



Māori Agribusiness: Pathway to Productivity Programme - Mangapapa B2 Manuka Honey Project

Challenge	<p>Mangapapa B2 Incorporation (MB2) is a single Māori land block established under Te Ture Whenua Māori Act 1993. It has many hundreds of individual shareholders including whanau Trusts.</p> <p>MB2 covers 4700 ha of land on the north banks of the Mokau River, Awakino. On its western extent there is 1200 ha of Manuka canopy spread amongst another 800ha of largely ponga and other rejuvenating natives and 700 ha of pastures.</p> <p>MB2 is focused on increasing productivity and profitability from their blocks to capture a greater share of the value chain.</p>
Purpose of the Project:	<p>To build skills and knowledge in MB2 to maximise manuka honey productivity and increased economic returns from their assets.</p> <p>The project seeks to gather expertise and tailor planning to identify a clear direction to enable decisions that will lead to increased productivity gains and influence the value end of the market chain.</p>
Project Outcomes:	<p>The project outcomes are to:</p> <ul style="list-style-type: none"> • establish a 1000 hive beekeeping operation by 2017 • plan and execute Manuka rejuvenation and plantation activities • establish a 'horse honey' partnership venture • establish a Beekeeper Access Agreement and MB2 Honey Management initiative until May 2017 • Table Honey and Maori/Sector Opportunities.

Key Facts

MPI's Involvement (when did this contract/agreement start):	May to November 2016
MPI Funding or Support:	\$75,000
Partners (who is the project with):	Mangapapa B2 Incorporation.

Proposed benefits:	<p>The project expects to realise the following benefits:</p> <ul style="list-style-type: none"> • beekeeping operation is established in a timely manner with the right equipment • expert advised plans in place to assist maximised productivity in honey production • enable MB2 to make informed decisions about the most appropriate business structures for the next stages of its beekeeping operations and horse honey partnership • leverage of nearby farms and encourage better connection • identification of opportunities to bring together beekeeper harvested blocks through a collective beekeeping model into higher productions.
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