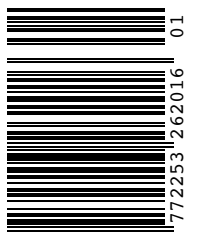


BAY BUZZ

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THE Food ISSUE



Monique Thérèse

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BAYBUZZ

JANUARY/FEBRUARY 2017

This Month

Celebrating food – in all its aspects – is the singular focus of this edition. The most successful and iconic producers, companies and brands. The challenges of marketing and adding value to what we produce. Our preferences and habits as consumers – how we eat, what we pay. Advice from our best chefs. The joys of fishing and veggie gardening. Eating well and feeding the hungry. And more.

Cover photo: Tim Whittaker
Photo above: Sarah Cates

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Hawke's Bay Market. Photo: Sarah Cates



FEATURED CONTRIBUTOR:
KEITH NEWMAN

Journalist, historian, poet, Keith Newman has been in the writing game for over 44 years, producing content across all media on an eclectic range of topics from chronicling New Zealand 60s-70s music history for Radio NZ and Audiodisc, to five books including the history of the Internet (to 2008) to Māori prophet and visionary T.W. Ratana and the missionary impact on early Māori culture.

He and his wife, artist Paula Novak, moved from Titirangi in West Auckland to Haumoana (from the bush to the beach) in 2009. He's currently writing the history of the Cape Coast and interested in the rapid evolution of Hawke's Bay, where he paid his journo dues back in the early 1970s, from geographical backwater to a leading edge eco-tourism, value-added, business lifestyle, arts and heritage destination.

BAYBUZZ REGULARS



MARK SWEET
Napier-born, Mark worked in Hong Kong and Scotland, before returning to Hawke's Bay, and establishing Pacifica restaurant. Re-creating himself as a writer, Mark's first novel *Zhu Mao* was published in 2011; an extract from his next novel, *Of Good and Evil*, has been short-listed for the Pikihiua Awards.



MICHAL MCKAY
Michal McKay has spent most of her working life involved in the world of style. And living in "other" parts of the world. A year ago Havelock North became her home. The arts, interior design, cooking, travel and a new cuddly canine keep the spark in her eye. So does writing about the same.



MANDY WILSON
Mandy Wilson manages advertising and store sales for BayBuzz. She's worked in print media in the Bay for 20 years or so (wow!). In her leisure you can spot Mandy walking or cycling one of the numerous tracks throughout Hawke's Bay or sipping hot chocolates in any number of cafes. 027 593 5575



TOM BELFORD: FROM THE EDITOR

Food ... and more food

MY APOLOGIES.

We've devoted this entire edition of *BayBuzz* to Hawke's Bay and its food and food businesses ... but even with 16 extra pages we've barely scratched the surface of this rich subject so much at the centre of our region's commerce and personal passions.

For example, I set off to write about a 'top 20' of Hawke's Bay's food businesses. But soon realized that the cognoscenti I asked for recommendations used widely diverse criteria, yielding picks ranging from major businesses to boutique brands, from engineering firms to restaurants. How wide our appreciation is of what's best about Hawke's Bay's 'food'!

I completed the task with great trepidation, laying myself bare, to all sorts of sound reprimand over brands and businesses overlooked (or perhaps overrated).

Probably my biggest regret is not having the space to give more visibility to the many behind-the-scenes service businesses that enable the major brands we as consumers recognize – the folks who engineer and manufacture processing and packaging equipment, provide ingredients, handle transport and export logistics, sell farm equipment, provide irrigation services and on-farm advice, and more.

Still, I do hope the effort illustrates just how diverse our food economy is.

Keeping on the serious side, you'll find articles on where Hawke's Bay's primary sector must focus to prosper abroad – our view, the future is niche, natural, premium. We look at the climate impact of our bovine population. And we examine how well we are meeting the needs of those who go hungry in our region.

But there's heaps of lighter fare as well, reaching beyond the business of food to the aspects that most consumers more relate to on a daily basis.

And so we covered a lot of ground, including reporting on our online survey of the region's foodie habits and preferences – what do we spend, where do we spend it, what do we eat (or avoid eating), and so on. Hopefully you will enjoy comparing your own food preferences to the profile of our respondents. For example, what type of food or restaurant is 'missing' in Hawke's Bay?

We've tried to serve up a food menu for many tastes.

We investigate what makes the perfectly-equipped kitchen – our shopper 'spent' \$130,000 on his fantasy kitchen.

We look at online food shopping, and explore the evolution of 'take-away' from fish & chips to gourmet express meals delivered to your home. Interested instead in back to nature? Read about the basics of setting up your own home garden and growing your own vegies. And get a Māori perspective – whā nau gardening.

Although we haven't attempted to rate the region's eateries (maybe we'll try that some other time), we do talk to some of our top chefs about their approach to cooking – you'll find out their favourite ingredient and cooking utensil. And learn from a Hawke's Bay-based world expert what makes a great cheese ... and who makes it here.

Ever wonder how 'taste' works? We cover the science of that, as well as the science behind growing the most nutritious food and how three nutrition experts describe 'eating well'.

And finally we pay homage to Hawke's Bay's current food hero – the apple.

Altogether, a diverse menu that I hope provides ample brainfood and excites your taste buds.

Bon appétite!

tom@baybuzz.co.nz

P.S. One more thing. For dessert we're serving the best-ever *BayBuzz* subscription offer. Every new subscriber who signs up by 28 February – and every existing subscriber who gifts a new subscription by then – will get a \$20 cash voucher to use at Total Food, Chantal, Pipi or Hohepa, AND go in our draw to win 80 free gourmet dinners – a \$795 value – delivered by On Your Plate. Details on page 20.

Tom is a HB Regional Councillor. His past includes the Carter White House, building Ted Turner's first philanthropic organization, doing heaps of marketing consulting for major nonprofits and corporates. Tom writes an acclaimed blog for professional NGO fundraisers and communicators in North America and Europe.



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BEE IN
THE KNOW

How about them apples?

Hawke's Bay apples are really sweet these days, driving a boom in our region's ag-biz economy. We grow 66% of NZ's crop and apples are our region's largest food export, with 23,210 containers through the Napier Port last season.

The future looks even better. By 2020 about 1,500 more hectares will be planted in apples, reaching some 7,600 hectares, and HB's apple exports will grow from 225 million kgs to over 300 million.

Why this success? Our innovative growers achieve the highest yields in the world, and grow the quality and varieties overseas consumers want, such as Dazzle, the newest NZ apple developed here in Hawke's Bay.

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HAWKE'S BAY'S Food Factoids

1

From 2013 to 2015

**\$3.4
billion**

of foreign capital was invested in NZ agribusiness.

2

In 1959
Turners & Growers proposed

kiwifruit

as the new name for Chinese gooseberries.
The rest is history.

3

Our hardest-working farm workers?
Almost 100 fruit & veggie species, making up one-third of the average diet, are pollinated by

bees

who also pollinate clover, hay and other forage crops. NZ's 430,000 beehives are worth \$5 billion a year to our economy.

4

NZ has the developed world's highest rate of

campylobacter

poisoning, mostly attributed to poultry.

5

In 2013, New Zealand's fast food
consumption was estimated at an average of

2-3kgs

of fast food per person per year. NZ has
the second-highest number of McDonald's
restaurants per person in the world.

6

Oxfam says the healthiest eating nation in the world
is the Netherlands, with New Zealand coming in

23rd

The cost of food and unhealthy eating habits
pushed New Zealand down the list.

7

World Apple report places New Zealand at

Number One

of 33 major apple producing countries.

8

31%

of adults (and one in ten children) in New Zealand are obese; 35% more are overweight.

9

Hawke's Bay has

5,000

hectares of vineyards, 72 wineries and 123 independent grape growers, producing a 2016 vintage of

42,958

tonnes. Currently 63% of production is white wine and 37% is red wine - 24% of New Zealand's chardonnay, 87% of its cabernet merlot blends, and 83% of syrah.

10

Most recent counts from Stats NZ say Hawke's Bay is home to

2,873,000

sheep

442,000

beef cattle

98,000

dairy cattle, and

53,000

deer.

11

Hawke's Bay's

sweetango

apple, grown by Yummy Fruit, enjoys the title of crunchiest apple in the world!

12

HB expects to harvest

398

million kg of pipfruit in 2017 (virtually all apples), representing 68.6% of NZ's production. 65% of that will be exported.

13

69%

of Kiwis eat breakfast every day; 27% miss breakfast at least twice a week.

14

According to Guinness, the largest pizza ever made had a total surface area of

1,261.65m²



Sir James Wattie, artwork by Adrian Thornton

HAWKE'S BAY'S
TOP
FOOD HEAVYWEIGHTS
TWENTY

Preparing this article has been an almost paralyzing experience. Without any single definitive formula for defining the 'Top 20', the challenge of sifting through so many familiar and unfamiliar Hawke's Bay brands has been daunting.

By Tom Belford

BayBuzz approached about thirty agri-business and food cognoscenti in the region to nominate in confidence the companies they thought represented the best of Hawke's Bay. Here's what I requested: "I'd welcome your suggestions regarding who we might identify as, loosely, 'the top 20 food businesses in HB' – be that by scale, reputation, quality of leadership, positioning for the future. If you wanted someone to take seriously HB's claim to be a food leader, which are the companies that best evidence that?"

We wound up receiving 142 different candidates – from AFFCO to Zealandt. I try to follow what's what and who's who in this sector, but still about a quarter of these companies were new to me. And so our quest for the 'Top 20' was hugely informative.

You might have heard this old maxim: where you stand depends on where you sit. Just look at the diversity of the B's alone that were nominated: Balance Fertiliser - Bay Blueberries - Bay Espresso - Bay Irrigation - Bellatino's - BioRich -

Bistronomy - Black Barn Bistro - Bostock NZ - Brownrigg Agriculture.

Something for everyone on that list!

If you're from the growing or producing side of the sector, your nominees tend to be the food giants like Wattie's, Mr Apple and Brownrigg, or the under-the-consumer-radar service companies Frost Fans NZ, DSK Engineering, Bay Irrigation, and ATI Engineering and many like these.

If you prepare food professionally, you tend to mention your favourite suppliers, usually on the smaller, local side – some broadly known, like Holly Bacon; others less so, like Epicurean and Terraza Saffron.

And if you come at it from a consumer perspective, there's still another crowd of favourites – restaurants and cafes, boutique merchants (e.g., Hohepa, Origin Earth, Chantal, Cornucopia, Vetro, Bellatino's, Scott's Strawberries), and the true icons like Rush Munro, The Strawberry Patch and the Farmers' Market.

So I guess it should come as no surprise, but food excellence has many different

meanings and criteria ... and happily for us in Hawke's Bay, we're surrounded by dozens and dozens of 'food' companies that excel at what they do.

The other thing we came to realize is how 'private' so many of these companies are. Sure, some are obviously consumer-facing and they want you to know and appreciate their brands. Which isn't to say they want you to know their volumes or turnover! And the same is true of the larger companies, most of which are privately held and also not keen to share their financials, especially in the cyclical world many inhabit.

A final general observation is that even the biggest of these companies – and almost without exception, the biggest are our exporters – are small on the world stage.

Take apples, one of our proudest and most significant products, with major players like Mr Apple, Bostock NZ, Yummy Fruit and Apollo ... with all those bins and pallets you see driving around the Bay ... with literally millions of new trees being planted in the region ... with Hawke's Bay



Photo Tim Whittaker

producing (and exporting) about 68% of NZ's apples ... with record exports 22,205 containers in the last season ... still, all NZ produces less than 1% of the world's apples and exports less than 4% (2014 figures).

That's the reality for everything we produce and ship from Hawke's Bay, and it's a reality that underscores our absolute need to produce with excellence and – as just about everyone recognizes – increasingly for niche premium market segments.

Sifting the list

Increasingly, as we pored over the list and did further research, we realized the impossibility of the task! So we took out the carving knife.

First we cut away all the restaurants and cafes. We weren't really looking for a popularity contest amongst eateries – from fine dining to pop-up pizza and coffee. There's just so many, and they deserve a 'people's choice' of their own, with proper categories and consumer-focused criteria like food quality, service, atmosphere and value.

Which isn't to say there aren't very fine businesses in this category – look at Bay Espresso and Hawthorne, the gems created by Jennifer Le Comte (Opera Kitchen, Albion Canteen, FG Smith's, Picnic), or the Havelock trio (Wright & Co, Hugo Chan's, Mamacita's). In this category, survival is an achievement.

Then we dealt with the issue of 'Icons' versus 'Heavyweights', and decided to award some special, separate kudos to the icons.

Icons don't need to be huge. They do need to be widely known and admired ... household names. They're the brands you feature at the dinner table or show off to out-of-town guests. Lizzie Russell took on the task of extracting a list of icons from our nominees, which you'll find a few pages later.

As you'll see, some of our icons are also heavyweights.

Top 20 Heavyweights

Which left us sifting the balance of our nominees for 'Heavyweights'. These we define as major in scale (production, employment, diversification) or standing amongst their peers. Who do those in the 'biz' most respect? One responder termed them 'enviably successful'.

The first ten on our list are major in scale; the second ten, mostly smaller in scale, win high acclaim from the food biz cognoscenti.

1. Apatu Farms

Apatu Farms was started by Ken Apatu 41 years ago, supplying tomatoes to Wattie's. His sons Mark and Paul continue the family business and this season will grow over 2.5 million tomato vines – as well as beetroot, sweetcorn and butternuts – to still supply Wattie's. The Apatu's use about 2,500 hectares on the fertile Heretaunga Plains, where in addition to growing produce they run around 20,000 lambs, 3,000 ewes, and 1,500 cattle.

2. Arataki Honey

Started on nine acres in 1944. Now managed by members of the original family, Ian Berry, Pam Flack and Barbara Bixley. Around 40 employees are based at Havelock North, working in beekeeping and processing, tourism and retailing. Honeyland, their premium, export quality range is available in over 20 countries. With 20,000 hives – 7,000 around HB – Arataki has been providing hives to Hawke's Bay orchards for 60 years and now do over 6,000 hive placements every season, plus producing 30,000 queen bees to meet overseas requirements.

3. Bostock NZ

Started 30 years ago; diversified company 100% owned by John Bostock. NZ's largest organic apple grower and exporter – 85% of national crop – grown on 500 hectares. Plus 25,000 tonnes of onions and 12,000 tonnes of squash. Other products include olive oil, avocado oil, and apple, kiwifruit and pear juice concentrates. Exports to over 20 countries. Owns Rush Munro, whose ingredients are sourced where possible from local HB purveyors such as Silky Oak Chocolate Factory, Arataki Honey and The Strawberry Patch. Also in the family, Ben Bostock's Free Range Organic Chicken – no chemicals, no antibiotics, no hormones and no genetic modification, no stress. Currently producing under 300,000

chickens per year, aiming for 600,000 “in the next few years”.

4. Brownrigg Agriculture

Family business started in 1988 and now run by brothers David & Jonathan has become one of the largest growers in NZ, with 12 farms comprising over 10,000 hectares of freehold and leasehold land. Produces over 22,000 tonnes of squash annually, much to Japan, Korea. Supplies over 300,000 lambs annually, as well as 4,000 cattle annually to meat processors. Farms the largest Wagyu beef herd in New Zealand. On Farm Research, a joint venture with scientist Dr Paul Muir, provides farm-based applied research to the agricultural sector via the Poukawa Research Farm, the primary pastoral research facility on the East Coast of the North Island.

5. Mr Apple

Orchard to container, Mr Apple is the largest vertically integrated apple grower, packer, shipper and exporter in New Zealand, controlling 25% of the national crop and exporting 25% of NZ's apples to 60 countries. 97% of its own apples are exported. Grows on over 1,000 hectares in Hawke's Bay, employing 220 full-time staff and up to 1,600 seasonal workers. Facilities to coldstore over 25,000 pallets.

6. Napier Port

A food company?! Clearly the most important ‘enabler’ of Hawke's Bay agri-business – with \$793 million in meat exports, \$177 million in fruit and nuts, \$148 million in wool, \$135 in other food products, \$83 million in other animal products, and \$32 million in wine. Top markets in dollar order are European Union, China, USA, Japan, UK and Australia.

7. Progressive Meats

Started in 1981; today directly employing over 300 staff, with processing facilities for lamb, beef, venison and rams, mainly under toll contracts with industry partners including Ovation New Zealand, Lean Meats, Davmet, First Light Foods. Founder Craig Hickson was EY Entrepreneur of the Year in 2015, and in 2012 he was named Federated Farmers' Agribusiness Person of the Year. The associated companies in which Hickson is a significant shareholder employs over 2000 people. Overseas markets include France, the United Kingdom, China, the United States, Japan, the EU, Saudi Arabia, Russia, India and Hong Kong.

8. Wattie's

In 1934 James Wattie began canning plums, peaches, pears, moving on to peas and tomatoes. Today at Wattie's original

King Street Hastings site, about 140,000 tonnes of canned fruit and vegetables, baked beans, spaghetti, soups, meals and sauces are produced each year by more than 500 permanent employees and up to 800 seasonal workers. The Tomoana factory employs around 230 permanent employees and up to 140 seasonal workers producing pet foods, jams, food dressings, soups, sauces and burgers. Wattie's exports to over 40 countries and is the southern hemisphere's leading manufacturer of air dried and freeze dried vegetables.

9. Wineworks

The ‘back room’ for much of Hawke's Bay's wine industry (and indeed NZ's). Founded in 1995 and since managed by Tim Nowell-Usticke, WineWorks provides wine transport, bottling, packaging, laboratory, warehousing and distribution services ... the grunt work. Allowing winemakers to do what they do best – grow grapes, make wine and market it. With facilities also in Marlborough and Auckland, WineWorks can bottle 110,000 cases per day with a national staff of 340, and can warehouse 60 million bottles. The company filled its 1 billionth bottle last July.

10. Yummy Fruit

Started in 1862 and moving to HB in

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Photo Tim Whittaker

the early 1900s, this company holds the longevity record on this list. The Paynters (father John and brothers Paul) have the largest family-owned fruit company in NZ, growing apples and stonefruit on more than 700 hectares, employing a full-time staff of over 100, and up to 300 seasonal workers. And now the family product mix includes Paynter's Cider. Yummy Apples are found only in Foodstuffs supermarkets (New World and Pak'n Save). Kids redeem those Yummy stickers to earn free sports gear for their schools.

Our next ten companies enjoy strong acclaim from their food biz colleagues. Most are familiar. Some earned a spot on the Hawke's Bay Icons list as well, and are described there (see following page).

11. Farmer's Market
Hawke's Bay Icon

12. First Light
First Light is the only commercial-scale producer of grassfed Wagyu beef, considered the 'Rolls-Royce of beef'. Their successful formula includes special genetics, New Zealand's best farmers, stress-free animals sourced from 180 farms, and a well-managed pasture-to-customer supply chain. Started in

2003, now a staff of 30, mostly based in Hastings, from where the farmer producer groups, sales and marketing, processing, logistics, finance and administration are managed.

13. Gourmet Direct
In 2004, well-established as a premium meat supplier to the food/service trade, the company decided to open the door to home delivery and sold that side of the business to an employee, marketer Kate King, under whose guidance it has since flourished. Locals can buy online (free delivery across HB) or at the shop in Ahuriri.

14. Greenmount
From its Hastings plant, Greenmount produces 4,000 tonnes of natural (use no genetically modified ingredients) and fully traceable value-added vegetable ingredients and packaged prepared meals each year, meeting the highest food safety standards. These are exported to Australia, Hong Kong, Japan, Philippines, Singapore, Taiwan and UAE, as well as having a large domestic food manufacturing and food service business. 80 full-time staff, including food technologists and product development chefs.

15. Hohepa
Hawke's Bay Icon

16. Holly Bacon
Hawke's Bay Icon

17. Orton Catering
Hawke's Bay Icon

18. Sileni Estates
With 70 plus wineries in Hawke's Bay, the entire industry has worked hard and successfully to establish its international reputation on the back of outstanding award-winning vintages. So we were reluctant to select a company for our list. However, we've included Sileni, as the largest locally-owned winery in the Bay (producing 760,000 cases per year currently), and an export success story because of the indefatigable energy of founder Sir Graeme Avery. No one works harder to open markets – now numbering over 80 countries - for his award-winning wines.

19. Telegraph Hill
Hawke's Bay Icon

20. Village Press
Hawke's Bay Icon

By any measure, we hope you will agree that these Top 20 heavyweights indeed make Hawke's Bay proud ... the #1 food centre of New Zealand.



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HAWKE'S BAY'S FOOD ICONS

We're putting the antennae of BayBuzz to the test here. Here are the top 20 food brands our foodies believe define Hawke's Bay. Plus some 'up and comers'. Most are our little secrets, our local legends; few are known outside the Bay. We welcome your reactions!

By Lizzie Russell

Arataki Honey

Honey is hot these days, but Arataki have been in the game since before it was 'in'. Established in 1944, Arataki exports its product all over the world and has 20,000 hives throughout the country.

Bay Espresso Coffee

One of the Bay's early 'proper coffee' producers, Bay Espresso roasts only certified organic and ethically traded green beans.

