E kore hoki e taea he mate nō te iwi kotahi.
Haumi e, hui e, tāiki e!
E ngā mana, e ngā reo, e ng`a karangatanga maha o te ao,
tēnā koutou katoa.

Ko Taranaki te maunga tītōhea, he waipuna koropupū.
Ko Te Awanui-a-Taikehu, ko Pātea te awa tapu.
Ko Ngaa Rauru Kiitahi, ko Ngāti Ruanui, ko Te Pakakohi ōku iwi.
Ko Rangitāwhi te hapū.
Ko Charles Russell ahau,
he māngai mō Mātai Pacific,
nō Te Arawa, nō Ngāti Awa, nō Rotomā.

He kai kei aku ringa ki taku kōrero.
Nō reira, tēnā ra tātou katoa.

— breath —
▸ Conversational. Look up.

I have just named my ancestral mountain Taranaki , my canoe and my sacred river

Pātea,
before my own name. Where I come from, the land anchors our feet and place, and the water connects us all.

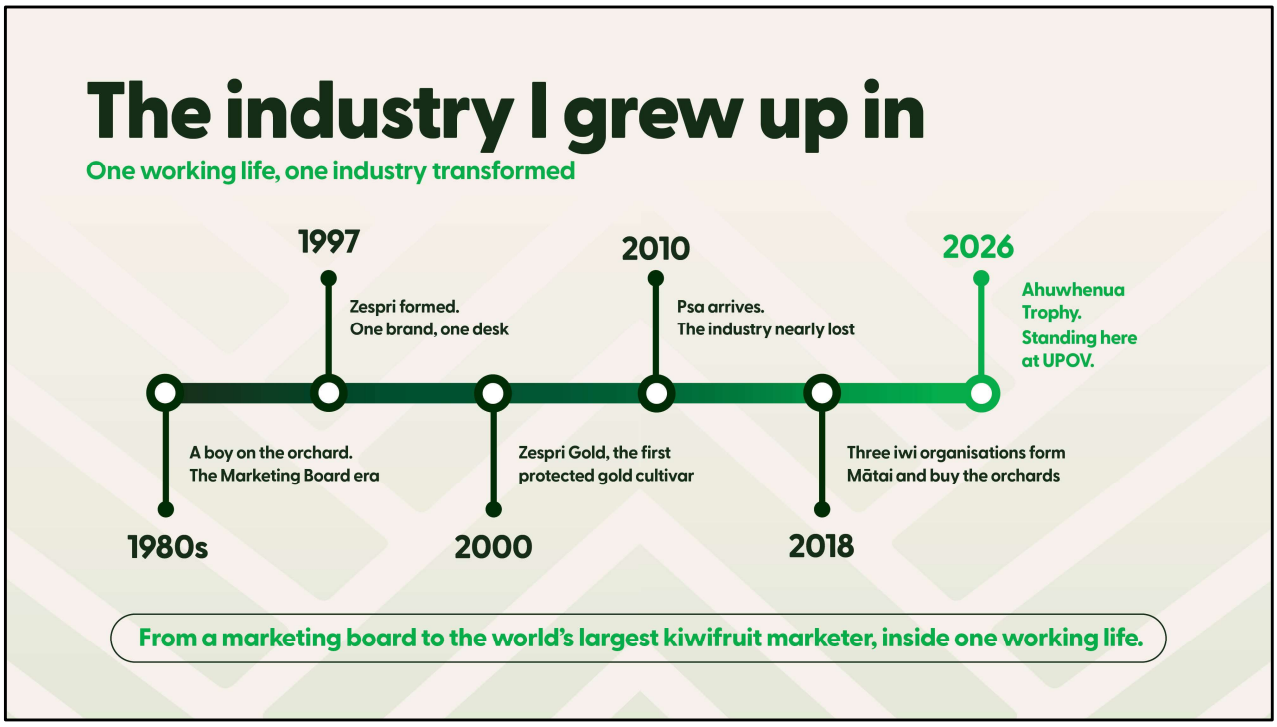
As Māori our waka crossing the Pacific some 800 hundred years ago.
We remember it as Aotea-utanga-nui, the richly laden,
for what it carried: seed.

