

**From Value-Added to
Values-Added:
Storying Kaupapa Māori
Land & Water Food
Relations**

Storying Kaitiakitanga Research Team

**Jessica Hutchings;¹ Jo Smith;²
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Schollum⁴**

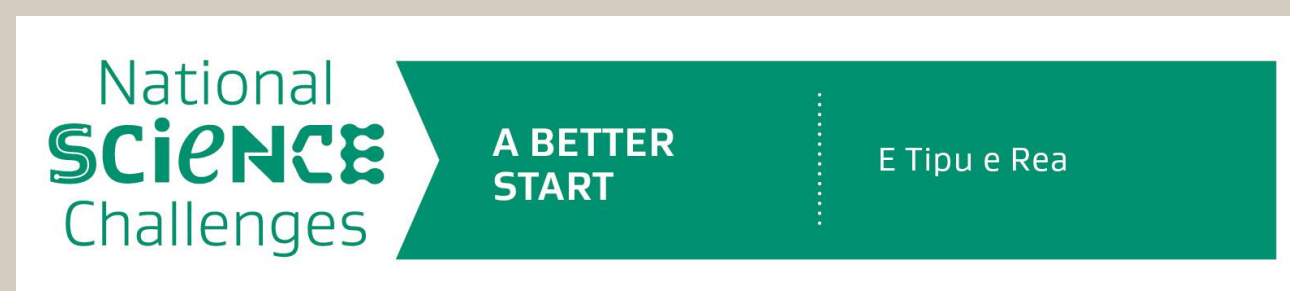
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⁴ DWS Creative Ltd.

<http://www.storyingkaitiakitanga.co.nz/>



Funded by Our Lands and Waters National Science Challenge

COMMUNICATING
KAITIAKITANGA



INVITATION TO PARTICIPATE
**STORYING KAITIAKITANGA:
A KAUPAPA MĀORI LAND
AND WATER FOOD STORY**

KO TE REO TE MAURI O TE IWĪ MĀORI
KO TE MAARA KAI TE TINANA O TE AO

Cover Image: Manuka plantation at wahi tapu blessing springs, Taipōrutu, Māhia, NZ



TĒNĀ KOE

YOU ARE INVITED TO TAKE PART IN THIS RESEARCH AND HERE IS SOME INFORMATION TO HELP YOU DECIDE WHETHER OR NOT TO TAKE PART.

IF YOU DECIDE TO PARTICIPATE, THANK YOU. IF YOU DECIDE NOT TO PARTICIPATE, THANK YOU FOR CONSIDERING THIS REQUEST.

NGĀ MIHI WHO ARE WE?

We are a kaupapa Māori research team led by Dr Jessica Hutchings (Kāti Huirapa) and Associate Professor Jo Smith (Waitaha, Kāti Māmoē, Kāti Tahu) and including kairangahau, Yvonne Taura (Ngāti Tōwharetoa, Ngāiterangi, Ngāti Ranginui, Ngāti Hauā, Ngāti Uenuku), storytelling design consultant Desna Whaanga-Schollum (Ngāti Rongomaiwahine, Ngāti Kahungunu, Ngāti Pāhauwera) and Rōpū Tikanga Rangahau members, Dr Garth Harmsworth (Te Arawa, Ngāti Tūwharetoa, Ngāti Raukawa) and Dr Shaun Awatere (Ngāti Porou). Read more about our team and the project here:

<https://www.storyingkaitiakitanga.co.nz/>

HE KAUPAPA WHAT IS THE AIM OF THE PROJECT?

Storying Kaitiakitanga is a kaupapa Māori research project funded from the Our Land and Water National Science Challenge (November 2017 to June 2019) that aims to raise the profile of Māori food production practices. Food producers today, need to be economically viable while also having a good story to tell about how their practices are sustainable and environmentally aware. Our aim is to shine light on existing and emerging Māori food production practices that will contribute to a kaupapa Māori Land and Water Food story that demonstrates how food production can be done differently. We will produce a reader-friendly story that uses images and interview kōrero to showcase the diverse practices and distinctive tangata, whenua and awa relationships that exist in the Māori agribusiness and horticulture sectors.



Products at Hapi Clean Kai Co-Op, Napier, NZ

HE TONO HOW CAN YOU HELP?

HE KAI KEI AKU RINGA

THERE IS FOOD AT THE END OF MY HANDS

We seek your involvement in this project as a member of the Māori agribusiness and/or food production community who can share insights into the relationship between kaitiakitanga and food. If you agree to take part, we will travel to meet with you to conduct an interview. Our interviewer will also travel with a photographer to record food practices and the landscapes in which they take place. Your kōrero will be audio-recorded, then transcribed, and this transcription will be returned to you for checking, along with a copy of any images taken. You can choose to not answer any question or stop the interview at any time, without giving a reason. You can withdraw from the study by contacting me at any time before 1st September 2018. If you withdraw, the information you provided will be destroyed or returned to you.