Chantal Organics

Established in the 70s by a group of local families (one of them with a daughter named Chantal), this is now a national business producing and distributing organic food, as well as a must-stop shop and a beloved wholefood café.

Cornucopia One Stop Organics

From humble co-operative beginnings in the 1980s, Cornucopia has developed into a hub of good food and good health in Hastings, and now also houses Taste café, plus a purpose-built herbal dispensary and two clinic rooms used by independent health practitioners.

F.A.W.C!

The Food and Wine Classic, Hawke's Bay Tourism's festival of foodie events takes place in winter and spring and has now cemented itself on the regional calendar.

Hawke's Bay Farmer's Market

There aren't many more 'Hawke's Bay' ways to spend a Sunday morning than strolling around the Farmers' Market at the showgrounds. The aromas of coffee and fresh produce, the queue to get said coffee, live music, all part of the fun.

Hawthorne Coffee

The product is one of NZ's most-awarded, and the coffee bar in Havelock is loved by the locals.

Heinz Wattie's

Since 1934 Wattie's has employed Hawke's Bay people and processed food grown here – canned fruit and vegetables, frozen vegetables, baked beans, spaghetti, soups, sauces, jams, food dressings, sauces, burgers, pet food and organic vegetables for distribution throughout New Zealand and the world. Surely there's a Wattie's can in your pantry.

Hohepa

Hohepa Hawke's Bay are leaders in bio-dynamic farming practices in NZ, extending from Rudolf Steiner's philosophy of Anthroposophy. The cheeses produced at the boutique cheesery include halloumi, ricotta, blue, feta, danbo, as well as quark and yoghurts.

Holly Bacon

Carl Vogtherr began the Holly Bacon

Company in 1914 and it's now run by his great-granddaughter Claire. Chefs and home cooks rate highly the bacon, hams, sausages, pork belly and pork pies and other specialty meats.

Orton Catering

Sam and Mary Orton's catering company has delivered great local fare and top quality hospitality since the 80s. Weddings and events throughout the region are enriched by the Orton experts, plus they have exclusivity at two top venues – The Old Church and Sileni Estates Winery.

Pipi Café and Pizza Truck

If a bright pink pizza restaurant, a cookbook and a truck wearing a crown weren't enough, the Pipi team are now operating a boutique accommodation!

Rockit Apples

Always apple central, Hawke's Bay can now also boast the world's first miniature apple. Rockit apples are the perfect healthy snack, coming prewashed and in novel tube packaging. The Havelock North Fruit Company developed the apple and now has licensed growers in Australia, UK, USA and Europe.

Rush Munro's

NZ's oldest ice cream maker has been a Hastings icon since 1926 and still serves up sweet treats at the Heretaunga Street HQ, as well as supplying outlets around the country.



Photo: Sarah Cates

Scott's Strawberries

The berry choice of chefs and Farmers' Market regulars, Billy Scott's strawberries taste like summer, and his family has been growing them on Te Aute Road since 1962.

Telegraph Hill

The country's largest producer of NZ-grown table olives and a pioneer of the industry here, Telegraph Hill is now operating out of a purpose-built olivery on Howard Street, on the edge of Hastings.

Te Mata Mushrooms

A team of around one hundred is involved in growing and distributing over 1,000 tonnes of mushrooms per year from the mushroom farm in Havelock North, making TMMC the second largest mushroom producer in NZ.

The Strawberry Patch

What's summer in the Bay without a Strawberry Patch real fruit frozen yoghurt or ice cream dripping down your fist? The shop on Havelock Road is known for its huge strawberries, and it also supplies a wide range of fresh fruit and vegetables throughout the year.

The Village Press

Not just producers of award-winning olive oils, condiments and cooking oils, The Village Press (est. 1994) also operates

harvesting, pressing, bottling, labeling and storage facilities.

Yummy Fruit Company

The Paynter family are five generations of fruit-growing royalty. Their apple and stonefruit operation now covers 700 hectares and employs 100 staff (up to 300 seasonally). Pick up a New World apple and likely you'll see a Yummyfruit sticker.

Still Planting Roots

Aunty's Garden

'Aunty' is Hanui Lawrence and her garden is the superb community garden at Whakatu established in 2010. It's run by a team of volunteers and teaches people the value and skill of growing your own while providing inexpensive fresh produce.

Bellatino's

Stocking an impressive array of fine artisanal food and fresh produce, Bellatino's is a one-stop shop in the Village and online. And it's also a great spot to grab coffee on the run and daily salads and snacks.

Bostock's Organic Chickens

In just a couple of years Ben Bostock's chicken business has made a splash, offering tasty organic chicken products from happy birds who live in and around gorgeous French chalets.

Le Petite Chocolat

Anissa and Joe Talbi-Dobson's delicious operation stepped up a notch this year, expanding into their new l'Atelier Chocolat on Heretaunga Street in Hastings.

Origin Earth

Sustainability and traceability are cornerstones of this Havelock North-based dairy business. They make terrific milk, yoghurt and a range of cheeses from Hawke's Bay sheep and cows' milk.

Tangaroa Seafoods

Tangaroa Seafoods has become a favourite of locals and chefs hunting out the freshest catch. Thankfully, when the four now-owners were told the place was to close, they banded together and took it on.

Te Mata Figs

Farmers' Market staple Te Mata Figs produce not just fresh figs, but an ever-expanding range of fig goodies, including syrups, compotes and preserves and 'drunken figs'.

Ya Bon Artisan Bakers

Authentic French bread and pastries made in Hastings – what more do we need? Moise and Andrea Cerson's boulangerie/patisserie in Hastings supplies restaurants and cafes and is a sweet spot to stop for a treat.

HAWKE'S BAY'S Food Export Factoids

Food accounts for about a quarter (in weight) of all cargo leaving Napier Port, and for over half of Hawke's Bay's export value. In the year to 30 September 2016, the region shipped 817,202 tonnes of food, most of it produced within a 100km radius of the port. Our key exports are meat (beef and lamb), fruit and vegetables, forest products and wine. Our top export destinations: China, EU (including the UK), USA, Japan and Australia.

Containers (TEU) of apples

23,210

UP 8.5% ON 2015, WITH APPLE EXPORTS FORECAST TO INCREASE 50% OVER THE NEXT DECADE

5

NUMBER OF GLOBAL FOOD PROCESSING PLANTS IN HB

Number of export lambs processed

998,000

[FIRST QUARTER 2015-16, BEEF+LAMB NZ]

Value of meat exports

\$793 million fob

[MARCH 2015, STATISTICS NZ]

Reefers (refrigerated containers, TEU) of meat

10,612

WITH A SIMILAR OUTLOOK FOR THE YEAR AHEAD

Litres of UHT milk

six million

[ENVICTUS DAIRIES NZ]

Tonnes of frozen peas

12,500

[2016, MCCAIN'S]

Main summerfruit export: Plums

3,000 tonnes to China

[FEB 2016, SUMMERFRUIT NZ]

Tonnes of squash and onions

116,540

Fruit juice and other beverages

13,444 tonnes

702 TEU

Total frozen foodstuff

33,097 tonnes

2,940 TEU

AND SET TO RISE OVER THE NEXT 2-3 YEARS

Total canned goods

152,002 tonnes

9,026 TEU

Wine

21,539 tonnes

1,477 TEU

SHIPPED IN BOTTLES, TANKS AND GIANT 20,000 LITRE BLADDERS

Figures supplied by Napier Port unless otherwise noted.



SHIPPING HAWKE'S BAY TO THE WORLD

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Every year Napier Port ships more than 60,000 containers of apples, squash, onions, meat, dairy, canned and frozen food, wine and beverages.

And, the world wants more. By 2026, we expect container cargo to increase by around a third.

As Hawke's Bay's export economy grows, Napier Port is growing too – we're providing industry-leading solutions for local business, we're finding ways to move more cargo across our wharves and we're making room for larger ships.

SEE HOW NAPIER PORT IS FUTURE-PROOFING HAWKE'S BAY'S EXPORT ECONOMY WITH ITS PROPOSED WHARF DEVELOPMENT AT [PROJECTS.NAPIERPORT.CO.NZ](https://projects.napierport.co.nz)





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On Your Plate will provide all the protein, fresh vegetable, cheese/yoghurt and the pasta/rice etc required, sourced from Hawke's Bay suppliers (where possible).

DRAW DETAILS

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- Slow Roasted Lamb Shoulder with Minty Yoghurt Sauce
- Chicken and Maple Glazed Bacon Summer Salad
- Marinated Beef Rump and Mushroom Kebabs
- Kumara Leek and Chicken Pot Pie
- Lemony Pork Meatballs

On Your Plate is operated by experienced foodies Paul Greaney, owner of The Village Butcher in Havelock North and Kate Lester of Kate Lester Catering fame.

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‘Natural’ ... the new ‘Premium’

By Kim Thorp

FACT. A growing global population requires a growing amount of food.

Fact. A large amount of that food will need to be produced as cheaply as possible and as efficiently as possible in as much bulk as possible.

Fact. Many of the seeds that make that food and feed will involve genetic modification.

Fact. Even if New Zealand embraced GE, we can never be a bulk supplier of the world’s food. We don’t have the space, our labour costs are too high, our land is too valuable and we are too far away.

So, fact: Whether we want to be or not, we are a niche contributor to the world’s food basket.

That is the reality of where we sit. It is not the result of clever marketing or positioning or competitive analysis – it is thrust upon us by the very nature of our land, our lifestyle and our location.

So now we need to make some decisions.

If we can’t be at the bulk end of food production, we have no choice but to focus on the premium end.

And if you look at premium food trends globally, by far the strongest is all about unprocessed, honest, back to basics and wholesome. It is about good nutritious value with a practical understanding that something grown naturally, outdoors in the sunshine needs to cost a little more. In other words it is about the rapidly increasing premium of natural.

We’re made for natural

Many of our Hawke’s Bay food producers are already riding this wave. But perhaps ‘wave’ isn’t quite the right word – as this is no longer a fad or a passing phase. This is becoming embedded for the long term. Even the once over-processed, additive-laden fast food industry wants to be associated with healthier, more natural alternatives.

So even if Hawke’s Bay didn’t exist, this natural trend would be rocketing. We’re hardly leading it and in fact in some ways we’re struggling to keep up with it. Yet surely we’re made for it.

If it is agreed that an important part of Hawke’s Bay’s future is about food

production, then there is enormous sense in building a premium around that. And surely that premium must be based on our natural attributes of sunshine, wonderful soils, open grasslands, naturally ripening fruit and produce grown in an environment that is the envy of many.

So is a GE Free Hawke's Bay the silver bullet that takes us straight into the hearts and minds and shopping trolleys of the world's wholesome food buyers?

Umm, No. Because there's no such thing any more.

'Brands' can no longer spend heaps of money beating people over the head with their message until it gets in. And even if we could, we haven't got the money. What we need now is actual proof of what we mean and the stories to back it up.

Marketing is no longer so much about what we say. It's much more about what we do – and how we equip those who like what we do with the tools to spread the word.

And that's where our GE Free story fits in.

The GE Free shortcut

What we do needs to be interesting enough, newsworthy enough, authentic enough and bold enough to attract the ears and eyeballs of those who we want to attract.

At the moment, one of the shortcut global alarm bells that suggests food is not natural, wholesome or healthy is if it has been genetically modified. Hawke's Bay's food isn't.

What we need to do now is incorporate that fact into our Hawke's Bay story and make it a huge regional benefit, not an agricultural handbrake.

So our story should not be about this genetically modified apple versus this one that is not. It should be about this apple being from Hawke's Bay – and what that means. We know what that means – but in



Photo: Tim Whittaker

'Brands' can no longer spend heaps of money beating people over the head with their message until it gets in. And even if we could, we haven't got the money. What we need now is actual proof of what we mean and the stories to back it up.

Kim Thorp

New York or Shanghai or London or even Sydney, they probably don't.

But if they know this apple comes from a region in New Zealand that has made a stand to be free of genetic modification – then that tells them a lot. It's an international shortcut to telling them that this is a place that prides itself on producing wholesome natural food and is standing up and saying so.

And for an increasing number of consumers, supermarket chains, global distributors, visitors and even fast food companies, that is a story – and therefore potentially a region – they definitely want to be associated with ... and very importantly for us, will be proud to spread the word about.

Take this one step further, straying into the broader aspects of the economic development of our region. What if we embraced being a GE Free region not just from a food production point of view, but also from a science point of view? What if we put the region's scientific focus on becoming world leaders in understanding and progressing the natural science of food, crop production and nutrition?

GE Free Hawke's Bay. World leaders in the science of natural food.

Surely that provides some food for thought.

So in conclusion ...

Hawke's Bay can never be a bulk, mass producer of cheap food for the world.

Therefore our focus has to be on quality and attracting a premium. The biggest global food trend by far is the fact that 'natural is the new premium'.

Not only is this a claim that Hawke's Bay can promise, it is one that we already own and it is increasingly what the world is looking for.

So, it's what we have, it's what we're known for, and it's what global markets want.

Why on earth would we turn our backs on that?

A GE Free Hawke's Bay should not be seen as a huge risk, or a breaking away, or a head in the sand. By far, the greater risk would be to turn our backs on all that potential and open the GE gates.

Gates that could never be closed.

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Setting Ourselves Apart

Hawke's Bay is the Tuscany of New Zealand and we need to ensure we are promoting ourselves on par – as a premium growing region. We have some of the purest, fertile growing areas in the world and amongst the most valuable agricultural land anywhere. This allows us to produce top quality food products – so we need to play to this strength!

By John Bostock

OUR BOSTOCK NEW ZEALAND customers all around the world are demanding premium produce. There is no doubt that our pure New Zealand brand gives us a competitive economic advantage. Our business, which employs over 800 people at the peak of the season, is one of many in Hawke's Bay's thriving food export economy.

But the reality is that New Zealand is never going to feed the world. We will only ever feed a small proportion of the world. So we have to focus on our point of difference and that is offering high-end, premium products.

We will never be able to mass produce like the large scale operators across the US and Europe, so it's pointless trying to compete on big scale.

No one will reward us for polluting our waterways, treating our staff badly and using genetic modification in our food production. But we will be rewarded for using sustainable practices, showing compassion towards our staff and producing our food as naturally as we can.

In Hawke's Bay we have some of the highest value agricultural land, but our labour, our

No one will reward us for polluting our waterways, treating our staff badly and using genetic modification in our food production. But we will be rewarded for using sustainable practices, showing compassion towards our staff and producing our food as naturally as we can.

shipping and our input costs make us amongst the most expensive in the world.

So it's madness to try and compete on price or volume. We have to set ourselves apart, which means our focus needs to be on premium quality branding and exclusivity.

I believe it is more important to invest in branding and marketing than buying a new tractor or the neighbour's property. Strong branding will give you better returns in the long run.

Over the last few years the apple industry has been getting the recipe right when it comes to food production. Successful export businesses are those which can control the process from the orchards or fields, all the way to the end customers. If we are going to add value, we need to control the supply chain as much as possible.

Our customers will reward us for this. They want to know exactly where their food has been produced. We can now trace an apple or an onion right back to the place it was grown and this adds huge value.

New Zealand is set to grow its largest ever export apple crop of 21.5 million cartons worth a record \$800 million this season.

We are the first of New Zealand's larger primary sectors to meet the Government's challenge of doubling exports by 2025, and are well ahead of our own target of becoming a billion dollar industry by 2022.

In just four years New Zealand's apple industry went from producing 16 million cartons in 2012 to 19.5 million cartons in 2016 and an expected 21.5 million cartons in 2017.

New Zealand grows the best and safest apples in the world and we have been



Photo: Tim Whittaker

officially ranked No 1 for international competitiveness against all our global market competitors two years running.

These results are largely due to clever marketing, sustainable growth, innovation, leadership and strategic vision, but most importantly controlling the supply chain. If you look at our fellow meat industry, we aren't stand out performers when it comes to selling our meat internationally.

There is not enough clever marketing and not enough effective branding to pin New Zealand up as the best, sustainable and safest place in the world to grow beef and lamb. New Zealand farmers are so removed from their international markets and customers. Once the animals run out the farm gate, farmers sign off all care and responsibility and leave it up to the meat exporters.

In the horticulture industry we ensure we are following the journey, all the way to the end customer, because this means more control and profitability.

The bottom line is that if you want to be on premium product shelves, you need control of the supply chain and you steer

The fact is that GM foods are a failed proposition when it comes to high-value markets. Consumer rejection has driven GM foods grown today underground, to product lines that escape labelling like oils or animal feed.

well clear of GM and any other tarnishing practices which could ruin the marketing advantage in Hawke's Bay.

This is as important for the organic business as it is for conventional produce and I know, because I export both.

Maintaining our GM Free status in Hastings is vital to attracting top dollar for Hawke's Bay food products.

To date, genetic modification has been a non-event for high-value food production. Ninety-nine percent of all GM food which is grown in the world is in the Americas and

is used in animal feed and in products that don't need to be labelled – hardly a winning economic strategy.

The fact is that GM foods are a failed proposition when it comes to high-value markets. Consumer rejection has driven GM foods grown today underground, to product lines that escape labelling like oils or animal feed.

Bostock New Zealand has packaging that includes a certified GMO Free sticker because it opens doors to premium markets and gives us as growers more security. There is tremendous economic leverage, branding and positioning by saying we are uniquely pure.

Bostock New Zealand is increasing exports to Japan, Korea, China the US and into Europe. We are continually looking to new markets, which pay premiums for uniquely pure food product.

If we are going to add value to our food here in Hawke's Bay we need to be able to tell the pure, green New Zealand story and market that to the world. This is where our focus should be concentrated.



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Heather Smith. Photo: Sarah Cates

Scaling up the food value chain

Why ship the raw product – milk powder, sides of sheep and beef, bulk fruit and veges (and water) – offshore for third party processors to cream the profits, when we could be doing so much more to ramp up the revenues returning to the Bay?

By Keith Newman

‘ADD VALUE IN THE FOOD CHAIN’ is a decades old mantra.

But it’s mere rhetoric, unless we support and capitalise on the success of existing entrepreneurs, niche exporters, and the next generation of smart companies wanting to add a premium to brand Hawke’s Bay and the good things that grow here.

Dozens of artisan food businesses are already achieving international success... we’ll tell some of their stories here. And more could join them by increasing our processing capabilities and scaling-up the best businesses for a future beyond weekend markets and specialist outlets.

Our plethora of ingredients can be mixed and matched, packed and despatched in endless combinations, with most kinds of fruit and vegetables already finding ready markets.

There’s high demand on our processing facilities, preparing and packaging various combinations for restaurants and home freezers or creating relishes, jams, sauces, pickles, pastes, snacks and health treats for supermarkets and gourmet food outlets.

A new Regional Economic Development Strategy (REDS) is explicit about supercharging food and beverage, which Business Hawke’s Bay confirms is ‘the’ priority sector.

Cathryn Rusby, who’s been BHB’s food and beverage manager since mid-2014, is hopeful the strategy can attract new food processors, give start-ups a hand-up, and

grow new value-added businesses. While all councils endorse REDS, she notes that delivering on all the talk means “someone’s going to have to put some money into this.”

Premium products

Among the projects Business HB is backing are processors and nutritional product companies wanting to develop an export

“I’m encouraging other companies to go certified organic because it’s a lot easier to sell and the demand is skyrocketing. The amount of sprays used even in our community is absolutely, horrendously, disgusting.”
Heather Smith

market for sheep and goat dairy, who need national or regional support to invest in “large buildings with lots of stainless steel”.

Rusby says there are at least a dozen farmers already in the field or interested in converting or diversifying, “but no one locally to turn that milk into powder”.

Sheep milk is considered healthier than cows’, and Europe, Asia and the Middle

East customers are prepared to pay good money for goat milk powder for use in supplements and formulas for infants, toddlers and aged people.

And as the deer market recovers from a massive downsizing, new ideas will enable an improved return on investment.

Gevir Deer Velvet, a health supplement with over 300 active components derived from ‘renewable’ antlers, was created by smart farmers from Takapau and is now sold in over 300 retail outlets nationwide, with exports to Thailand, Hong Kong and Australia.

Silver Fern Farms, with a strong local presence, successfully brands prime cuts including venison, and Bay-based entrepreneur, First Light, processes 15% of our national red deer kill annually.

It supplies branded venison steaks to Marks and Spencer and Waitrose chains in the UK and Whole Foods supermarkets in the US and is planning expansion once deer numbers grow.

First Light’s big story, however, is about 180 farmer-suppliers who now have a greater return from their pastures by replacing traditional cattle with wagyu beef for export.

Corn backlash

Jason Ross, one of three First Light directors, says the opportunity arose after the massive obesity problem in the US was partly traced back to 1950s corn subsidies



Jason Ross

The biggest market is California, where Ross says people are eating healthier and becoming "change agents" for the American diet. Other markets include the UK, Scandanavia and Europe.
Jason Ross, First Light

when farmers moved cattle off pastures onto corn feedlots.

Fast forward to the 2000s, with doctors claiming 80% of US supermarket products contain corn in some shape or form, resulting in over-indulgence in fructose and corn-fed protein. Their solution: "Stop drinking four litres of Coke a day and do away with grain-fed protein".

