

TARANAKI ON A PLATE

THE STORIES OF FOOD AND FOOD PRODUCTION
IN THE REGION LIKE NO OTHER

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FOREWORD

Taranaki on a Plate” celebrates the Taranaki region as a prime food production hub which makes an important contribution to the nation. Food adds over \$340 million to annual regional GDP and 4,300 jobs. It represents more than half of Taranaki’s manufacturing base – one of the highest proportions in the country. Taranaki’s greatest strength is in protein production. World-class dairy, cheese, red meat and poultry production represent our cornerstone contributors comprising some 90% of the region’s total food production. However niche sectors, producers and passionate innovators are increasingly adding a new dimension to the makeup of Taranaki’s food industry. The region is also transitioning from being an economy

that prides itself on growing ‘great food’ to a more market-led, value-add culture unafraid to challenge and disrupt tradition. The story underpinning food production in Taranaki extends far beyond the economics and production: it is inextricably linked to the story of our region, our history, our people and their pioneering spirit, and the Mountain and the fertile lands beneath it. This document forms a starting point to build greater awareness of what Taranaki is producing and is capable of. It is intended to foster inspiration, collaboration and conversation. As you will read, those that call Taranaki home are privileged to a front row seat to the best food boutique in the world.

Dr Anne Probert, Venture Taranaki

Nau mai e ngā hua
o te wao
o te ngakina
o te wai tai
o te wai Māori
Nā Tane
Nā Rongo
Nā Tangaroa
Nā Maru
Ko Ranginui e tū iho nei
Ko Papatūānuku e takoto nei
Tuturu whakamaua
Kia tina! TINA!
Hui e! TĀIKI E! I

*Welcome the gifts of food
from the sacred forests
from the cultivated gardens
from the sea
from the fresh waters
The food of Tane
of Rongo
of Tangaroa
of Maru
I acknowledge Ranginui who is above
me, Papatuanuku who lies
beneath me
Let this be my commitment to all!
Draw together! Affirm!*

INTRODUCTION

TO UNDERSTAND THE STORY OF FOOD PRODUCTION IN TARANAKI, YOU FIRST HAVE TO UNDERSTAND THE REGION AND ITS PEOPLE.

Positioned on the western point of the North Island, you seldom reach Taranaki by chance: the region is proudly off the beaten track and requires a conscious effort to get to. As such, the region operates modestly and largely beneath the radar of the nation.

But the Taranaki region is one to watch. It punches well above its weight class, and is increasingly deserving of closer inspection. The recent Lonely Planet accolade – as the world’s #2 regional destination – suggests that Taranaki’s time has come. This extends to food and food production, and sets the scene for this publication.

Alongside its relative isolation is a sense of pragmatic self-determination, of resilience, of collaboration, and of necessary innovation. This is the Taranaki way.

The region is rich in history and culture, something that generates both pride and underlies any connection to the region. People and products of Taranaki share a complex affinity with the place, steeped in legend, tradition and story.

Taranaki’s western border – the Tasman Sea – offers a wild, unrelenting interface with the world, while the heartland presents an equally rugged connection to the rest of the nation – geographic bookends that serve only to make

Taranaki more determined in its approach.

At the region’s heart is an iconic volcanic cone, Mount Taranaki, which indelibly shapes the climate, landscape, geology, lifestyles, and affinities. Rich volcanic soils, ample rain, and free draining landscapes: the land presents an ideal place for growth.

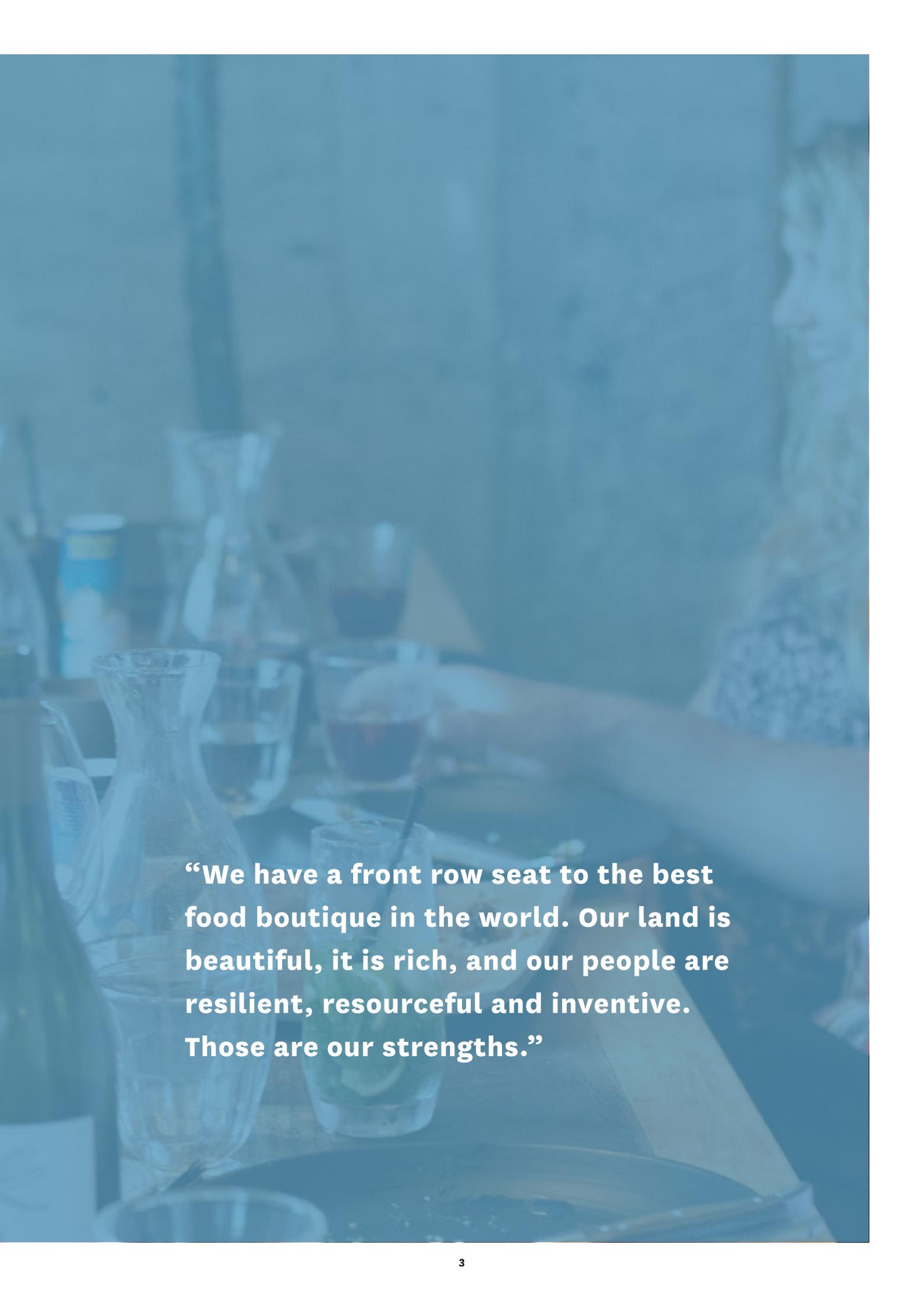
From this landscape has evolved long-standing agricultural traditions and an equally prominent oil and gas industry. Both have invested heavily in the region, through building facilities, attracting residents and fostering innovation. The result is a compelling combination of global sophistication, an outward perspective, and a population open to ideas, arts, engineering, and an international viewpoint.

These factors have, of course, permeated into Taranaki’s food production.

Food is intrinsically linked to Taranaki, and as the region’s story continues to unfold, food will remain a central theme.



Robin Brockie
Chair, Venture Taranaki



“We have a front row seat to the best food boutique in the world. Our land is beautiful, it is rich, and our people are resilient, resourceful and inventive. Those are our strengths.”

THE TARANAKI STORY

Taranaki's food production, climate and geography are defined by the central figure of Mount Taranaki.

FROM PIONEERING PASTURES TO FOOD INNOVATION, TARANAKI'S STORY IS COMPELLING.

Taranaki's food sector contributes more than \$340 million annually to the region's GDP, sustains over 4,300 jobs, and comprises more than half of Taranaki's manufacturing base. These figures only tell part of the story though – there's a much deeper connection between food and Taranaki's regional identity, history and culture.

From the communities that sprung up around early dairy factories throughout Taranaki to the huge dairy production operations of today, from Chew Chong's edible fungus exports – the region's first 'black gold' – to New Zealand's oldest organic brewery, or from finely-crafted coffee to world-leading engineering solutions, our food producers and production have grown up alongside the region.

At the heart of both the region and the sector is Mount Taranaki. The mythical central landmark has given the region its identity as well as its temperate climate, plentiful rain, and fertile volcanic soils – all contributors to the favourable growing conditions that have facilitated our foundation food industries.

Major food production firms as well as iconic brands have established their strategic production facilities in Taranaki, and an increasing number of small, agile, innovative companies have chosen the region from which to carve their mark in this sector, adding coffee, honey, craft alcohol, fresh produce and baked goods to the regional menu.

The industry today is largely founded on our competitive strength, dairy, red meat and poultry food production – the creation of natural protein: grass to glass, grass to plate, and poultry to plate. This unique combination is our speciality, and comprises 90 percent of our

regional food production in both employment and GDP terms: the highest in the country, second highest on a per capita basis and the third highest nationally in employment terms for this group.

Beyond the Taranaki's strengths in dairy, red meat and poultry, there are some exciting developments at the edges, at more intimate scales and driven by passionate entrepreneurs making real inroads nationally and internationally.

A range of support industries have grown within the region to assist the food sector, and have applied technological learnings from our other key energy sector to enhance local growth. Technology also allows our food producers to make contact with consumers, to build direct linkages anywhere in the world, and to tell the story of our products and their origin.

As consumers the world over seek greater insight into their food production, greater benefits from their food in terms of nutrition and convenience, and greater taste – whether that's flavor or brand fashion – Taranaki's stock can only rise.

The world is catching on to what makes Taranaki unique and attractive as a visitor destination, a fact reflected in Lonely Planet's judging of Taranaki as the world's second best regional destination. The opportunity now is to gain similar recognition and awareness of Taranaki as a place of food production.

Through our stories Taranaki offers the growing number of passionate foodies new creations – and in so doing an opportunity to explore and sample our food offerings, discover their pleasures and share with friends.

Taranaki's successes have historically stemmed from fertile soil, temperate climate and lush green pastures that produced natural, high quality products. The current crop of food producers are increasingly looking to the global market and finding inspiration and opportunity. Taranaki's food story is evolving, moving up the value chain, looking to new markets, collaborating, disrupting, connecting with customers, and introducing clever and creative new food experiences.

TARANAKI ON A PLATE

RED MEAT

Taranaki grass-fed red meat, major meat processing facilities, added-value products including patties, jerky, specialist broths.

POULTRY

Cage-free, poultry, chicken and associated value-add products.

PASSIONATE NEW FOODIES

Creating new experiences for consumers to taste and share, from chocolates to nuts, spices to smoothies.

DAIRY

World's largest single site, dairy product production by volume, range of dairy products, milk, cheese, whey, home of blue cheese and speciality yellows, mega cheese processing plant, including sliced cheese.

FRESH PRODUCE

Grown beneath the mountain, capitalising on microclimates, innovation and specialist expertise – building a local and global following.

BREAD AND BAKING

Pioneering bread and bakery facilities that continue to lead through innovation and their family approach.

FISH AND SEAFOOD

Fresh from Taranaki's western sea to tables locally and internationally.

HONEY

National and international clients are tasting the Taranaki difference with the increasing array of mānuka honey and other honey's produced from our lands.

COFFEE

Award-winning coffee, roasted locally, nationally and internationally acclaimed and savoured amongst Taranaki's highly evolved café culture.

ALCOHOL

Quality craft, distinctive drinks for discerning consumers.



TARANAKI FOOD PRODUCTION

BY THE NUMBERS

GDP GENERATED

BY TARANAKI'S FOOD PRODUCTION

\$340 MILLION

PER ANNUM

5% of Taranaki's total GDP

**6.2%**Taranaki's contribution to national
GDP & employment
from food production**4,307**

Taranaki jobs in food production

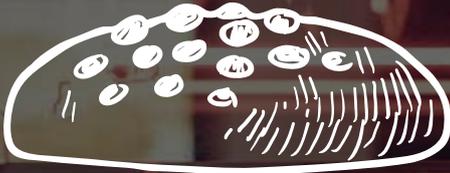
7.4%

of Taranaki's total employment base

OVER **50%**of Taranaki's manufacturing base
(employment) is dedicated to
food processing**6th in NZ**Taranaki's regional rank in terms of
(actual total) employment in food
production by region**2nd in NZ**Employment per capita in food production
by region**2nd in NZ**GDP per capita in food production
by region

FAST FOOD

FOOD PRODUCTION IN TARANAKI PLAYS A KEY ROLE PROVIDING INGREDIENTS FOR THE FAST FOOD AND QUICK SERVICE INDUSTRY, NATIONALLY AND INTERNATIONALLY.



BREAD ROLLS

Subway sandwiches have a link to Taranaki, with frozen dough coming from Yarrows for franchises in New Zealand, Australia and key international markets such as Hong Kong, and Singapore.



CHEESE

Buy a burger and it's likely you'll be eating cheese made in Taranaki. The region is cheese HQ for the quick service industry, providing the sliced cheese which goes into the burgers of major brands such as McDonalds, the speciality melty cheese in Sizzler Sausages, and the frozen mozzarella for Pizza Hut and Dominoes. Taranaki has the capacity to produce enough sliced cheese to cover the equivalent of 3 billion cheese burgers.



MEAT PATTIES

Meat patties from beef processed, minced and formed into patties in Taranaki form the basis of major burger brands.



PANCAKES

Marcel's pancakes and Tandums (pancake sandwiches) are produced in Taranaki and supplied to major restaurant chains KFC, Burger King and Starbucks in Singapore, Taiwan, Malaysia and Dubai.

NATURAL PROTEIN — WHERE TARANAKI EXCELS

THE FOLLOWING ANALYSIS FOCUSES SOLELY ON TARANAKI’S BENCHMARK IN RELATION TO THE COMBINATION OF CHEESE AND DAIRY PRODUCT PRODUCTION; MEAT PROCESSING AND POULTRY.