My ancestor Turi came ashore with eight kūmara. Eight sweet potatoes.
He cut them, planted them beside the river I just named,
and harvested eight hundred baskets.

— hold —

New varieties, new opportunities.
My people have always known what that means.

He kai kei aku ringa - There is food at the end of my hands.



[Walk the line left to right. Do not explain each milestone; the next slide takes 2010.]

My particular story relating to horticulture is grew up on the orchard and have worked in every part of the New Zealand kiwifruit value chain: from orchards, to packhouse, coolstores, and also exports. I watched a kiwifruit marketing in the 80's although young board become Zespri in the 90's. I experienced an industry that had one variety (Hayward) learn to breeding new ones and growing grower and consumer value. And I've also watched what happened when everything we had built nearly died.

[About 40 seconds.]

In November 2010 a bacterial disease called Psa reached the orchards of Te Puke. The gold PVR variety the whole industry growth was built on collapsed. I was on those orchards. I managed the spread: cutting out infected vines, burning them, trucking them to the quarantine zones. Vines that families had spent a decade building went up in smoke.

What saved the industry was not luck. A new gold variety, Gold3, had been licensed only months earlier, from a breeding programme growers and their marketer had been funding for years. It proved tolerant. Growers cut the sick canopy to the stump and grafted the new variety onto living roots. Three years back, not ten.

The pipeline was not built to beat Psa. It was built because one variety is not a business. When Psa came, the pipeline had an answer. That is what protection pays for.

So when I talk about investment in new varieties, I am not talking theory. I am talking about the difference between an industry and a memory.

[Personal, not technical. About 70 seconds.]

'Ko Mātai Pacific tēnei — this is Mātai Pacific. Eleven orchards in the Bay of Plenty, the heart of world kiwifruit. A hundred and one hectares of producing canopy, growing both the protected gold variety and unprotected green. Over five thousand tonnes of fruit this season, at more than ninety percent premium grade — because quality is where the premium begins.'

'And one thing that makes us different: we are tikanga-led. Māori values are not our marketing. They are our governance.'

~55 seconds. [GRAPHICS: hero orchard/harvest image right.]

(Reference: 5,200 t ≈ 1.48M trays at ~3.5 kg/tray — use tonnes on stage; trays mean nothing outside the industry. 'Class 1' likewise becomes 'premium grade'.)

Let me be honest about the cost of entry for protected varieties, and honest that financial is only the layer everyone can see.

Beneath it: much Māori land is held by many owners and kept from sale, by choice. That is not a problem with the land. It is the point of the land. But a lender built for one name on one title struggles to lend against it. Beneath that: banking, licensing and industry systems that assume one owner, one signature. And beneath everything: starting later, with less, in an industry whose premium variety was licensed before we arrived.

Our collective faced the first layer, and part of the third. Three Māori organisations pooled their capital and bought general-title orchards together. Growers on whenua Māori face all four. They are who I am speaking for today.

With recognition comes responsibility: to lift other Māori growers, and to leave the path clearer for those behind us.