Grass-fed beef consumption began growing at a 25% compound rate annually over a decade from a relatively small base, but Americans resisted the change as the meat was mostly "lean, tough and often dry".

First Light directors made their move in 2008, investing in wagyu beef which are typically raised in feed lots in Japan to achieve the desired marbling effect and tender meat.

"We are the only grass-fed wagyu company in the world," says Ross. Around

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"A lot of people who don't normally like olives, like ours. Our hand-made artisan approach gives good control over the whole process, including the flavours,"
Geoff Crawford, Telegraph Hill

95% of the meat is exported. In 2016 First Light processed 4,500 wagyu cattle and in 2019 it expects 15,000.

The biggest market is California, where Ross says people are eating healthier and becoming "change agents" for the American diet. Other markets include the UK, Scandanavia and Europe.

Hawke's Bay's relative isolation remains an impediment, with processing plants needing to be more central; venison is processed in Feilding and the beef in Hamilton.

The 4-5 kilogram selected cuts are vacuum packed and exported to secondary processing plants in destination markets where they are cut into steaks.

Ross says Hawke's Bay farmers need to think beyond commodity markets if they want to get greater value for their efforts and more "control over their destiny".

Pick and mix options

Business HB's Rusby says we need more processing capabilities to sit alongside our supply chain and logistics capabilities to capitalise on the region's food potential.

Heinz Wattie's and McCain clearly add huge value to locally-sourced fruit and vegetables which they process, can, freeze and brand for themselves and others.

A range of smaller processing plants including ENZAFOODS, Vegees, Frupak and Greenmount Foods are kept busy



Geoff Crawford Photo: Sarah Cates

freezing, squeezing, teasing, dicing, slicing and pulping for various end-products.

The partly-developed Tomoana Food Hub, on twelve hectares of the old Tomoana Freezing Works land in Elders Road, aims to encourage more processing firms to locate there as part of a cluster of complementary businesses.

Trevor Taylor and his sons purchased the land fifteen years ago when they established Tomoana Warehousing, offering freezers and storage facilities to clients. The most recent tenant is Chinese-owned New Zealand Miracle Water (NZMW) with Jamestrong Packaging also on site.

In mid-November Maungaharuri-Tangitu Trust took a 25% share in the hub, planning to construct purpose-built premises for high-quality food processors, technologists and innovators.

Business chairman Dr Andrew West wants to replicate the success of the Waikato Innovation Park – based on dairy, red meat and agri-technology – with a stronger focus here on fruit and seafood.

West, who's also chairman of the Waikato park, envisions a multi-tenanted building as the first step in an eco-system of agri-tech companies and is hopeful of central and local government financial assistance.

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Angela Payne. Photo: Sarah Cates

the sophistication of food and beverage in Hawke's Bay creating a richer, deeper industry with more dynamism and support for small companies working in with larger established companies."

Fun with feijoas

Heather Smith acquired a large block of land south-east of Havelock North for an organic farm on her arrival from Vermont in the US in the late 1990s. After one bite of a feijoa – "the flavour was so unique" – she planted an orchard of 2,000 trees.

She evolved creative ways to repurpose the humble fruit after four years research and is now passionate about promoting its potential to the world.

Smith found working with food engineers and commercial kitchens too costly and ended up partnering with Glen Reid of Vegees in Omaha Road, Hastings, who cuts, slices peels and freezes for Heather's Feijoas.

"They created business for themselves by helping me. Now we're working on opportunities in Japan".

Her freeze-dried packs of feijoa wedge snacks are trending in local natural food stores and a test run of 7,000 one-kilogram bags of frozen peeled or whole feijoas for smoothies, yoghurt, ice cream and other products, further proved she's on the right track

Whakatu-based Frupak processes apples, apricots and other fruits into puree, pie mixes and baby food and is handling her feijoa puree and juice concentrate. "It costs them to do small runs so they're hoping things will scale up. There's a sense of working together for future benefits."

A company in Levin processes her freeze dried product and Smith is now

researching how to make her wedge snacks more affordable.

She's expanding export options for puree, concentrate juice and freeze dried powder in 20 kilogram bags or 200 litre drums as food ingredients.

"I'm encouraging other companies to go certified organic because it's a lot easier to sell and the demand is skyrocketing. The amount of sprays used even in our community is absolutely, horrendously, disgusting."

Meanwhile Smith continues to run cattle and sheep on her 275 hectare farm, providing organically grown meat for a local butcher to process; her farm manager sells organic eggs around the region; and the certified wool from her sheep goes straight to the USA. "They can't get enough of it".

Olive groove

Sheer determination and the "desire to produce a nice olive...a better product than those being imported", motivated Telegraph Hill owner Geoff Crawford to create the first and largest commercial producer of table olives in New Zealand.

Who would have thought the ordinary olive could be presented in so many forms and flavours? Lemon grass, kaffir lime and chilli; lemon and herb or burnt orange and fennel; an apricot and olive tagine sauce; chicken marbella sauce, date and olive relish...balsamic drizzle?

Telegraph Hill grew from a shed and a small grove in 2001 to a full-blown operation contracting 6,000 olive trees around Hawke's Bay, now selling around 23 tonnes of table olives and 20 tonnes of oil annually.

"A lot of people who don't normally like olives, like ours. Our hand-made

"I didn't see something wasted and think where can I sell it; I saw markets that wanted products and sourced to meet that demand,"
Angela Payne, Agri-labs

artisan approach gives good control over the whole process, including the flavours," says Crawford.

Serious research was required to get the process right and acquire equipment that didn't cost the earth, most of which was acquired on-line or developed locally.

The right food technology and tasting programmes and a lot of patience are required. It takes about 6-8 months – including washing, sorting, brining and fermentation – before olives are ready to eat, says Crawford.

On a research visit to Spain he was "mind-boggled" at the scale of production from co-operative manufacturers who get government subsidies and keep investing because "they don't get taxed unless they take profit out."

Telegraph Hill, with assistance from the Icehouse programme, is working to expand and sell more product locally, and for export opportunities in Japan, where its Manuka smoke infused balsamic drizzle is finding a niche ... enhancing the flavour of octopus.

Profitable waste stream

Angela Payne, owner of Agri-labs in Waipukurau, a veterinary nurse specialising in parasitology, was asked by a meat company to evaluate separating animal by-products for the pharmaceutical sector.

After a change of ownership the company lost interest, but Payne, aware of the potential, carried on, with Richmond Meats offering her facilities.

From 1999 she began transforming a waste stream into a profit stream by sourcing and exporting ingredients for medical, pharmaceutical, dietary and nutritional products from pig farms, horse studs and sheep farmers.

The business grew by word of mouth, with Payne investing in her own lab, processing and pack house facilities and expanding fourfold in the past two decades. "I didn't see something wasted and think where can I sell it; I saw markets that wanted products and sourced to meet that demand," she says.

Farmers deliver frozen product to the Agri-labs Waipukurau factory where by-products are treated, freeze-dried or turned into a serum for export as bulk powder, in capsules or for petfood. Denmark, Germany and Japan want frozen product to process, while the US typically buys bulk powder.

Sheep placenta remains the number one ingredient, although horse, pig and deer placenta are also in demand as a rich source of protein and hormones, including estrogen and progesterone.

Agri-labs is “ticking along nicely” now having stabilised at around \$3 million annual turnover. After dropping some less profitable products, Payne is now consolidating for more strategic growth.

The key, she says, is providing ingredients for others to add value. “If you add the value the customer wants to add themselves, you do yourself out of business.”

Looking for a leg-up?

Business HB is the central source for food industry advice on investment, capability and leadership development, HR, exporting, concerns around health and safety, and food safety.

It works closely with the NZ Food Innovation Network (NZFIN), which has commercial kitchens and extrusion equipment and hubs that have partnerships with universities and food technologists.

East Coast representative, Sally Gallagher, worked with many Hawke’s Bay companies over her six years in the job. The week BayBuzz called she’d just joined a start-up food business but was still fielding calls.

She was helping artisan companies who

make “beautiful product on a small scale, to industrialise”. That might mean scaling up, automating, packaging or changing formulations “to get a longer shelf life to meet requirements beyond the local Farmers Market.”

Gallagher says “so much cool stuff” is going on in the Bay at all stages of the food business with many good food technologists and networks to connect people to resources.

The key is finding what the market needs and putting it together in the right form. “No region has everything ... a number of Hawke’s Bay companies are manufacturing in other parts of the country.”

Business HB’s Rusby says “the whole membership thing is outdated...that’s not how we operate these days...unless you can offer a clear value proposition as to why I should give you \$200 a year in subs.”

That, and the fact some resources offered by Business HB were being duplicated, contributed to the demise of Food HB in September 2015.

As founder and part-owner of The Damson Collection – adding value to plums – Rusby knows first-hand that costs add up with subs for Tourism HB, the Chamber of Commerce and the markets, alongside compliance costs and the overheads of health and safety. “It’s very tough”.

Heather’s Feijoas found it too costly, complex and time consuming applying for funding or seeking professional advice, so Heather Smith attended courses, kept asking questions, built relationships with like-minded businesses and found ways to share resources.

Geoff Crawford of Telegraph Hill olivery also found experts charged “astronomically” and most official sources were only good at telling him how they could help after the event. He attended courses and simply got on with it.

Angela Payne of Agri-labs, grateful for free access to facilities to get her started, continues to “pay it forward”.

She’s offered her export-certified facilities to a few start-ups “as long as they clean up after themselves” and opened her premises for short-run contract fruit and vegetable processing.

Sharing resources, advice and goodwill to help someone else get on track with a great idea, might be the mark of how a cohesive, connected community gives itself a leg-up.

Examples like these provide evidence that Hawke’s Bay food entrepreneurs are looking to own more of the value chain ... and capable. Yet it’s still an economic trickle compared to the huge potential to add profitable premiums to the basic ‘ingredients’ our region grows.

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LIFTING THE BAR FOR HAWKE'S BAY FARMING

*Hawke's Bay's agri-businesses have much to be proud of in terms of performance. We generate approximately 40-50% of our GDP directly or indirectly from our primary production sector. And much of what we produce, we export. But we could do better still. **By Tom Belford***



Photo: Tim Whittaker



NUMEROUS STUDIES – such as *Call to Arms*, reflecting a panel including Sir Graeme Avery – have indicated the full potential of New Zealand’s agricultural sector, and by implication, the possibilities for Hawke’s Bay. What might we aspire to?

Call to Arms noted that Denmark, equal to Canterbury in size, generates over two times as much agricultural revenue as all New Zealand; Holland, equal to Southland, generates over \$55 billion in agricultural output. Both countries outperform with some of the best environmental practices as well.

New Zealand’s ag sector has grown 3% per annum over last the 25 years; we could reach 4% simply using known best practices – better soil management would be good for \$3 billion per year in added value.

If all New Zealand pastoral farmers performed at the top 25% level, they’d increase exports by \$3 billion per year in value – and 50% of the land in Hawke’s Bay is used for pastoral farming (sheep, beef, dairy).

So, what limits our ability to produce even more value from this sector going forward?

New Zealand’s ag sector has grown 3% per annum over last the 25 years; we could reach 4% simply using known best practices – better soil management would be good for \$3 billion per year in added value.

Many would say, with no disagreement from me, that more dependable water supply and efficient use would unlock more production in the farming and growing part of the HB ag-biz sector, leaving aside what the best means to that end might be.

But water isn’t the only, or main, factor. Here are some equally, if not more, important limitations:

- **1** Less than optimal farming practices, with slow adoption of best practices and inappropriate focus on intensification and volume rather than profit.

Virtually every edition of the farming ‘trades’ like *Farmers Weekly* and *Rural News* repeats the same basic story – in every sector, from dairying to sheep & beef to horticulture, the top 20% or so ‘get it right’ and make money consistently, the middle 50%-60% struggle along with some good years (when overseas markets, currency and interest rates, growing conditions favour) and some bad, and the bottom 20%-30% are lucky if they’re solvent.

There’s no shortage of ‘know how’ – the same media is replete with ‘hands-on’

success stories in all farming sectors, such as dryland farming, dairying, and cropping. And the successes are win/win – productivity and profitability increases alongside environmental improvements, often because of more intelligent use of inputs. The problem is changing farmer behaviour.

- **2** Inadequate focus on growing premium products and/or adding value through processing.

KPMG ag-biz expert Ian Proudfoot calculates that the \$34 billion generated from New Zealand’s agricultural exports (2014-15) represents a mere 15% of its total value, given that it was processed and retailed overseas for \$250-\$293 billion.

If that ratio is projected onto Hawke’s Bay’s food and beverage exports, currently valued at \$1.6 billion, then it would appear there’s potentially \$10.7 billion of total value. Wouldn’t we like a bigger piece of that pie?!

How might we achieve that? By focusing on premium products, not low-value commodities (see John Bostock’s article), and capturing more of the ‘pasture to plate’ value chain (see Keith Newman’s article).

- **3** Enormous soil erosion and insufficient attention to improving soil health.

Hawke’s Bay has a serious soil erosion problem, the consequences of which are both loss of productivity and degradation of our waterways and estuaries. Just two of our sub-regions alone generate 2 million tonnes of sediment each year – the Tukituki catchment generates 879 tonnes, with 1.1 million tonnes from the TANK catchments (Tutaekuri, Ahuriri, Ngaruroro, Karamu). Parts of the region are worse.

We know how to mitigate soil loss and how to improve soil quality (i.e., carbon content, humus). Doing it requires investment in afforestation and riparian planting, best practice in farming systems, and political will.

- **4** Inadequate marketing, including lack of a ‘HB appellation’ that clearly signals safe, sustainable, quality food.

We do have some very effective food and beverage marketers in Hawke’s Bay. They tend to be concentrated at the premium end of the product spectrum – Bostock New Zealand, First Light Foods, Village Press, Rokit Apples, some wineries – joined by some of the bigger commodity players like Mr Apple and Heinz Wattie’s.

Most observers agree that HB’s ag-biz future lies in niche, premium products, whether it’s the best apple, fig, olives/oil, feijoa, wine, goat products, medicinal ingredients, or mānuka honey (even water, if it’s sustainable!). ‘Best’ to overseas consumers means much more than taste; it requires health, safety, sustainability, purity and animal welfare values embedded in our products (read Kim Thorp’s article on the global marketing value of ‘natural’).

- **5** Increasing shortage of well-trained farming personnel.

Another constant lament of the ag-biz trade media is the growing shortage of primary sector training and expertise. The jobs are there ... and the need is multiplying. What we lack is the trained personnel – from scientists to processing technicians to seasonal workers.

MPI forecasts the primary sector will require between 20,000 and 50,000 extra staff by 2025 depending on sector growth. In the apple industry alone in HB, we will need 2,300 people in permanent ‘apple’ careers, about 700 more than we have now, and even more seasonal workers.

Our local growers are well aware of the worker issues, and programmes are slowly getting rooted, with innovative collaboration between the industry, Māori organisations and EIT. But perhaps a ‘refresh’ of our region’s relationship with Massey University (recently signaling a return to its agricultural roots) – and even our high schools – is needed as well.

These factors must be addressed in the context of climate change and energy cost, which will affect weather suitability for various farm products, increasing input and transport costs, water availability, even biosecurity threats. New HB-suited technologies must be embraced (and their IP value exploited). At the same time, increased farm productivity must be achieved in tandem with meeting more stringent environmental expectations and standards.

Going forward

I submit we need a multi-pronged, Hawke’s Bay-centric strategy to seize the positive challenge that beckons. The strategy includes:

- **1** Applied knowledge – total command of what constitutes best practice with respect to production, environmental protection and ecosystem services, and the technologies involved, reflecting constant systematic scanning of the New Zealand and global horizon for information that has practical value to HB growers facing HB conditions.
- **2** Effective outreach and engagement to propagate relevant knowledge to farmers and growers. We must change behaviours, moving the middle 60% up the performance ladder. New Zealand used to have an extension service that worked, I’m told. Can we move back in that direction?
- **3** Dogged pursuit of opportunities to offer premium products and to capture more of the ‘pasture to plate’ value chain.
- **4** Incentives – financial and regulatory – for adoption of new technologies and practices. This will require intelligent political engagement with sector leaders not mired in the past.

- **5** Improved use of Māori-owned land, taking full advantage of the new financial resources and emerging technical talent in that community ... in a partnership model.

- **6** Global marketing expertise – both macro-intelligence re trends and competition relevant to HB and ‘nuts and bolts’ assistance with effective exporting. Business HB is sinking some roots here and potentially deserves greater support for its work in the ag-biz sector.

- **7** Better integration, and acceleration of current efforts and programmes that target some of these needs.

- **8** And a HB-focused institutional base to advanced those objectives ... a HB Future Farming Centre.

Future Farming Centre

It’s mystifying that we aspire to be an ag-based regional powerhouse, yet have no regional institutional base to enhance, organise and leverage our capabilities and competitive advantages.

The centre would be intended to bring greater focus, integration, priority and profile for a comprehensive set of smart farming initiatives designed to raise the bar for farm productivity, resilience and environmental responsibility in the region.

A critical aspect of this work involves identification, modeling and trial of ‘smarter farming’ options specifically suited to our region’s farming and growing environments and added value opportunities.

The goal is integrated systems where productivity, profit, environment, risk, uncertainty and farmer objectives can be balanced. Such farm systems would incorporate factors such as erosion, nutrient management, and GHG emissions into a resource use that ensures best returns within any required environmental limits.

The centre would:

- Collect and disseminate ‘best practice’ knowledge, including design of farm-specific management plans,
- Sponsor demonstration projects,
- Identify relevant government (local and central) and private sector resources and tools,
- Employ extension staff,
- Promote agriculture as a education and career path for HB youth, and,
- Recommend local government policies and programmes with respect to best practice incentives and requirements.

The centre would capitalize upon a number of complementary projects being pursued within the region, generally with leadership from HBRC. For example, approximately 1,000 Farm Environmental Management Plans (FEMPs) will be designed for the Tukituki catchment by

2018, and potentially provide the basis of broader farm plans we can add greater value to.

Meantime, HBRC is now accumulating far more region-wide knowledge in terms of soil mapping and quality monitoring, hydrology, ecosystem services, and environmental health monitoring – all of which can be applied to improving farming practices.

And planning is underway for climate change adaptation and resilience, including alternative water storage and retention options, as well as planning to mitigate our massive soil erosion problem.

In addition, farm sector groups, such as Dairy New Zealand and Beef and Lamb, are improving tools to help enhance farming productivity and environmental mitigation. Independent players have launched related initiatives, such as Doug Avery’s Resilient Farmer programme, and HB-based LandWISE.

Getting serious

All of this activity needs more cohesion and shared vision ... and identification of the marketing advantages (i.e. financial benefit) it can yield.

It needs an organisational champion looking out for the unique aspirations of the Hawke’s Bay ag-biz sector, broadly defined. This mission is far beyond the capacity of any existing ‘pan-industry’ semi-annual coffee klatch or occasional breakfast speech ... which is pretty much what we have now.

We need to get serious about our ag-biz future.

Either muddle along, each sector doing its own thing, the leaders in those sectors ignoring the laggards ... with no one feeling the need or responsibility to optimize all of our land use across all sectors, across the region, and across all farmers/growers and complementary service industries.

Or we can equip ourselves to be a powerhouse, fully exploiting our local talent and natural attributes, accelerating recognition for the story we can tell in the markets that will pay us more for our premium, sustainable products.

Much detail must be assembled in consultation with industry, iwi, academic and environmental players to flesh out and rigorously test the Future Farming Centre concept, including plotting its funding and governance model.

My intention is to develop this proposition, with the Regional Council as an initial convener and enabler, with the aim of putting enough flesh on the bones that we can test broader support for the Centre in the next Long-Term Plan (LTP) process, which commences at the end of this year.

Meantime, readers’ comments and critique are most welcome.



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On a roll: EIT graduate Andrea Davis is now pastry chef at Mr D. Photo: Sarah Cates

Learning Hospitality

Hawke's Bay is fortunate to have a world class education facility, training tomorrow's chefs, baristas, and maître d's, at the Eastern Institute of Technology (EIT).

By Mark Sweet

IN 1979, VIDAL ESTATE in St Aubyn Steet, Hastings, became the first winery in New Zealand to create a restaurant and bar on site - a concept that evolved nationwide, reshaping what wineries could offer the public in terms of drinks, food, and entertainment.

A decade earlier, in response to closing time of bars being extended from 6pm to 10pm (1967), Hawke's Bay was at the forefront of establishing purpose-built taverns, instigated by managing director of Leopard Breweries, John McFarlane, which combined eating, drinking, live music and dancing. The Mayfair in Hastings, The Leopard on Marine Parade in Napier, The Tavern in Ahuriri, and at Stortford Lodge, Buck Buchanan's complex of bars, dining, and bottle store, were models of adaption to changing times.

Well into the 1980s there were only a scattering of privately-owned restaurants in Hawke's Bay, most notably, The Village Restaurant in Havelock North established by Murray and Trish Jones, and Vicki and Kevin Bolderson's Bayswater Restaurant in Ahuriri.

