMP manufacturing and clinically proving medicinal cannabis products in Aotearoa for both domestic and international markets. Panapa explained that Hikurangi are involved in the collective because they want to make the medicinal cannabis industry strong and ensure Māori are leading that space. Hikurangi are focussed on helping whānau grow on their own land using their own mechanisms by opening up the opportunities for alternative land uses such as medicinal cannabis and hemp.

## **Tū Mai Rā Investments LP (TMR) – Darrin Apanui**

TMR is the commercial arm of Rangitāne Tū Mai Rā Trust. Darrin explained that key focus areas of TMR's strategic plan is collaborating with people who support Māori as well as joint ventures. Darrin also expressed that the collective resonates with the same value systems at TMR. TMR would encourage collaboration in this project using a whanaungatanga approach.



## **Kanapu Hemp Foods Ltd (Kanapu) – Isaac Beach**

Kanapu takes premium NZ grown hemp seed from the farm and transforms it into hemp seed oil. Isaac explained that Kanapu decided to be involved with the collective because of the potential to pool funds and access resources for further development and business in hemp. Isaac also explained that Kanapu was motivated by a set of values of ensuring we are contributing back to Māori entities on developing their capability to cultivate a crop as an alternative land use. The ability to assist Māori in this way was a big inspiration.

## **Onenui Station (Onenui)?**

Onenui is located on the Mahia Peninsula and currently has a land lease with Rocket Lab which allows them to launch small satellites into space. George recognised that Onenui also has around 80 years experience and expertise in farming. George explained that the attraction for Onenui in a hemp collective was the opportunity to get into the hemp industry and enable Māori to lead the supply chain in NZ. Onenui wanted to be a part of a group of decision-makers to make opportunities happen in the hemp space.

## **Landcorp Farming Ltd/Pāmu (Pāmu) – Mandy Armstrong**

Pāmu is the brand name for Landcorp Farming Ltd (Landcorp). Landcorp is a State-Owned Enterprise with a nationwide portfolio of farms that produce milk, beef, lamb, wool, venison, wood and more. Mandy explained that Pāmu became involved with the collective because they have learnt that working with Māori provides an opportunity to be creative. Pāmu are interested in positively assisting in an emerging industry by working together and adding value where they can.



# Ngā Māngai / MIHI Representatives



## **Maori Investments Ltd (MIL) – Kiriwaitingi Rei**

MIL was formed to administer the interests of the Maori Land owners whose holdings were amalgamated in the Tarawera Forest. Māori Investments Limited now includes agribusiness, high value horticulture, honey, an investment portfolio in bonds and equities, and most recently an investment in a significant tourism asset. MIL are interested in collaborating with other entities to investigate new opportunities.



## **Rotoiti 15 Trust (Rotoiti) – Tina Ngatai**

Rotoiti was formed following a request from the Crown for more land to be added to the Okataina Scenic reserve. The lands of Rotoiti are an amalgamation of several land blocks derived from Ngati Pikiao, Ngati Rongomai and Ngati Tarawhai hapu lands along with land received from an exchange with the Crown. Tina explained that Rotoiti are interested in long-term sustainable investments and being part of the collective keeps the door open to opportunities.



## **Wi Pere Trust – Alan Haronga**

The Wi Pere Trust is a diversified agribusiness involved in sheep and beef farming, horticulture, forestry and mining. Wi Pere Trust are investigating new ways to be involved in opportunities beyond the farm gate. The Wi Pere Trust Board sees hemp as a new business opportunity that could become a productive part of its already diversified portfolio.



## **AgriSea NZ Ltd (AgriSea) – Tane Bradley**

AgriSea manufactures beach case seaweed into a range of products that provide high nutrition for soil, plant, animal and human health. AgriSea is also NZ's largest investor in research for biological farm inputs and marine algae ecosystems. Tane recognises correlations between the known health benefits of hemp and AgriSea's philosophy of producing products for health and wellbeing. Kaupapa Māori is also a lived reality for AgriSea and manaaki whenua, moana and tangata is at the centre of every decision they make.