WHAT WILL HAPPEN TO THE INFORMATION YOU GIVE?

The research is not confidential, and you will be named in the Kaupapa Māori Land and Water Food story we seek to tell. The interview transcripts, summaries and any recordings will be kept securely and destroyed on 1st June 2021. We will also return all material for your own use.

WHAT WILL THE PROJECT PRODUCE?

Your kōrero will contribute to a collective story about kaitiakitanga and kai. We are approaching a range of Māori agribusiness and/or food production communities, including flax-roots, marae-based initiatives, small-to-medium business entities and Māori-led corporations. The information from our research will be used in at least two academic publications, at least one conference presentation and an illustrated journal or book designed for a general audience.

HE KAWA IF YOU ACCEPT THIS INVITATION, WHAT ARE YOUR RIGHTS AS A RESEARCH PARTICIPANT?

You do not have to accept this invitation if you don't want to. If you do decide to participate, you have the right to:

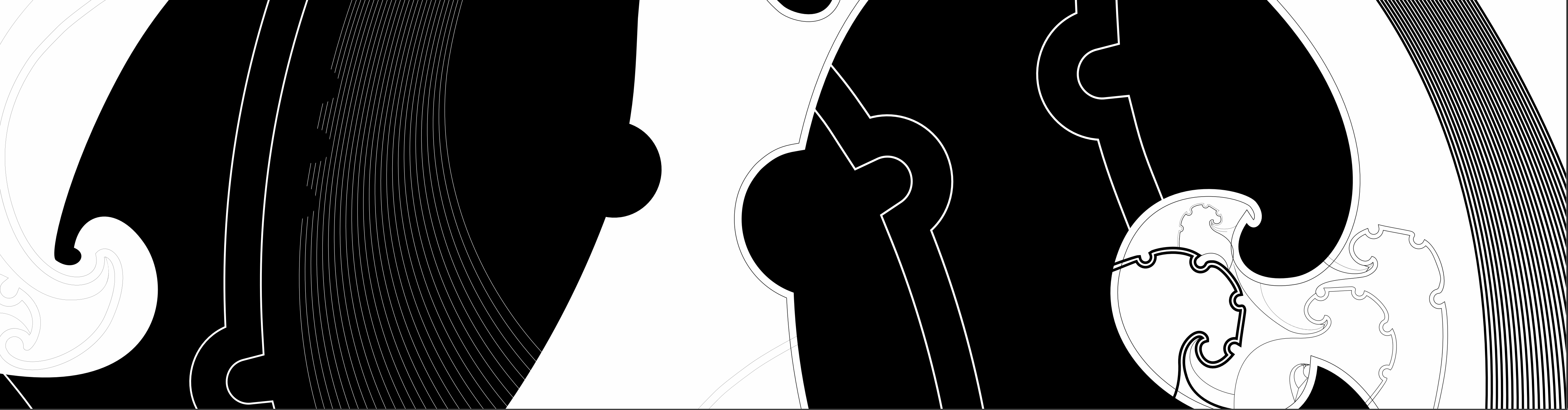
- ✓ choose not to answer any question
- ✓ ask for the recorder to be turned off at any time during the interview
- ✓ withdraw from the study before 1st September 2018
- ✓ ask any questions about the study at any time
- ✓ receive a copy of your interview transcript
- ✓ receive a copy of your interview recording
- ✓ be able to read any reports of this research by emailing the researcher to request a copy.



(Left to right) Yvonne Taura, Landowner Mere Whaanga, Jo Smith, Jessica Hutchings, Pahauwera Kaumatua Richard Allen at Taipōrutu, Māhia, NZ

Guiding hypothesis

Shining light on existing Māori agrifood traditions and innovations can inspire Māori communities and individuals (as well as non-Māori decision makers in the agrifood sector) to reframe ideas about productivity



Project Phases

Phase 1 – Critical discourse analysis of NZ’s Food Story and the Missing Māori Contribution (Completed)

Phase 2 – Gathering of kōrero and knowledge of kaitiakitanga tools to tell a kaupapa Māori Land and Water Food Story (in progress)

Phase 3 – Knowledge transfer – Development of a Kaupapa Māori Land and Water Food Story (Dec 2018 – June 2019)

**Who have we
talked with?**

Traci Houpapa
Ex-Director of Pamu, Chair of FOMA
Iwi and Māori enterprises

Gretta Carney
Hapi - Kaupapa based food retailer Hua Parakore (HP)

Cathy Taite-Jamieson
Biofarm Organic Dairy Farmer (HP)

