



**mānuka farming**

NEW ZEALAND

Excellence through science

# PLANTATION MĀNUKA – AN OPTION FOR IWI ?

PRESENTATION BY ROBERT TIOPIRA  
MĀNUKA FARMING NZ LTD

- **Introduction**
- **Key Questions from Iwi**
- **Considerations unique to Iwi**
- **Our Answers**
- **Moving Forward**





## Considerations Unique to Iwi

- Multiple land Ownership
- Inter-generational view
- More than just \$\$\$ Economic Return -
  - Environmental
  - Educational, Employment /Entrepreneurial
  - Land Rich but (sometimes) Cash Poor
  - Prefer own mānuka stock

### **Most Valuable Factor**

Iwi are in uniquely strong position to own and manage the entire supply chain because they own the land (and its large) !



## Key Questions from Iwi

- How much can we make ?
- How much will it cost ?
- Is there funding available ?
- How long will it take ?
- How can you help us present it back to our people ?

# We Work Through A Process To Get These Answers ...

	Area Descriptor	Size (Ha)	SWOT Analysis	Financials					
				Indicative Establishment Costs/ha	Funding Options	Projected Commercial Returns			
						Option 1	Option 2	Option 3	Option 4
1	Site A		Strengths + Weaknesses + Opportunities + Threats	Easy : \$ 2.5 - \$ 3.5k	Self - Funding	1. Depends on Your Commercial Model 2. Which depends on the size of your land 3. Other Factors (Next Slide)			
2	Site B	Med : \$ 3.5k - \$ 5k		1 BTF					
	<b>Total</b>			Diff : \$ 5 - \$ 7k	TPK				

## Mānuka Oil

## Carbon Credits

## Honey (Mānuka & Non-Mānuka)



Income Stream Type	Strategy No:	Possible Strategic Opportunities
Passive	1.	Establish plantation and lease to honey company
	2.	Establish a series of forward contracts with honey companies for sale of mānuka honey when the honey is scheduled to come on stream
Active	3.	Fully process honey to finished product for domestic or international market targeting pharmaceutical and non-pharmaceutical market.
	4.	Store portion of fresh honey to increase UMF Value and then deploy in strategy 2 and 3 above
	5.	Sell mānuka honey on the spot market



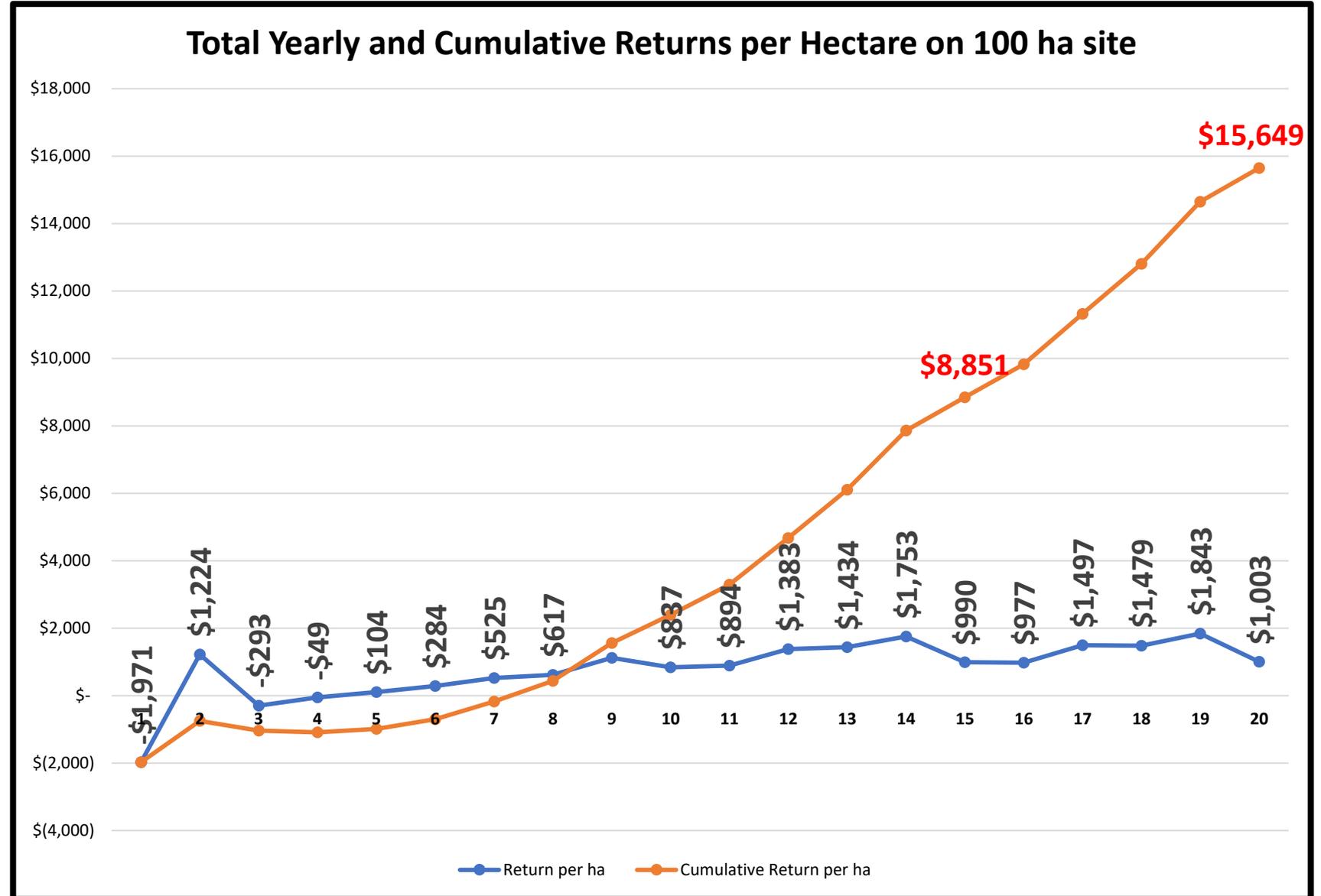
## Some Other Factors Influencing Returns for Mānuka Honey

Factor	Possible Mitigation Action
1. Dilution Risk	<ul style="list-style-type: none"><li>• Plantation Design, Apiary Planning and Management</li></ul>
2. Weather	<ul style="list-style-type: none"><li>• Location Diversification &amp; Plantation Design</li></ul>
3. UMF Value	<ul style="list-style-type: none"><li>• Quality of Plants, Plantation Design, Apiary Planning and Management</li></ul>

# Returns – Scenario for Most Common Arrangement

## Assumptions

- 30% share of beekeeper revenue to landowner
- Plantation Designed for Optimum Returns
- Includes Carbon Credits & Honey
- UMF 8 – 15 obtained after Yr 5
- 1 BTF Funding of \$ 1,800/ha
- 5 yr Cycle of:
  - 2 Bad Years (15 kg/hive) +
  - 2 Mediocre Years(30 kg/hive) +
  - 1 Good Yr (40 kg/hive)



# How can you help us present it back to our people ?

You Tell Us !

Come See Us .....



**Rob -  
Plantation Establishment**



**Maggie – Plantation Design**



**Stephen - CEO**