TARANAKI’S TOP THREE FOOD PRODUCTION SUBSECTORS BY GDP PER ANNUM:

- 1**

Cheese & dairy product production


- 2**

Meat processing


- 3**

Poultry



90%

proportion of Taranaki’s GDP in food production dedicated to these subsectors

89%

proportion of Taranaki’s total employment in food production dedicated to these subsectors

3rd in NZ

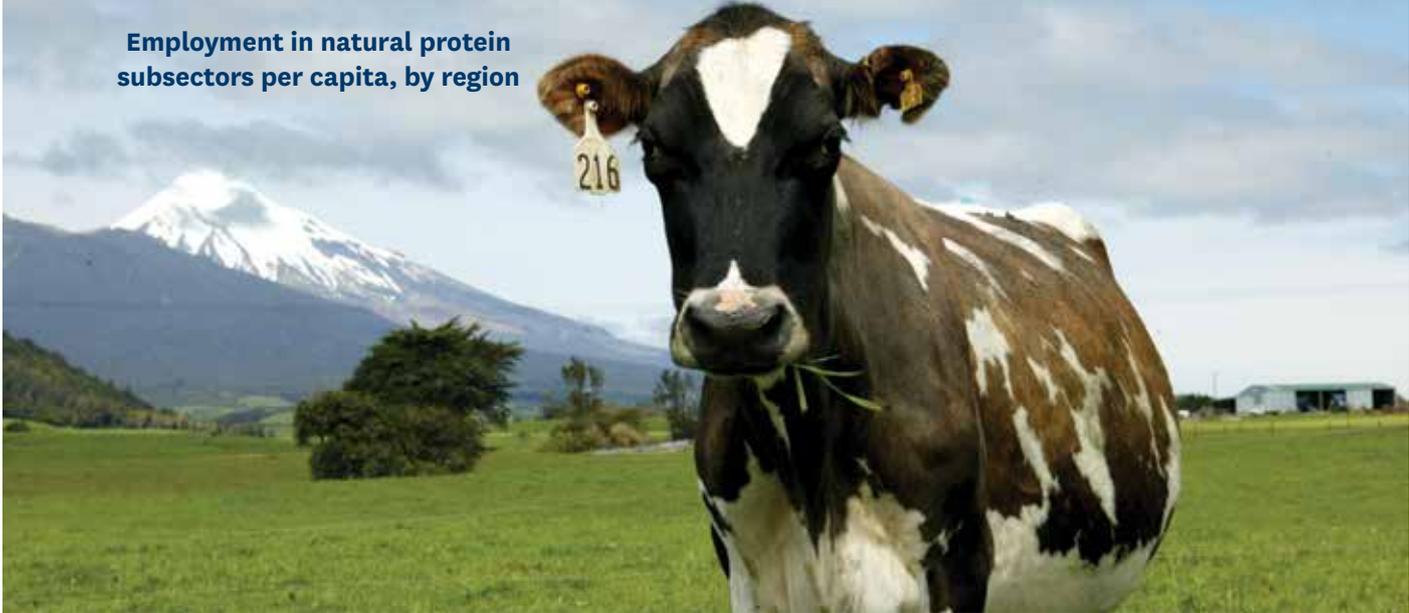
Taranaki’s ranking by region, of total people employed in these natural protein subsectors

1st in NZ

Taranaki has the highest proportion of its GDP p.a. in food production, dedicated to these subsectors, by region

2nd in NZ

Employment in natural protein subsectors per capita, by region







THE LINK TO THE LAND — TUHONO KI TE WHENUA

TARANAKI'S LANDSCAPE IS LEGENDARY, AND SO IS THE MĀORI CONNECTION TO IT.

The legendary journey of Maunga Taranaki, from the centre of the North Island to his current resting place, paved the way for Taranaki to become the innovative region it is today. When fused with that practical innovation of the community, the connection between land and food becomes clear, particularly for Taranaki Māori.

Food, or kai holds great cultural significance for Māori. Kai brings people together, nurtures body and mind, and offers a reason to put aside differences and share a meal together.

Taranaki offers a front-row seat at the best food boutique in the world. Between the maunga to the sea, from beautiful land and plentiful rainfall, the results of clever ideas and hard work have created a thriving sector with much potential.

One organisation that understands this connection is Parininihi ki Waitotara. The largest farmer in Taranaki, and regional supplier of milk to Fonterra, PKW directly operates 15 dairy farms and a further 12 dairy support units. Beyond this, PKW owns a total of 20,000 hectares of Taranaki whenua (land) administered under perpetual leases.

Underlying this organisation is essentially a story of producing kai: responsible to its 9,500 shareholders who directed PKW on a path of land acquisition and growth, are key to helping create a workforce that will continue

this legacy. For PKW science is essential for producing kai. It's a story that begins with healthy soil and grass, and extends to the people, the processes, and the partnerships that lay the foundations of not just the success of Taranaki Māori, but the success of the region as a whole.

"We're the current kaitiaki for the whenua and passionate about the kai we produce and employment we have created because of this. This is personal, plus the kai we produce must be safe and fit for our kaumātua and mokopuna," says Warwick Tauwhare-George, CEO.

It's a story that is continually evolving.

"To answer the question of 'where to next,' new technologies and the ongoing pursuit for the better use of our natural resources, pushes us to pursue lean efficiencies across the business, while considering new opportunities to grow."

"Taranaki's dairy sector has evolved organically over several generations. If we look to the future with a coordinated approach, what are we capable of achieving? What's possible in Taranaki and we must think critically about what we're doing and how the world sees Taranaki as a kai-producer," Warwick says.

www.pkw.co.nz



TE MOEONE – GROWING FOR THE FUTURE

Ngati Tawhirikura Hapu teamed up with horticultural scientists, crop technicians and soil specialists to explore how horticultural science could be used by community and home-based gardeners. Community participants included Tāhuri Whenua (Māori Vegetable Growers Association), Taranaki Seedsavers and gardeners from Tarereare, Muru Raupatu and Parihaka marae. The home of the project was Katere Marae’s amazing vegetable garden which grew three heirloom vegetable varieties as the focus of the study – a squash, a red onion and a kumara.

Members of the community and garden enthusiasts learned about the chemistry of soil, horticultural techniques and the characteristics of different vegetables and how to apply this science to their own gardens to build the long-term yield and nutrition of their crops.

Participants were able to develop a greater understanding of the benefits of growing food locally and effective soil management. Particular emphasis was placed on the impacts on whanau health and wellbeing as well as acknowledgement and support for personal responsibility and kaitiakitanga of soil, food, and seed resources.

The project culminated with harvest and testing of the chosen vegetables for their nutritional properties. There is potential to continue this monitoring into the future to track the health of the soil and the changes in vegetable nutrition. The project also produced a growing and nutrition guide for their four profiled vegetable cultivars including a snapshot of current soil analysis, vegetable nutrition, plant anatomy, growing preferences, and disease management.



LEFT: Ken Sandford, 2016 Taranaki Regional Council Environmental winner. RIGHT: Donna and Philip Cram, TRC environmental Award, 2016, for environmental stewardship and sustainable dairy farming.

CARING FOR THE ENVIRONMENT

As consumers become more conscious of the origin of their product, the integrity of the entire value chain, from farm to plate, has become interwoven with the product experience. The care, dedication and stories of Taranaki's farming community, and commitment to the environment, have come to the fore.

THE SANDFORDS

Sandy and Ken Sandford have transformed a 386-hectare South Taranaki sheep and beef farm to reflect the latest thinking in environmental land management which gained them a Taranaki Regional Council Environmental award. A focus on both successful farming and future generations has seen the planting of forestry on the hilly slopes, fencing off and protecting native bush, and introducing ways to improve the quality of his remaining pasture. The result has enabled the same stock rate while enhancing both land and the environment.

THE CRAMS

Two waterways flow through Donna and Philip Cram's 117-hectare dairy farm, where they milk 270 cows in a 22-a-side herringbone shed. The couple embarked on a riparian planting programme along both streams with the aim of reducing erosion, protecting their animals, and providing a windbreak. The result, which uses mainly native species, has improved the health of both the waterways and the animals.

The couple also capture effluent which is used as fertiliser, and have introduced solar panels to their property as well as a recycling initiative.

RIPARIAN MANAGEMENT

Taranaki farmers value the environment and are committed to the Riparian Management Programme. Thousands of kilometres of streambank and wetlands are being voluntarily fenced and planted by farmers to protect and enhance Taranaki's waterways.

Fencing streambanks keeps stock out of waterways and vegetation helps to trap and filter run-off from pasture. Planting provides shading, food and shelter for wildlife and encourages biodiversity in rivers and streams. All of these aspects generally support water quality.

Taranaki is leading the country with riparian fencing and planting. More than 14,500 km of Taranaki's streambanks are now covered by riparian plans and 85% of those have been fenced, and 70% vegetated where recommended. Most farmers are well on the way to completely fencing and planting their waterways by 2020.

DAIRY HEARTLAND

**ONE OF THE WORLD'S TOP DAIRYING REGIONS,
TARANAKI HAS A LONG HISTORY OF PRODUCING
HIGH QUALITY MILK AND DAIRY PRODUCTS.**

The region's modern-day industry runs some 500,000 dairy cows, over 172,268 hectares of lush pasture underpinned by a rich volcanic soil. Supporting the region's production are globally significant dairy product processing plants and a comprehensive and innovative supply chain. Taranaki's moderate climate and plentiful rainfall allow the herd to graze freely year-round, a contributing factor to creating grass-fed premium products for global markets.

Milk is collected once or twice a day fresh from the farm, by tankers, tested and delivered to major dairy production facilities to make into dairy products for consumers in New Zealand and around the world.

Another secret to Taranaki's dairying successes is the human factor. Farms are run by skilled and resourceful farmers, and are often family-owned. People are invested in and passionate about the land and their animals, and are committed to continually improving systems, skills and outcomes.

Supported by industry networks, an extensive and equally innovative supply chain and service sector, and research farms, advances are shared locally and nationally, ensuring Taranaki stays at the forefront of the market, not only in terms of dairy and milk production, but for contributing factors such as animal husbandry, genetics, pasture management, environmental practices and technology use.

STRENGTHS IN DAIRY & CHEESE PRODUCTION

1st in NZ

Dairy and cheese production (GDP p.a.) as a proportion of total regional food production GDP

18%

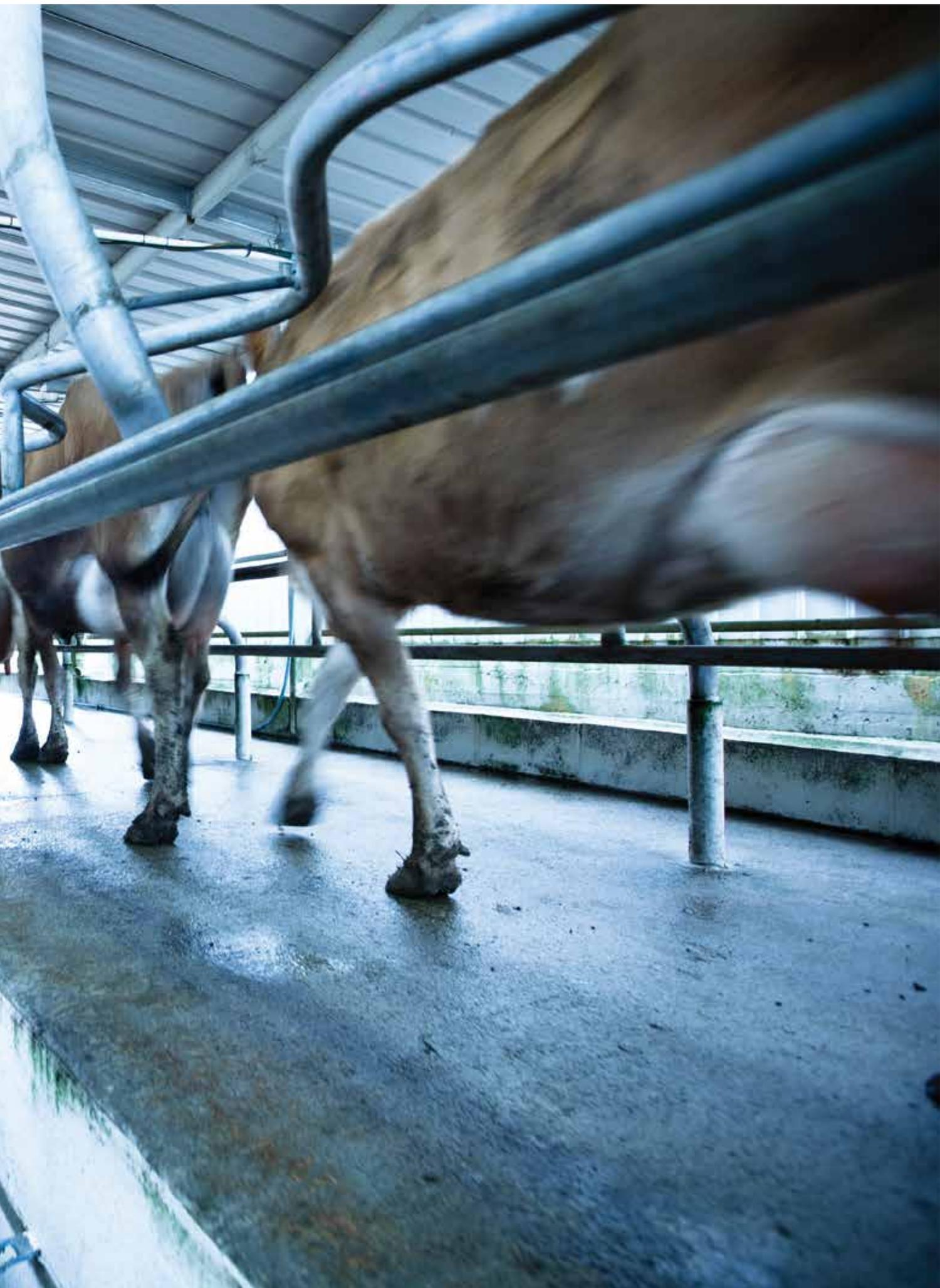
Taranaki's proportion of New Zealand's total employment in dairy and cheese production

2nd in NZ

Employment in dairy and cheese production as a % of total regional food production employment

48%

cheese/dairy product production as a proportion of Taranaki's total food production GDP



A R I C H H I S T O R Y

Dairying is a historic mainstay of Taranaki's economy, and has also made a significant contribution to the region's social structure. The local dairy industry began in earnest in the 1880s, with the establishment of the first dairy factories – until then butter production had been localised to single or small groups of farms. The co-operative model, which is the mainstay of the current industry, first emerged in the 1890s, about the time the first milking machines started to appear in the local market. Initially sourced from Australia, the need to repair and improve these machines kicked off a long and rich story of Taranaki innovation in the dairy sector.