Hineamaru Ropati
Papatuanuku Marae (HP)

Laney Hunia
Whenua Honey - Whanau business

John Reid- Ngai Tahu Research Centre
Iwi

Mere Whaanga, Richard Allen- Taipōrutu
Whānau

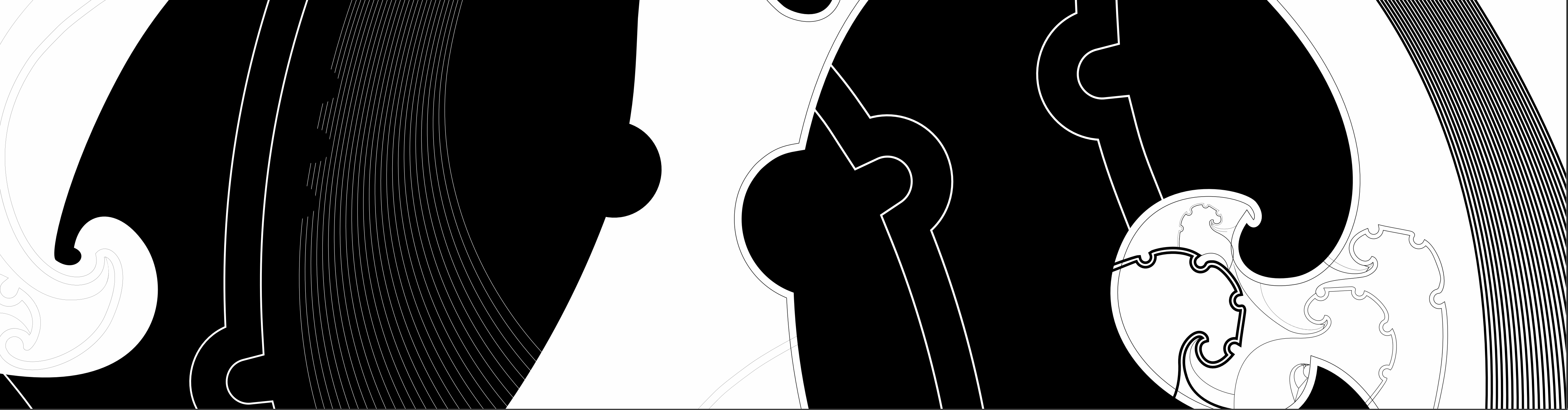
Ratahi (Peter) Cross- Te Awanui Huka Pak
Medium size entity

Ben and George Maki/Pat O'Brien-Onenui
Station, Iwi Agribusiness

Manaia Cunningham, Ecan. Koukourārata
Runaka level

Caleb Royal- Hapū

Richard Jones, Poutama Trust
National



Themes from analysis:

1. Background info on food growing practices and intended destinations for the food
2. How Māori values inform practices
3. Challenges
4. Connections to other food growers/communities
5. Soil
6. Ki uta ki tai (connections to the world around us, lands and waters)
7. Kaitiakitanga values
8. Important aspects of telling your story
9. Productivity paradigms

Kaitiakitanga

if you can be moving everybody toward that standard in that way of thinking, stepping out of just looking at everything as a resource as something you use for your own ends, you start to think about something you care about because it's your whānaunga/tupuna, it becomes a personal connection and relationship. I think that's what Māori have to bring. I think that's where the rest of New Zealand has to follow.
(John Reid, 2018)

Alternate Productivity Paradigms

Whenua Honey

YT: they wanted to change the business model; be in a collective and utilise everybody's skills as they can't do everything; opportunity to engage with youth – a whanau business – they are learning about what it is to be in business – across all aspects of the production (the kids that is) they are living it with their parents

Alternate Productivity Paradigms

Caleb Royal

We had an interview with Hoana Selby,¹¹ who is Pataka's mum and she talked about the Depression and how Māori families really managed the Depression quite well. And it was through their ability to mahi kai [...] And I wonder if we had a great Depression now, how our Māori whānau would fare. And I'd probably say, not that well. I don't know if the kai is actually available in our water ways to feed that many people anymore. I actually don't believe we have many people who know how to catch, prepare and present

Alternate Productivity Paradigms

Manaia Cunningham

Getting dirty with Papatūānuku in our own village. This is what gardening does to you. If you grow food, you don't need a \$100,000 salary. If you've got your own home on your own land, potentially you can have a really good lifestyle. If you've got thirty or forty grand a year, you can do it.

Preliminary findings

Land and Water food stories are values/kaupapa driven

Ki uta ki tai provides a conceptual framework for thinking about a Māori food system

The Māori agrifood sector offers alternative productivity paradigms

It is important to tell Maori land and water food stories because these stories are decolonizing, healing, restorative and inspirational



Ngā mihi nui ki a koutou!