Jenny highly praises the Trades Academy programme, which is a partnership between EIT and secondary schools, that sees eligible students spend one day a week being introduced to their chosen career, and blended with their school work, achieve NCEA Levels 2 & 3.

Back then the term 'hospitality industry' had yet to be coined, and the demand for trained cooks, and waiting and bar staff, was minimal. Baristas were unheard of.

How things have changed as our food and drink culture has rapidly evolved.

Hospitality school

Today, 'hospitality', a loose term that includes tourism, is indeed an industry, requiring a suite of skills from many specialities.

Core to the industry are those who work

with food and serve, in bars, cafes, and restaurants.

Hawke's Bay is fortunate to have a world class education facility, training tomorrow's chefs and maitre d's, at the Eastern Institute of Technology (EIT).

Head of the School of Hospitality is Jenny Robertson, who says the centre piece of the school is the 60 seat on-site Scholars Restaurant. "Lots of programmes feed into the training restaurant from cafe style to fine dining with 10 course degustation menus."

The programme offers level 3 & 4 certificates in baking, cooking, and food and beverage service. A marae cooking course is also offered. For those who wish to secure the best jobs there's a one year full-time level 5 diploma course.

"The final year diploma is unique," says Jenny Robertson. "Students learn to preserve, and make jams, and to make sausages and charcuterie – salamis and prosciutto – and cheeses, and they have a market day to sell the produce."

Jenny highly praises the Trades Academy programme, which is a partnership



Students with tutor Kylie Howard, fourth from left. Photo: Mark Sweet

between EIT and secondary schools, that sees eligible students spend one day a week being introduced to their chosen career, and blended with their school work, achieve NCEA Levels 2 and 3. "Although we can only take 18 a year, spread throughout the campus there are over 500 secondary students involved.

"The Trades Academy programme is an initiative to provide students with a transition from school to work. One principal told me the programme is so popular many students are staying at school just so they can attend. And, he said, they're designing subjects around the needs of whatever trade a student has chosen."

As Jenny Robertson explains, another enlightened aspect of EIT policy is to have "an advisory committee made up of chefs and establishment owners", who share their knowledge and present their needs as employers.

Scholars Restaurant

Jenny invites me to observe a lunch in Scholars Restaurant. It is a training exercise for students on the 18-week course in cafe and restaurant service.

The three-course menu offers two choices of entrée, main, and dessert, and the first order into the kitchen is from a table of seven.

As soon as the docket is clipped, tutor Amanda Le Beau, calls out the order, and the kitchen team go to work under the supervision of tutor Kylie Howard.

As Jenny Robertson explains, "We've got graduates in restaurants all around the region. Three in Bistronomy, one in Pacifica, and most of the wineries. David [Griffiths] at Mr D is very supportive. One of our ex-students is his pastry chef and she's doing very well." She adds, "And our top student from the diploma course last year is working with Kent Baddeley at TenTwentyFour".

Orders come thick and fast and within half an hour the choices of forty guests have been delivered.

Leading front-of-house is Celia Kurta, who instructs her charges in the protocols of coordinating with the kitchen, and at the bar in the restaurant, lecturer Grant McHenry oversees the beverage service.

The twelve students have been split into two teams, kitchen and restaurant, and will reverse roles another day, so to be work flexible when looking for employment.

Outside, on a grassed enclave, food safety tutor, Mark Caves, is instructing a large group. The participants come from the full spectrum of food handlers – bars, restaurants,

marae, and catering companies. It is a requirement under the Food Act 2014 that all establishments making or selling high risk foods have certification.

Back in the kitchen the last desserts are ready to go and I'm invited to stay for the lunch. The melon wrapped with prosciutto with lime dressing is a delicious combination and the salmon is perfectly moist and flavoursome.

The service has run smoothly and the students are obviously well trained, and I can see why keen EIT students easily find positions.

As Jenny Robertson explains, "We've got graduates in restaurants all around the region. Three in Bistronomy, one in Pacifica, and most of the wineries. David [Griffiths] at Mr D is very supportive. One of our ex-students is his pastry chef and she's doing very well." She adds, "And our top student from the diploma course last year is working with Kent Baddeley at TenTwentyFour".

Reliable and dedicated workers are gold to all hospitality providers. "We try and instill a good work ethic," says Jenny Robertson. "That's what the restaurateurs tell us they require from our students – punctuality, good attitude, and eagerness to learn."

There's no doubt the team at EIT Hospitality School are providing first-class education to students following that career path, and in doing so, provide the most vital ingredient in any catering operation ... the people doing the work.



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Photo Tim Whittaker

RETHINKING ANIMAL EMISSIONS

*The agricultural sector is being challenged to re-evaluate its role in the food chain without intensifying nutrient loss or adding to the toxic biogas cocktail its ruminant animals contribute to our massive emissions deficit. **By Keith Newman***

PARLIAMENTARY COMMISSIONER for the Environment Jan Wright says we'll need to dramatically change what we grow and how we grow it if we're to meet our commitment to the Paris Accord on Climate Change, which 75 other countries have ratified.

She wants more trees grown to compensate for greenhouse gases, more funding for urgent research into methane vaccines and inhibitors; the breeding of low emission animals; and use of alternative fodder, including genetically modified grasses.

Wright warns we need traction now rather than later, with regulations to better manage and monitor emissions potentially a way to achieve that.

In her October *Climate Change and Agriculture* report, Wright warns that prolonged delays in limiting our greenhouse gases "will make the need for an abrupt transition inevitable".

She insists "a smooth transition to producing lower emission food is very important" if we're to avoid the pain of what happened the late 1980s when government support for agriculture was mostly removed.

"Sheep, cattle, deer, and goats; the ruminants on our farms, burp out a huge amount of methane. And the origin of most of the nitrous oxide – an especially powerful greenhouse gas – is the urine of farm animals." Jan Wright, Parliamentary Commissioner for the Environment

High on animal gas

For much of the world, reducing greenhouse gas emissions; largely CO₂, is about moving off fossil fuel dependence for electrical generation, transport and heavy industry.

However, for New Zealand, with relatively high transport emissions and one of the world's highest greenhouse gas emissions per capita, our use of renewable electricity skews our problem towards animal outputs from food production.

Nitrogen from urine leaching into streams and rivers and gases from bacterial

interaction with urine need addressing, along with broadening the scope of the ETS (Emissions Trading Scheme).

Although CO₂ produces 45% of our greenhouse gases, other biological gases including nitrous oxide (10%) and methane (45%) are not included in the accounting process.

"Sheep, cattle, deer, and goats; the ruminants on our farms, burp out a huge amount of methane. And the origin of most of the nitrous oxide – an especially powerful greenhouse gas – is the urine of farm animals," says Wright.

Our "high gas outputs" mean we're going to have to deal with these before other countries, and while the science is complex and the policy debate polarised, she recommends methane and nitrous oxide be included in the ETS.

The government is currently averse to this until "there are economically viable and practical technologies available to reduce emissions" and "our trading partners make more progress on tackling their emissions in general".

While Wright is an independent officer of Parliament providing MPs with advice on environmental quality; as required

by the Environment Act 1986, there's no obligation to act on her recommendations.

Her brief is specifically around climate change and its direct impact on food security and food production.

Upping the ante

In 2011, New Zealand committed to a 50% reduction in greenhouse gas emissions by 2050.

Much of Wright's report is an evaluation of how methane and nitrous oxide are formed and behave in the atmosphere and ways to reduce this.

That includes changing the way animals are bred and what they are fed; targeting methane producing microbes and the interaction between urea and soil that produces nitrous oxide.

In ETS accounting terms she says these gases currently have no weighting, even though levelling off their production without additional emissions could stabilise atmospheric temperatures "in a few decades".

A major sticking point is where to place the so-called 'point of obligation'. "At the processor level the farmer who produces a kilogram of meat or milk with low biological emissions would not be rewarded." At the farm level, compliance costs would be very large "because there are thousands of pastoral farms".

Even partial inclusion would be helpful, for example bringing nitrogen fertiliser into the ETS, "as it has increased fourfold over the past 25 years"; along with a levy on larger farms, already being trialed in the Taupō catchment to manage nitrate leaching.

Will Foley, Hawke's Bay Federated Farmers provincial president, believes Wright's report is reasonable, particularly its acknowledgment of the methane produced by farm animals and the need to prioritise research into interventions to decrease emissions, including vaccines or fodder.

For the moment, he says, it's economic forces that are having the biggest impact, with dairy farms being de-stocked and



"At the processor level the farmer who produces a kilogram of meat or milk with low biological emissions would not be rewarded." At the farm level, compliance costs would be very large "because there are thousands of pastoral farms". Jan Wright, Parliamentary Commissioner for the Environment

inputs reduced. On the other side of the dairy downturn, more efficient farmers are likely to have "lower stocking rates and lower inputs, but ultimately (become) more profitable".

Faster-growing animals mean they're on farm for less time, resulting in more productive farming, growing more meat for less methane produced. "We should continue to encourage systems for high livestock growth strategies," says Foley.

Overall, the sheep and beef sector must improve upon its "disappointing per hectare productivity gains", if it is to achieve "more efficient production in terms of methane emitted per kilogram of meat" and potentially more profitable farm businesses.

While taking dairy cows off-pasture at sensitive times is common and doesn't require expensive dairy barns, good management of stock and feed is still needed, says Commissioner Wright.

She says the opportunity to break-feed a forage crop downhill rather than uphill and harvesting feed for consumption on a feed pad could be helpful, reducing the need for inputs like palm kernel in dry seasons.

Wright says the New Zealand Government is investing about \$20 million each year in research to reduce biological methane with the support of industry groups, including Fonterra, Dairy NZ, Beef and Lamb, Deer Research, and the Fertiliser Association.

There's also a strong effort to refine the country's Greenhouse Gas Inventory, with the Government establishing the new Biological Emissions Reference Group to look at mitigating biological gases from agriculture, and another looking at the role of forestry.

Unless the agricultural sector takes some responsibility for methane and nitrous oxide, Wright says "other sectors (and taxpayers) will become increasingly squeezed".

Inhibitors and vaccines

Wright believes we could lead the world by ramping up research. "Imagine New Zealand developing a vaccine to decrease the amount of enteric methane emitted from sheep and cattle by 20% or more? It could make a huge difference...and be sought after globally."

While it's still early days in the lab, we should be pulling out all the stops for a vaccine that could be integrated into any livestock system. "Once developed, a vaccine would be cheap, and not leave residues in meat or milk."

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A methane vaccine could decrease the amount of methane emitted from sheep and cattle by 20-30% and be “especially valuable”. It could potentially lead to “about a 24% reduction in biological methane from agriculture” if there’s no increase in livestock numbers.

While research on methane inhibitors is more advanced, she says this is unlikely to integrate as easily into our pastoral farming systems.

Overall, the sheep and beef sector must improve upon its “disappointing per hectare productivity gains”, if it is to achieve “more efficient production in terms of methane emitted per kilogram of meat” and potentially more profitable farm businesses.

Will Foley, Hawke’s Bay Federated Farmers provincial president

The nitrification inhibitor DCD was used for some years to reduce nitrate leaching into waterways; while it reduced “nitrous oxide outgassing from urine-soaked pasture” it was withdrawn when residue was discovered in milk powder.

Wright says New Zealand’s proposal to change international Food Code standards (Codex Alimentarius) would be critical if such an inhibitor was to be used again.

However, she says proving a solution in the laboratory or field trial is only the beginning, as it needs to be cost-effective and practical to integrate into farm management systems.

While high quality feed results in lower emissions intensity, it’s typically only used as a supplement to ryegrass and clover.

Genetically-modified “low emission” ryegrass is still under development in the laboratory and, Wright says it could be many years before the breeding of low emission sheep and cattle has a significant national effect.

Improvements in ‘emissions intensity’ are expected to continue, although at a declining rate, while ‘total emissions’ from agriculture are likely to increase because so much more food is produced.

Sucking it up

Farms could be required to monitor and report on biological emissions;

improvements to the Overseer software so it better models those emissions would help. Adding a urea inhibitor to all nitrogen fertiliser could also become mandatory, says Wright.

There could also be greater incentives for farmers to grow trees to offset biological emissions, gain carbon credits and absorb greenhouse gases.

During her investigation, Wright learned the biological emissions of 100 sheep could be offset indefinitely by about 6 hectares of marginal land left to regenerate into native forest. “For 100 beef cattle, about 28 hectares would be required and for 100 dairy cows, about 42 hectares.”

It’s been estimated at least a million hectares of marginal land could be left to regenerate back into native forest. “This would offset about 17% of all the biological methane and nitrous oxide currently emitted each year from agriculture for the indefinite future.”

Although carbon forests are included in our ETS, she says much more can be done as each tonne of carbon stored in a tree means almost four tonnes of carbon dioxide has been sucked out of the air.

Nathan Heath, land services advisor with the Hawke’s Bay Regional Council (HBRC) says post-Paris there are many conversations “settling in the ether” ahead of significant decision making.

“What does this mean, what we are going to do about it, how are we going to see this in the landscape and how are we going to influence this change.”

HBRC is dealing with fresh water management, including “riparian planting, erosion control and sediment reduction” which all potentially have “climate change mitigation connotations”.

Heath is confident of opportunities to synchronise actions and combine resources without reinventing anything or making it more difficult for farmers to blend new approaches into their systems.

He supports carbon credits “through planting trees and vegetation as a solution to reducing carbon and nutrient run off”.

Wright recommends farmers invest in plantations of rapidly growing pine or eucalypts to buy some time, and instead of clearing scrub on higher altitude pasture that provide little nourishment, fencing this off so mānuka recovers into mature podocarp forest, slowing erosion, keeping sediment out of waterways and providing habitat for native birds.

She says the forestry rules now being renegotiated will be critical for New Zealand, with an opportunity to change the rules governing the recognition of carbon storage and gaining recognition for the way carbon is stored by native trees.

Remote sensing technology, perhaps using drones, may also allow for the recognition of



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Will Foley, Hawke's Bay
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smaller 'carbon forests' by reducing the costs of monitoring and compliance.

"This investigation has made me a greater advocate of planting trees. Photosynthesis is simplicity itself beside the arcane mysteries of the rumen and the complexities of what happens after the urine hits the soil," says Wright.

She urges farmers to remain adaptable and take independent advice on diversification as they're being besieged from different sources, including those with vested interests.

"In many cases, much can be done without cutting-edge biotechnology. Such advice needs to be backed up with research."

And she says diversifying land use is not as simple as it sounds for a remote island country

"This investigation has made me a greater advocate of planting trees. Photosynthesis is simplicity itself beside the arcane mysteries of the rumen..."

Jan Wright

that exports most of the food it produces.

She suggests, the food of the future will be different "in ways we can scarcely begin to imagine", pointing to Silicon Valley start-ups growing synthetic milk and meat in laboratories from animal DNA.

"Opportunities to develop and market new or different products that meet changing global demand, and emit little in the way of greenhouse gases, will be crucial to the future profitability of our agricultural sector."

Unison is pleased to sponsor robust examination of energy issues in Hawke's Bay. This reporting is prepared by *BayBuzz*. Any editorial views expressed are those of the *BayBuzz* team.



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From top left: Kevin & Kiri Swannell, Limitless Hope patrons, Limitless Hope volunteer, Limitless Hope patrons. Photos: Sarah Cates

HUNGRY IN THE BAY

*Hawke's Bay at this time of year is a cornucopian picture of abundance, but beneath the show of sunshine, wine and glossy fruit, many are struggling with poverty and the rising cost of living. To what extent are people going without in one of the country's top food-producing regions, and what is being done to ensure that no one goes hungry? **By Bridget Freeman-Rock***

CHILD POVERTY has received much focus recently in New Zealand, with the Child Poverty Monitor indicating up to a third of the country's kids now live below the poverty line – defined as NZ households earning less than 60% of the median national income; so below \$28,000 per annum or \$550 per week.

Hawke's Bay's median annual income is \$29,000, and as the HB Health Board reported in October, 28% of all Hawke's Bay residents place in the lowest deprivation quintile; 8% higher than the national average. (See table.)

Putting food on the table

While poverty indicators may vary, the reality is that for many of our families, making ends meet is a grinding challenge.

While my own quick survey of local primary schools suggests that a raft of government, sponsor-supported, and charitable 'food in schools' programmes (creatively adapted and inclusively integrated into each school kaupapa) are ensuring no child need go hungry at school, on the home-front it's often a different story with parents not always able to put food on the table.

Dame Diane Robertson, former CEO of Auckland City Mission, initiated the Family 100 Project to counter what she perceived as a paucity of work being done to understand families in poverty. For the

Hawke's Bay's median annual income is \$29,000, and as the HB Health Board reported in October, 28% of all Hawke's Bay residents place in the lowest deprivation quintile; 8% higher than the national average.

ACM study, 100 Auckland families were interviewed by on-the-ground staff every two weeks for 12 months over 2013-14.

They found that families in poverty spend 60% of their time food-seeking, as they trek through the hoops of multiple agencies, and the rest in a cycle of managing debt, with little energy left for work or creative solutions. Of those doing the "hunting and gathering", says Robertson, 90% are women without partners who support them, however that might look officially on paper.

Margot Wilson, services manager at Heretaunga Women's Centre, suspects the situation in Hawke's Bay may be similar.

Getting food assistance

Figures for Work & Income food grants for the East Coast region (from CHB to Gisborne) show that while numbers spiked towards the end of 2015, applications approved for

WINZ food assistance across Hawke's Bay have remained relatively consistent over the last three years, with 18,711 grants given in the year ending September 2016, to the tune of over \$2 million.

The main community foodbanks in both Hastings and Napier show similar consistency, with around 4,500 and 4,220 people assisted in 2015-16, respectively, and the number of emergency food parcels (about 2,600 combined) on par with the previous few years.

The Salvation Army, however, reports that the downturn in the rural economy and an increase in housing costs have led to a rise in the number of people needing food parcels from their service. Across Napier, Hastings and Flaxmere, the number of food parcels distributed by the Salvation Army went up 32.5% in 2016, compared to pre-Christmas figures in 2015, with 550 new families requiring assistance.

Waipukurau Foodbank, which served 1,176 people through 400 or so parcels (2015-16), notes more families with young kids are seeking food assistance, and the size of family units requiring food are noticeably bigger. "We're seeing homeless in CHB which we haven't seen before; there are waiting lists now at the motor camps."

To receive food assistance, people are usually directed first to WINZ for a food grant (the first two can be done via telephone, thereafter in person). While you



Left: Christina McBeth & Louise Saurin, Nourished for Nil. Top right: Sue Chappell & Maggie Ronchi, Napier Community Foodbank. Bottom right: Andrew Reyngoud, far right, with Flaxmere volunteers

don't have to be on a benefit to apply, you do have to be an NZ citizen or permanent resident and have a fixed abode. The food vouchers are income and asset tested.

If you have been declined by WINZ, there are a number of foodbanks to approach, each with their own structure, criteria and opening hours. Some can only be accessed through agency referrals, or a budget advisory service; most request a letter from WINZ. Some are strict on the typical cap of 2-3 parcels per family, per year; others more flexible. You may have to apply in person in the morning and then return in the afternoon to pick up a parcel, or it may be delivered to you. It's harder without an address.

Then there are other smaller, less formal food collections, charitable groups and neighbourhood initiatives who may help, and a couple of regular drop-in meals: Tuesday evenings at the New Hope Community Church in Hastings, Friday every fortnight at the Sallies, Green Meadows.

Emergency relief

Napier Community Foodbank's 'four-day emergency relief' packages are "well-balanced", and tailored to the size and needs of each family, director Maggie Ronchi explains. The foodbank buys in perishable food items like fresh vegetables, eggs and UHT milk, but no meat products – "too risky". They also put together food parcels for

This past year, Kiri tells me, there have been "more kids than we've ever seen. We get kids walking in from Maraenui for a feed; they're not necessarily homeless, but they're hungry."

those "living rough", catering accordingly with food that doesn't have to be cooked and with items like can-openers and plastic cutlery.

The foodbank (established 1988) doesn't have any direct contact itself with applicants, who are referred by health and welfare agencies for consideration. The agencies themselves distribute the parcels, and the depot is at an undisclosed location, mainly to protect the wellbeing of the 70+ volunteers.

Working from a comprehensive data base, "We have a fairly good feel for who the people in need are." People can access up to two parcels a year if they have entitlements, and a third through an accredited budgeting service.

"It's not a perpetual hand-out," Ronchi insists. The parcels are "just to take the pressure off" while other solutions are found.

Ronchi believes 90% of applicants are "genuine cases" who are usually extremely, even tearfully, grateful for the assistance.

Funding comes through personal donations, the support of Napier City Council, Lotteries and organisations like the Hawke's Bay Foundation, bequests, community groups and the involvement of all the local churches.

"We operate in a really generous community," says Ronchi, with many people donating items at supermarkets and other collection points, and some paying regular automatic payments each week.

Feeding the homeless

Kiri Swannell is the Warehouse National Community Hero 2016 for her work with the vulnerable in Hawke's Bay, namely the homeless and mentally unwell. She began Limitless Hope in 2013 to provide emergency shelter in Napier; last year she helped 90 people off the streets.