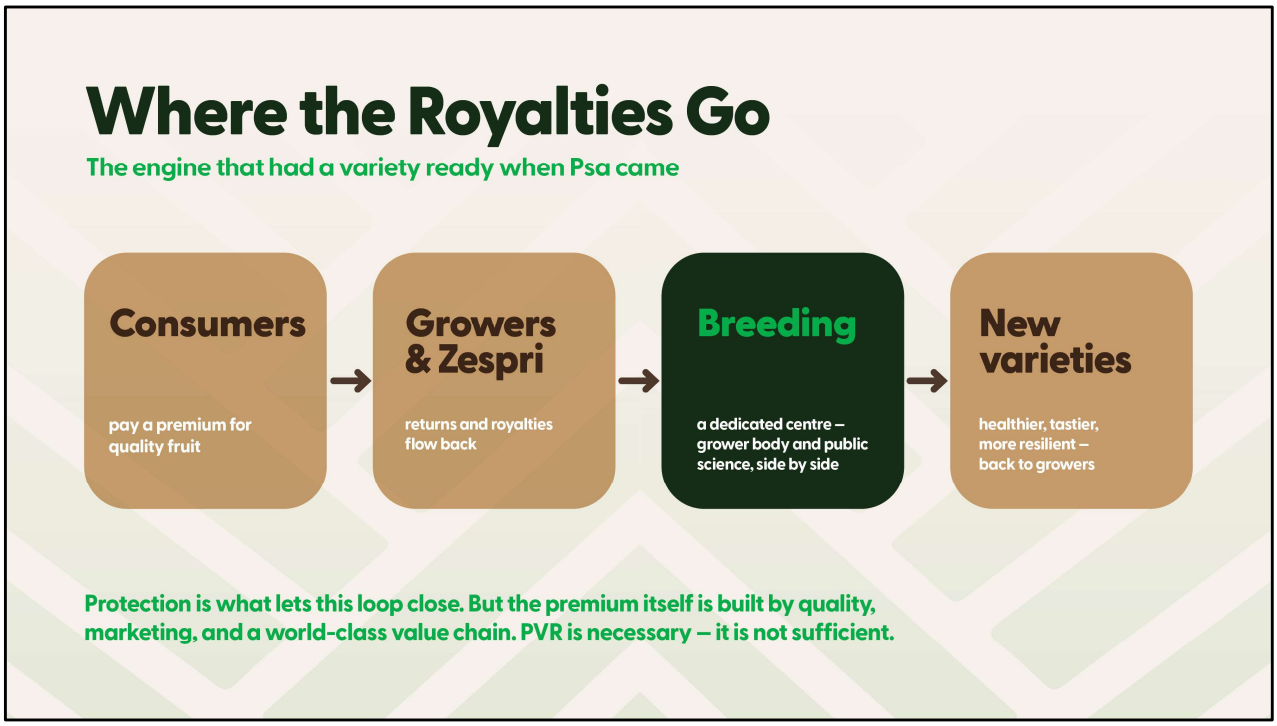
[Describe how the layers work, never who built them. About 70 seconds.]

The previous slide said what Mātai is; this one says why it exists. Eight years after Psa, the recovered industry is strong enough that three iwi choose to buy in.

'In 2018 — in the industry Psa rebuilt — three iwi, three tribal nations, chose to invest together to overcome the financial hurdle: Te Arawa, Ngāti Awa, and Rotomā. Not because collaboration is fashionable. Because none of us could do this alone.'

'We are not a charity and not a project. We are a business — owned by our people, answerable to 50,000 of them. And for me, it was coming home: back to the whenua I started in as a boy, this time as kaitiaki — as a guardian.'

