# Māori Agribusiness: Pathway to Productivity Programme - Mid-North (Northland) Multiple Māori Land Blocks Project

| The challenge: | The Mid-North (Northland) has a high percentage of underproductive and underutilised Māori Freehold Land. Within a 50km radius of Kaikohe, 30km of Māori land blocks have been identified.<br><br>Currently, there is no compelling evidence of existing or potential opportunities to encourage land owners to work together or simply utilise their land. |
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| Purpose of the project: | The purpose of the project is to sustainably increase productivity of unproductive/underutilised fragmented Māori land in the mid-North (Northland) region by identifying potential land and land use options available and enabling Māori land owners to make informed decisions to bring this land into production. |
| Project outcomes: | The project outcomes are to enable Māori land owners to make informed decisions about their land, either on an individual block basis or collectively. This will be done by:<br>• undertaking a desktop analysis of baseline information that identifies best land use opportunities for Māori land blocks;<br>• Creating a GIS based visual aide; and<br>• producing a report on viable options to bring the identified Māori land blocks into production. |

**Key Facts:**

| MPI's involvement (when did this contract/ agreement start): | June 2015 |
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| MPI funding or support: | MPI funding of $50,000 along with $50,000 MBIE financial support is being utilised. |
| Partners (who is the project with): | MPI is working in partnership with Te Rūnanga-Ā-Iwi-O-Ngāpuhi, the Far North District Council, Ministry of Business, Innovation and Employment on this project. |
| Proposed benefits: | The project expects to realise the following benefits:<br>• Identify the Māori freehold land blocks;<br>• Produce options for land owners to consider on potential utilisation; and |

| | • Provide land owners with information to make informed decisions. |
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| Tribal Affiliation: | Ngāpuhi |