By 1901 there were 95 butter factories in Taranaki, and a further 31 cheese production facilities. Commodity price volatility in this sector is nothing new; the percentage of cheese factories rose dramatically in 1905 in response to a butter price slump. Cheese remains a cornerstone product of Taranaki.

Over successive generations automation, refrigeration and amalgamation took their toll on many of the farming communities and factories throughout Taranaki – a drive through the region will pass many formerly-bustling dairy factories, generally spaced as far apart as a horse-drawn cart could transport milk before it spoiled. The growth of the co-operative model increased

until the late 1930s, when some 120 are thought to have existed throughout the region.

As roading and technology further improved, amalgamation continued, with South Taranaki's T.L. Joll Co-operative, founded in South Taranaki in the 1880s, amalgamating with Kaipokonui Co-operative to form Kiwi Co-operative Dairies in 1963. In 1992 this merged with Inglewood's Moa-nui Co-operative, and in 2001 Kiwi Dairies and the New Zealand Dairy Group amalgamated into Fonterra.

Farms too are getting larger, as economies of scale, operational improvements and innovation change the sector. One local innovation that has had a huge impact worldwide is the rotary milking shed, invented by Eltham farmer Merv Hicks in 1967.

Today, Taranaki is at the forefront of dairy production and processing. It is home to the world's largest milk production facility, by annual volume – Fonterra's Whareroa plant near Hawera – which produces milk powder, butter, casein, whey and cheese. The region also boasts the largest secondary cheese operation in Asia/Pacific, as well as a high-tech lactose plant producing pharmaceutical lactose for the global medical industry, and a specialist artisan cheese facility. Just these four Fonterra production facilities employ over 1700 staff, ensuring that dairying remains central to the Taranaki story.





*Image Credits: Puke Ariki collection, New Plymouth. LEFT: G.H. White, Maa Dairy Factory, Inglewood (c1890s).
TOP: Bernard Woods Studio, N.Z. Dairy Board Inglewood Milk Powder Factory, Production Line (1976).
ABOVE: Unknown photographer, Chew Chong & family (c1903).*

New Zealand's first dairy exports are attributed to Taranaki entrepreneur Chew Chong, who sent two kegs of Eltham butter to England in 1885.

FONTERRA – WHAREROA

The scale of Fonterra's Whareroa site in Hawera is impressive. During peak production, a team of 1000 take 13.5 million litres of milk a day and transform it into 430,000 tonnes of milk powder, cheese, cream, protein powder and lactic casein ingredients every year. On a weekly basis, that's enough dairy ingredients to fill more than three Olympic-sized swimming pools.

Established in 1972, the site is made up of 10 plants which process a fifth of Fonterra's dairy production in New Zealand. Combined, the 10 plants produce the largest volume of dairy ingredients from a single factory anywhere in the world.

The site's four milk powder plants produce about 200,000 tonnes of milk powder per year. The butter plant produces 30 tonnes of butter

per hour and 90,000 tonnes each year. The butter plant also manufactures around 8,000 tonnes of Anhydrous Milk Fat (AMF), used for recombination of various dairy products, and used in the chocolate and ice cream manufacturing industries. Additionally, the whey protein concentrate plant can produce more than 6,000 tonnes of products per year. About 10,000 tonnes of lactic casein, used in food, pharmaceuticals and industry, is also produced each year for export to international markets. The balance, around 100,000 tonnes of cheddar and mozzarella is produced out of the cheese plant and distributed globally.

It's no surprise that Fonterra is the world's largest exporter of dairy products with products enjoyed by millions of people in more than 140 countries.

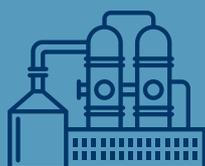




WHAREROA – BY THE NUMBERS



Processes 20% of Fonterra's dairy production in New Zealand



Comprises **10 PLANTS**



1000
STAFF



Milk processing (during peak production) – 13.5 million litres per day

ANNUAL PRODUCTION –

430,000 TONNES

of milk powder, cheese, cream, protein powder & lactic casein ingredients produced every year



Produces the largest volume of dairy ingredients from a single factory anywhere in the world

FONTERRA – KAPUNI

TARANAKI'S UNIQUE DAIRY CONNECTION WITH THE PHARMACEUTICAL INDUSTRY

Few know and are often amazed to hear that whey permeate, which is a by-product from Fonterra's cheese processing plants, is sent to Kapuni in South Taranaki where, at their state of the art pharmaceutical plant, it is made into high grade lactose for use in the pharmaceutical industry around the world. The plant, uses proprietary technology to concentrate and dry

whey permeate. The resulting pharmaceutical grade lactose is of such high quality that it can be inhaled and therefore used in specialist forms of medical treatment such as asthma inhalers. Fonterra's Kapuni site employs more than 100 staff and is a global leader in pharmaceutical lactose.

www.fonterra.com



BEACH ROAD MILK COMPANY

When, Omata farmers Ryan Gargan and Megan Turner looked for new ways to ensure the success of their 90ha dairy farm, this led to them combining their organic farming practices with their specially selected A2 milk producing cows. In November 2015 they began selling raw milk direct to customers from their Beach Road farm.

The timing was perfect according to Gargan. He believes they entered the market at a time when cottage industries were coming into fashion and consumers were interested in knowing the origin and make up of their food.

Not only is their milk unprocessed and unpasteurised, it also only contains sought after A2 milk protein. Ordinary cows' milk contains two types of beta-casein protein, A1 and A2. Some cows naturally only produce A2 milk. This A2 milk, which is sold at the Beach Road Milk Company, has been found to be gentler on those with digestive issues, eczema and asthma

and even tolerated by some who have dairy sensitivities.

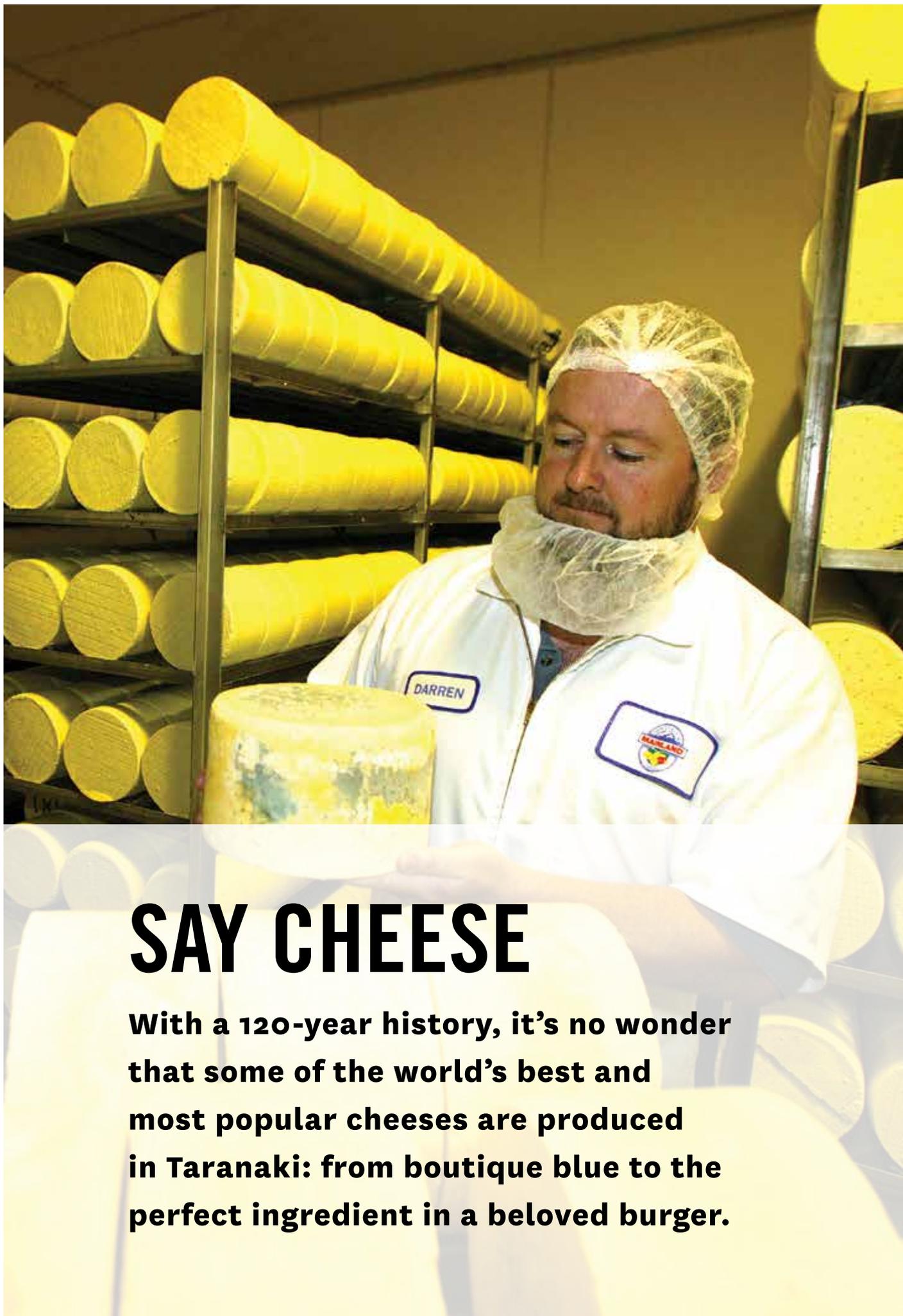
Gargan and Turner milk their 30 A2 producing cows first, quickly chilling the milk to be sold via a vending machine in their shop. They then milk their remaining 180 cow herd and that milk goes off to Fonterra as usual.

Not only are the health aspects of their raw milk a selling point, Gargan estimates they've saved the use of around 80,000 two litre plastic milk bottles and cut down on the food miles for their milk.

They now sell around 1500 litres of raw milk a week and have recently added freshly grown local vegetables from Kaitake Farm to the shops offerings. Working for, and with the local community, is important to the pair. Other synergies with local businesses have seen them supply raw milk to Omata's Roebuck Farm to be used for one of their cheese-making courses.

www.beachroadmilk.co.nz





SAY CHEESE

With a 120-year history, it's no wonder that some of the world's best and most popular cheeses are produced in Taranaki: from boutique blue to the perfect ingredient in a beloved burger.



RENCO NEW ZEALAND

One of the few companies in the world to produce natural rennet, used in cheese production.

Eltham, Taranaki is home to RENCO New Zealand (A division of AFFCO NZ Ltd), formerly known as the New Zealand Co-op Rennet Company Ltd. Incorporated 13th September 1916, the company was established to produce a commercially viable natural rennet, an essential part of the cheese manufacturing process.

During the early days, rennet was imported, but when shipping was seriously disrupted during World War 1, the price of rennet escalated, forcing investigations for a local solution. Trials at New Zealand locations commenced, including at the Patea Freezing works, but the rennet produced was too weak for cheese making. More promising results were obtained at the Mangatoki dairy factory and its operations were shifted to Eltham in 1919.

In 1924, an Eltham chemist (Mr G H P. Fitzgerald) applied his scientific knowledge to perfect the recipe which could produce natural calf rennet in commercial quantities. This method was so successful that his way of manufacturing rennet was closely followed for 37 years.

The processes used to produce rennet are now much more advanced and other enzyme products have been introduced to Renco's manufacturing list, but Eltham remains the home of rennet, which is valued by both commercial and traditional cheese makers in New Zealand and around the world.

Celebrating 100 years in business, RENCO is one of only a small handful of companies in the world that produces natural rennet. Unsurprisingly, the majority of their product is exported. www.renconz.com

FON TERRA - BRIDGE STREET

New Zealand's home of blue cheese



*Pictured: Kapiti Kikorangi:
2017 NZ Cheese Award winner:
Champion Blue Cheese
Champion Original Cheese
Champion Export Cheese
Made in Eltham, Taranaki.*



Fonterra’s Bridge Street site in Eltham, Taranaki, is the home of award-winning blue vein and yellow cheeses that make up many of Fonterra’s leading brands including Mainland, Kapiti, Galaxy and Ferndale. The Bridge Street site also lays claim to making New Zealand’s first blue cheese manufactured in 1951. By 1956 the company was making 98 tons (88,904kg) of blue cheese.

Today that legacy continues. Even though large volumes of cheese are now produced at the site, the artisan processes remain. The cheese molds are carefully nurtured and turned by hand and a derivative of the original culture continues to be used in the blue cheeses.

According to Gerard Muir, Site Manager, “The process starts with fresh raw milk – milk from grass-fed cows, and this is quite different from its grain-fed equivalent. It’s creamier and more yellow. And this is an important point of distinction”.

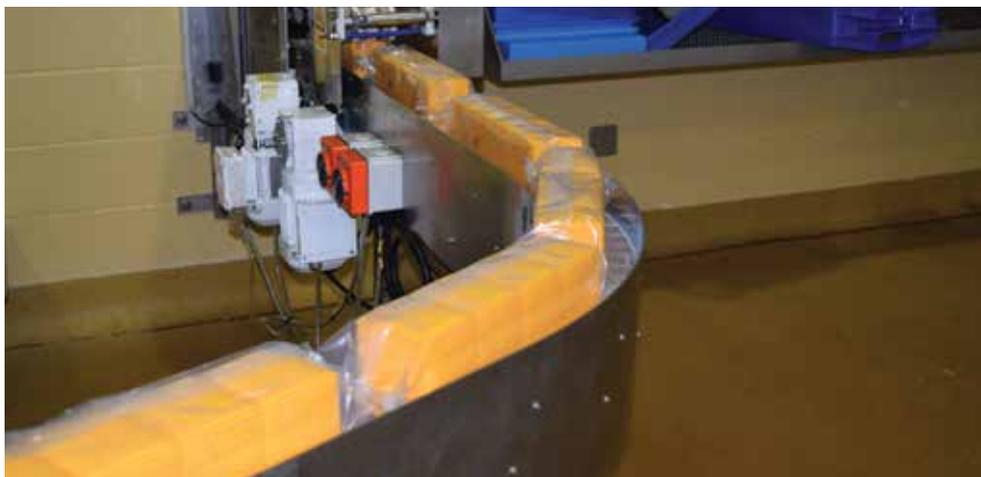
There has also been a lot of care involved in the process. “Many of our staff have been at the cheese factory for a long time. They live in

the town, they live on farms and they have cows themselves”.