## **Awatere B Trust (Awatere) – Victor Goldsmith**

Awatere is an Ahu Whenua Trust in the Tairāwhiti. Victor explained that Awatere are currently involved in forestry, honey and farming. Victor further explained that Awatere are interested in the Māori hemp collective because it is a platform to share experiences and is an opportunity to invest in a hemp project.



## **Opepe General Partner Ltd (Opepe) – Temuera Hall**

Opepe is a subsidiary company of Opepe Farm Trust and was established to manage the day-to-day running of the two farming operations (dry stock and mānuka/kanuka plantations). Temuera explained that the attraction to the collective for Opepe is de-risking an investment by collectivising. Opepe are interested in collaborating because they would like to work together rather than compete against each other. Temuera also acknowledged that Opepe is focused on social objectives of creating employment for their people and see the same values in other entities in the collective.



# Ngā Māngai / MIHI Representatives



## **Paroa Trust (Paroa) – Luis McDonnell**

Paroa Trust an Ahu Whenua Trust which was an amalgamation of small land blocks around 1958. Paroa are currently involved in sheep and beef farming but are interested in opportunities to increase their returns on their lands. Lu explained that Paroa would like to contribute to a hemp project through growing the intellectual property of hemp and being part of the whole value chain. Paroa value the environment and protecting the whenua and would like these values to be upheld and protected in a project.



## **Savage Papakainga Land Trust (SPLT) – Kererua Savage**

SPLT is an Ahu Whenua Trust based in Kawerau. The primary source of revenue for SPLT is geothermal generation. Kererua explained that SPLT chose to be a part of the collective to stay informed regarding activities and opportunities in the hemp industry. They also were attracted to the collective because of the other entities involved. Kererua explained that SPLT would be interested in collaborating and utilising the expertise and knowledge of the collective as a whole.



## **Muaupoko Tribal Authority (Muaupoko) – Di Rump**

Muaupoko is a pre-settlement iwi located one hour outside of Wellington. Di explained that Muaupoko see this as a unique opportunity to work with a kaupapa Māori collective and have chosen to be part of the collective to build their knowledge in hemp and stay connected to opportunities. Di explained that Muaupoko is situated in an ideal location for distribution as they are close to airports, an inland port and have accessibility to freight transport.



## **Tapuika Holdings Ltd (Tapuika) – Douglas Ateremu McNeill**

Tapuika is the commercial arm of Tapuika Iwi Authority. Tapuika has commercial properties, some forestry and Department of Conservation land. Tapuika have also invested in Kawerau Dairy and some residential properties. Douglas explained that Tapuika have become involved with this collective because it aligned with their values of investing with other Māori organisations where possible.



## **Bobby Leef & Group (BLG)– Bobby Leef**

Formed in 2020 BLG is an emerging boutique beekeeping business. BLG specialise in Retail Honey, Beekeeping, Extraction and Pollination services. BLG is an innovative business and working alongside their inhouse scientist are actively investigating opportunities to develop hemp products.



## **Taitokerau Honey – Rob Murray**

Tai Tokerau Honey Ltd is a 100% Maori owned and operated beekeeping company. Currently the company has 5,000 hives 20 bee-keepers and their own million-dollar processing plant. Taitokerau Honey Ltd has recently completed a hemp trial in Northland.

# Ngā Māngai / MIHI Representatives



## **Ngāti Pāhauwera Commercial Development Ltd – Toro Waaka**

Ngāti Pāhauwera Commercial Development Ltd manages the commercial assets of the Ngāti Pāhauwera Development Trust, including, term deposits and Equities, 15,484 ha pine forest (leased to Pan Pac) and 3,500 ha of farm land.



## **Sustainable Hemp Co-op (SHCOOP) – James Bailey**

SHCOOP is currently setting up a Hemp collective under a cooperative model to become a growing hub for the Waikato region. Currently SHCOOP are cementing relationships with growers, an experienced NZ processor and seed supplier. SHCOOP are researching into understanding the components of a successful industry that can deliver high value hemp products to markets that will create sustainable return.



## **Plant & Food Research (PFR)**

PFR as well as being a member of MIHI is the groups Strategic Research Partner. PFR is a New Zealand Crown Research Institute. Its purpose is to enhance the value and productivity of New Zealand's horticultural, arable, seafood and food & beverage industries..