On Monday evenings, she and her husband, Kevin, with a crew of volunteers, run a soup truck in Clive Square, which caters for up to 70-80 people per week, sometimes 120, once 200.

When they began, they were funding it for \$120 per week from their own pockets, but they now receive grants and donations, with plans for the soup truck to be financially self-sustaining.

This past year, Kiri tells me, there have been "more kids than we've ever seen. We get kids walking in from Maraenui for a feed; they're not necessarily homeless, but they're hungry."

"Generally people are not too bad, they can get by. We notice an increase in need when the season's finished and they start to run out of the dollars they've stored and get caught in the welfare rigmarole." Pastor Andrew Reyngoud, Flaxmere Baptist Church

As we were there, a woman queued for her first Limitless Hope meal, taking food for her three kids who were waiting in the car – her plan for the night involved parking up on the beach.

But "It's a lot more than meeting someone's physical need," explains Kevin. The soup truck fills a gap in connectivity. Regular volunteers include a nurse, a mental health worker, a social worker, a doctor, who use the opportunity to check in with their clients, "meeting them where they're at and on their terms."

"When we started four years ago, one of our objectives was to bring awareness and engagement to the community on the issue of homelessness and hunger." Another was purpose – one of the young volunteers dishing out, queued himself for a year before being in a position where he could turn around and help others.

As for genuine need versus those just in it for a free meal, Kiri's answer is simple: "Everyone has a need, and it may not be food. You have to give unconditionally; you can't keep going otherwise."

Building community resilience

Pastor Andrew Reyngoud, who is active through the Flaxmere Baptist Church in a number of food initiatives, believes that to effect change, you have to have "ladders for people", which means collaboration and inclusion, not segregation.

He points to the five acres of community gardens adjacent to Te Aranga Marae. Set up by the U-Turn Trust in 2009 on the back of Henare O'Keefe's 'Enough is Enough' hikoi, the gardens have been enormously successful in both nourishing people and engaging the Flaxmere community to rebuild itself.

The Flaxmere 'food cupboard', homed at Reyngoud's church, is a combined Baptist and Anglican effort. "We have a broad protocol: if you're local and in need, you come", no WINZ letter required, and while, ideally, people would receive at most one food parcel per month, "if circumstances are different, we'll do it. We put safeguards in place so we don't get too ripped off, but we'll never turn people away."

They give out about 500 basic food

parcels per year, and Reyngoud observes a clear correlation between demand and the flux of low-paid, seasonal work. "Generally people are not too bad, they can get by. We notice an increase in need when the season's finished and they start to run out of the dollars they've stored and get caught in the welfare rigmarole." And again, when school starts back in February and the packhouse jobs are just starting up; people have to come off the benefit but regular shifts haven't yet kicked in.

Flaxmere Baptist Church also runs a six-week basic cooking class per term, cleverly timed to coincide with the foodbank slot on a Thursday morning so people can smell the cooking and be inspired to learn. "Food parcels help with the immediate need" but the aim is for people to be able to help themselves.

The classes are free, the ingredients (and start-up equipment kit), are provided, and people take the meal and dessert they've cooked home to share with their families. It's been "very well received," says Reyngoud. "You see in people the confidence they gain" and the effects "cascade down". The best advocates are enthusiastic kids who love what their parents have cooked, and the people who have been on the course themselves, including one of the current cooking-class coordinators.

In early December, the church is transformed into a hub of bustling goodwill, as food is packaged and presents wrapped for the annual HDC Christmas Cheer Appeal, which serves 550 families throughout the Hastings district, involving 20 different agencies – there's a similar programme in Napier. Originally organised by Hastings District Council (still the main funder), the Christmas hampers are now coordinated by the Baptist church; Reyngoud's wife, Jo, does the logistics.

Kai Collective: grassroots distribution

Andrew Reyngoud is also coordinator of the Kai Collective, a cross-agency organisation "connecting source with need" that facilitates the distribution of bulk donations of food around Hawke's Bay: a glasshouse of tomatoes – "before they let the pigs in they let us in to harvest what was left"; pallets of produce from Wattie's when there's been a labelling error, for instance; the remainder from a fruit and veggie shop in liquidation.

"We then scale our stuff depending on size," explains Reyngoud. "We use the 'Little Red Hen principle': the people involved doing the work [the various church and community groups], their organisations get the first cut. Then we'll kick it out a little wider, if it's a bigger donation, to the food banks, Women's Refuge etc, and then widen out further still. Once we got given a truckload of vacuum-packed corn, 10 pallets. We ended up taking it round to the marae, and it was all gone in a



Where have all the willing workers gone?

A gap has been forming for several years in our industry. The void is between our aspirations as business owners to develop and expand our business and capable staff to help make this happen. Unfortunately this gap has now spread to just keeping our current operation going and it's bloody stressful.

For years in the Hawke's Bay hospo industry there was a underground game called *spring chef grab* — a game the industry played where anything goes to secure a head chef and related staff for the busy summer period. The game was primarily headhunting, with a mix of seasonal desire for change and chefs testing the market. The last two are *business* but the first one is poor sportsmanship. Spring is a very unsettling time for café/restaurant owners, making planning and sleep difficult.

This competition has been running for a decade but it appears this year, for the most part, had the final whistle. Not because team owners are using the draft system but simply because there is now nobody left to draft. This year, yet alone spring when I have put a call out over the employment airwaves all I got back is my own echo.

You can tell I am looking for a chef at the moment. I have called around the usual folks, tutors, sales reps, old friends and even tried making new friends just to increase my odds. It's a brief conversation, "anyone with some degree of skill and enthusiasm out there who would suit?" The answer has been a resounding "no, not for your operation."

Compound the number shortage with a lack of skill from those *available*. The graduates coming out of educational institutions write on their cv about certificate gained but often they struggle to poach or scramble the certificate in a timely fashion. I believe there is a disconnect with industry and the education providers, despite the annual "how can we help you" review. The educators receive funding for students, not for employed graduates. I am not even having a go at the local educators specifically. The same responses come from Auckland and New Plymouth educators/students. The students can all make a sauce but can't actually cook unsupervised.

Employment has been our major limiting factor to expansion. It is also not solved by offering a higher hourly rate. If it were I wouldn't be writing this and your coffees would cost \$5.50.

I am not alone in this current market place of scarce labour. You could replace *chef* with electrician, HT license holder, tour driver, doctor, shift manager, stop-go operator, graphic designer, engineer...

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Hawke's Bay poverty statistics

Compiled from the Health Inequity in Hawke's Bay Update 2016 and Environmental Health Indicators New Zealand.

PERCENTAGE OF CHILDREN LIVING IN POVERTY

Ethnicity	HB 0-4 yr olds	NZ 0-4 yr olds	HB 0-14 yr-olds	NZ 0-14 yr-olds
Māori	42%	37%	36%	25%
Pasifika	16%	18.5%	15%	14.5%
Other	15%	12%	13%	9%
Total	28%	21%	23%	18%

BREAKDOWN OF SOCIOECONOMIC SPREAD ACROSS HAWKE'S BAY

District	1 (most affluent)	2	3	4	5 (most deprived)
Hastings	18%	14%	17%	20%	30%
Napier	14%	16%	22%	26%	22%
Wairoa	0%	1%	12%	23%	64%
CHB	12%	15%	27%	36%	10%

Making a contribution

There are numerous agencies, church groups and community organisations working to meet the growing need for food assistance in Hawke's Bay. Most supermarkets have collection boxes for non-perishable food items, and you can always get involved by donating time and goodwill, money or other resources through the following initiatives:

Napier Family Centre

napierfamilycentre.org.nz

Kai Collective, Flaxmere

Distributing bulk food donations
[facebook.com/Kai Collective](https://facebook.com/KaiCollective)
kaicollective@gmail.com

Limitless Hope, Napier

Feeding the homeless
limitlesshope.co.nz
[facebook.com/Limitless Hope](https://facebook.com/LimitlessHope)

Local foodbanks

foodbank.co.nz/hawkes-bay
 You can donate money through the homepage portal

Christian Love Link

A community agency that partners with churches to help people in need in Hastings and Napier
christianlovelink.org.nz

Nourished for Nil, Havelock North/Hastings

Food rescue scheme: helping those in need while reducing food waste
christina@nourishedfornil.nz

couple of hours.

"It's a strength-based approach: you look at what you have and how you can apply it to the need presented." The fluid, ad hoc nature of Kai Collective enables plenty of autonomy for the agencies involved: "The only rule is they can't sell the food on, but it's entirely up to them how they distribute it within their own protocols."

Kai Collective, established in 2012, and supported from the side-lines by Hastings District Council, has been a successful model of grassroots organisation and an important piece in the picture of community resilience.

"The sense of hope and possibility in Flaxmere is huge," says Reyngoud. "If there is something I would want to turn the volume up on, that would be the one: hope."

Food rescue project

Meanwhile in Havelock North, Christina McBeth, who sits on the Napier Foodbank board, is hoping her food rescue project, Nourished for Nil, will be up and running in February, with the objective to help those in need while also reducing food waste.

Inspired by the Free Store, which operates out of a shipping container in downtown

Wellington, and using the prototype of Just Zilch in Palmerston North, McBeth, her co-pilot Louise Saurin and their volunteer team will be sourcing leftovers from cafes, caterers, bakeries, supermarket perishables, and surplus or imperfect produce, to stock the shelves of their central Hastings 'shop'.

They plan to open five evenings a week, 5-7.30pm initially, and will welcome anyone, no judgement, says McBeth. For no one is immune from times of hardship, however they present.

"Food is premium, but we're not taking away from existing initiatives," she assures me, "we're just creating another avenue."

While premises and funding options are still in the pipeline, support so far has been "huge", with Havelock North eateries, for example, overwhelmingly positive in their response. McBeth is quietly confident Nourished for Nil will have "a snowball effect". "It's been a very successful model, both around New Zealand and overseas; there's so much potential.

"I know food hand-outs are not the answer to poverty, but it does create some security around the most vulnerable in our society: the children. If it means parents

aren't so stressed and can feed their kids, then we will have made a small dent."

Run on volunteers and kindness

In the face of hard statistics and difficult realities, it is heartening to hear of the work being done by those quietly committed to making a difference, however small, and to sense the thrum of goodwill behind these initiatives, all of which are run on volunteers and kindness.

It is clear that the Hawke's Bay community cares about hunger and is not prepared to sit back while others go without. Behind the scenes there are hundreds of volunteers right across the region busy collecting, cooking, distributing food to those most in need.

And it would appear, that while the chronic issues of poverty are a real and pressing concern, the immediate need for food is being met, one way or another, on a case-by-case basis, through charitable organisations, church groups, iwi, the generosity of neighbours, creative resourcefulness, and collaborative process.

But food is an ongoing, everyday necessity, and the struggle for many continues.

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HOW HAWKE'S BAY EATS

*Food is taken seriously in Hawke's Bay. We see that in our jobs and economy. In our café chatter, social media buzz and non-stop news coverage of all things 'food'. And in the results of the BayBuzz Food Survey. **By Tom Belford***

WE HOPE YOU ENJOY seeing in this report how you fit into the Hawke's Bay foodie profile represented by our nearly 500 responders. So, how do we see ourselves when it comes to food?

Relating to food

Clearly food is much more than 'fuel for the boiler'. We asked about responders' 'basic attitude toward food and eating', where the highest mark of '7' meant 'I'm very fastidious about the quality and healthiness of the food I eat' – 41% overall reported '6' or '7'. And, not surprisingly, this care in eating increases with age – 24% of those under 30 years old gave that rating, compared to 52% of those 60 years or older.

More on healthy eating to come in this article.

Coming at the 'foodie' scale differently, we asked whether 'Just feed me' ('1') or 'I live for food' ('7') best described the responder – 43% reported '6' or '7' on the scale. This is more about food as sheer pleasure!

But it's easy to say one is a committed foodie. How to test the reality?

We asked about enjoyment and ability to cook, with options from 'No way!' ('1'), up to 'In my dreams I'm a master chef'

('7'). The numbers stayed firm – 43% again reported '6' or '7' on the scale, with perhaps the surprise that more guys in aprons gave themselves the highest '7' ranking.

So, a quite solid four in ten Hawke's Bay diners seem seriously committed to food and the way they eat. How else do they show that?

Here's a table showing how 'hands on' we are when it comes to food. We asked folks to simply respond 'Yes' to all that apply:

Bake from scratch	85%
Have a veggie/herb garden	82%
Have fruit trees	78%
Compost	62%
Preserve fruit/veggies	57%
Forage	31%
Fish for food	24%
Raise chooks	20%
Hunt for food	11%
Keep bees	6%

Not surprisingly, we noticed some age and gender differences.

Expressing their prehistoric genes, men were almost twice as likely to hunt and fish

Far and away the chief diet focus of Hawke's Bay diners (60%), across age and gender, is avoiding sugar – to their personal and societal benefit, given the dire health impacts of sugar-laden food consumption.

for food; and less likely to preserve (but 48% do so).

When looking across age groups, with every food-related activity the percentage that participates increases with age, with the exception of hunting, fishing and baking from scratch, which have similar rates across the age groups. The biggest 'climbs' in participation from young (under 30) to older (over 60) are having a veggie garden (+28%), composting (+37%), and preserving (+41%).

Of course the most direct way to relate to food is to have a job in the food business.

When we defined that broadly – 'farmer, grower, cook/chef, waitstaff, food processing, food marketing & exporting,

catering, fast-food, take-out, food & farm machinery & services, irrigation, whatever! – 25% reported one family member in such a job, another 16% reported two or more. The foundation of our region’s food economy.

Healthy eating

We asked how health conscious respondents are in purchasing and consuming food. On our scale, ‘1’ means ‘Not at all’ and ‘7’ means ‘I’m a health zealot when it comes to my eating habits’. Overall, three out of ten ranked themselves at ‘6’ or ‘7’, and another 44% at ‘5’ – a pretty health conscious population. Or at least we claim, in the face of rising obesity levels.

Age is a key factor here, with the dividing line at which we begin to ‘watch what we eat’ appearing to be age 45! At ages 45 to 59, 37% rank themselves ‘6’ or ‘7’ (health zealots), as do 30% of those age 60 or older. In comparison, only 20% of those under age 30 and 23% of those age 30-44 score that high.

Gender too is a factor. Not a single male respondent considers himself a ‘7’ (health zealot); only 17% gave themselves a ‘6’. In comparison, 31% of women rate themselves a ‘6’ or ‘7’.

So if you’re in the health food business in Hawke’s Bay, women over 45 years old are your target market!

With all sorts of dietary regimes to call upon – arguably – promote healthier eating, which do Hawke’s Bay diners prefer? Here’s what they report overall (respondents could tick more than one):

		MEN	WOMEN
Low sugar	60%	62%	59%
Low carb	29%	14%	31%
Low fat	22%	30%	22%
GMO free	21%	27%	20%
High protein	20%	24%	19%
Vegetarian	19%	5%	21%
Mediterranean	18%	19%	18%
Gluten free	17%	3%	19%
Lactose/ dairy free	14%	11%	14%
Vegan	8%	8%	8%
Paleo	8%	3%	9%

Men seem to prefer low fat and GMO free; women opt for low carb and vegetarian. The two out of ten respondents overall indicating they were vegetarians (plus a few vegans) are worth noting here in sheep and beef country.

A recent *Farmers Weekly* editorial, titled *Don’t ignore vegan threat*, sounds the alarm:

“It will be at our peril that we underestimate or ignore the threat from

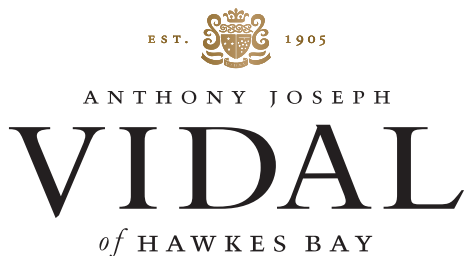
plant protein products being developed to mimic animal-derived meat and milk ...

“...there will be pressure on animal-protein producers as those promoting plant-based products muscle in. [Ed: I presume no pun was intended.] They will be aided by reinvigorated extremist groups like Greenpeace, Farm Watch and Safe using malicious and deceitful terms such as industrial dairy and animal cruelty to refer to our pastoral farming system.”

Although eschewing such rhetoric, KPMG’s leading food expert, Ian Proudfoot, does see disruptive change ahead in consumer food preferences, with non-animal protein being a key factor in changing diets and Millennials leading the way. In this survey, 22% of those under age 30 say they are vegetarian and 25% say vegan.

While our sheep and beef farmers prepare for disruption, our respondents claim a more immediate focus than animal protein – and that’s sugar. Far and away the chief diet focus of Hawke’s Bay diners (60%), across age and gender, is avoiding sugar – to their personal and societal benefit, given the dire health impacts of sugar-laden food consumption.

Given the respectable level of food/health consciousness in our responses, it was interesting to see the level of interest in organic food. Overall, 28% indicated a strong



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Age is a key factor here, with the dividing line at which we begin to 'watch what we eat' appearing to be age 45! At ages 45 to 59, 37% rank themselves '6' or '7' (health zealots).

preference to purchase and consume organic foods. Interest was highest amongst those age 30 to 59 years (perhaps reflecting ability to pay higher prices). And women are almost twice as likely as men to prefer organic.

Our farmers' markets – suggestive of fresh, natural and healthy impulses (except perhaps for those delectable syrup and cream-laden waffles) are also popular, with 64% shopping at them occasionally and 18% frequently. Interest is strong across the age spectrum. Only 15% of women and 32% of men have never been.

Where do we buy and eat?

Dinner is still by far our favourite meal (65%, compared to breakfast at 22% and lunch at 13%). But after that consensus, respondents vary widely in their eating preferences.

Overall, 27% insist they 'never' eat fast food, and 16% 'never' buy take-out food

for dinner. So we have a modest pocket of traditional cook-it-yourself, eat-at-home diners, anchored by those age 60 or older – 41% of those 'never' eat fast food and 30% 'never' buy take-out.

Larger numbers do both in claimed moderation – 53% buy fast food 'once or twice a month', while 62% buy take-out food that frequently.

Hard core 'fast-fooders' total 20% (once a week or more), while slightly more, 22%, buy other take-out that frequently. Guys – you can spot our guts – are four times more likely to buy fast food more than once a week. And somewhat more likely to buy take-out ... where's Mum to cook when you need her?

The favourite food for the take-out crowd is Asian, followed by Indian, then 'gourmet' meals. Fish & chips and pizza bring up the rear. Wow ... did you expect that? Another surprise, more under-30s preferred 'gourmet' meals than any other age group, by far. Respondents of all persuasions volunteered huge interest in take-out Turkish (kebabs), with modest demand for sushi too.

Read Jessica Soutar Barron's *The Take-out Evolution* in this edition to catch up with the takeaway times!

[And check out our BayBuzz subscription ad on p.16 to see how you can win \$795 worth of free gourmet meals, delivered to

The favourite food for the take-out crowd is Asian, followed by Indian, then 'gourmet' meals. Fish & chips and pizza bring up the rear. Wow ... did you expect that?

your door.]

Sometimes Hawke's Bay foodies do feel like 'putting on the Ritz', which our survey defined as 'spending \$50 per person or more for food and drink'. 49% go out for such a dinner once or twice a month. Only 4% do so more frequently; but 46% not at all (similar across all age groups). Effectively, and disappointingly for our restaurateurs, barely half our population is in the market for more expensive dining.

On that special Saturday night, 32% would prefer a gourmet or winery restaurant, while 29% would dine at an ethnic restaurant.

For that really special occasion, we have F.A.W.C!, Hawke's Bay's semi-annual premium food fest, sponsored by Hawke's Bay Tourism. 29% of respondents have participated once or twice in F.A.W.C! events, 10% more often, and 60% not at all.

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Photo Sarah Cates

So, without those \$50 per person special nights out, our average respondent is spending \$7,176 annually on food and alcohol. How do you compare?

What do we spend on food?

We asked: 'Excluding alcoholic beverages, what is your family's average weekly food budget, per person, for food prepared at home?' The average spend was \$90 per person (\$4,680 per year) – or \$180 for a couple and \$360 for a family of four. How does that compare with your weekly food budget?

Age makes a difference here. For those under 30, the average spend was \$77 per person weekly, those age 30 to 44 spend \$81, those age 45 to 59 spend \$100, and those 60 and older spend \$93.

We also asked whether people consumed beer, wine or spirits with their dinner.

Overall, 19% say 'never', 50% 'occasionally', 18% 'frequently', and 14% 'most of the time'.

Here the gender difference is striking – 29% of men said 'most of the time' compared to 12% of women. In contrast, 21% of women reported 'never', compared to 6% of men.

Overall, respondents say they spend \$22 per week on 'alcoholic beverages for yourself' – that's \$1,144 per year. For men the average is \$39; for women it's \$20. What's your alcohol budget?

And of course we love coffees and sweets at our splendid Hawke's Bay cafes. Respondents say they spend \$26 per week on themselves for 'food/drink consumed at a café'. That's another \$1,352 per year.