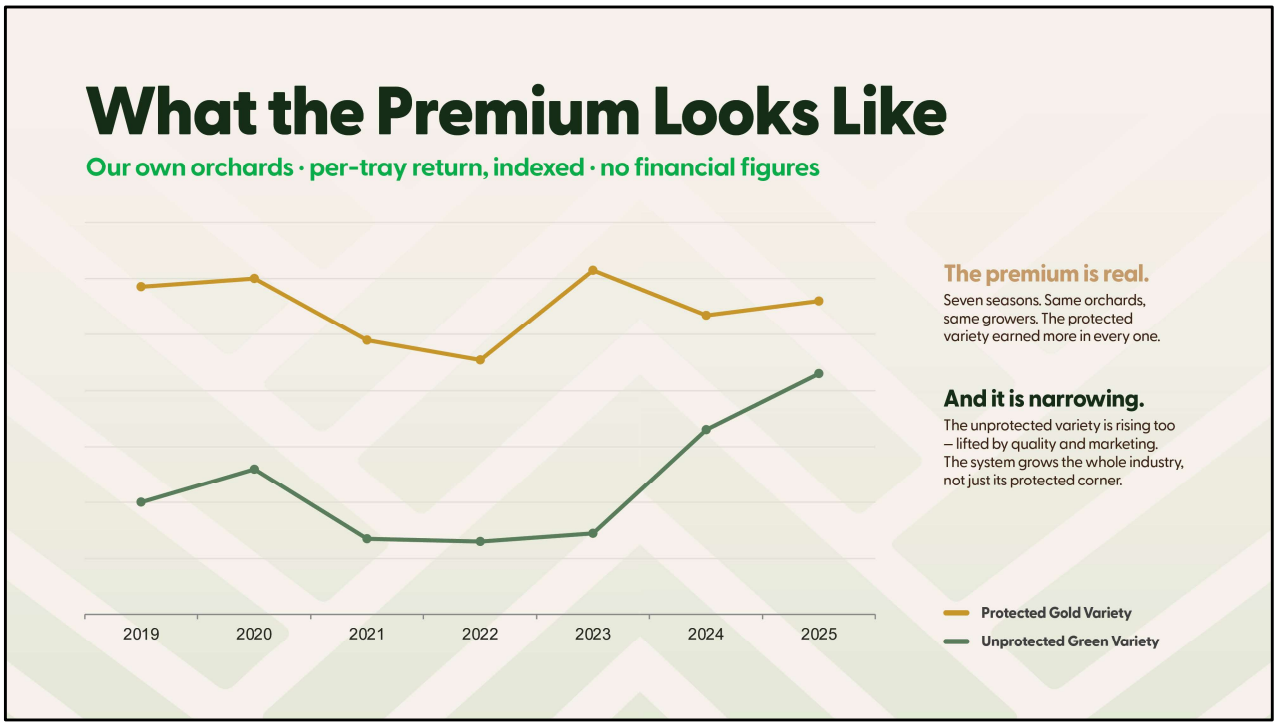
~55 seconds. [GRAPHICS: signing or partners image left.]



'Where do the royalties from PVR go? Over the last 3 decades but more importantly since 2021, our industry has run a dedicated Kiwifruit Breeding Centre — a joint venture between our grower-owned marketer Zespri and our public science institute, in Te Puke, twenty minutes from our orchards. Royalties from today's varieties fund tomorrow's. That is the loop that had a gold variety ready when Psa came.'

'But here is the part I most want this room to hear: the plant variety right did not only create the premium. Quality standards did. Paying growers for taste did. Marketing and a world-class supply chain did. Protection is what lets that investment be recovered — necessary, not sufficient. Anyone who tells you PVR alone will transform an industry is selling you half a system.'

