

# TĀNGATA HUAWHENUA

MĀORI HORTICULTURE COUNCIL AOTEAROA

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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#### Time to Act: Scrimgeour Report Calls for Bold Reform in Kiwifruit Sector

The Māori Horticulture Council (Tāngata Huawhenua) endorses the release of “*Pathways to a Better Future for the NZ Kiwifruit Industry*” by Professor Frank Scrimgeour, calling it a wake-up call for industry leaders and growers alike.

The report outlines four major strategic opportunities for ensuring grower profitability, sector resilience, and long-term legitimacy — while warning that inaction could lead to loss of trust, reduced returns, and potential regulatory intervention.

“This is the most important report we’ve seen on the future of our industry in a decade,” says Tāngata Huawhenua Chairman Ratahi Cross. “It exposes the cracks — from declining green returns and governance tensions, to offshore growth and shareholder dilution. More importantly, it offers clear, practical pathways forward.”

#### Key recommendations include:

- Establishing a Grower Shareholder Fund to reverse declining grower ownership of Zespri
- Building a transparent framework for offshore growing operations
- Reforming Plant Variety Rights (PVR) to ensure equity and grower benefit
- Overhauling the kiwifruit supply chain to reduce inefficiencies and increase value

The report also calls for attention to Māori inclusion, climate resilience, and the growing voice of new entrants, including Indian growers.

Tāngata Huawhenua supports the report’s direction and urges sector leaders to work in genuine partnership with Māori to build an industry that is profitable, accountable, and future-ready.

## ENDS

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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.