

# PLANTATION MĀNUKA – AN OPTION FOR BEEKEEPERS AND LANDOWNERS ?

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MANUKA FARMING



# KEY TOPICS

1. HOW MUCH HAS BEEN PLANTED IN MĀNUKA PLANTATION ?
2. KEY DRIVERS IMPACTING PLANTATION DEVELOPMENT
3. A POSSIBLE WAY FORWARD ..

**BEEKEEPER + LANDOWNER + (HONEY MARKETING COMPANY) + PLANTATION SPECIALIST**

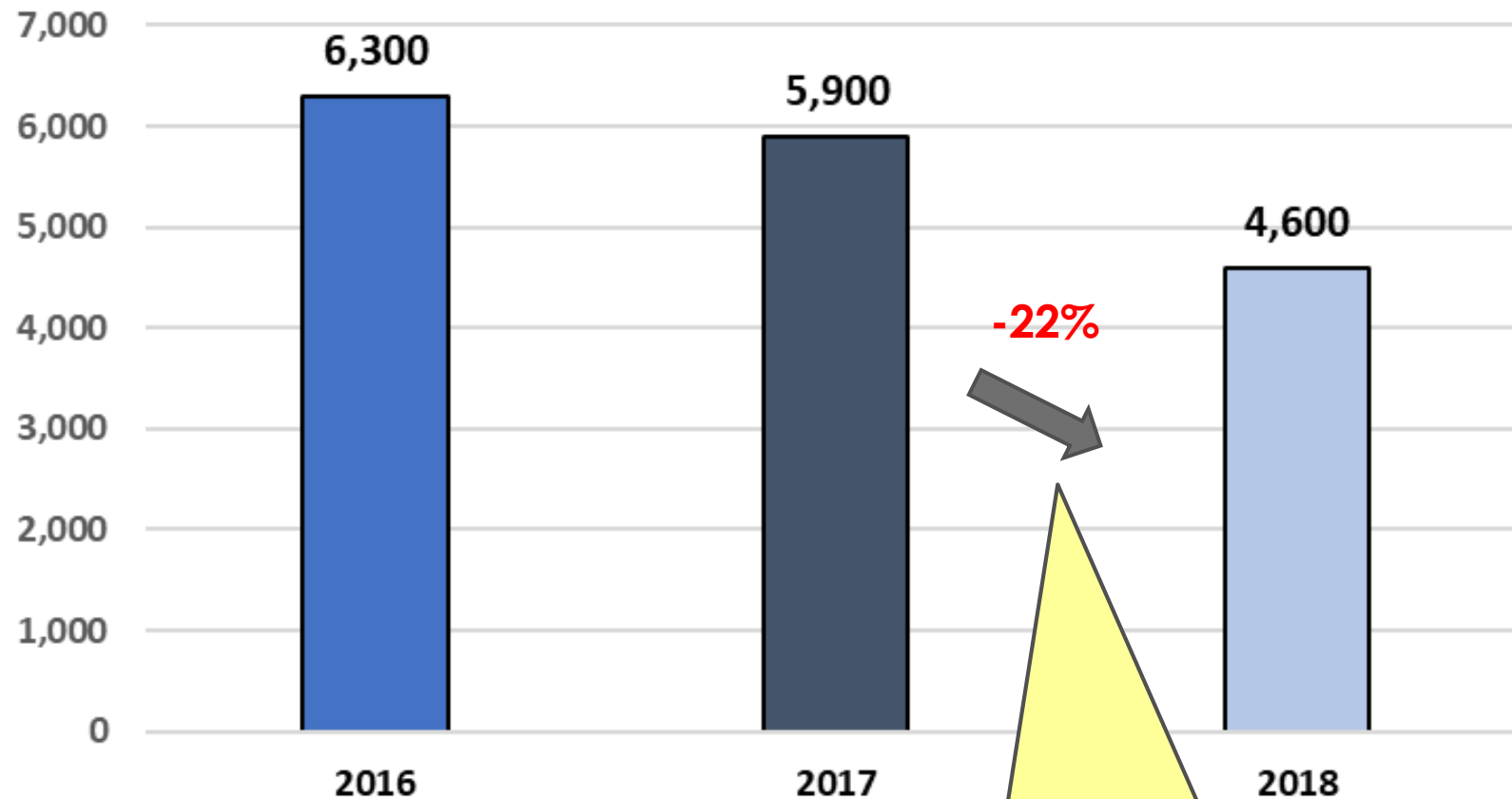


# 1. HOW MUCH HAS BEEN PLANTED IN MĀNUKA ?





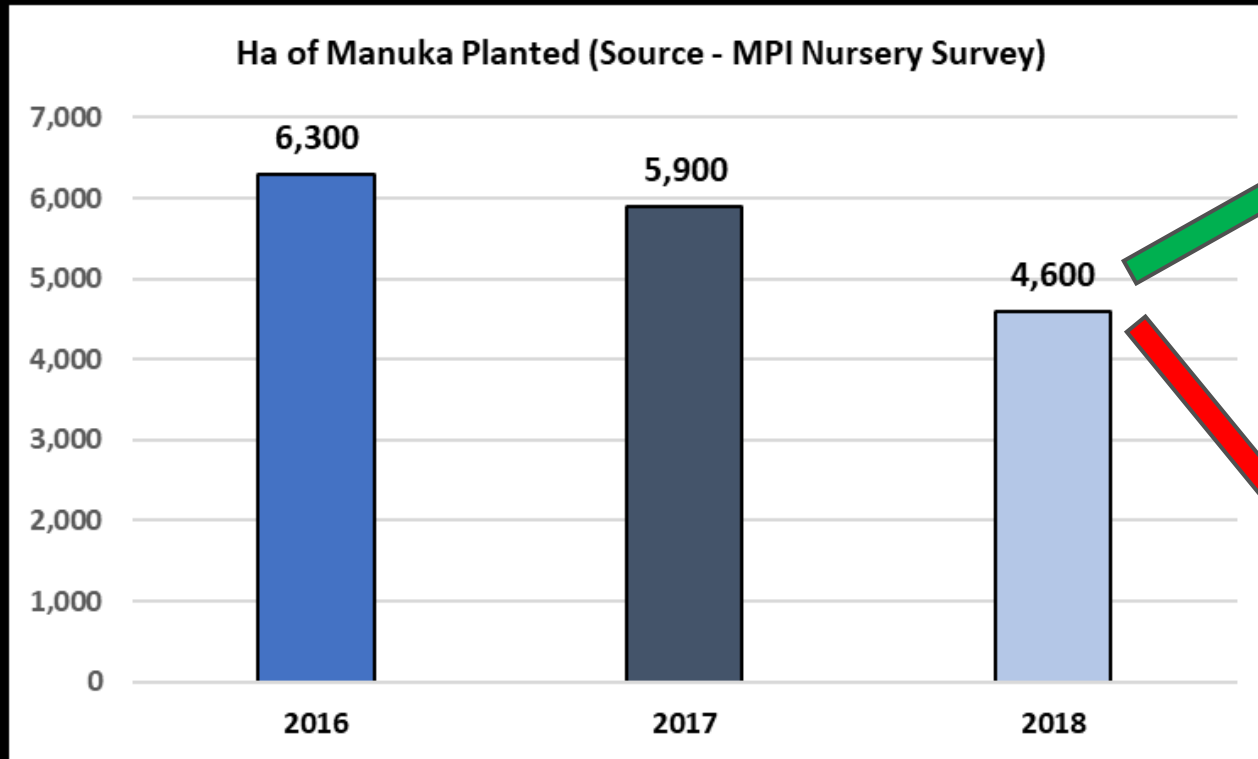
Ha of Manuka Planted (Source - MPI Nursery Survey)



**Reflecting uncertainty due to ...**

- Impact of MPI standards ?
- Risk of Myrtle Rust ?
- Timing of announcement of Government funding

## 2. Key Drivers of Mānuka Plantation Growth



### Positive Factors

- Need for honey companies/beekeepers to secure supply (and ideally quality)
- Funding is available – Government and Private sector
- Increasing environmental and biodiversity concerns around traditional agriculture and forestry

### Negative Factors

- Economics of plantation manuka not yet proven for the landowner/investor
- “Competition” from renewed interest in pine plantation

### 3. A Possible Way Forward ..

**Beekeeper + Landowner + (Honey Marketing Company) + Plantation Specialist**

*A Key Common Driver for Each Group is*