The site employs 120 people and runs 12 hours a day, seven days a week to produce 1300 tonnes of speciality cheese and snacking products. The range includes Havarti, Gouda and fresh cheeses like feta and ricotta in addition to the blue vein cheeses that started the legacy. Most of the cheese is sold locally servicing the demand of New Zealand customers, but a small percentage is exported. The majority of which goes to Australia but some ends up in high end restaurants, eg. in New York, for their discerning global clientele.

FON TERRA - COLLINGWOOD STREET

**One machine
processes 1.5
tonnes of cheese
per hour and can
produce up to
2,000 individually
wrapped slices of
cheese per minute.**



Fonterra's Collingwood Street Eltham, Taranaki, plant is a high-tech cheese production Mecca – the largest consumer and cheese manufacturing plant in Australasia. It produces 80,000 tonnes of cut, shredded, processed and sliced cheese for a range of local and multi-national customers including McDonald's, Burger King and Subway.

The Collingwood Street site was established in the late 1980s and now operates 24 hours a day, 50 weeks of the year. Production has increased due to a major expansion in its slice-on-slice cheese plant capabilities.

Even though the facility produces enough sliced cheese each year to cover three billion cheese burgers, the range of cheese products is tailored to meet each customer's specifications. From specific packaging and presentation to suit each individual quick service restaurant brand, to the specialist melty cheese found in Sizzler Sausages. They shred the frozen mozzarella for Pizza Hut and Dominoes products, as well as the individually wrapped cheese slices found

in our grocery outlets. There are more than 275 individual specifications the Collingwood Street team are required to meet for their customers.

Not only is the range of products and list of customers long, the production scale is staggering – one machine processes 1.5 tonnes of cheese per hour and can produce up to 2,000 individually wrapped slices of cheese per minute.

With numbers like that it's not surprising that 80 per cent of the cheese that's processed at the Eltham plant is exported. People in more than 50 countries around the world enjoy Fonterra's Taranaki cheese in their burgers, sandwiches and pizzas.

FROM GRASS TO PLATE

WHILE DAIRYING DOMINATES THE EASY LAND, TARANAKI'S HILL COUNTRY IS THE BASTION OF HIGH QUALITY RED MEAT PRODUCTION WITH AROUND 900 SHEEP AND BEEF FARMS, COLLECTIVELY STOCKING AROUND 128,000 BEEF CATTLE AND 500,000 SHEEP.



Michael Van de Elzen (NZ television chef) and Michael Carey at the Green Meadows Beef farm

Offering a premium, grass-fed natural product, Taranaki's red meat sector is the culmination of extensive knowledge, strong stewardship of the unique landscape, modern farming practices and a healthy dose of provincial pragmatism.

The journey from farm to plate passes through the region's state of the art, accredited meat processing facilities, which produce high-

quality cuts to value-add products such as beef patties to jerky to specialist products for the fast food industry, as well as broths and flavourings for clients, food manufacturers and the service industry both nationally and internationally. The region also boasts leading edge companies creating innovative products ensuring high value production from all parts of the animal.



MEAT PROCESSING – AN ERA OF CHANGE

The ways in which meat is processed have undergone dramatic change over the last three decades, and this has had a significant impact on both the industry and the community in Taranaki.

Until 1970 meat was predominantly exported as frozen carcasses to New Zealand's key markets Britain and the United States. Britain's entry to the European Economic Community severely curtailed access to the British market, while there were also changes in market access to the United States, and new hygiene standards were introduced, necessitating plant upgrades to comply.

New Zealand producers were forced to find new export markets, and embrace new technologies to get our product to the world. Advances in processing and packaging technology meant meat no longer had to be frozen but could be shipped chilled, and deregulation of the New Zealand meat-processing industry in 1980 made it easier to start new plants with more advanced technology.

The impact of these changes saw new production facilities come on stream, creating an overcapacity in the industry due to too many works competing for too few animals. The obvious solution was to shut down many of the older works, particularly where upgrades to meet new hygiene standards were prohibitively expensive.

The 1982 closure of the Pātea freezing works

is one such case, and had a significant impact on the community: the town lost 700 of its 1000 jobs. Dalvanius Prime and the Pātea Māori Club released their hit song 'Poi e' capturing the pride of the town and the downturn effects of the works' closure, and the story is the subject of an acclaimed feature film.

A similar story played out in Waitara, where Borthwicks freezing works – a fixture in the town since 1902 – sold to AFFCO Holdings in 1990, before being closed in 1995, with a consequent severe loss of employment. While most of the works' buildings were demolished, ANZCO Foods Group has since built a new plant on the site, which manufactures value-add such as sausages and meat patties, restoring meat production as one of the major employing industries in Waitara.

Its search to attract markets drove the meat industry towards greater innovation and customer orientation. Products moved beyond frozen carcasses to value-added products ready for sale to retail customers. Many works incorporated Halal practices to enable sale to Islamic countries, and increased mechanisation and changes in operation have sped up the process, ensuring product quality.

With many facilities owned by farmer cooperatives, the story from pasture to plate becomes increasingly important, as does the potential for Taranaki's meat production industry to deliver top-quality value-added products to the world's markets.





LEFT: Borthwicks Freezing Works, Waitara (1960s). Train tracks in foreground. Image credit: Puke Ariki collection, New Plymouth, Swainson's Studios.

ABOVE: Taranaki Meat Company, Shop Front (1931-32). Image credit: Puke Ariki collection, New Plymouth, Swainson's Studios.

BELOW: View of Pātea freezing works from hill above the factory. The factory premises dominate the foreground and middleground. The Pātea River and township is visible in the background. Image credit: Puke Ariki collection, New Plymouth, Unknown photographer, (unknown date).





GREEN MEADOWS BEEF

Named after a nearby surf break, Green Meadows Beef was founded in 2012 by the Carey family. Their dream was to take the export quality, grass-fed Angus beef they farmed straight from their lush green paddocks to the dining tables of New Zealand families nationwide. They wanted people to know where their food came from, who grew it and that the animals were cared for.

The Carey's 170 ha farm is located on Taranaki's coast south of Opunake. Set against the backdrop of Mount Taranaki and beside the Taungatara Stream this picture perfect setting is also the perfect environment to raise animals. The cool climate grass pasture makes for great grazing. This allows the 400-500 steers the Carey's stock to grow naturally, resulting in meat with outstanding flavour, colour and texture.

The only supplements these animals receive are home grown silage and hay.

Green Meadows Beef's manufacturing plant in New Plymouth handles over two tonnes of beef per week. Here, the beef from the Carey family farm is sliced, diced and minced then sent by chiller truck direct to stores, by overnight courier to individual customers or sold in their New Plymouth retail store, aptly named The Butchery.

Some attribute the quality of the lean, tender meat to the humane treatment of the animals, while others to the salt-kissed Taranaki pastures. And others still to the way the meat is aged prior to butchering and packing. Whatever the reasons, the Carey's have the recipe nailed.

www.greenmeadowsbeef.co.nz

AMPLE MEATS

Stratford-based Ample Meats is a small beef processing plant with big export aspirations. It's new owners are internationally based, but committed to the Taranaki community, with its tight team of 25 employees. Shipments have just commenced to China, marking the start of a new era in trade with China which the company aims to grow with a focus on exporting top quality Taranaki beef and associated niche products. www.amplegroup.nz

SILVER FERN FARMS

While 'Made in New Zealand' is a common catch-cry of producers across many industries, Silver Fern Farms can confidently claim its products are 100% made of New Zealand: the New Zealand food business specialises in the provision of high quality, natural, grass-fed red meat that is deeply rooted in the nation's landscape.

The company starts with a focus on the plate, identifying what its consumers need, and what they want. This information is then relayed back to its farmer partners, with specialist expertise integrated into the production process as needed to help create the differentiated products that specifically meet those consumer needs.

Taranaki forms an important component in Silver Fern Farms' overall strategy, with two processing facilities located in the region – one based in Hawera specialising in beef, and the other in Waitotara with a focus on lamb processing.

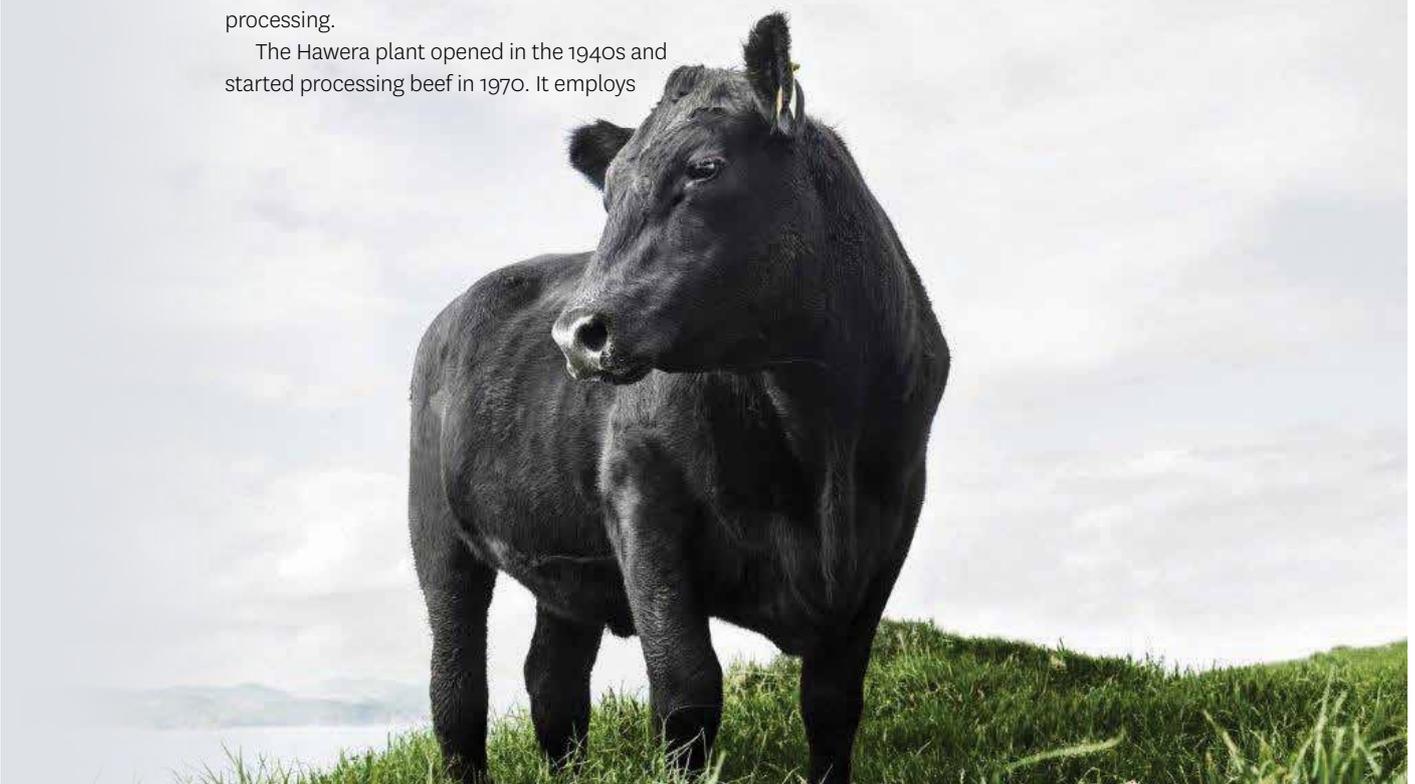
The Hawera plant opened in the 1940s and started processing beef in 1970. It employs

600 people in peak season, contributing over \$20m in wages and \$10m on local services into the local community. The plant has been named as the top performing plant in the Silver Fern Farms Group for the last 4 years in a row, based on a number of performance indicators, and was also awarded the Safe Work Place in the Silver Fern Farms Group in 2016.

The Waitotara plant's 350 employees process lamb and mutton as well as calves and goats. It exports to countries in the EU, China and the USA.

Taranaki's natural advantages have created the perfect start for the region's farmers, who provide locally reared, grass-fed beef and lamb to Silver Fern Farms. Over 43,000 tonnes of Beef and Lamb is produced across these two sites, equating to NZD\$282M of sales.

www.silverfernfarms.com





ANZCO FOODS

ANZCO Foods is one of New Zealand's largest exporters of high quality beef and lamb products, with sales of NZ\$1.45 billion and more than 3,000 employees. It takes quality New Zealand beef and lamb, processes it in state-of-the-art facilities and produces prime cuts or 'value-added' products for more than 80 countries around the world.

Taranaki is home to two of ANZCO's key sites. In South Taranaki, the ANZCO site processes premium grass-fed beef from local and nearby farms to be used at its manufacturing sites, or sold as traditional cuts. Animal welfare, health and safety, food safety and care for the environment are important values at the plant, which operates two 10-hour shifts commencing 6am each day.

More than 1,000 tonnes of the beef from this plant per year heads to North Taranaki where a range of 'value-added' products such as beef patties, beef jerky, slow cooked products (such as lamb shanks, beef ribs, oxtail) and cured meats are produced at ANZCO's Waitara facility.

ANZCO pride itself on its relationships with farmers and customers, including global multi-national businesses.

Beef jerky is also highly popular, particularly globally, and is created at the plant through their unique processes which include natural wood smoking of the product using either Beech or Mānuka woodchips.

ANZCO Foods is jointly owned by Itoham Foods, Nippon Suisan Kaisha, and the directors and management of ANZCO Foods.

www.anzcofoods.com



TARANAKI BIO EXTRACTS

Beef bones, once destined for rendering, have been turned into a range of high quality, in demand products by Taranaki Bio Extracts (TBE).

At their production facility in South Taranaki, low value beef and bones are transformed into natural bases for gravies, broths, bouillons, sauces and soups as well as taste, colour and texture enhancers for the food manufacturing and food service industries in New Zealand and overseas.

Underpinning the success of the company is a highly skilled team of food technology specialists and PhD's, developing value-add products that are highly sought by the global market. Internationally, companies purchasing beef products and ingredients consider

New Zealand's grass-fed, free-range animals as a premium product. Furthermore, countries that are able to fill this need are very limited due to the prevalence of grain fed, feed lot-raised animals around the world and also diseases such as foot and mouth and BSE.