# Ngā Māngai / Research Team



## **Navigate Ltd – Rachel Maidment**

Rachel Maidment is the founder of Navigate. As the company’s New Zealand based Director, she oversees the support Navigate provides to its New Zealand based clients, with a focus on market research and regulatory advice in the food and beverage sector.

Rachel is a former New Zealand diplomat having spent several years working in the Ministry of Foreign Affairs and Trade (MFAT) multilateral and legal divisions, and completing overseas assignments in New York, Taiwan and Beijing. As a Chinese language specialist, she most recently represented New Zealand as Consul General for Southern China from 2016-2019.

Rachel is currently Executive Director – NZ China Council – but can’t pull herself away from working with the Poutama bunch of businesses, likeable rogues and ruffians.



## **Smart Regulatory Solutions – Michelle Cubitt**

Michelle is an independent regulatory consultant operating under “Smart Regulatory Services” providing strategic and technical solutions in an easy to understand way. Michelle has over 10 years’ experience in global regulatory activities in all relevant national and international markets (Asia/Pacific, Europe and North America) across all product categories (supplements, foods, cosmetics, and medical devices).



## **Navigate Ltd – Elizabeth Kamber (Liz)**

Elizabeth Kamber provides consultancy services on international trade, market access and agricultural policy issues. Recent clients include the Dairy Companies Association of New Zealand and DairyNZ, for whom she also worked as National Policy Manager from 2011-2016.

Elizabeth previously worked in the New Zealand foreign service with a trade policy and trade negotiations focus.

Elizabeth is based in Washington DC.



## **Whio Innovations Ltd – Ralf Schlothauer**

Relocating to NZ after finishing his PhD in bioprocess engineering in Germany gave Ralf an opportunity to specialise in the field of functional foods. According to Ralf high quality foods do indeed help to maintain and re-establish human wellness. He has dedicated a lot of his professional career in NZ and Europe over the last 20 years to develop science based key selling propositions for functional foods.

Ralf is project managing MIHI’s research efforts on development of Mānuka Honey & CBD blends

# Ngā Māngai / Research Alliances



## Riddet Institute

Established in 2003 and awarded Centre of Research Excellence (CoRE) status by the New Zealand Government in 2007. The Riddet Institute is a premier national centre for fundamental and strategic scientific research in food.

Riddet is talking with MIHI on New Product Development including blending of hemp & dairy proteins for powdered, frozen and liquid food products.



## AgResearch

AgResearch plays a key role in delivering new knowledge and technologies which underpin the pastoral, agri-food and agri-technology sectors. They work closely with the industry so they know the landscape and its challenges.

AgResearch's capabilities are vast, from seeds to pest control, high value foods and farming systems. Facilitating the smallest rural project to the largest overseas research project.

AgResearch could assist MIHI members with soil and climate assessment and agronomy around growing of hemp.



## MacDiarmid Institute

We are scientists, innovators, entrepreneurs, collaborators, environmentalists, educators, mentors, students, community members and life-long learners. The MacDiarmid Institute pulls together passionate and committed investigators from seven institutions across Aotearoa who combine their expertise to find new ways to positively transform people's lives.

MacDiarmid can work with MIHI on hemp bio-materials such as biodegradable and compostable packaging and bottles.



## High Value Nutrition

The High-Value Nutrition Science Challenge is unashamedly ambitious and bold. High-Value Nutrition is focused on enabling transformational change and creating substantial benefits for New Zealand, including significantly increasing export revenues from the food and beverage sector by 2025.

MIHI has successfully gained HVN Development Grant support for regulatory scan and market research into North America.



# Gave Growing a Go!!





# 2019-2020 Work Streams

- Market & regulatory research USA
- R&D into honey/CBD blend
- Feasibility into geothermal heated indoor growing facility
- MIHI hui 13 & 14 October – investment pitches

2019-2020



The MIHI business cluster received a \$100,000 Māori Food & Beverage Development Grant from the High-Value Nutrition (HVN) National Science Challenge including co-funding from MIHI for a 6-month project to initiate market research into North America for hemp-derived products.