So, without those \$50 per person special nights out, our average respondent is spending \$7,176 annually on food and alcohol. How do you compare?

And we want more

Finally, our survey asked: 'Are there any food offerings that are missing in Hawke's Bay – a type of food or restaurant, a food experience?'

You answer first, then check our list.

Our respondents had dozens of suggestions, but these stood out ...

1. *Japanese ... other than sushi ... high demand*
2. *Italian ... other than pizza*
3. *Greek taverna*
4. *Vegetarian and vegan*
5. *Malaysian*
6. *Vietnamese*
7. *More seaside/riverside eating experiences*
8. *And a rooftop bar!*

A rooftop, seaside bar with first-class tempura ... I'd go for that!

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Hawke's Bay Home Owners cash in on New Zealand's Tourism Boom

Savvy Hawke's Bay home owners – including those with holiday-homes outside of the region – are cashing in on New Zealand's multi-billion-dollar tourism boom by letting out their properties through online accommodation websites.

Research data just out shows that holiday-home owners and those with luxury houses in Hawke's Bay can potentially earn as much as \$4,200 a week by letting their properties through holiday accommodation websites such as Airbnb, bookabach.co.nz, nzholidayhomes.co.nz and holidayhouses.co.nz.

The research was conducted by Bayleys Real Estate. The company's national residential manager, Daniel Coulson, said that the property buyers purchasing secondary residences in 'holiday' destinations such as Hawke's Bay could easily factor in five-figure returns from their acquisitions.

"Tourism has overtaken dairy as the country's biggest income-earning sector. The growth in short-term letting to holidaymakers and tourists has undoubtedly changed the commercial accommodation landscape - so it makes sense to align property purchases to growth locations," Mr Coulson said.

"The increasing popularity of on-line accommodation booking sites with both domestic and international travellers offers holiday-home owners an opportunity to make their purchase work for them when not used as the owner's personal recreational 'bolt hole'.

"That income from guests can be used to offset the cost of maintaining the property, as well as covering council rates and insurance fees."

There are more than 30,000 Airbnb and holiday home rentals in New Zealand. Airbnb's New Zealand listings have more than doubled in the past 12 months to 20,000, while Trade Me's holiday listings

Lake Taupo holiday-homes – similar to these waterfront stunners – owned by Hawke's Bay residents can earn substantial revenues by letting them through on-line accommodation booking websites.

site, holidayhouses.co.nz, has more than 10,000 properties available.

Similar figures are viewable on bookabach.co.nz, nzholidayhomes.co.nz – although Bayleys research notes that many homes are listed across several of the accommodation websites simultaneously.

"Predominantly domestically-orientated websites such as bookabach, nzholidayhomes and holiday houses have catered to the internal traveller/tourist market for a decade or so," Mr Coulson said.

"However, the rise in usage of the Airbnb website over the past two years with its global branding has widened the booking pool to a worldwide audience," Mr Coulson said.

"By aligning a personal preference for purchasing a holiday home, with the key location 'hotspots' sought through the online booking sites, property buyers can look at which locations deliver the best returns from short term lettings.

"As with any property-buying decision, factors such as the location of the residence – particularly its proximity to water – along with room configurations, amenities, and age of the premises, all play a part in establishing a market letting rate.

"The better these features in a holiday home rental, the higher the lettable nightly or weekly rates.

"Our research also highlighted that seasonality was also a critical element for those with an eye on rental income – with most seaside and lakeside rentals commanding their highest rates over the peak Christmas/New Year period of around December 23 through to the second week of January. Easter was also another spike

booking period."

Trade Me's website 'hit' figures reveal Napier is the sixth most popular holiday-home location sought on its holidayhouses website. Queenstown was top of the list, with Taupo - where many Hawke's Bay folk own holiday homes - coming in at 9th spot.

The Bayleys research uncovered that most properties listed on holidayhouses.co.nz were rented out for 60 nights a year, with owners making on average \$12,000 a year. Airbnb property owners rent out their residences for approximately 27 nights a year on average, although many have their properties available for up to three months a year. Rates in 'prime' tourist destinations can be up to \$600 a night.

Holiday home landlords can set whatever rates they choose. For holiday-home landlords with properties in Auckland – more investor category owners than those from the provinces using the dwelling as their holiday-home in the 'City of Sails' - the average weekly earnings for a property let out to two guests is \$796, while the New Zealand average is \$674.

"While rental yield is not normally a factor in determining where or whether to purchase a holiday home – as opposed to an out-and-out 'rental' investment – the opportunity to bank substantial revenue from the property is definitely not something which should be overlooked," Mr Coulson said.

"For those in the Hawke's Bay seeking to maximise every opportunity of property ownership, holiday-home owners could even derive extra income by letting out their main residence while staying at their bach."





Ben Warren



EATING WELL

We all know that eating a balanced, nutritious diet is essential for tip-top health and wellbeing. The food we put into our bodies is essential to develop, replace and repair cells and tissues; produce energy to keep warm, move and work; carry out chemical processes such as the digestion of food; and protect against, resist and fight infection and recover from sickness.

By Lizzie Russell

WHILE OBESITY RATES ARE UP, awareness around nutrition is too. In answering the *BayBuzz* 'How We Eat' survey, our readers shared their specific dietary habits/preferences, showing that the majority of respondents make definite nutritional choices about their food – 59.9% follow a low-sugar regime, 28.7% go low-carb and 22.4% focus on low-fat.

We took the nutrition question to the HB District Health Board population health team and to three people whose lives and work revolve around what we're putting into our bodies. Diane Stride, Ben Warren and Millie Ormond share their take on eating well.

Diane Stride

Diane is a private practicing dietitian; an accredited practitioner with the Australian Centre for Eating Disorders; and the founder and facilitator of mind, body and soul awareness courses, which are run in a retreat-like setting in the Tuki Tuki Valley. See www.dietitianconsultant.co.nz for more information.

We live in a time when nutrition information is abundant, and yet people seem to be more confused about what to eat than ever before. The actual definition of nutrition

is 'the process of providing or obtaining the food necessary for health and growth' or 'food or nourishment'. Somehow, though, this message has got mixed up with a lot of rules about what we should eat, shouldn't eat and good and bad food, which has left people adopting an estranged relationship with food rather than as a source of nourishment, or nurture for their body.

When we start labeling food as good or bad, we are putting a moral judgment on that food. If chocolate is a 'bad' food and you were stuck on Mount Everest for three days in a storm, and all you had was chocolate...would it still be a bad food? In this instance, it would be a life-saving food, yet the essence of it hasn't changed. The reality is that chocolate is a high fat, high carbohydrate, low nutrient food. When it is eaten occasionally in moderation, it is not a problem.

However, when we label it as a bad food, two things tend to happen. Firstly, when we eat it, we end up with feelings of shame, guilt and internalizing that we are now "bad" for having eaten it. Secondly, it becomes very desirable to people who have emotional eating issues – the more they want to avoid it by telling themselves they shouldn't eat it, the more they want to eat it.



Diane Stride

In my practice, I see so many people who are at war with food and their bodies. They have tried every diet they know and just feel that if they could have more control, all would be well. By doing this, food has become a war zone and a set of rules, rather than a focus of nourishment for themselves.

My main aim is for people to learn where food fits into their lives, to understand how their bodies function in relation to hunger, satiety (fullness), nutrient needs and to develop a healthy relationship with food, where food is not the enemy, but is working with them to sustain their health and growth.

"Somehow, though, this message has got mixed up with a lot of rules about what we should eat, shouldn't eat and good and bad food, which has left people adopting an estranged relationship with food rather than as a source of nourishment, or nurture for their body." Diane Stride

We are very fortunate living in Hawke's Bay, where we have a plentiful supply of beautiful fresh produce. Our animals are grass fed, which means their omega 3: omega 6 fatty acid ratio supports health; we have the full range of fresh vegetables to supply us with the nutrients we need. The only nutrients that may be of concern are selenium and iodine, but these are easily obtained by eating two brazil nuts daily for selenium and iodised salt in small amounts for iodine.

May this year be a time where you embrace your relationship with food in a new way.



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Ben Warren

Ben is a nutritionist, holistic health expert and founder of BePure, a nutrition and holistic health company based in Havelock North and Auckland, which focuses on providing people with the tools, education, inspiration and support they need to find optimal health and live energetic, happy lives.

Nutrition is all about giving your body everything it needs to work as well as it can. We're made up of about 75 trillion cells and we're replacing millions of cells every day – in fact, two million red blood cells every second, and the ability for your body to rebuild those cells is completely dependent on nutrition.

What we need to be eating is nutrient-dense foods. These are the foods that provide the most nutrition per calorie. Right now in the western world we are overfed but undernourished. It's very easy for us to get calories, but much more difficult to get the nutrients – the minerals, vitamins, antioxidants we need.

We recommend eating a wholefoods, nutrient-rich diet that's right for you. There is a major individual aspect to nutrition in our philosophy, because we know that genetically people are all very different. We're all on a spectrum and everyone's body responds differently to different foods, as do everyone's nervous and immune systems.

Take gluten for instance. You give gluten to some people and their body will have a very severe immune response – a coeliac response; others will have a lesser immune response and then others don't seem to have a problem with it. So our overriding philosophy is personalised nutrition; how do we give your body everything it needs.

While we focus on the individual needs of people, there are a handful of pointers I can offer for optimal health:

- Start by eating a wholefood, processed-food free, sugar-free diet.
- Make sure your vitamin D levels are high enough – 84% of New Zealanders are deficient in vitamin D.
- Get your zinc levels sorted, because zinc controls over 300 enzymes – you could have virtually anything wrong with you if you're zinc deficient.
- If you have anything wrong with you, go gluten-free. It's not a problem for everyone, but for many, gluten causes a lot of inflammation and inflammation drives a whole raft of problems. The high-yielding, disease-resistant wheat developed in the 1970s, which is now in the bread we all eat has much higher lectin levels than wheat did previously. Lectins are a molecule plants make to stop insects from eating them. So it looks like the lectins make the junctures in our intestines very loose, which then allows half-digested proteins to get into the bloodstream, where they get tagged as an invader, and you get an immune response. The bread we're eating now is nothing like the bread your grandmother used to eat.
- Make sure you're drinking enough water.

Millie Ormond

Millie is a mother of four, lover of food, promoter of family time over the dinner table and founder of Facebook page "Cheap and Healthy Family Dinners NZ" (nearing 8,000 followers).

Feeding our families well does NOT have to cost us an arm and a leg – or 100% of our living wage!

My goal for my family, and yours, is to combine the need for our bodies to be fueled, with a deep love and appreciation of real food, home cooking and eating as a family. I believe this can be done on a


"What we need to be eating is nutrient-dense foods. These are the foods that provide the most nutrition per calorie. Right now in the western world we are overfed but undernourished." Ben Warren

budget - BUT you must learn how to cook (it's not hard), and you must not get sucked into eating processed food. Seriously, processed food is the pits! It's not just rubbish nutritionally, but it just tastes so bad in comparison to what you can cook for your family with a little time and effort, and not much money at all.

The answer is to keep it simple. Salmon with a side of turmeric latte may be all the rage, but if that's not within your price-range, then please just forget it and move on to something more affordable and just as delish! I advocate meat, veges, eggs, cheese, nuts, fruit, and treats (which should be homemade whenever time allows). Rice and potatoes are not the devils they are made out to be, and for families on a budget are vital. Kumara is also a lovely option for filling tummies.

Planning a menu for the week's dinners and displaying it for the family to see, helps build a sense of gratitude towards food – and towards the chef(s) of the house – as the family look forward to each meal. Planning will also help you considerably when trying to stick to a budget.

Once you have meals planned, and stuck to your budget, you are ready to cook - most of us have access to the internet, so even if your mum didn't teach you to cook, or you never took home economics at school, it doesn't give you the excuse to tap out in




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Millie Ormond. Photo: Sarah Cates

"The answer is to keep it simple. Salmon with a side of turmeric latte may be all the rage, but if that's not within your price-range, then please just forget it and move on to something more affordable and just as delish!" Millie Ormond

the kitchen! There are cooking channels all over the internet that can step-by-step guide you until you have the confidence to follow a recipe, or make up your own!

Join your kids in in the kitchen; they will love it (ours do) and again it will teach them gratitude for the food they are eating as they will begin to understand the time and love that is put into making a meal for the family.

Food is a central part of most cultures that are not Kiwi – our culture seems to centre more around alcohol, which is not that wise seeing as it's not great for our health. Why not try and turn our culture around with food? Learning to cook it and share it with love as the central part of spending time together?

We LOVE eating as a family, and with extended family or friends. Sit at the table. Serve the food. Eat together and savour this special time with your kids.

HB District Health Board

The DHB, following a population health approach, focuses on the early stages of life for getting people's nutritional habits on the right track.

As well as having developed and endorsed the Hawke's Bay Healthy Weight Strategy, which aligns closely with the Ministry of Health Childhood Obesity Plan launched in October 2015, the DHB has a special infants' plan which aims to improve the nutrition and decrease obesity amongst children.

The locally-developed Healthy First Foods Programme is a resource for whānau and babies (3-8 months) based on the NZ Food and Nutrition Guidelines providing practical support, knowledge and skills in preparing food and starting solids.

The Healthy First Foods programme consists of:

- Workforce development package delivered to Well Child Tamariki Ora Providers
- Resources to support delivery in the community
- Small group or whānau sessions

The focus is on age and stage appropriate portion sizes, textures, breastfeeding and the ability to recognise the baby's innate hunger and satiety cues.

The immediate aim is to create fun, tasting, learning and sharing 'first food experiences'. The Healthy First Foods

package consists of sets of bright, visual resources alongside practical elements such as bibs, cooking equipment, ice cube trays to freeze portions, recipes and demonstrations.

In a show of generous local support, the Flaxmere Community Garden, Bostock NZ and Bayleys Produce have donated fresh fruit and vegetables. So the use of local and seasonal produce is encouraged, and easy home preparation is a key focus.

Ever wondered what happened to the healthy food pyramid?

It got replaced by the Healthy Heart, a more up-to-date visual guide for healthy eating, which puts the 'eat most' foods at the top rather than the bottom.

The Healthy Heart was released by the New Zealand Heart Foundation in 2013 and apart from the new shape, the main update is the fact that grains have been moved into second place, with vegetables and fruit occupying the entire 'eat most' section.

Royston Hospital is pleased to sponsor robust examination of health issues in Hawke's Bay. This reporting is prepared by BayBuzz. Any editorial views expressed are those of the BayBuzz team.





MEN'S

FASHION EYEWEAR

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Exploring the bounty of Hawke's Bay wine country provides the perfect opportunity to showcase your personal style.

Glasses, once a necessary evil and signifier of geekiness, have officially become cool. Like a great suit or pair of shoes, glasses are now one of the most fashionable accessories in menswear. And there is no rule that says you should only own one pair!

Finding the right pair of glasses, however, can be critical. The shape and colour of frames can become part of your visual identity, so thought should be given as to whether your glasses should complement your style or define it. Choosing the right shape and fit will also make your frames more flattering, comfortable and more effective at helping you see better.

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Orgasmic Peaches

PHYLLIS TICHININ

Photo: Sarah Cates

HAWKE'S BAY HAS A GREAT GROWING CLIMATE ... aside from the wind. We also have some great soils. And we have water for irrigation.

But most of us are coasting on our illusory laurels of food quality.

Yes, we have variety thanks to our benign climate and long growing season. We have creative growers willing to plant new crops and do boutique processing. We're getting the hang of food tourism with our food and wine biking trails and other food experiences.

But are we really capitalising on our advantages in order to truly and consistently produce the world's most flavourful and nutrient-dense food? I say ... not yet.

When I say 'nutrient-dense', I mean food that is so chock-full of minerals, vitamins and plant secondary metabolites (memorize those words, as they will eventually mean obscene profit and optimum health) that the flavour would entice even a picky three year old to inhale carrots and broccoli.

Nutrient density only partly depends

on genetics or the variety you chose to plant or eat. Heritage tomatoes are nice but even they, despite their nostalgic allure, can be woody and tasteless if they're grown on soils that are deficient or unbalanced in minerals and bereft of an active soil microbiome. The building blocks (minerals) and the builders (microbes) have to be on the construction site (soil) and working in order to achieve a proper quality house (tomato) ... a tomato that meets its full potential for antioxidants, storability and flavour. All of this adds up to nutrient density.

When you get the agronomy right you end up with tomatoes that knock your socks off and orgasmic peaches. Now, honestly, are you really, consistently tasting that level of flavour year round here, even with the local produce you purchase? Are we actually growing our grapes, apples, plums differently than the rest of the world? The answer is pretty much, no.

We use the same stock chemical fertiliser programmes with minor adjustments.

Yup, we've made advances with Integrated Pest Management but we still use toxic chemicals on our crops because we still have insect infestations, which are mostly caused by plant mineral imbalances from those old fashioned fertiliser programmes – not because Mother Nature is mean to us.

The sexiest thing in food production at the moment is nutraceuticals – concentrating or synthesising the nutrients in ag products to produce super health supplements. Why not just grow super nutrient dense, flavourful, natural food in the first place? Which would you rather eat – a nutraceutical bolus or a bunch of luscious cherries?

Healthy soil = flavour

I can hear you now – “Crikey, here we go with the organics push.”

Not necessarily. But agronomically, it's pretty much impossible to get full flavour, high brix (a measure of natural sugar content), long-storing produce if you're only using synthetic fertilisers and still spraying for insects and weeds. Why?

Because the plants can't access the broad spectrum of soil minerals needed for optimum photosynthesis, in part because the microbes that make those minerals available and protect the crop aren't there. They've been nuked by the pesticides.

We've been told the crop health and quality we produce and observe is fine. It's all most of us have ever seen, so we assume it's normal and the best we can do. It's not normal and it's certainly not optimal. It's simply the accepted average, but is 'average' good enough for Hawkes Bay?

Clearly it is possible to farm organically and the increase in world demand for certified products is stunning. So are the premiums paid. Whether you've got 100 hectares of vines or 10 square metres of backyard plot, the recovery plan is pretty much the same:

- Drop out the soluble phosphate;
- Focus on lime for calcium, magnesium and trace elements, especially boron, sulfur and selenium;
- Keep a living root in the soil (cover or green manure crop) as much as possible;
- Reduce herbicide/pesticide use.

Then watch as your soil humus content (darker soils) and nutrient density (brix reading) both rise over time. When humus and brix are increasing, the actual need for toxic pesticides declines.

And when humus content increases, atmospheric carbon is being stored long term in the soil, which is climate change on the way to being solved, quickly and profitably.

What's not to love about this cutting-edge biological approach to agriculture? Unless you're an ag chemical/fertiliser or a pharmaceutical company. We now have available to us the science and tools to grow

more produce, of better flavour, with fewer chemicals. Fruit, vegetables, meat, eggs and dairy that are brimming with complete goodness and that have food tourists flooding in to experience a low spray, soil-regenerating, sophisticated agriculture that generously rewards its practitioners and the consumers.

Imagine having pristine aquifers without fear of pesticide contamination. Food without concern for chemical residues. Air without chemical contaminants. Children without birth defects and diminished cancer rates. These fearsome issues are all based in agriculture practices and in the way we eat. It's all about nutrition and nutrition is all about the quality of the soil life.

More flavour

As a bonus, full nutrition begets flavour. It's not possible to have world class flavours in produce grown on grey, lifeless soils deadened by chemical spray.

First, because if it's got poison on it it's not pinnacle produce. Second, because those chemicals damage the soil microbes that are the critical to getting minerals into the plant to begin the biochemical cascade that results in flavours. Without the mineral nutrition properly mediated by microbes, the plants can't meet their genetic potential for those secondary metabolites mentioned before. The natural secondary metabolite chemicals – like antioxidants, oils and terpenes – are the basis of the flavours that we prize.

And their fulsome presence is part of the reason that high brix plants have fewer pest problems and also part of the reason organic growers can produce commercial crops without spraying.

It's a fallacy that we won't be able to

feed ourselves or the world if we don't keep using the chemical tools at our disposal. Prestigious studies from the UN and others indicate that eco-agriculture can do a better, more equitable and more environmentally friendly job of feeding us than the current chemical paradigm for agriculture. For example, a recent University of Washington State study reviews 45 years of agronomic research and concludes that within a three-year period, on all the fronts – quantity, quality, and environment – organic/biological farming is superior. And you're not required to grow a beard, wear jandals or forsake deodorant!

This is all a multi win/win for us. We can have richer soils that hold more water, while reducing chemical use and contamination and producing more of a higher value, healthier product.

Food and dining is a core social value of the high-end consumer we want to sell to, especially the Chinese consumers, who are some of the most educated and discerning when it comes to food quality. Recent surveys indicate they want organic and GMO free. And with hand-held food testing technologies around the corner, individual consumers will be able to know, in the supermarket, whether there are chemicals in their food and the actual nutritional values of the food they're considering. We must prepare to consistently deliver on the quality we're claiming.

So whether you're a gourmand or a mother of young children, you want to know more about how your food is being raised. Flavour is critical because it represents the inputs applied to the crop, the product integrity, and profit potential. Ultimately, it represents our health. Let's grasp the challenge and produce in Hawke's Bay the verifiably best food in the world.