TBE is a 50:50 joint venture company between Anzco Foods Ltd and Taranaki By Products Ltd (part of the long standing Hawera-based Smith Bros Trading Company – SBT Group). The company was the vision of former Anzco Research and Development Manager Dr Rob Archibald and SBT Director and Taranaki By Products owner, Glenn Smith.

www.taranakibioextracts.co.nz

SPREADING THEIR WINGS

TARANAKI IS A STRATEGIC HUB FOR THE NATION'S GROWING POULTRY INDUSTRY.

The sector's mainstay is market-leader Tegel Foods, who have a major processing plant in the region, supported by an extensive network of poultry farmers, specialist facilities and general supply companies which contribute positive value to the region.

Breeder farms supply eggs to hatcheries where the chicks are hatched before being transferred to grower farms. Flocks are raised with high standards of animal husbandry, welfare and biosecurity, no added hormones and are cage-free. In addition, a tailored transportation service has been developed and a local workforce secured and equipped with

the skills to ensure success and care of product from farm to plate.

The result is a wide range of nutritious, great tasting and convenient chicken products produced in Taranaki. These products meet the needs of the New Zealand market and are increasingly finding their way into international markets. New Zealand's strict biosecurity controls, avian disease-free status, and reputation for high quality foods plays a key role in the industry's competitive advantage. Taranaki's poultry industry is an integral part of the region's evolving food story.



Taranaki Tegel plant.

ECONOMIC CONTRIBUTION OF THE POULTRY INDUSTRY TO TARANAKI:

940
JOBS

\$53 MILLION

Direct GDP contribution per annum

\$114 MILLION

Total GDP contribution per annum

25 MILLION

birds per year processed at Tegel's New Plymouth site

4-5%

growth in domestic poultry consumption per annum

(Source, NZIER report commissioned by Venture Taranaki 2016, and recent industry updates)



CREATION OF PREMIUM STOCK

Aviagen Broiler Breeders is a privately-owned German company that specialises in the supply of day-old grandparent and parent stock chicks to over 130 countries. New Zealand is an important part of their global operations with the company, located in New Plymouth, employing more than 50 people. A long-term

parent breeding stock supply contract between Aviagen and Tegel entails the provision of breeds such as the Ross® brand. This partnership allows each to specialise on what they do best – Aviagen on genetic selection, and Tegel the creation and production of poultry products to meet market demand.



TARANAKI'S UNIQUE SYMBIOTIC RELATIONSHIP WITH POULTRY

A unique aspect of Taranaki's poultry industry is its symbiotic relationship with other industries which has led to the development of an award-winning organic fertiliser. Taranaki-based fertiliser company Osflo uplifts chicken manure from chicken farms around the region, and replaces it with wood shavings – a by-product from Taranaki's wood processing facilities.

Chicken manure forms the basis, to which other nutrients tailored to customer needs are added. The result is an organic fertiliser predominantly sold to dairy farmers, boosting their production. This innovative application of chicken manure has helped Osflo become the first organic producer in New Zealand to receive Fertmark registration.



TEGEL FOODS LIMITED

Chicken is New Zealand's favourite meat, with demand growing 4-5 per cent annually. Tegel's New Plymouth site – one of three nationwide – processes around 25 million birds a year to help meet this demand.

Tegel has been putting chicken on the nation's tables since 1961 and is New Zealand's leading poultry producer, processing around half of New Zealand's poultry. The company also produces a range of processed meat products such as cooked and smoked chicken, sausages, nuggets and other value-add products.

A recent addition to the New Plymouth plant is a state of the art sausage processing facility which has enabled the company to boost production, deliver an increasing array of flavours and become a significant supplier.

Product quality and integrity is an important factor in the company's success. Tegel's flocks are raised without added hormones, in large cage free barns, either fully housed or free range. All farms are independently audited to ensure they meet New Zealand's strict animal welfare standards. Tegel's automated processing facility is fully accredited and also independently audited to meet globally recognised food safety and quality standards. To align with the demands of many of the international markets, Tegel's production facilities are additionally halal certified.

Tegel employs more than 2,300 people nationwide, and is one of Taranaki's largest employers with a team of more than 940 in the region. www.tegel.co.nz

FRESH-BAKED



Taranaki's baking prowess has been defined by entrepreneurial visionaries who have made their mark through a passion for food, family and defining new boundaries in product, processes and markets.





MARCEL'S PANCAKES MAKE LIFE HAPPY

All of the pleasure, none of the pressure for its consumers. That's what Marcel's live for. The company firmly believes that pancakes make life happy. Since October 2016 Van Dyck Fine Foods, a Taranaki-based pancake maker, began rebranding its entire range to Marcel's.

Switching to a customer centric approach has enabled the company to introduce greater product innovation. Consumers have helped design recipes on their packaging and contributed to product innovation through limited releases of protein pancakes in Australia, blueberry pancakes in New Zealand and so on.

The company aims to be a trendsetter in foodie bags across New Zealand and Australia. And this is paying off. Marcel's is growing up to 90 per cent in its most important retail channels. My Food Bag has taken them on, launching Marcel's Gluten Free Crepes.

It's all part of the long-term plan as the next generation at Marcel's look ahead with global ambitions. The company's retail range is extending into Western Australia. They also cater to major foodservice accounts as KFC, Burger King and Starbucks in Singapore, Taiwan, Malaysia and Dubai, and are increasingly eying China and Japan.

But a popular brand is not made overnight.

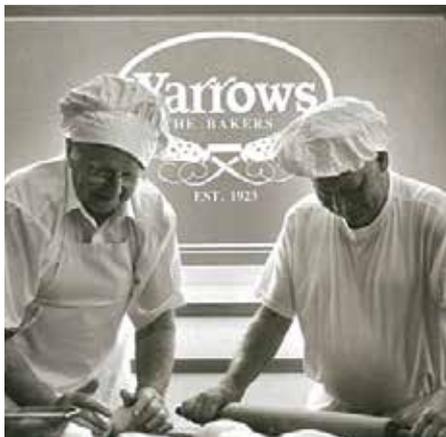
Since Inge Vercammen and Marcel Naenen founded Van Dyck Fine Foods in 1999, the company has grown to a staff of 24 and the Bell Block plant has expanded, now capable of turning out 20,000 pancakes an hour. The growth and success of the company was acknowledged in 2015, when the company won the Medium Business and overall Supreme Award at the TSB Bank Business Excellence Awards.

"Everyone has a busy life. We want to make it easier. People can just buy the ready-made product and get creative with toppings," Marketing and Communications Manager and Inge's son Rafael Porto Carrero explains. "Let your kids dream about summer with our happy pancakes. Put on some fresh berries, granola, Greek yoghurt and berry coulis. Off you go. They will love you."

The new imagery is fun and casual and targets the middle to higher end market. It will simplify and unite the Marcel's brand by focusing on the customer. The team has also introduced the hashtag #makewithmarcels, encouraging customers to share their recipes.

"It's more than just new packaging. We're becoming a branded house instead of a house of brands," Porto Carrero summarises.

www.marcel's.co.nz



YARROWS FAMILY BAKERS

Yarrows Family Bakers was founded in 1923 in the small South Taranaki township of Manaia and it is now one of the largest independently owned bakeries in New Zealand.

Proudly owned and operated by the third generation of Yarrows, the state of the art Manaia bakery operates 24 hours a day, seven days a week. They produce a wide range of world-class bread, buns, rolls, artisan breads, cookies, croissants, danish and muffins for supermarkets, retailers and foodservice customers in New Zealand, Australia and Asia.

Yarrows have been working with one of the world's largest fast food chain, Subway, for over 15 years supplying them with their Subway sandwich. Every month they produce Frozen Dough Sticks for Subway franchises in New Zealand, Australia, Hong Kong, Singapore,

Korea, Taiwan, Thailand, Malaysia and Vietnam.

Embracing the latest technology and blending it with traditional bread making methods sets Yarrows Family Bakers apart. Pioneers in the manufacture of frozen dough products, Yarrows were the first New Zealand company to export butter based goods (frozen croissants) to the United States. They were also the first bakery in New Zealand to install a mechanical mixer and an electric oven.

Today Yarrows remain at the leading edge of new baking and production techniques. They work in partnership with their customers to provide support and advice on new ideas, techniques, equipment, baking methods and best practice bakery operation.

www.yarrows.co.nz

THE LONG AND THE SHORT

TARANAKI TAKES ITS COFFEE PRETTY SERIOUSLY, THOUGH THE SECRET IS GETTING OUT.

OZONE COFFEE ROASTERS

From humble beginnings in the New Plymouth suburb of Fitzroy in 1998, Ozone Coffee Roasters has grown into one of Taranaki's most recognised and highly regarded food brands. Established with the quest for coffee nirvana, Ozone's mission remains to produce fresh roasted coffee with care and passion.

"Our vision has always been to aspire to coffee excellence and achieve international recognition as a leading specialty coffee roaster," says chief executive Karla Gichard.

"We've got a hand in every stage of the coffee production cycle, from sustainably sourcing and importing green beans to roasting and distributing, helping launch cafes, to servicing the machinery required to make the perfect cup."

Demonstrating a commitment to the industry as a whole, Ozone has even hosted national artisan brewing events from its flagship Ozone Bean Store café in central New Plymouth,

and Karla is on the Board of the New Zealand Specialty Coffee Association.

The company is equally committed to direct, sustainable sourcing principles, a fact evidenced by head roaster Paul Newbold's regular trips to coffee-producing nations, building relationships with growers and sourcing green beans to ensure Ozone has consistent access to quality beans at origin.

The secret is clearly out, with Ozone coffee and expertise behind hundreds of cafés around New Zealand and now the world – in March 2012 Ozone opened its first offshore branch, in the funky East-London suburb of Shoreditch.

"London's espresso culture is developing, but immature in comparison to the New Zealand market. New Zealand is at the forefront of the industry internationally, and Ozone is exporting this expertise and café culture from Taranaki to the world." www.ozonecoffee.co.nz





WEST COAST COCOA

As New Zealand's café culture goes from strength to strength, based on its commitment to the perfect espresso, a Taranaki company has focused on the perfect cup of another café classic – the hot chocolate.

West Coast Cocoa was founded with a vision to craft rich, intense and delicious hot chocolate and chai drinks that is committed to fair, ethical trade. The premium product, sourced from UTZ certified West African Dutched cocoa powder, is batch-blended and hand packaged in a distinctive, recyclable canister.

It's a recipe that would appear to have found favour: West Coast Cocoa is now supplied to over 100 stockists around New Zealand, from Northland to Dunedin.

www.westcoastcocoa.com



INCAFÉ

IncaFé started back in 2003 and remains a family business owned by Carmen Castro and Joop Verbeek. Dutch born Joop and his Peruvian wife moved to New Zealand in 2000 where Verbeek's engineering skills were first put to use in Taranaki before the pair moved into the coffee industry.

Founded on the belief that organically grown products produce superior taste and nutrition, are much better for the environment and for the workers, IncaFé's coffees are all certified organic. IncaFé sources beans from carefully selected growers from around the world, but mostly from Carmen's birth country Peru where it works closely with one of the most awarded coffee cooperatives Coopchebi.

They visit growers every year checking out the harvest and advising on and assisting with processing, infrastructure and business efficiencies. IncaFé arranges their own shipments to ensure the coffee takes the fastest and most direct route from grower to cup.

The company provides coffee, machinery and training to café's nationally and is specialised in private label manufacturing where high food safety standards and consistency are required.

IncaFé's coffee is certified FairTrade™, BioGro Organic and IFOAM, plus the roastery is CarboNZero certified and meets BRC Food Safety Standard.

www.incafe.co.nz

SOMETHING STRONGER

From New Zealand's oldest organic beer to its newest gin, it's made here. Innovative visionaries with a passion for the region and its resources are brewing something stronger for those with an appreciation of craft and distinction.





MIKE'S

Officially New Zealand's oldest real craft brewery, Mike's has been producing award winning craft beers since 1989. The brewery, including a tasting room and café, is based rurally in Urenui, North Taranaki. It is a popular stop for visitors travelling State Highway 3 or day trippers looking to indulge their love of craft beer.

It wasn't easy being a small player in the beer industry back in the early 90s. Mike Johnson established the brewery on the back of the brewery's signature beer – Mike's Mild Ale. There were no malt suppliers or packaging companies interested in dealing with a small start-up. But Taranaki perseverance, self-belief and a love of craft beer won out.

Since the Trigg family took the reins in 2007, the small but passionate team at Mike's has gone on to produce a range of award winning craft beers. They host events and support the local craft beer scene. Continual expansion has allowed the brewery to keep up with the demand for their craft beer, supplying select bars, restaurants and supermarkets in New Zealand.

As interest in craft beer has grown, so too has the choice of brews on offer at Mike's. Owner Ron Trigg reckons the secret to success is pretty straightforward: "Discerning beer drinkers in New Zealand and the rest of the world are tapping into our bold flavoured beers. The secret to the bold flavours are the natural ingredients – there's no stuff in our beer that doesn't belong in real beer".

www.mikesbeer.co.nz



JUNO GIN

Dave and Jo James were keen to create a business which reflected their values and aspirations: "make it fun, make it together and make it right". This led to the couple creating a boutique gin, Juno Extra Fine Gin, in their bespoke distillery.

The distillery was built using custom equipment designed and built by Taranaki company Rivet. The Taranaki connection does not stop there. Key to the perfect gin is the quality of the ingredients. Fresh rainwater from Mt Taranaki combines with selected botanical ingredients such as juniper and coriander. Other key components include orris root, kaffir lime leaves, green cardamom, angelica root, mānuka and cassia bark, sourced locally where possible. The pair is working with New Zealand horticulturalists to sustainably grow and harvest their botanical ingredients.

Sustainability is a focus for the Juno Gin team. It's woven into their business processes from the onset, starting with their custom copper Still that minimises waste production. Where waste generation is unavoidable, handling systems allow by-products to be recycled. There is a system to harvest and store rainwater for the cooling condenser and they also recover any heat loss during the distillation process. The sustainability focus continues through to the end product, where recyclable bottles feature labels printed with organic inks.

Sustainable practices, carefully selected ingredients and staying true to their values are 'the not so secret' ingredients in Juno Gin's recipe for success.

www.junogin.co.nz

THE TARANAKI DIFFERENCE

TARANAKI IS BUILDING AN ENVIABLE REPUTATION AS ONE OF NEW ZEALAND'S PREMIER APICULTURE REGIONS.

