

TĀNGATA HUAWHENUA

MĀORI HORTICULTURE COUNCIL AOTEAROA

PRESS RELEASE

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KPMG Agri Agenda Calls for Sector Reset – Māori Positioned to Lead

The Māori Horticulture Council (Tāngata Huawhenua) welcomes the release of the *2025 KPMG Agri Agenda*, which warns that Aotearoa's food and fibre sector needs a fundamental reset to meet future global, climate, and economic challenges.

Under the theme “*Rethink. Rebuild. Reconnect.*”, the report challenges the sector to move beyond incremental change and adopt a bold, values-led approach to transformation.

“We are not short of purpose. But we are short of systems that centre Māori worldviews, unlock whenua potential, and honour intergenerational stewardship,” says Chairman Ratahi Cross.

The report highlights the need to:

- Rethink land use, capital access, and innovation design
- Rebuild supply chains, climate resilience, and sector pride
- Reconnect with community, whenua, and cultural integrity

Tāngata Huawhenua supports these findings and calls for investment, policy alignment, and co-design processes that enable Māori leadership in sector-wide transformation.

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About Tāngata Huawhenua Māori Horticulture Council

Tāngata Huawhenua – Māori Horticulture Council Aotearoa is the national voice for Māori in horticulture and produce. As a platform for collective influence, collaboration, and advocacy, we represent Māori interests across the full spectrum of flora and produce – from taonga species and emerging fruits to hemp, vegetables, and value-added ingredients.

Our purpose is to grow Māori influence and impact in the sector through unity, investment, innovation, and capability. We work across the value chain, from breeding and intellectual property through to commercialisation and market access – grounded in our foundational values of Tino Rangatiratanga, Mātauranga Māori, and Tikanga Māori.