Next Steps towards HVN \$1m research grant





18 October 2020

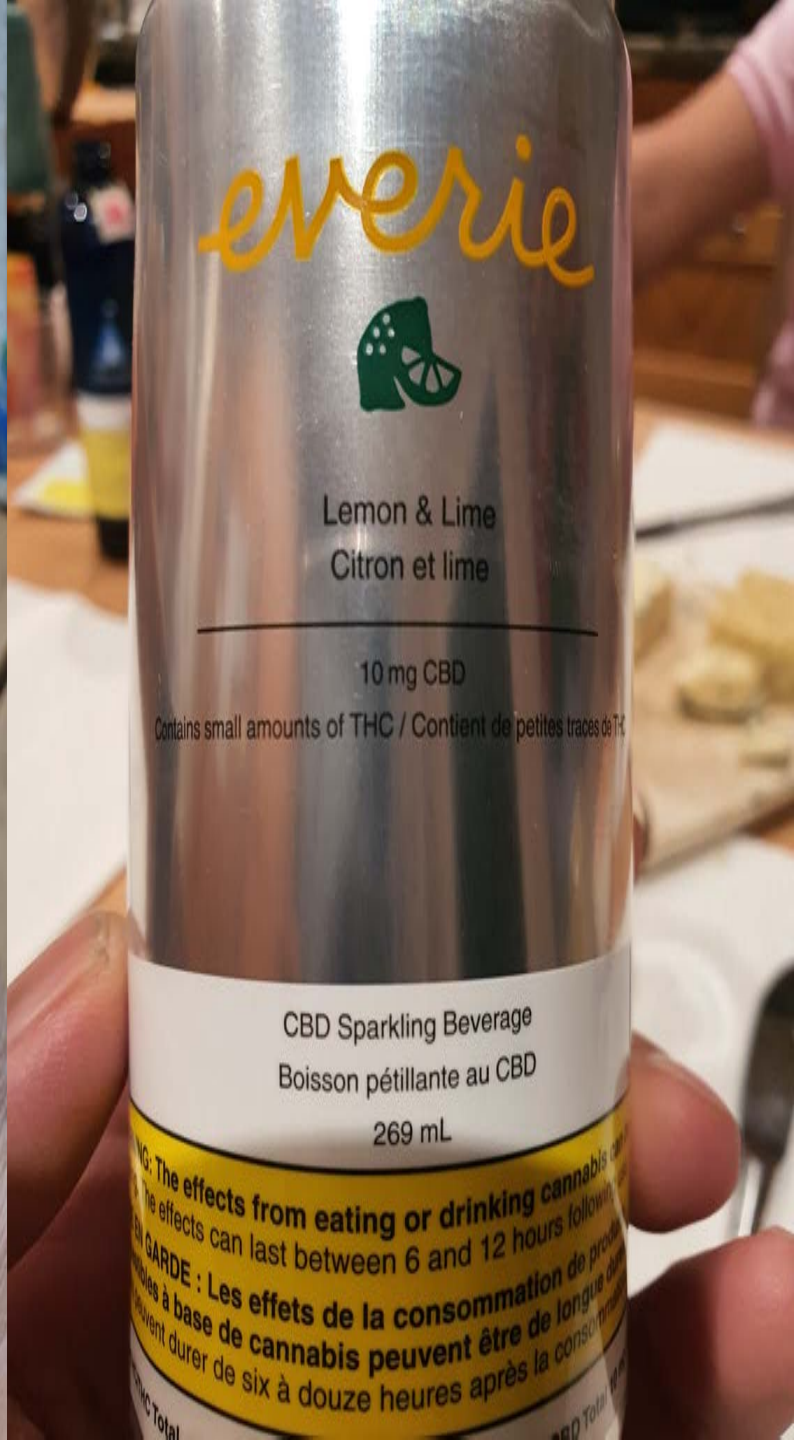
DRAFT Report IMHI update May 2019



# Canada on-site market research









# Ngā Kaupapa – Fibre, Food, Health, Lifestyle

- Sustainable competitive raw material supply close to food manufacturing facilities
- Investment in agronomy and R&D
- Investment in supply chain, harvesting
- Processing/manufacturing
- A way to use/manage the total biomass including waste management
- Investment in new product development, sales and marketing
- Industry structure and certification
- Tenacity