From the traditional and much loved clover and comb honeys, to the more boutique blends of chestnut and Pohutakawa to the highly sourced raw and Mānuka honey, Taranaki's locally produced honey is making inroads on the national and international market and is created with care and integrity, by local companies. According to discerning customers, honey from Taranaki tastes different – sourced from the lush bush environment and volcanic soils of the region, it is better, smoother, tastes nicer.



BARTON HOLDINGS AND NAKI HONEY

Intrigued by New Zealand's growing mānuka honey industry, the Mascull family set about developing their own beekeeping business in 2014.

Based in Lepperton, Barton Holdings not only has their own land, beekeepers and beehives, but also their own factory to extract and process mānuka honey for export. In their first season, the state-of-the-art extraction plant yielded 60,000 kilograms of honey from more than 4000 honey boxes.

The whole process from the land to each jar of honey is controlled and monitored. In fact, every 250g and 500g pot of honey is guaranteed and traceable to the very hive it came from. A radio frequency identification (RFID) system sees each honey box tagged. The hives are scanned in the field to plot and record their location and then when the honey boxes are weighed at the plant prior to processing; the location is retrieved and recorded against each batch of honey.

Not only does the RFID system help prove the honey's authenticity, customers can also enter the traceability number on the company's website to see the exact GPS location of the hive, name of the beekeeper, drum number and even a copy of the lab tests showing the results of the honey's Unique Mānuka Factor (UMF) test.

The quality of New Zealand's mānuka honey is highly rated and the Masculls aren't surprised. Surrounded entirely by wild mānuka bush their hives in the eastern Taranaki backcountry are so remote they can only be accessed by helicopter. With no road access, no cultivated crops and no man-made influences, their bees are able to fly up to 5km from their hives without coming into contact with people, industry or agricultural chemicals. As a result their honey comfortably exceeds the 70% mānuka pollen content required to be labelled New Zealand Mānuka Honey.

www.nakinewzealand.com





EGMONT HONEY

Father and son team, Toby and James Annabell of Hawera, established Egmont Honey to capitalise on the growing demand for the healing properties of mānuka honey in Asia.

After four and half years managing honey sales in Asia, James decided it was time to pot his own product for export. His father, who James had lured into the honey industry by giving him a beehive for Christmas one year, sold his agricultural spraying business and together the pair set about creating Egmont Honey.

Egmont Honey bees are in native forest all year round. In fact, some of the forest blocks in the South Taranaki region the bees call home, are so remote that helicopters are used to lift the hives into stands of flowering mānuka for the summer. After flowering, the hives are bought back to the “home block” which has 2000 acres of native bush for the bees to “winter” on.

Their hives are not used for any commercial pollination and as a result the bees are never exposed to pesticides or other chemicals. While commercial pollination is important for the world’s food supply, Egmont Honey bees are not required to multitask. They only pollinate the remote forests and pastures where they are based all year round. This, the Annabells believe, is the key to obtaining the most natural, pure and pristine honey in the world.

As well as producing honey from their own hives, they work closely with Taranaki farmers and landowners who want hives on their properties and the opportunity to connect with the apiculture industry. Egmont Honey currently export to Hong Kong, Singapore, Japan, Korea, Malaysia, China, UK and France. In New Zealand, their products can be bought from Travelpharm duty free stores, the Egmont Honey store on Devon Street in New Plymouth and online.

www.egmonthoney.co.nz



ELTHAM APIARIES

Started from nothing by Sonia’s father, Trevor Rowe over 50 years ago, Eltham Apiaries is now a complete bee keeping operation. Today, Sonia and husband Bryon have 750 hives in 55 ‘yards’ around central, south and west Taranaki. They extract, process and pack their own clover, mountain and comb honey.

Most of their honey is bulk produced for suppliers and is enjoyed as far afield as Japan, who favour Eltham Apiaries comb honey. The remainder is sold in their Eltham shop and direct to customers. Some loyal customers make a point of stopping on their way through from Wellington while others from further afield make a habit of calling through their orders.

This personal, attentive service is a trademark of the family business, as is the quality of their honey. Sonia says they pride themselves on consistently producing excellent, export quality honey for every customer.

Supporting the community is important to Sonia and Bryon too. Their support of fundraisers is well managed to ensure each school or community group generates funds before another group comes along. This thorough approach has led to plenty of new customers, with people popping into their store saying they had tried Eltham Apiaries honey in a local fundraiser and are now hooked.

Sonia remembers door sales being big business when her father first established the business. Interest in buying direct from the producer had waned, but they’ve noticed a swing back to customers wanting to know not only where their produce comes from, but the story behind the product too. And what a story they have after 50 years in business.



BEES R US

New Plymouth-based Bees R Us collect, process and sell bee products through national food outlets, their local shop and online. With a product line spanning a variety of honeys such as clover, bush, and raw honey, the business has continued to grow.

The business was started by Fiona and Stephen Black – Stephen wanted a beehive as a hobby when they returned to New Zealand from Scotland in 2001. He began with two hives and was enjoying beekeeping and extended this to seven hives. A phone call a few months later from the people they had bought the hives from, advised them they were retiring, so Stephen took the rest of their hives, increasing to 147. Suddenly a lot of their time was dedicated to their bees, creaming honey and selling product at New Plymouth's Farmers' Market, whilst juggling children and other responsibilities.

Finally in 2009, now with some 900 hives, the Blacks went full time with their business. Since then they have continued to expand their operations, moving to new premises with a designated shopfront on the main street of New Plymouth.

www.beesrus.co.nz



FOREST & BEES NATIVE HONEY LP

The mānuka honey from Stratford-based Forest and Bees Native Honey, only comes from Taranaki. According to owner Mike Everly, this is integral to the company's success. "Honey from Taranaki tastes different. The volcanic soils of Taranaki and its natural pristine bush climate where it grows gives it a unique mellow taste – there is nothing like it and our clients notice the difference".

The company manages hives, and collects high quality mānuka from the Taranaki region which they sell on the international market. The company was founded in 2010 by Mike Everly while living in New Zealand. Mike now splits time between overseeing operations in New Zealand and working on developing markets for his retail brand "Bees & Trees Mānuka Honey" in the US. The company chose early on to focus exclusively on Taranaki. Extraction, and processing of their honey is all done in-house. Close relationships with the community are also a hallmark of the company's business model. They recently teamed with the Rotokare Reserve in Taranaki to produce honey from the reserve for sale to support conservation efforts.

The company is proud of its small batch, hive-to-jar process which entails a direct link between their honey sourced from the Taranaki bush, to its processing facility in Stratford and then release on the international market. Great taste and health benefits are important features for their clients as well as product transparency. Forest and Bees Native Honey detail the results of their honey tests, matched to the batch identified on the jar, and make this information available on their website. The company is currently focused on sales in the US, but are looking to expand into other international markets in the future.

www.beesandtrees.com

FROM THE OCEAN

The Tasman Sea, which fringes Taranaki's western border, captivates minds and spirits, and offers an ever-changing environment for leisure, fishing, and food. From the annual whitebait season to the impressively large annual kayak fishing competition, to the operations of Egmont Seafoods, Taranaki offers a rich array of kai moana.

EGMONT SEAFOODS

If you've brought fish 'n' chips in Taranaki, or had the 'fish of the day' at a local restaurant, chances are you've been eating fish that has come from Egmont Seafoods.

The family owned business has been operating in New Plymouth for more than 30 years. They sell direct to the public as well as to wholesale and export customers.

About a third of their fish goes overseas, mostly to Australia for both the fish and chip market and high end restaurants. The rest is sold locally and around New Zealand to supermarkets, butchers, the food service industry and direct to restaurants and fish and chip shops. Many local sales take place at their popular retail shop on Centennial Drive and online via their website.

Being based in Taranaki is both a gift and a challenge for Egmont Seafoods. The gift comes in the form of abundant fishing stock close to

shore and the challenge from the wild, west coast weather. Fishing boats aren't out to sea for days. They are back unloading their catches after a relatively short time. Around 95% of the fish Egmont Seafoods sells is caught locally and it can be ready for sale within hours of being landed.

Most of the 25-strong Egmont Seafoods team works in the processing facility where, unique to Egmont Seafoods, all their fish is filleted by hand. Not only does this result in high quality fish for the consumer, it also minimises waste. In fact there is very little waste with fish guts going to the fertiliser industry and heads and frames going to pet food manufacturers.

Egmont Seafoods is a small business, but what they lack in size they make up for in their family approach, extensive track-record and being agile and adaptable to change.

www.egmontseafoods.co.nz





HOME-GROWN

SINCE PIONEERING TIMES, TARANAKI HAS BEEN REFERRED TO AS THE 'GARDEN OF NEW ZEALAND.' THE REGION'S LUSH GROWING CONDITIONS, RICH VOLCANIC SOIL, VARIED MICROCLIMATES AND NATURAL RAINFALL HAS HELPED SUCCESSIVE GENERATIONS OF PASSIONATE, ENTREPRENEURIAL GROWERS DEVELOP A DIVERSE RANGE OF PRODUCTS WHICH ARE FINDING FAVOUR WITH DISCERNING CONSUMERS SEEKING FRESH, CONTEMPORARY, HEALTHY FOODS DEVELOPED WITH CARE AND AN INTEGRITY OF ORIGIN.



KAITAKE FARM

Situated in the foothills of the Kaitake Ranges on a former Kiwifruit Orchard, Kaitake Farm is being transformed into a thriving market garden by friends Toby Dixon and Ryan Gut.

The pair's goal is to provide tasty, quality produce grown locally for local people and restaurants. They are passionate about the nutritional benefits of food grown following organic methods, and reckon it just tastes better. And if the initial response to their first season is anything to go by, so do their customers.

"We had no idea what people would think, but we've been pleased to find a tribe of people waiting for this," said Dixon.

They sell their seasonal vegies at the Beach Road Milk Company shop and direct to a couple of local restaurants, promoting what's available through beautiful photography and fun posts on social media.

They say things grow well on their Kaitake Road site and attribute it to having plenty of rain, free draining soil and shelter from the southerlies. There's still a bit of trial and error to find what grows best and what people want. One trial Dixon and Gut are enjoying is helping local gin producers, Juno Gin, with a test plot of angelica root – an important ingredient in gin. Sourcing local produce is important to Juno Gin too.

So far they have transformed around 800sqm of their 1.5ha property into bio-intensive garden beds and aim to have 2000sqm planted out when they are in full production. They also have a wash house where they clean, sort and pack produce in the morning and have it available for people to buy that afternoon. This freshness and the resulting low food miles are two more appealing selling points for Kaitake Farms produce.

www.kaitakefarm.co.nz



ROEBUCK FARM

It's hard to keep up with everything bio-intensive farmer Jodi Roebuck does and aspires to do. What started as a heritage seed business 12 years ago has grown into a diverse farming operation. In addition to the seed gardens that started it all, there's the intensively farmed sheep, a developing market garden business and an internationally renowned education programme. Roebuck has even invented a piece of gardening equipment that has garnered international interest – the seven tined 'Roebuck Fork'.

Located near Omata in New Plymouth, the 2.8 ha Roebuck Farm is home to Jodi, Tanya and their two daughters. An aerial view of their property shows a patchwork of greenhouses and garden beds near the family home, surrounded by hillier grazing land. They also graze other small local leases.

Currently, the Roebucks are investing in

infrastructure and establishing new garden beds so that they can supply local produce direct to Taranaki restaurants and caterers as well as to locals via a farm-gate shop.

"We've had excellent feedback from the organic, sustainably grown produce we've supplied to local caterers and plan to expand this side of the business," says Roebuck.

Jodi and Tanya's vision is to see produce like their Taranaki salad mixes highlighted on restaurant menus in a similar way to local meat and wine, where the product's provenance is emphasised.

"Taranaki conditions are unique, and this uniqueness results in certain plants growing very well, so instead of trying to grow everything, we want to focus on what grows well here and market it as a uniquely Taranaki offering," says Roebuck. www.roebuckfarm.com

E - M A C A D A M I A

Strong values, a passion for horticulture and a love of learning has seen Bill and Christine Charteris through cyclones, a short lived kiwifruit growing business and a lot of trial and error to set up what is now a thriving spray-free macadamia nut farm and nut processing business on their Surrey Hill Road property.

Not only do they grow macadamia nuts on their land in Oakura, they also process them and other premium imported nuts in the custom built factory they built in 2000. They produce an extensive range of products including pastes, nut meals and roasted, salted or sliced products to meet their customer's exact requirements. Their specialist capabilities include the ability to manipulate nut textures and can make hundreds of different variations in their factory. These custom-made nut products end up in everything

from mueslis, chocolates, ice creams and gelatos through to speciality pastries and desserts.

Bill and Christine pride themselves on their high customer service standards. They make fresh to order products to meet each customer's particular requirements – often working with chefs and manufacturing clients on new one-off nut ingredients and turning around orders on the day.

This responsiveness and desire to go the extra mile is reflected in the calibre of e-macadamia's customers, many of which they have long standing relationships with. Customers include Sky City, Langham Hotel, Blanket Bay Lodge, as well as gelato makers, chocolatiers like Queenstown's Patagonia, and Florentines, a dessert manufacturer in Tauranga.