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The Science of Taste

SARAH CATES

Photo: Sarah Cates

TAKE A JELLY BEAN.

Hold your nose and give it a chew. What sensations do you observe?

Actually, even before you placed it in your mouth, especially if you like jelly beans, you've probably started a complex chain of reactions based on your previous memory of jelly beans, that would have signalled the dopamine reward centres in the brain, a brain that is evolutionarily wired for pleasure, which created anticipation, which created craving, which created salivation.

But, with the nose pinched you would have only experienced the taste of sugar. You would have registered sweet, but the added flavour, for example cherry, would have only flushed through, as you released the nose.

This is one of the many experiments EIT's chef tutor, Korey Field uses to introduce the complex subject of taste and flavour to his level four culinary students.

"As the students move into the creation of more intricate dishes it is vital they understand how taste, flavour, smell,

Taste buds are located throughout the body. They are found in the pancreas, intestines, lungs and testes. Contrary to popular belief the tongue does not have specific zones for each taste; tastes can be detected by all parts of the tongue.

colour, shape, texture, temperature, and creating memory, are vital ingredients of dish design. Understanding the science behind this can help chefs create taste explosions that spread across the entire tongue, leaving an encompassing whole body tingle. This is what makes a dish unforgettable. This is good food, and keeps the people coming back for more."

He adds, "It is the understanding and the utilisation of these fundamental

building blocks that transform a 'cook' into a 'chef'."

The sense of taste

The tongue is covered in anywhere between 2,000 and 4,000 intricate barrel-like structures called taste buds. Each taste bud has between 10 and 50 sensory cells, which are connected to nerve fibres. These specialised structures are responsible for the detection of basic tastes, pain, temperature, or touch.

Around half of these cells are specialised in detecting a basic taste, with each cell having its own preference or sensitivity for one of them. The cell still senses all the tastes, but ranks them in order of preference. The rest of the cells are responsible for transmitting the intensity of that taste – for example, how salty. These cells are renewed once a week.

Taste buds are located throughout the body. They are found in the pancreas, intestines, lungs and testes. Contrary to popular belief the tongue does not have

specific zones for each taste; tastes can be detected by all parts of the tongue. The only exception to this is the taste bitter, which is sensed predominantly on the back of the tongue. This is believed to be an evolutionary protective mechanism to ward us off poisonous or rotten foods.

Currently there is consensus on five basic detectable tastes – sweet, sour, salty, bitter and umami (savoury). Researchers believe other sensory cells may exist that detect fatty, alkaline, metallic and water-like tastes.

Taste buds are part of a sensory merging that neurobiologists describe as a 'flavour image'. This flavour image is what remains in our memories and triggers our first neurological responses when we see, reach for, smell, or think about food.

Taste buds are not responsible for the production of taste alone. As the jelly bean experiment shows, taste buds are part of a sensory merging that neurobiologists describe as a 'flavour image'. This flavour image is what remains in our memories and triggers our first neurological responses when we see, reach for, smell, or think about food. These can conjure both good and bad memories.

On freeing your nose the cherry flavour floods your mouth. You are experiencing the complete essence of the jelly bean. The chewing motion broke the bean, signalled the brain to get itself ready, and released volatile molecules that travelled towards the back of the palate. As the molecules built up they were forced into the nasal cavity where they bonded with odour receptors. We can have between 350-400 different types of receptors that perceive flavour. This process is called retronasal olfaction.

The brain combines material received from retronasal olfaction with taste and texture information received from the tongue, which results in food memory.

Korey comments "when you can get taste to the back of the palate you know you've got a good dish, it's about getting the best out of your raw ingredients before you begin to season".

Super-tasters

We don't all experience food the same.

There are countless psychological and physical reasons as to why this may be. However, there is such a thing as a 'super-taster'.

Korey introduces this to his students by ways of another experiment. "I hand each one of my students a tab of paper which has previously been covered in a small dose of a particular chemical. They place it in their mouths. A super-taster will immediately sense a strong bitter taste and will spit the paper out. A student with an average taste capacity will sense the bitter around 30 seconds. The remaining students will not taste anything at all."

Super-tasters are people who have a higher number of densely packed taste buds. They will taste food with greater intensity when compared with ordinary tasters. Super-tasters may come across as picky or bland eaters, as strong flavours, such as bitter coffee or highly seasoned

"I hand each one of my students a tab of paper which has previously been covered in a small dose of a particular chemical. They place it in their mouths. A super-taster will immediately sense a strong bitter taste and will spit the paper out." Korey Field, chef tutor EIT

foods, are commonly disliked.

This is not the case. Super-tasters sense far more, and receive more enjoyment from the basic tastes, than ordinary tasters. Korey continued, "I feel it's important my students understand this factor especially when it comes to criticism. I tell them when people criticise your food you must remember that people's taste buds differ greatly. It is very likely the reason individuals may prefer one restaurant over another, is that the chef will have a similar taste to themselves."

A truly successful chef brings all these complex elements into food design. This includes sourcing food in order to get the best-tasting raw ingredients, and then knowing how to balance the rest. It truly is a limitless art. That is only part of the equation. A successful restaurant needs to create 'food memories' that are both long lasting and positive.

Next time you eat something, be conscious of all the different interactions that come into play as you tuck into your favourite meal. And savour the experience.

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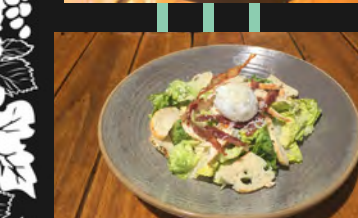




Photo: Tim Whittaker

Kitchenalia

JESSICA SOUTAR BARRON

PAUL IS A RENTER.

He's tried to slough off that moniker many times over the past five years, but one thing (cider making machinery), or the other (a pear orchard) has always got in the way.

In the hope that 2017 will be the year he finally puts down some foundations, he went shopping recently for a kitchen, a dream kitchen of Lotto-winning proportions, just to see what was possible. *BayBuzz* tagged along.

First thing to realise about kitchens is that they are fundamentally an expression of ego. And there's two ways to go – for the Cooks or for the Looks. If you design for the cook, everything is on show, it's practical, sturdy, and verging on restaurant grade when it comes to whiteware and appliances. A kitchen designed for the looks is branded, minimalistic, with nothing on show but an Elektra coffee machine and one perfect aubergine.

As general manager of Yummy Fruit Paul Paynter is a practical chap. And the further we go on our quest the more apparent his penchant for peasant chic becomes.

To begin to frame our kitchen we head to FL Bone, specialists in Aga ovens, among other things. Paul sizes up the range (literally) and agrees that the “Quaker baking” aesthetic does appeal. FL Bone has been in the same family since 1885. The Aga is European, designed in the 1920s by a blind, Swedish Nobel Laureate, and popular with British cottage dwellers, and people with wild-flower borders in their kitchen gardens.

We're just about to sign Paul up for a cream model when FL Bone's salesman directs us to something better, and our budget for an oven shoots from \$33,000 for the Aga to over \$70,000 for the La Cornue. This is a French cooker made to order with copper or brass trim, gas and electric burners, a lava rock and a tepinyaki grill. The largest configuration is the Grand Palais 180 with eight burners and two ovens.

*The oven decided, we realise
that with summer heating up,
the inside kitchen is only half
the story. So we go looking
for a BBQ.*

They come in a myriad of colour and trim choices and the option of having initials etched on the front. We order one in royal blue with the Paynter's Cider crest emblazoned on the oven door. The inner oligarch is already battling the serf within!

Paul obsesses over cleaning when it comes to every appliance we consider, so when there's a smooth surface, or you can “pull off the knobs” he gets one step closer to committing.

The oven decided, we realise that with summer heating up, the inside kitchen is only half the story. So we go looking for a

BBQ. Up at Fourth Element on Karamu Road there's a whole range of Broil King (made in Canada) BBQs. We ogle and drool and it's only after we've pretend-bought a full outdoor kitchen with plenty of room for the rotisserie chickens and the rack of ribs that Paul confesses he's a vegan. “My tofu skewers are going to look pretty silly on that thing!” he tells me.

We finally settle on a BBQ in two parts, which BBQ-mad Fourth Element main-man Ric tells us is perfect for the meat-eaters and those with “dietary requirements”. Paul falls in love. We take the two-fer (grandly titled Regal XL) for \$4,000 and a ginormous pizza oven on a rotating base to add some ambience. (It's an Esse Firestone Outdoor Wood Fired Oven at \$5,000 for anyone taking notes).

Once the ovens are in we go looking for fridges. Interestingly enough the old Kiwi adage of having three fridges in the bach (one for the food, one for the fish, one for the beer) applies here too. Refrigeration is no longer a singular appliance, every fantasy kitchen needs a bank of fridges, each set for its specific task. The brand for looks is Gaggenau or Miele, neither available in any showroom in Hawke's Bay. For space-age futurists the must-have is the Samsung Family Hub with the in-built iPad and the ability to know when you're out of butter and order you more. But we couldn't find one of those either in the Bay. Fridges can get up past \$15,000 so when Paul fell for a bright red SMEG at \$8,300, we spent the money we'd saved on a wine chiller.

The salesman at Kitchen Things explained that the trend is towards multiple choices and customisation, so if you want a specific drawer for your cavolo nero and another for your gruyere, you can have it.

Besides the hot and the cold in any kitchen, there's the things that make it individual and specific to the owner's life requirements. For Paul's we consider a KitchenAid sausage maker, referencing Paul's Hungarian wife's cuisine d'origin, and definitely agree on a Williams Warne homebrew kit (with its staunchly Hawke's Bay origins). We throw in a Pacojet ice cream maker just to offset the Hawke's Bay sun.

The fun begins when we populate our fantasy with the real essence of any kitchen – whether for looks or for cooks – the gadgets, gizmos and gewgaws.

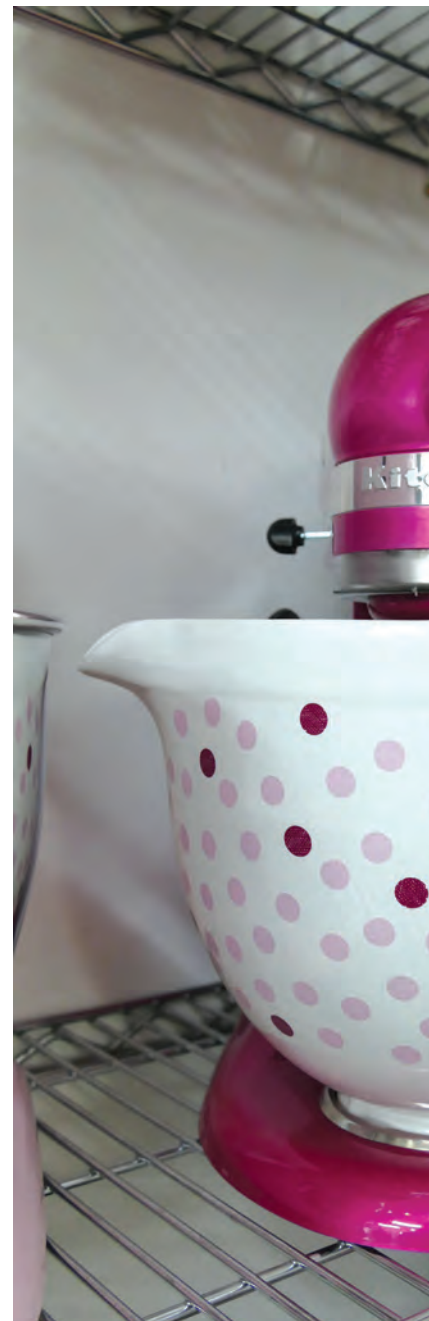
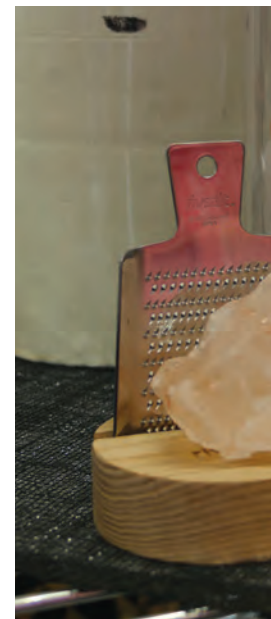
We toss up between Wheeler handmade knives with wooden handles and Shun knives from Japan, each between \$200 and \$500, before Paul tells me there's a master knife-maker working out of his wife's own village and next time he visits he'll pick his set up there. I wonder if the Hungarian knapper does a special cleaver for dicing seitan.

As the price points go down, the excitement revs up with Himalayan rock salt, in lump form, with its own special board and microplaner to go with the \$200 pepper grinder that's almost taller than Paul. A pair of Avanti onion glasses is a must, especially after Paul shares a nostalgic story of his teenage years spent working at McDonald's chopping onions for hours. We also decide on a machine that spiralises carrots, a mixer specifically for cupcakes, a \$4,000 Rocket coffee machine, a full set of Le Creuset from the tagine to the demitasse, an obligatory apple peeler and a dedicated scrubber for woks.

Our helpers at Total Food Equipment explain that if we are going to take this home-chef lark seriously we will also need a full wardrobe of Chef Works apron, jacket and cheese-cutter, as well as a pair of Crocs.

Perhaps it's the outfit, or maybe it's the lack of food to go with all these culinary necessities, but Paul has a sudden dip in blood sugar levels and has to call "time" on our fantasy shopping trip, having 'spent' upwards of \$130,000.

One, single, solitary piece of kitchenalia makes it home to the Paynter rental: a Fackelmann spaetzle maker, so Paul's better half can happily squeeze out her traditional nakedli dumplings. The trip's been worth it, for that reason alone.





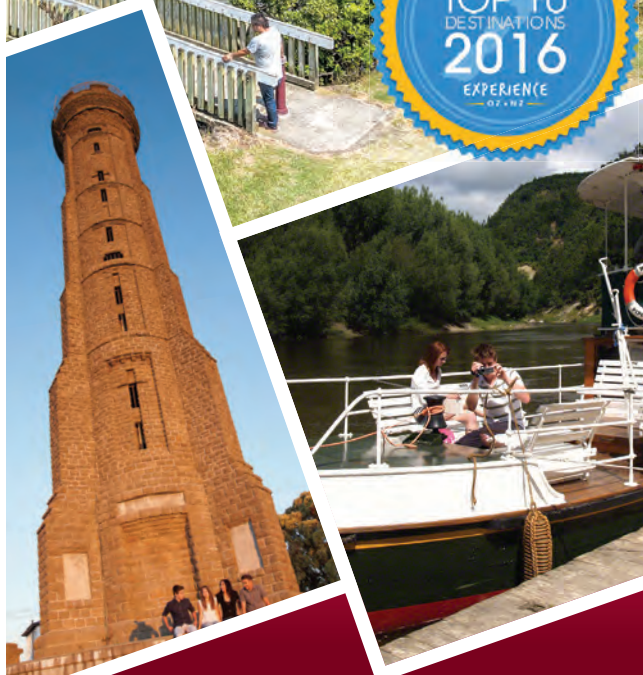
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Francky Godinho.
Photos Tim Whittaker

Chefs Spill the Beans

Michal McKay persuades some of the Bay's best culinary experts to divulge a few of their inside secrets about creating star-rated cuisine.

MICHAL MCKAY

WORD OF WARNING – this is not a beginner's guide to becoming an instant success in the kitchen. For tips on the right temperature for grilling cheese on toast, look elsewhere.

But for aspiring cooks who like a little praise for whipping up something exceptional in the kitchen, who better to give the inside story than those who toil over a hot stove daily for their living? And what's more have garnered more than their fair share of awards as a result.

So we begged some top chefs to spill the beans on their favourite ingredient of the moment and their most favoured kitchen utensil. The reveal is full of surprises.

Francky Godinho

When he took over the charming Provençal-style building which houses St Georges restaurant, this experienced chef knew he was in for the long haul. The lease was for 17 years, which definitely required a lot of confidence plus commitment. The multi-award winner (Emirates Culinary Guild Chef of the Year twice; NZ Chef of the Year twice and Cuisine Recommended Restaurant a couple of years ago) is no stranger to delivering.

His passion for original and beautifully presented food is inspired by textures and nature. And is reflected in his large bio-diverse garden. "Possibly the largest in the North Island. We are talking about 1,500 leeks, 400 cauliflowers, sometimes 70 kilograms of beetroot at a time." Flourishing in front of summer dining

His passion for original and beautifully presented food is inspired by textures and nature.

And is reflected in his large bio-diverse garden. "Possibly the largest in the North Island. We are talking about 1,500 leeks, 400 cauliflowers, sometimes 70 kilograms of beetroot at a time."

guests it says it all. "All year round we grow 90% of our produce. We pick from our on-site working garden, another off-site and a third in the making." So it is no wonder that his own lush fresh produce is the sum of what his most favourite ingredient (in this case ingredients) might be.

Francky's heritage is Goan food – "which is really different to anything else in the world" – so unsurprisingly he thrives on experimentation. An instinct which is constantly fed by whatever produce the garden is providing. Garden-to-table dining is his mantra because "it creates unique aromas, colours and flavours from the most authentic produce which comes from a sustainable garden. At this time of year I love the local berries and we are always planting hundreds of seeds and plants. My own herbs and vegetables I find reassuring; I know where they are from. These are organic

plants which have been nurtured and have a wonderfully therapeutic quality."

His tool of choice is the Swiss-made Bamix hand blender. "It's essential for chefs to use safe and high quality equipment and its rust-free materials are odourless, tasteless and food-safe. The Bamix quality is internationally recognised. And for me it gives high, high speed which creates great quality foams and purees. So I use it a lot in my day to day operation – textured puree or the smoothest emulsion or foam is the goal. The high speed breaks down liquids and works large numbers of bubbles to create shock waves as they pop. Very impressive on the plate – light and frothy and a feast for the eye. And it's also very easy to store."

Jeremy Rameka

When Pacifica won the Best Regional Restaurant award in the Cuisine Good Food Awards last year for the second year running as well as gaining two hats (the only restaurant in Hawke's Bay to hold such recognition), it certainly ensured that the Bay was a food force to be reckoned with. It's an accolade well deserved as it has garnered its fair share of awards over the years - Restaurant of the Year four times, Best Chef four times, plus Best Signature Dish and many more.

In appearances it looks bely the superb dishes which appear on chef Jeremy Rameka's daily menus. An understated weathered blue beach bungalow overlooking the Napier coastline houses a simple open



Left: Jeremy Rameka. Top right: Prue Barton. Bottom right: Kent Baddeley.

kitchen from which Jeremy consistently creates Michelin star food in the most relaxed atmosphere. Definitely Pacific style.

It wasn't always so. Originally there were multiple chefs with an a la carte menu just to add to the mix. All that changed about three

His choice for a never-do-without ingredient is typical of his down to earth style. Butter. The unsalted variety so he can add his own flavours. "It's the foundation of most dishes because it adds richness and body."

years ago when he decided to whittle right down, creating a degustation menu (a choice of either predominantly seafood or mixed) based on seasonally-available ingredients and how his emotions were running that day. And at a set price. Success swiftly followed.

His choice for a never-do-without ingredient is typical of his down to earth style. Butter. The unsalted variety so he can add his own flavours. "It's the foundation of most dishes because it adds richness and body." Of course!

His favourite utensil? His trusty knife to prep the day's dishes. It's a Victorinox which he's had for twenty-five years – "since day one" – which he maintains daily, sharpening it with a stone.

He laughingly adds, "That's why I give heaps of apprentices a lot of shtick because the knives are older than them." The other brand in his knife box is Global and though he has been gifted knives over time, his first knife was and is his service knife, which he bought as a junior chef and has kept with him ever since.

Kent Baddeley

"If you can't stand the heat, get out of the kitchen" is a saying which certainly sums up this veteran chef and owner of the multi-award winning TenTwentyFour. Kent himself has become very used to heat over the years – it's his indispensable ingredient in the kitchen and he uses it at an extraordinarily high temperature. "Usually up to 350 C. It's invaluable for my own style – an extravagant temperature I admit, but that makes the difference. And I use both gas and electricity."

Obviously you can't cook without heat, but as any connoisseur will tell you, it is how you use it that sorts out the dross from the gold. He says his preference is for an electric oven. "I prefer the speed – the fast

cooking process ensures freshness. Also with multiple dishes, the constant opening and shutting of the door can affect the result. We all have the same ingredients to hand, it's what you do with them that is the point."

As one of the Bay's most awarded chefs and with some 61 restaurants tucked into his much notched chef's belt, his secret to success is "being in the restaurant 52 weeks a year and 18 hours a day for the past 45 years." No one could deny that TenTwentyFour is synonymous with beautiful food in both taste and presentation.

His love affair with the world of cookery is an obvious passion. Kent relies on instinct, touch and his eyes to achieve the superbly seductive food that is a constant source of delight to customers who come from far and wide to experience his cuisine. "70 % of our bookings are from outside the Bay. We have an international reputation which is why people fly from all over the world to eat with us."