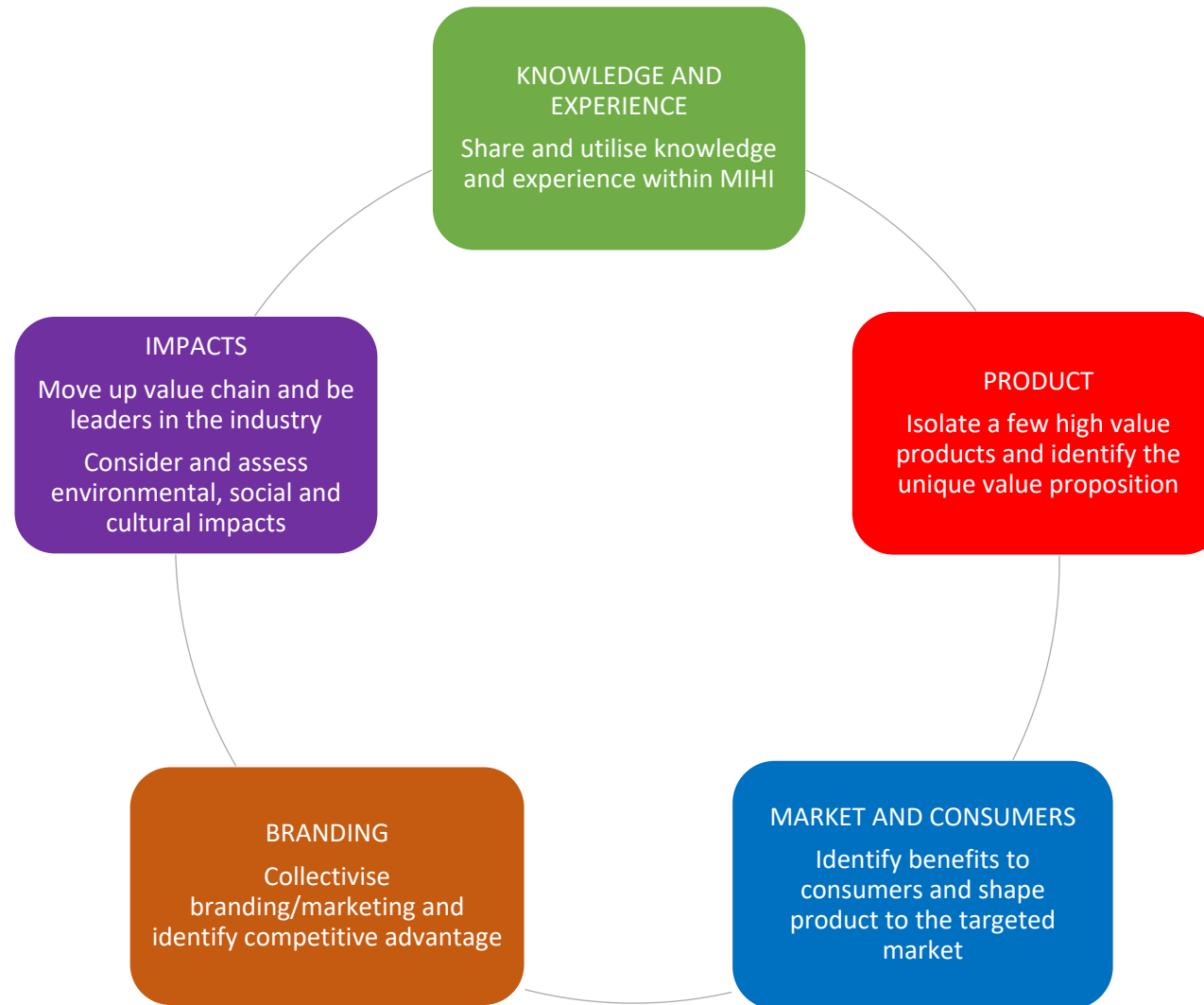
# Product Options-High Value Nutrition

- Fibre blends Wool/Hemp, alternative plastics, wearables, sanitary, building materials
- Hemp protein “green” powder (milled/ground whole seeds) to be used in snack foods, smoothie mixes, cereal mixes, bakery, petfood
- High specification “white” powder (made from hemp milk, enzyme treated for solubility) , options for drum dried, spray dried and freeze dried
- Hemp milk, UHT/pasteurized and packaged/bottled
- Cosmetics, creams, balms
- Blends e.g. hemp & dairy proteins RTDs, RTMs
- Health to medicinal

Competition will come from other cheap plant proteins such as soy, oat, bean, peas and other developing and cheap sources of omega 3 such as marine micro algae and seaweed.