Never afraid to ask questions, Bill and Christine have travelled extensively over the years to see how the bigger players in Hawaii and Australia grow and process nuts. The knowledge they have gained and experience they have accumulated is something they generously pass onto others.

www.emacadamia.co.nz

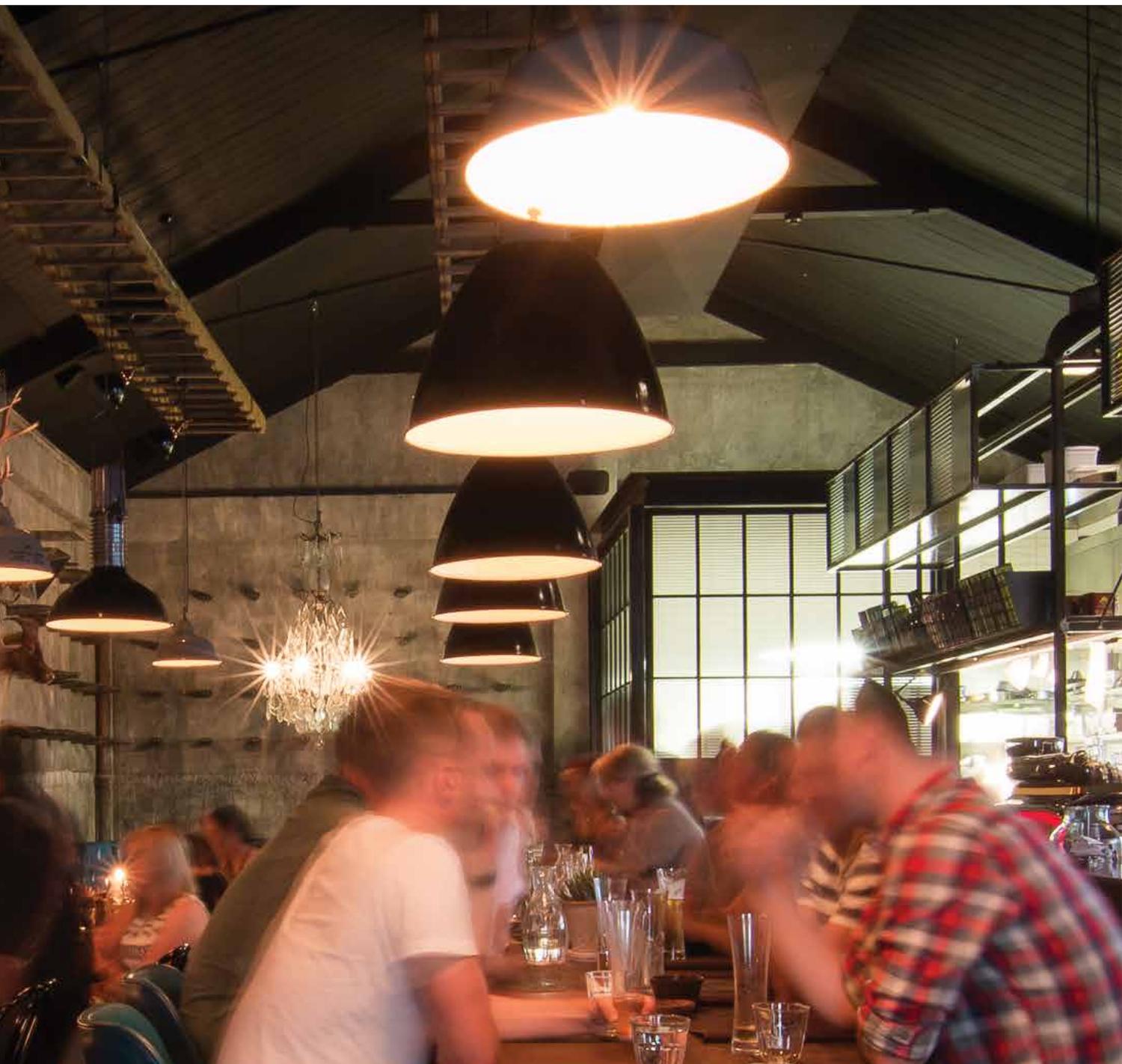




DINING DELIGHTS

PRODUCING INGREDIENTS IS ONLY HALF THE VALUE OF FOOD – TARANAKI DELIGHTS IN THE OTHER AS WELL.

Social Kitchen – judged one of New Zealand's top 100 restaurants



Taranaki is rapidly forging a name for itself when it comes to the final steps of the food journey – its preparation, presentation and enjoyment. Over recent years the region has welcomed an ever-evolving array of eateries, with flavours spanning the globe and locally-produced ingredients featuring strongly.

Menus throughout the region reflect Taranaki's food story. Locally-roasted coffee features strongly, as does locally-brewed craft beer, local meat, dairy and produce. Menus fuse these ingredients with the best ingredients and recipes from beyond Taranaki to produce distinct flavours. These are, in turn, served up in impressively stylish environments, ranging from

funky food caravans to spectacular seafront restaurants, cool urban cafés to stunningly designed restaurants.

Underpinning the dining experience is internationally comparable service, lively and engaging environments and strong competitive brands, which in turn are backed by engaging social media platforms that further promote what's on offer in the region.

It is in the region's restaurants that Taranaki's food story comes together. It's easy to see why our eateries have gained international attention: a number of them warranted specific mention when Lonely Planet judged Taranaki the world's #2 regional destination in 2017.

LEARNING THE TRADE

Enjoyment of food doesn't stop as soon as it is presented on the plate. From expert knowledge of how to select, prepare, and cook food to how you engagingly present it to the customer, the success of food depends on the total experience. Taranaki also excels in helping our food producers shine, through training in all elements of the industry, including exceptional hospitality.



WESTERN INSTITUTE OF TECHNOLOGY AT TARANAKI (WITT)

Established in New Plymouth in 1972, WITT is Taranaki's only state tertiary institution. The Polytechnic offers more than 60 different qualifications from certificate to degree level across a wide range of areas. Annually, WITT has around 5000 local, national and international students studying full and part time at their two campuses in New Plymouth and Hawera.

WITT'S food and beverage courses range from barista and waiter training, through to professional cookery and baking diplomas.

A key component of their professional cookery diploma is their popular 'farm to finger' event. Here, students meet with local food producers to learn the story behind the food – seeing first-hand how food is grown and produced. The food is then prepared and served to guests, including the food producers. Students are able to talk about the food from its origins, through to how it is processed, prepared and cooked.

The WITT team meet with representatives from the local food and beverage industry regularly to ensure their courses are meeting the needs of the industry. As demands and trends change, WITT is able to adapt and introduce new, appropriate training to ensure their courses remain relevant and that their graduates have the best chance of finding fulfilling employment.

www.witt.ac.nz



THE PACIFIC INTERNATIONAL HOTEL MANAGEMENT SCHOOL (PIHMS)

The Pacific International Hotel Management School (PIHMS) in Bell Block, New Plymouth offers NZQA qualifications from diploma through to masters in hotel and tourism management. Every year around 500 students live on site, work and train as hoteliers at PIHMS. At any one time 20 different nationalities are represented – around half the students are from overseas and the rest from throughout New Zealand.

Sought after both nationally and internationally, 97% of PIHMS graduates secure career positions on, or soon after, graduation.

The two six-month long paid industry placements the students experience set the school apart. The location also works in its favour. According to PIHMS management, not only does the Taranaki lifestyle, cost of living and safe living put parents' minds at ease, it also helps attract top quality tutors from New Zealand and around the world.

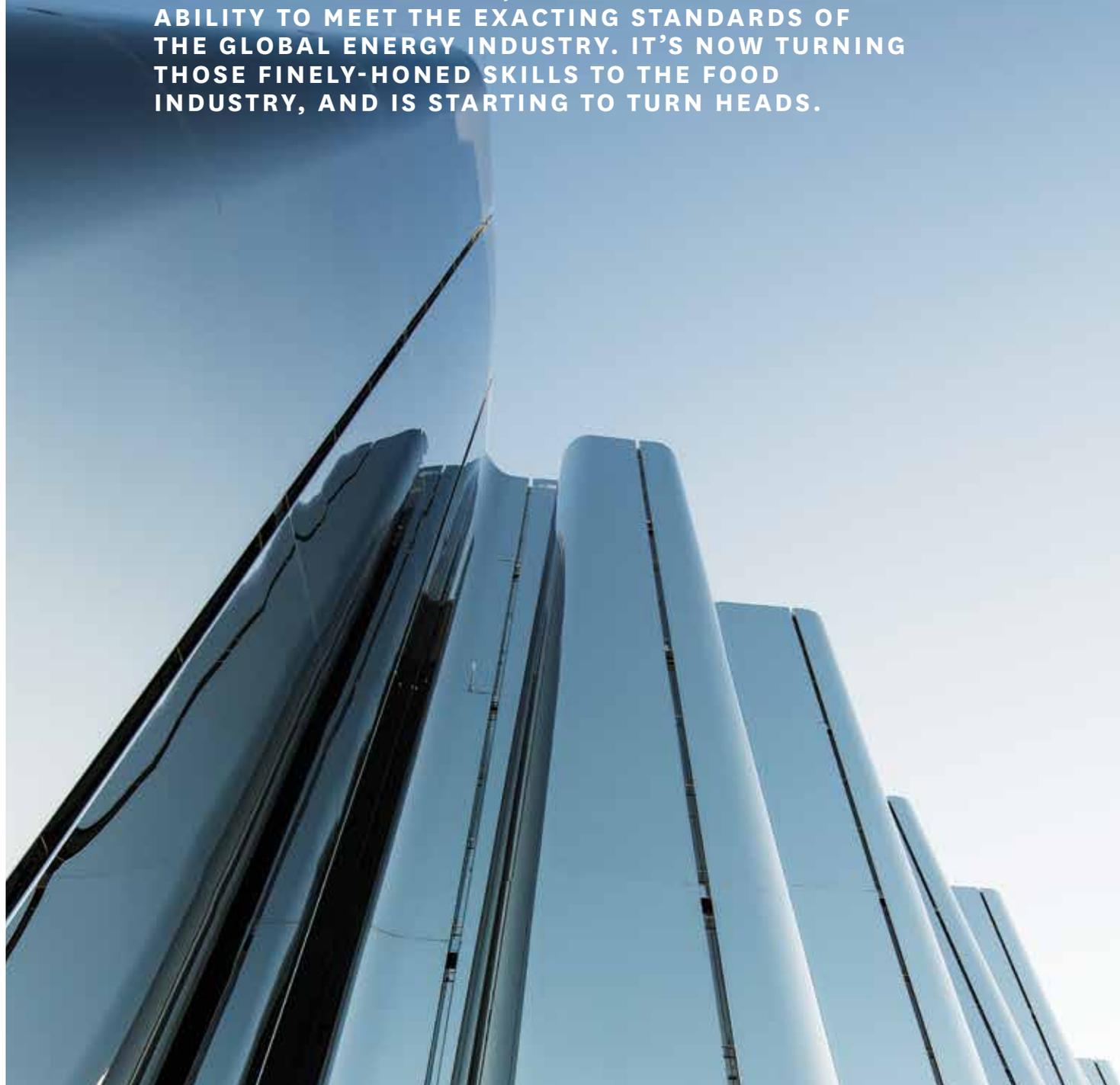
Every year there are success stories from PIHMS' students making their mark around the world and conversely talented PIHMS graduates contributing to the Taranaki hospitality sector.

PIHMS is an important player in the Taranaki economy, not only as a niche tertiary provider, but also with their investment in the local economy – their food bill alone is approximately \$500,000 a year.

www.pihms.ac.nz

ENGINEERING AND OTHER EXPERTISE

FOR DECADES, TARANAKI'S ENGINEERING EXPERTISE HAS WON CONTRACTS AROUND NEW ZEALAND AND THE WORLD WITH ITS AWARD-WINNING INNOVATIONS, ICONIC STRUCTURES AND ABILITY TO MEET THE EXACTING STANDARDS OF THE GLOBAL ENERGY INDUSTRY. IT'S NOW TURNING THOSE FINELY-HONED SKILLS TO THE FOOD INDUSTRY, AND IS STARTING TO TURN HEADS.





Rivet engineering - whose talents were pivotal in the iconic Len Lye Centre (left), built customised distilling equipment for Juno Gin (above, left). **EHL Solutions**, who has been at the leading edge of technology in the energy industry is at the forefront of innovations associated with food packaging (above, right).

RIVET

Taranaki-based engineering firm Rivet, whose expertise spans the fabrication of customised food handling equipment to heavy structures for the oil and gas industry, and iconic projects such as the award winning Len Lye centre, collaborated with Jo and Dave James with the design and build of their unique distilling equipment, a key ingredient in the success of their Juno Gin. www.rivet.net.nz

HOTTER ENGINEERING

Hotter engineering have been at the forefront of inventions that have transformed the way farmers around the world milk their cows. The firm is credited with developing the first rotary dairy platform in 1969. Today the company continues to make their mark on the global dairy industry with their leading edge cow shed designs, which the team install all over the world.

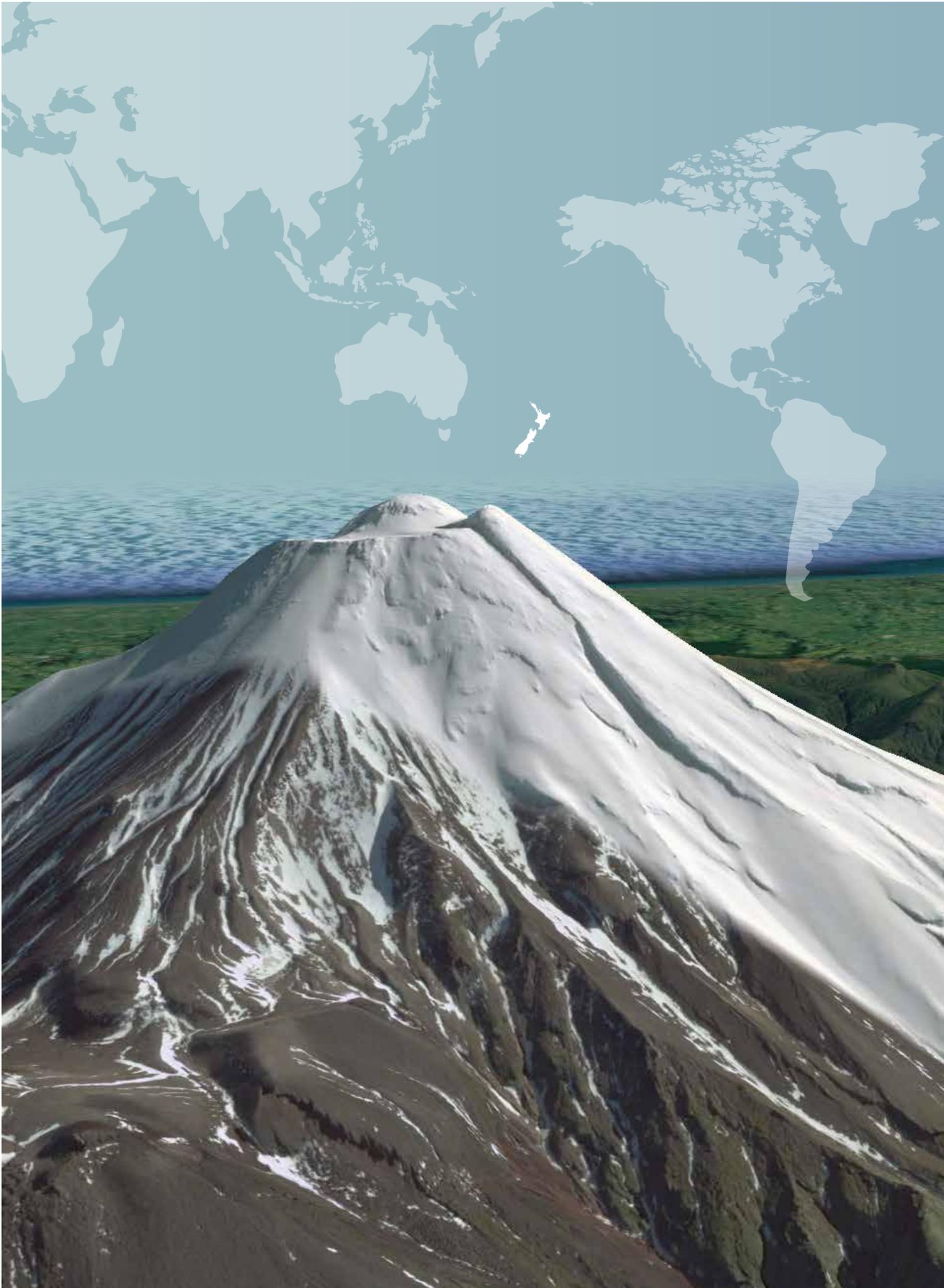
www.hotterengineering.co.nz

EHL SOLUTIONS

A key to success in the food industry is ensuring products look as good as they taste. Taranaki-based EHL Solutions is an innovative engineering firm that is progressing technologies to ensure food not only looks good but tastes fresh when it reaches a customer's table, wherever in the world that may be. The company provides specialist design and manufacture capabilities concerning nitrogen, oxygen and carbon dioxide treatment solutions and associated equipment for the food industry, where air and gas purity, product quality and technical excellence is paramount. By improving the natural balance and purity levels of nitrogen, oxygen or carbon dioxide surrounding the packaged product, EHL's technologies prolong food freshness and reduce waste and decay, while avoiding the unnecessary use of salt, chemicals and artificial agents to preserve food products of its national and international clients.