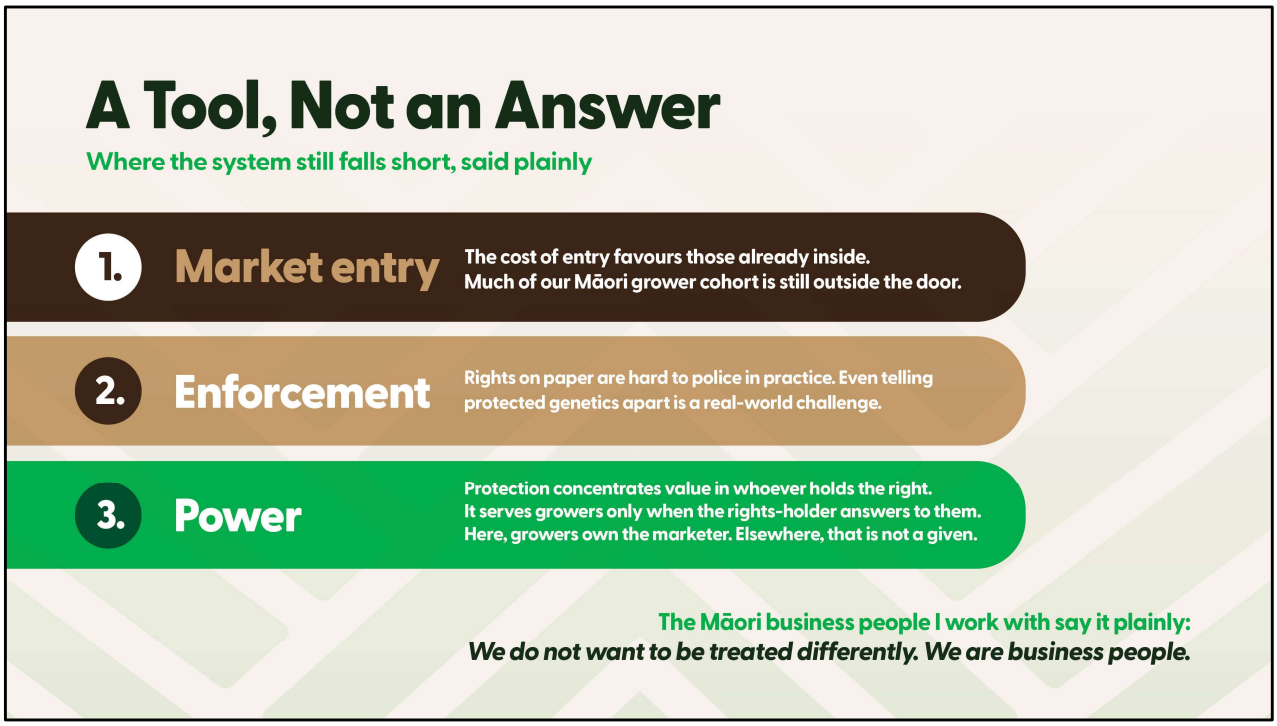
Deliver slowly. ~85 seconds.



This our own data, from our own orchards, indexed so I can show you the shape without the dollars. Two honest things. First: across seven seasons, the protected variety earned more per tray in every single one. The premium is real.'

'Second — and I want to say this myself before anyone else does — the gap is narrowing. Our fifty-year-old unprotected green variety is rising, lifted by the same quality and marketing system. The tide lifts the unprotected boat too. I do not think that weakens the case for protection. I think it proves what protection is for.'

~70 seconds.



I agree with the heart of this discussion: the people who grow the food should decide for themselves. Plant variety protection is a tool. It is not the answer to everything, and tools have edges.

Market entry: the cost of entry favours those already inside, and much of our Māori grower cohort is still outside the door. Enforcement: rights on paper are hard to police in practice; even telling protected genetics apart is a real-world challenge. Power: protection concentrates value in whoever holds the right. It serves growers only when the rights-holder answers to them. Here, majority growers own our marketer. Elsewhere, that is not as clear.

The old varieties have not gone anywhere. Anyone on earth can plant Hayward green. We do; we just happen to grow within our system. Our collective chose protection because it delivers value, and because it funds the next varieties. Our rangatiratanga, or rights to self-determination, is the right to choose. Including the right to choose protection.

The Māori business people I work with say it plainly: we do not want to be treated differently. We are business people.

[About 80 seconds.]

I began at nine years old in this industry with our whakataukī: he kai kei aku ringa, your responsibility is to create prosperity by your own hands.