# Ngā Kaupapa / Common Themes



# Whanaungatanga – The MIHI Mix

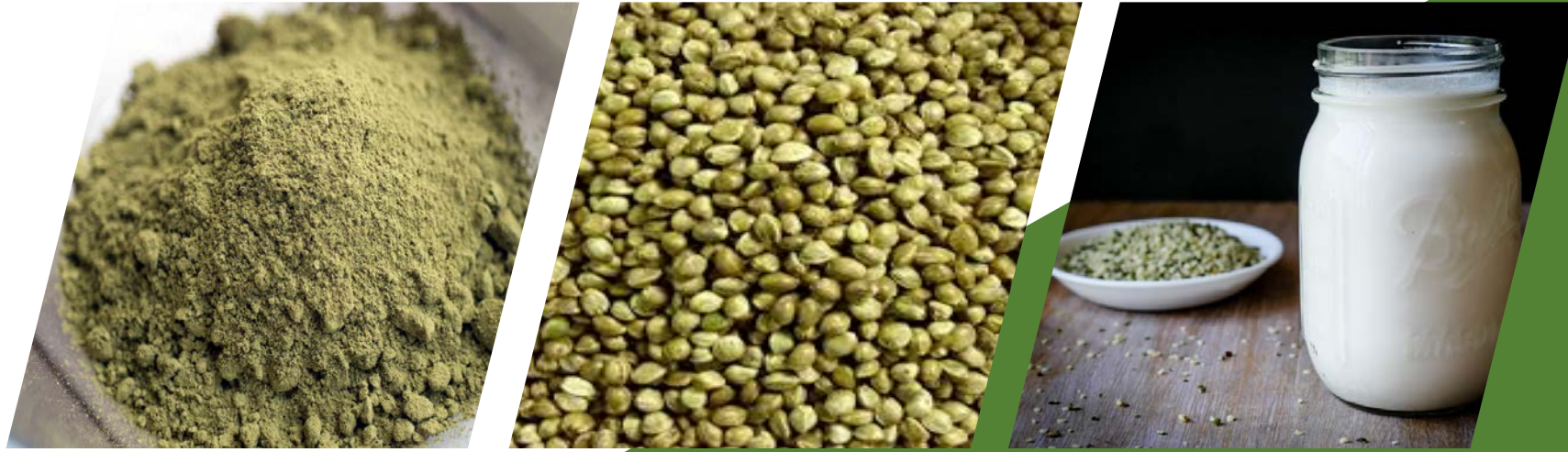
MIHI has experience in Hemp & Medicinal Cannabis (Kanapu & Ruabioscience), Food processing and distribution (Poutama & Landcorp), Food innovation (AgriSea & Wi Pere), cultivators of native New Zealand products (Bobby Leef & Taitokerau Honey), farming systems (Paroa Station & Sustainable Hemp Co-Op) and investment (MIL & Rotoiti) to name just a few. Additionally MIHI is building up its international connections.

Some of the challenges for MIHI entering into the industry under a cooperative arrangement are:

- (1) learning curve costs – time and money to learn how to grow, harvest, process, market and distribute the product;
- (2) market and consumers – understanding them, and helping educate consumers, and predicting where the market is going i.e. what sells and why?;
- (3) infrastructure investment in growing, processing and distribution – which relates to where MIHI wants to play – grower, processor, distributor or all of the above?
- (4) regulation – it will take time for legal restrictions to be lifted to enable production, marketing and sales of legal and illegal products;
- (5) mismatch between demand and supply – many eager growers jumping ahead of consumers, affecting market price and production;
- (6) product choices – commodity producer or value-add producer?
- (7) overcoming competitive disadvantages of NZ compared with larger low-cost producers inside and near massive markets.

# MIHI – Paeroa Hui 8-9 May 2019





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