www.ehlsolutions.com

Taranaki's food production companies are supported by a responsive high performing service sector, such as printing, packaging and freight operators, as well as professional agencies and advisers who understand the industry. Taranaki has a progressive culture and there is excellent support for businesses with the presence of Venture Taranaki, the Taranaki Chamber of Commerce, and many specialist groups and clusters.



LOOKING FORWARD

THE LOCAL MENU LOOKS SET TO GET A LOT MORE DIVERSE, AS THE SECTOR CONTINUES TO EXPAND.

The story of Taranaki's food sector is linked to the story of the region: as the world is catching on to what makes Taranaki a unique and attractive tourist and lifestyle destination, so too is it discovering the producers of food throughout the province. Consumers want to find new foods, new ideas, and new culinary experiences to share with their families and friends, and this presents an opportunity for the region.

Consumers are also increasingly seeking to buy into a compelling story, and from mythical inception to globally competitive innovation, Taranaki has a very good story to tell.

Taranaki's food future is a combination of our resources, people, place and our innovation and what makes our region unique is increasingly being reflected through branding, packaging and catering for the increasing diversity in diets and needs and tailoring to consumers. Our land and the natural protein that it nourishes is our Mecca and will remain important. However exploration is underway concerning new ways we can add value, create new products, enter new markets, connect with our clients and meet their needs.

Looking beyond our cornerstone industries, we are aware that our biggest asset is our talent and that the value of Taranaki's food is destined to increasingly come from the region's 'human capital', not simply an extension of our natural resources. Our people and their ideas and endeavours are unbridled and the possibilities unlimited, as we look outward to the world, the markets, the customers and the opportunities.

Science and technology are also important. The region is increasingly working with scientific institutions and broader commercial interests to break new ground/test new possibilities. Technology is our friend enabling us to leverage our engineering expertise, and seek new ways to advance production, packaging, preserving or connecting with clients and promoting our products throughout the world. It is also instrumental in connecting customers to the integrity of our products, providing traceability and provenance.

The future for Taranaki food may also

expand as a result of increasing appreciation of our past, our culture, and environment – understanding ancient and heritage food, exploring the potential of native ingredients and the knowledge held in our Māori culture, leveraging the attributes of our flora and fauna, our microclimates and fresh produce.

A key ingredient to fast tracking and maximising such potential is Taranaki's ability to collaborate and leverage innovation and ideas. Taranaki is renowned for its Team Taranaki approach, where most problems can be solved or ideas explored through a simple phone call, or inadvertent networking opportunity, and it is this collaborative spirit that is fast becoming central to building greater momentum in our food industry.

Already some impressive stories are emerging from regional collaboration: combinations of local product which are creating alluring new flavours that look set to take the world by storm. Collaboration is also being fostered through increasing ties with expertise beyond the region, whether it's technological, scientific, or helping us to tell our story.

Over the next pages you will read some of the new food businesses emerging from the region, with the aim that this publication will also invite you to think bigger in your food story – to collaborate, to look to our regional past, to play to our natural strengths and to make the most of new technology to embrace innovation. But most importantly, we encourage you to explore Taranaki produce and to weave the Taranaki story into your own. In doing so we will build a brand that reflects the potential of our region.

Dr Anne Probert, Venture Taranaki



TE KŌHATU HĀNGI COOKERS

Known for his ability to both spot an opportunity and 'tutu' until he figures things out, Waitara's John Tipene set out to make hāngi cookers that were easy to use and cooked food with the authentic smoky hāngi taste he liked.

He nailed the taste part with the unique way his cookers heat the rocks to cook the food. And turning the production of hāngi cookers into a business came naturally for John who already owns a civil engineering business.

Te Kōhatu hāngi cookers are powered by gas blowers that heat up a bed of hand-selected, locally sourced volcanic rocks. Once heated, the gas is turned off and baskets of food can be added to the cooker, covered and cooked to perfection. Best of all, the backyard stays intact and no one has to get firewood. The cookers also knock an hour or two off the cooking time compared with a traditional in-ground hāngi.

Tipene contracts a crew of three to four to help him manufacture, pack and distribute the range of domestic and commercial sized cookers in his Waitara workshop. The team has the capacity to produce 150 cookers a month.

Te Kōhatu hāngi cookers have made it as far afield as a New York restaurant, but internationally most sales go to homesick kiwis in Australia and the UK. Locally, the cookers are in a lot of backyards and marae throughout the country and are also popular with food sellers like Chinese takeaway shops and food trucks.

While John sees commercial success as a great reward for hard work, he is most proud of the legacy he's building. Creating jobs and opportunities for his community and showing his moko what their future can look like.



MARLAINA'S JERK SEASONING

It's thanks to Marlaina's son that her jerk seasoning has made it to market. Running out of her favourite seasoning on the set of her televised cooking show in 2013 forced Marlaina to invent her own variation of jerk seasoning. She could visualise the exact balance of sweet, salty, heat and tanginess she was after and came up with the blend on the spot. But it wasn't until her son questioned why she gave it away so freely when it was clearly so popular, that she investigated selling it.

Marlaina describes the jerk seasoning, named after a popular Jamaican cooking technique, as a one stop seasoning inspired by her Jamaican heritage but appealing to western taste buds, hers included.

In typical Marlaina style she thought big and wanted to see her product on supermarket shelves (it's also stocked locally at TLC Meats). She called on successful local food companies for advice on how to market her seasoning to supermarkets and for their food production expertise. With production sorted out and supermarkets on board, she then combined her infectious personality and extensive experience in the arts to create a launch event to be remembered.

While Marlaina thinks big, she acts local. She prides herself on always trying to find local suppliers first and showcasing the province whenever she can. She also has a knack for bringing people together and making connections.

As for the immediate future, there are even hotter versions of Marlaina's Jerk Seasoning on the way, as well as a new series of her cooking show, Marlaina's Kitchen Season 3: Cooking with Love in the pipeline.



G. GILES CHOCOLATIER

There's not often a lot of common ground between a butchery and chocolaterie, but when Gavin Giles was looking for a premise for his new chocolate shop he discovered the perfect spot – a shop on St Aubyn Street, New Plymouth that was built and run by his great uncle as a butchery in the 1930s.

Born and raised in New Plymouth, Gavin trained as a chef in the Royal New Zealand Air Force and at the Intercontinental Hotel in Wellington before moving to London. There he completed training at Guilds of London and Westminster College and worked under the mentorship of top pastry chefs in high end hotels and patisseries in London and France.

Moving back to New Plymouth in the mid-1980s, Gavin opened one of the first European pastry shops in New Plymouth, Giles Pastry. He went on to work in catering and education – tutoring the next generation of foodies.

Gavin is now bringing artisan chocolate to the people of New Plymouth.

Using Belgian chocolate he makes the traditional, the novel and the unusual – including his infamous bacon chocolate. Gavin has also started collaborating with other New Zealand artisan producers, including Taranaki's Juno Gin. He claims the gin truffles he created with them are some of the best truffles he's ever made.

Gavin's long term vision is to work with other artisan producers. He also wants to develop a uniquely Taranaki chocolate and export it to Belgium!



CRAFT SMOOTHIE

When his aspiring rugby career was cut short, Riki Hoeata's experience in maintaining a balanced diet while juggling a top level sporting career and a full-time job opened the door to one of Taranaki's newest food producers.

Riki launched Craft Smoothie, an innovative business creating and home-delivering pre-portioned packs with all the ingredients required to craft ten artisan smoothies, in 2016.

"When people get busy, one of the first things to go is nutrition," Riki says. "Our smoothies offer a balanced combination of whole foods. We provide everything you need to create healthy smoothies: fresh fruit and vegetables, organic nuts, seeds and superfoods, and the recipes to make it all taste awesome."

It's a recipe that's quickly taken off, with the company experiencing strong growth and an increasing legion of fans both in Taranaki and further afield.



STEPPING UP TO THE PLATE

TARANAKI'S RECIPE FOR SUCCESS LIES IN ITS ABILITY TO COLLABORATE, INNOVATE, AND TAKE CHARGE OF ITS FOOD FUTURE.

COLLABORATING TO GROW

Taranaki's honey companies have formed a collective to promote local product and connect with farmers, residents and consumers around the world. By emphasising the unique attributes of honey produced in the region, they're able to build the value and awareness of Taranaki honey, from farm to jar.

DISRUPTING TRADITIONAL VALUE CHAINS

With their new line of beef and vegetable patties sourced from their own farm, Green Meadows Beef have re-written the traditional supply chain model. By directly connecting with consumers the company can meet the market in terms of product origin and quality control: It's a model that's winning the attention of some of the country's top chefs.

COLLABORATING TO INNOVATE

Collaboration is proving a springboard for market and product innovation, and a smart way to introduce new experiences to customers. Taranaki-based G Giles Chocolatier and Juno gin have teamed up to create gin flavoured artisan chocolate truffles, connecting expertise, flavours and customer bases.

LEVERAGING CULTURE, HERITAGE, NATURE

Packaging new food experiences through inclusion of specialist techniques, leveraging Māori culture, and infusing elements of the region's unique flora, fauna, botanicals and natural resources are giving momentum to an emerging Taranaki flavour. Products in this space are adding an authentic richness to the Taranaki story.

PROMOTING COMPETITIVE ADVANTAGE

Taranaki's natural advantage – the production of protein in the form of dairy, red meat and poultry – presents an opportunity where the region can value-add and develop its own story/advantaged reputation. Research, best practice and collaboration across the food chain are occurring from grass to glass, and farm to plate.

SUSTAINABILITY, CARE FOR ANIMALS, LAND, ENVIRONMENT

As farming, its social licence to operate, land and livestock care and the right to supply premium markets are becoming increasingly interwoven, the role of the Taranaki Regional Council, farming agencies and rural communities continues to grow. Programmes such as riparian planting and environmental awards acknowledge importance and extend the value of product origin.



CONNECTING WITH SCIENCE AND TECHNOLOGY

Universities, CRI's and avenues such as Callaghan Innovation are helping Taranaki companies break new ground in product development and points of difference. The science behind our food and food innovation will increasingly factor in the region's food story, connecting companies to leading expertise.

WEALTH FROM WASTE

Once considered a waste product, Taranaki Bio-extracts is taking the bones of grass-fed beef and producing premium broths, destined for international markets and discerning clients. Further waste from wealth opportunities are being explored in the region.

TAILORING TO CUSTOMERS

Marcel's launched gluten-free pancakes recognising diversity in their consumer dietary needs and developed innovative product distribution channels through food bags to reach the health-conscious, time-poor consumer.

LEVERAGING OUR HUMAN CAPITAL

The Mountain shapes much more than the region's environment: it has also proven a homing beacon that is luring many former residents home. With them comes an increasingly innovative and global skillset for our food industry.

BUILDING OUR TRIBE

Social media allows the world to buy Taranaki local, through exposing our people, products, production and region to an international audience open to authentic and compelling stories.

SHOWCASING OUR TARANAKI STORY

The Lonely Planet Award for #2 in the world has creating a platform for Taranaki to showcase its food industry in national and global market, and to encourage visitors to experience Taranaki's foodie culture.



A HELPING HAND

VENTURE TARANAKI IS TARANAKI'S REGIONAL DEVELOPMENT AGENCY, AND IS ON HAND TO HELP LOCAL BUSINESSES GROW.

Services include free **Business Start-up Clinics**, delivered regularly throughout the region to assist anyone with a new business idea to test the concept and progress towards launch. The Trust also offers **business support**, and can meet with businesses across all sizes and all sectors to offer a customised approach to helping them achieve success.

The organisation manages the **Business Mentor New Zealand** programme in Taranaki, which connects businesses with experienced mentors who can act as a sounding board to help businesses navigate challenges or growth.

Business capability is developed through **Capability Development Vouchers**, which enable eligible business managers and directors to boost their skillsets, while a number of **Research and Development** grants are available to help develop products or processes.

A range of **regional intelligence publications** are available, as well as export assistance, talent attraction, and broader sector support: it really is a one-stop shop for business growth.

To learn more, or become part of Taranaki's food story: www.taranaki.info
www.foodtaranaki.co.nz
 Contact: anne@venture.org.nz.

Taranaki has long been a central producer in the broader story of New Zealand's food sector. From the traditional industries of dairy and beef to rapidly emerging areas of coffee and poultry, and to innovative producers it is time that the story of Taranaki's food producers becomes better known.

This document will introduce some of the industries and businesses that form chapters in the region's food story. It will also uncover some of the support structures in place to help those businesses thrive, and look at where the story could head from here. It's by no means an exhaustive study but will introduce you to the stories of food and food production in Taranaki.



An initiative of



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