*Security + Sustainability + Increase  
of Income !*



## 3. A Possible Way Forward ..

### Beekeeper + Landowner + (Honey Marketing Company) + Plantation Specialist

#### Opportunity for Beekeepers who have a relationship with Existing Landowners

Beekeeper will typically have:

- good knowledge of sites' potential, and prospects of longer term working relationship with landowner, good understanding of honey market

But will not typically have knowledge on:

- Establishment Costs, Funding Options, and Financial Projections
- Design of a mānuka plantation to optimize funding
- Design of a mānuka plantation to optimize revenue for the landowner
- Design of a mānuka plantation to optimize good nutrition to bees
- Grants and Investment Funding Options
- Best fit of cultivars for the site





# A Professional Approach to Plantation Development



DESKTOP ASSESSMENT



SITE ASSESSMENT



PLANTATION PROPOSAL



PLANTATION AND APIARY  
ESTABLISHMENT PLAN



PLANTATION AND APIARY  
ESTABLISHMENT



PLANTATION MONITORING



HONEY COMMERCIALISATION





# Our Team

**Bronwyn Douglas** –  
Client Relationship  
Manager

**Rob Tiopira** – Plantation  
Establishment Manager



**Stephen Lee** –  
Chief Executive  
Officer

**Maggie Olsen** –  
Plantation & Apiary  
Performance Manager

## Questions ?