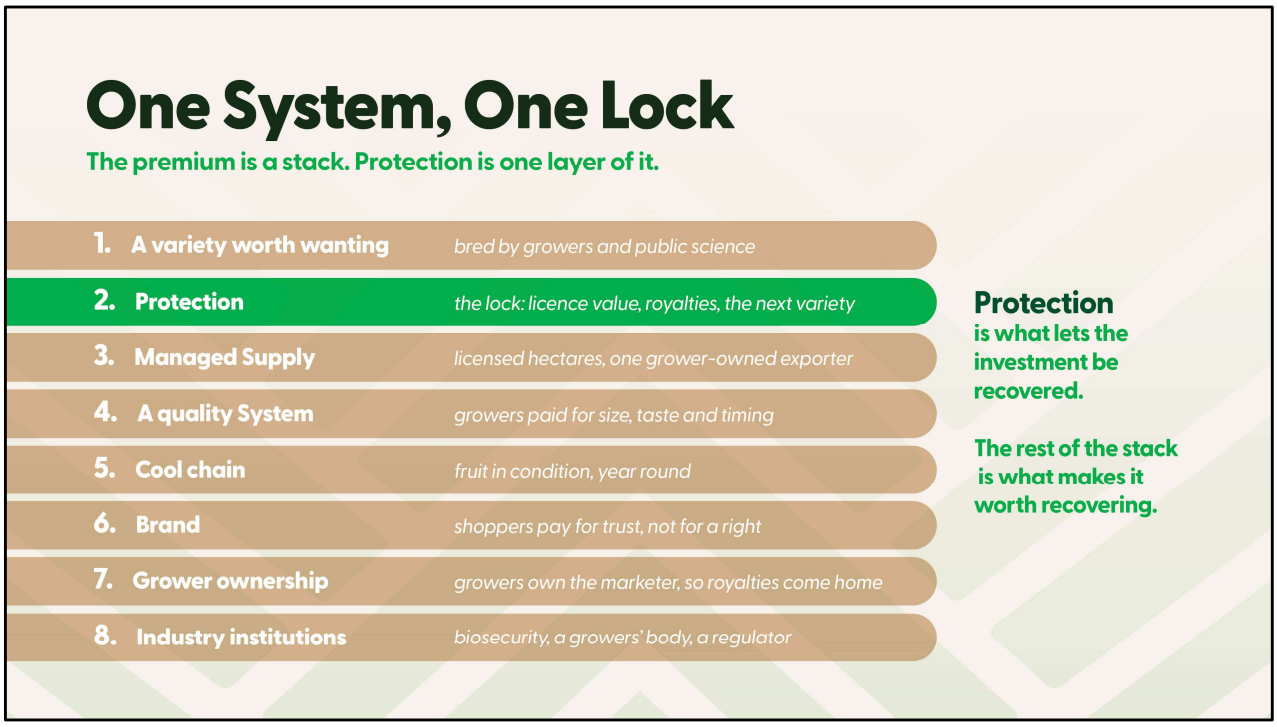
I was asked what a protected variety can make possible for a community.

Here is my sentence: it lets our community build prosperity by its own hands, on our own whenua (land), for those who come after our mokopuna. On our own terms.

Ehara taku toa i te toa takitahi, engari anō he toa takitini.

My strength is not that of one, but of many.

[Karakia whakamutunga and the reo farewell, unhurried. About 50 seconds]



The New Zealand kiwifruit premium is not a variety. It is a system, eight layers deep.

A variety worth wanting, bred with grower money and public science. Protection, the lock: it is what makes a licence worth paying for, what stops the premium dissolving the day the variety spreads, and what sends royalties back to fund the next variety. Managed supply: licensed hectares, and one grower-owned exporter, so nobody undercuts anybody. A quality system that pays growers for size, taste and timing. A cool chain. A brand that shoppers trust; they have never heard of a plant variety right. Growers owning the marketer, so the royalties come home. And the institutions that hold it together: biosecurity after Psa, a growers' body, a regulator.

We grow both. Anyone on earth can grow the old green variety, and we do, on nearly forty hectares. It earns a good living because of the system around it. The gold variety is protected. It earns more, and it paid for the vines that replaced the ones we burned in 2010. Protection did not take anything away from anyone. It added a second door beside the first.

SunGold is a New Zealand success story in its own right. It came out of that grower-funded breeding programme, it carried the industry through Psa, and today it is the variety our premium is built on. That is what the loop produces when it is allowed to

close.

Take protection out and the licence is worth nothing and the breeding stops. Leave it in on its own and you have a right on paper and no premium. Necessary, not sufficient. Anyone who tells you protection alone will transform an industry has told you half the story.

Royalties from today's fruit fund the varieties our mokopuna will grow.

About 80 seconds.]