One of his most prized accolades is being featured in the International Congress of Chefs in Milan, for which the judging team flew into the Bay five times to assess the standard. Harnessing the goodness of local seafood, meat and fresh seasonal produce is his marque, but his ability to create dishes that are repeatedly rated as outstanding is what draws the cognoscenti.



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Left: James Beck. Top right: Alex Tylee. Bottom right: Robert Oliver.

The Shun knife is his go-to utensil. “I have the entire collection – it leaves other knives way behind. And if you are using a knife twelve hours a day you want one that is going to deliver. The steel ensures very

Kent himself has become very used to heat over the years – it’s his indispensable ingredient in the kitchen and he uses it at an extraordinarily high temperature.

fine work. The rounded blade allows for a rocking-style cutting and with its superb balance and weight you are sure of what you are going to get. Forget German and French, this steel is hard so it keeps its sharp edge for a long time.”

Prue Barton

As one half of the legendary team which ran the renowned Vinnie’s in Auckland for so many years (Prue’s partner is David Griffiths), as well as the reputable Wildfire in Sydney, it is little wonder that when Prue and David made Hawke’s Bay their home, it was only

a matter of time before their latest venture, Mister D, would gain national applause for its fabulous food. Food which is unpretentious, bistro style and lipsmackingly moreish. Their doughnuts are famous the length and breadth of the country.

Probably the fact they make everything themselves speaks volumes about its excellence. Good enough to earn the restaurant its first hat in the Cuisine Good Food Awards in 2016. A baker starts at 6am to make all the breads and brioches. Pasta features frequently and they make their own ravioli. “Although I’ve done mostly classical French in the past, I really like the Italian approach – somewhere you can get a good bowl of pasta that’s simple but good,” Prue explains.

And their loyalty to the region is obvious in their choice of Village Press oils; locally grown greens and herbs, plus seasonal fruits; Te Mata figs; Hohepa cheese and yoghurt; Origin Earth produce and Telegraph Hill olives. The lot. Shelves in the restaurant reveal a devotion to bottling and preserving.

But when asked about her most favoured go-to ingredient and utensil, Prue sprang a surprise. She was keen to have something “a little more cheffy” and opted for a great new discovery – the Boska Cheese Curler (from Sabato) coupled with Tete de Moine cheese (also available from Sabato).

“The Boska will steal the show in any salad, carpaccio, risotto or separate cheese course. It’s also great for preparing fancy curls of chocolate (for anyone who has tried to produce those, take note!!) And a

Probably the fact they make everything themselves speaks volumes about its excellence. Good enough to earn the restaurant its first hat in the Cuisine Good Food Awards in 2016.

particular piece de resistance at Mister D is the presentation of “a whole Tete de Moine at the table which we then curl and serve with quince paste, wholemeal crackers and ciabatta.” To prepare the curls, Prue suggests placing the whole cheese on the marble base and turning the handle of the Boska cheese curler “to create the gorgeous frilly curls of cheese.”

Tete de Moine is a semi-hard dark yellow cheese made of unpasteurised cow’s milk and “the curls release the best of its flavour. It was invented by monks in Switzerland more than eight centuries ago and has a reputation

for being a delicate cheese for connoisseurs. The curls also work as a sophisticated snack with crispy bread, walnuts, grapes and your favourite summer wine.”

James Beck

When Bistronomy gained its first hat at the Cuisine Food Awards, it was no surprise to the foodies in the Bay. Chef James Beck’s reputation has been long in the making, known for his surprising and inventive dishes which have germinated over about a decade of cooking at two Michelin-starred restaurants in Belgium and baking at the InterContinental in Amsterdam. Then setting up Taste Cornucopia in Hastings, the springboard for what has become one of the most talked-about eateries in the Bay – Bistronomy – gaining fans for its beautiful Art Deco charm as well as its original gastronomy.

So when he stated that his favourite ingredient at this time of the year was elder flower, which is harvested locally, it pretty well went with the terrain.

Elder flowers aren’t necessarily what would spring to mind when probing the mysteries of delectable cuisine. But amongst the cognoscenti of the chef’s upper echelon they are rated as a brilliant addition to anything – from being combined with summer fruits in cocktails to white fish and poached chicken. There are dozens of elder flower cordials, waters

Elder flowers aren’t necessarily what would spring to mind when probing the mysteries of delectable cuisine. But amongst the cognoscenti of the chef’s upper echelon they are rated as a brilliant addition to anything – from being combined with summer fruits in cocktails to white fish and poached chicken.

and even a liqueur or two to prove it. James makes his own syrup, but the flowers also freshly picked can enhance the taste of a pikelet or fritter and the flavour they add to a salad dressing is sheer ambrosia.

His constant companion in the kitchen is his prized Thermo Mix, recognised as the fastest and most powerful blender in the world. “I have been using them for about 15 years both when I was in Europe and also here. They are guaranteed to enable me to make the super smooth purees here at Bistronomy.” For which the restaurant is famous.

Alex Tylee

Best known in the Bay as the co-owner of

the renowned Pipi, the local iconic eatery with particularly good casual fare and an atmosphere to match. Alex is also a wife and mother who knows much about family, fun, nurturing and sensational seasonal food. Which probably says a lot about why this eclectically decorated restaurant with its country style furniture, pretty pink colour scheme and very laid back atmosphere has gained such notoriety in and beyond the Bay.

Alex’s love of cooking came from providing meals for workers on the Hawke’s Bay farm where she lived and helping her mother fill the cake tins. And she continues to produce enticing satisfying food in an environment which is warm and welcoming. Little wonder her books *Pipi The Cookbook* and *Pipi At Home* have become so popular, for they literally ooze a home loving atmosphere to which pretty well any hostess aspires when entertaining.

So little surprise then when asked what her favourite ingredient might be. She responded instantly with, “It is impossible for me to say without hesitation that I have one ingredient that I prefer absolutely above all others. Certainly I have ingredients that I try and sneak into most things I cook. But this is usually for their health giving properties. For instance turmeric, ginger, quinoa and kale.

“However I do have a succession of

favourite ingredients that change with the seasons. For instance, last week was wee baby broad beans and artichokes. And then there will be apricots. And so it goes on around the year until it gets back to the beginning again." It seems unnecessary to add that she does use local ingredients and these are organic whenever possible.

At the time we talked Christmas was fast approaching, "so we are about to lunge into a berry eating frenzy which means I will say for now – it may of course change tomorrow or even tonight – that berries are my favourite ingredient. Strawberries, cherries, raspberries and so on. And what better way to eat them than standing next to the vine, preferably on a balmy evening when the

Having acknowledged that berries are pretty well "up there" for her ingredient of choice at this moment, she suggests that the next best thing to eating them straight from the vine is to make Chia jam.

fruit is still warm from the sun and simply putting them straight into your mouth?"

As for her favourite kitchen utensil? "I am more interested in the beauty rather than the practicality. Vintage pots, bowls, colanders. All beautifully crafted and made to last generations. These are my favourite things. When you use them you get a lovely sense of all the people who have done so in the past and even the slight inkling of where you might fit into all that."

Having acknowledged that berries are pretty well "up there" for her ingredient of choice at this moment, she suggests that the next best thing to eating them straight from the vine is to make Chia jam. "It gives the same satisfaction as making a traditional jam but without the days of labouring over boiling pots and mountains of sugar." Needless to say she would use the vintage colander to wash the strawberries and a vintage copper pot for cooking the jam! She also says she would rather stick to what she knows will work, so long as it is healthy and tasty. "It doesn't matter if it won't win a prize in a tricky cooking competition!"

Robert Oliver

Though not a Bay resident, Rob spends a lot of his time scouring the best of the best kitchens in the vicinity during his frequent visits to family who are from these parts. So he classes himself as an "honorary Bay body". A Kiwi of multiple culinary accomplishments, he's developed restaurants in numerous parts of the world as well as food programmes for the homeless and the dependent.

It's no surprise that his favourite ingredient of the moment is Koko Samoa. A delectable block of real Samoan cocoa developed by Women in Business who form the biggest organic farming organisation in Western Samoa.

His own books based on Pacific cuisine have earned him the accolades – in fact what many regard as the Pulitzer of cookbooks, namely the World's Best Cookbook Award at the Gourmand World Cookbook Awards in Paris in 2010 for *Me'a Kai - The Food and Flavours of the Pacific*. It was followed by winning the World's Best TV Chef's Cookbook at the same Gourmand awards in 2014 for *Me'ai Samoa*. His frequent appearances on food shows – *My Kitchen Rules*, *Real Pasifik* – bring instant recognition. He is also chef ambassador for Le Cordon Bleu and a keynote speaker on global nutrition. So it stands to reason that he is a dab hand when it comes to producing mouth-wateringly good fare himself.

Given his fascination with Pacific cuisine and the desire to encourage islanders not to lose their indigenous recipes – rather update them to please a contemporary palate – it's no surprise that his favourite ingredient of the moment is Koko Samoa. A delectable block of real Samoan cocoa developed by Women in Business who form the biggest organic farming organisation in Western Samoa.

It is according to his finely-tuned taste buds "the best cocoa around". Selecting the best is an art. "Pick it up and sniff it first – it should be slightly smokey but not burnt, with a rich peppery coffee-like aroma. It contains pepper, chocolate and coffee, and if it smells burnt, it is burnt; don't let anyone persuade you otherwise. It's a real artisan food."

It also makes a great drink. Grate half a cup into four cups of hot water, some star anise and vanilla, a cup of condensed milk, a cup of coconut milk, simmer and strain. Fabulous hot or iced. "Be prepared for a 'rush' - its full of caffeine," he says wryly (we won't mention the calories!)

Rob is constantly on a plane – to the Pacific, Asia, America, Europe and of course throughout New Zealand. With him he carries his special Plane Zester which he relies on to create the bright effervescent flavours which are his trademark. "It's specially good for Koko Samoa which with a normal grater can be a bit gritty. Because it is very fine it is great for lemons, limes and oranges for getting the most of the outer zest. Do not grate the white pith, which is bitter," he insists.

Prue Barton's Rare Roasted Beef Salad with Aioli and Tete de Moine

(for 4)

- 400g beef fillet, rare roasted

Method:

Season with sea salt and cracked black pepper and sear the whole piece of beef fillet in a hot pan evenly on all sides for a few minutes. Place in tin foil to rest the meat until cool. Refrigerate overnight to set the meat for easy slicing.

Garnish:

- Tete de Moine (semi-hard cheese from Swiss Jura, available from Sabato in Auckland)
- Punnet cherry tomatoes, sliced in half
- Baby capers, 1 tablespoon
- Tarragon
- Baby roquette
- Curls of Tete de Moine
- Drizzle of aioli

Aioli

- 3 egg yolks
- 50 ml white wine vinegar
- 1 tablespoon Dijon mustard
- 1 peeled clove of garlic
- Sea salt
- 750 ml grapeseed oil
- Extra virgin olive oil

Method:

In a kitchen whizz blend the egg yolks, vinegar, mustard and garlic. Now slowly drizzle in the oil. If the mixture thickens too much add a little boiling water. Add a pinch or two of sea salt to taste. Once you have the correct seasoning add a splash of extra virgin olive oil and a little more boiling water to achieve a thick pouring consistency.

Preparation of Tete de Moine:

Using the special Boska cheese curler place the whole cheese on the marble base and turn the handle to create the gorgeous frilly curls of cheese. Use this to complete the garnish for the beef salad.

Assembly:

Slice the beef as thinly as possible and spread over 4 plates. Garnish with cherry tomatoes, tarragon, baby roquette, aioli and the "piece de resistance" the curls of Tete de Moine.

Recipes from each of the chefs featured here are available at [facebook.com/baybuzzh](https://www.facebook.com/baybuzzh)



Wine: Stories from Hawke's Bay

Mark Sweet
Photographs
Tim Whittaker



This book is a treasure ... I love the photographs, both old and new ... all my expectations were exceeded.

*Tim Turvey,
Clearview Estate Winery*

A must for those wishing to know more about the Hawke's Bay wine industry – its history, wine pioneers and current producers and their outstanding wines.

Graeme Avery, Sileni Estates

A splendid new book ... an extraordinary trove of images.

John Saker, Cuisine

An engaging read that I heartily recommend for the depth and character it adds to the Hawke's Bay wine experience.

Alwyn Corban, Ngatarawa Wines

I heartily recommend this book to anyone interested in a well-researched piece of important wine history, a glimpse into many of the characters who have helped build a thriving wine industry, a winemaker's view of what makes the region and its wines special, or a beautifully illustrated adornment for a coffee table.

Bob Campbell, Master of Wine

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HAWKE'S BAY'S Food Winners

By Lizzie Russell

★ Graham and Marian Hirst are supreme winners of the 2016 East Coast Ballance Farm Environment Awards. The Hirsts run a 40ha pipfruit and blueberry operation spread over five blocks just south of Hastings.

★ Horticultural pioneer John Paynter is this year's recipient of the Pipfruit New Zealand Award for Outstanding Contribution to the Pipfruit Industry.

★ CHB sheep, beef and deer farmers Grant and Sally Charteris won the Hawke's Bay Farmer of the Year Award for 2016 at the Napier Port Hawke's Bay Primary Sector Awards.

★ New Zealand's Young Viticulturist of the Year for 2016 is HB's Cameron Price from Villa Maria.

★ At the 2016 NZ Bakels Pie Awards, Mab Chheur from Angkor Wat Kiwi Bakery & Café in Napier won the Mince & Gravy division.

★ Bistronomy won Outstanding Restaurant and Outstanding Front of House Team at the 2016 HB Hospitality Awards. Also Best New Regional Restaurant at the Cuisine Good Food Awards.

★ Pacifica in Napier was named Best Regional Restaurant at the Cuisine Good Food Awards and received two Hats (the judges' gold stars).

★ Users of TripAdvisor rate Bistronomy, The Mission, Restaurant Indonesia, Indigo and Elephant Hill as Hawke's Bay's top 5 restaurants (at the time of printing).

★ At the NZ Champions of Cheese Awards, HB's Origin Earth won the Labels Champion Feta Cheese Award and their Smoked Sheep Cheese won Champion Flavoured Cheese.

Bistronomy. Photo: Florence Charvin



A DRIVING FORCE BEHIND ELECTRIC VEHICLES



HAWKE'S BAY EV CHARGERS KEPT BUSY

Electric vehicle (EV) drivers in Hawke's Bay are making the most of two recently commissioned fast-charging stations.

The Unison Power Parks in Napier and Hastings are the first public fast-charging stations in Hawke's Bay. Combined, the chargers have delivered enough electricity to allow an average EV to drive more than 1,000 km a week.

Unison Group Chief Executive, Ken Sutherland said, "It's really pleasing to see the Hawke's Bay community and visitors making the most of the chargers. We regularly see multiple charging sessions each day — it's above what we expected to see so early on."

He said Unison's focus was on supporting customers with their energy choices, in line with the Government's package to promote EV uptake.

"We see ourselves playing a role in supporting new technologies by researching and providing infrastructure solutions, such as these charging stations, to facilitate our customers' energy choices now and into the future.

"EVs are becoming increasingly affordable, with improvements in battery technology continuing to extend the driving range — over 400km in some vehicle models. At less than a third of the cost to run, all these factors make them an appealing option for the every-day commuter."

Unison commissioned the first charger on its network in Hastings in May, followed by Rotorua, and then Napier in November. A fourth is planned for Taupo in 2017 as part of Unison's work to support EV uptake across the network.

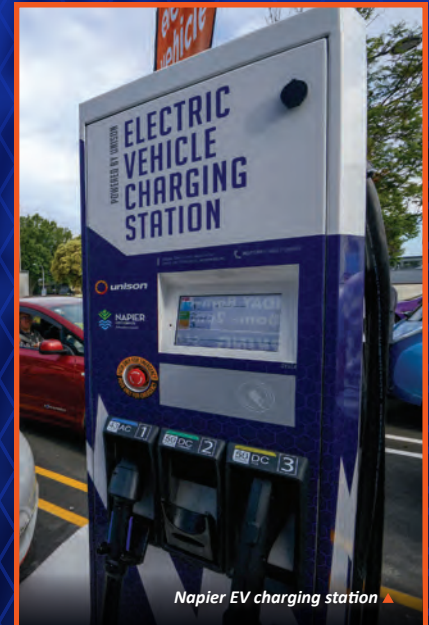
The Napier and Hastings charging stations were initiated with the support of their respective councils, the Napier City Council and Hastings District Council.



POWER PARK



Hastings EV charging station ▲



Napier EV charging station ▲

CHARGE UP AT ONE OF UNISON'S POWER PARKS

Hastings

Hastings District Council Public Car Park, 100 Queen Street West, Hastings.

Napier

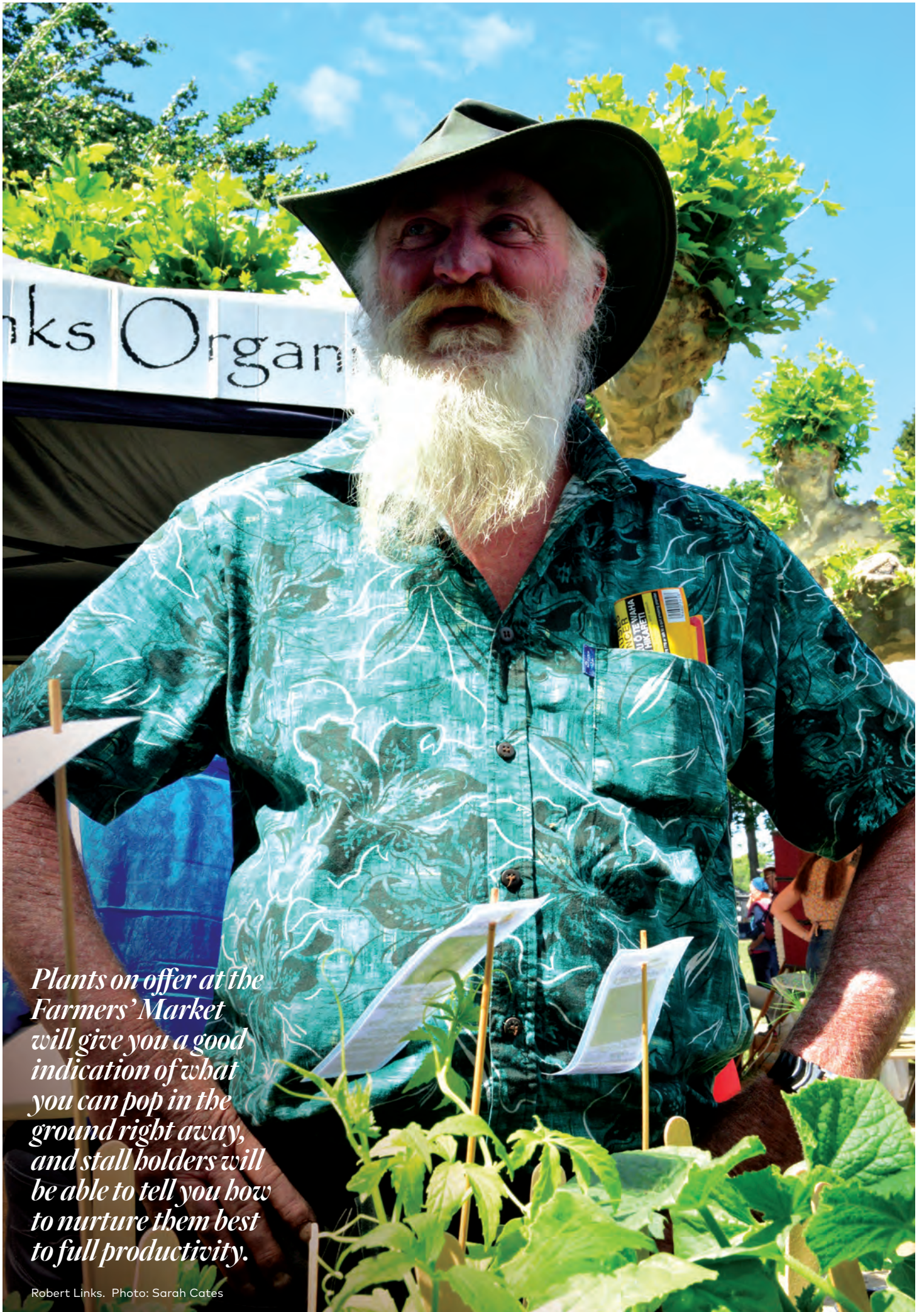
Located in the car park next to the Quest Hotel, 206 Dickens St, Napier CBD.

FAST FACTS

Here are some quick facts around the benefits of choosing an EV.

- 1. Cost:** While EVs currently cost more upfront, they are cheaper to run. The cost of charging an EV is equivalent to paying around 30 cents per litre for petrol.
- 2. EVs can go the distance:** With most vehicles covering 100km+ on a single charge, they offer more than enough range to meet the average daily commute of around 50km.
- 3. Charge up at home:** EVs can be charged anywhere there is a power point, just like charging your cellphone. So, you can wake up to a 'full tank' every morning and never have to go to a petrol station again.
- 4. Environmental benefits:** Battery electric vehicles don't have a tailpipe and produce no exhaust emissions that cause local air pollution. They emit 60% fewer climate change emissions over the full life cycle than for petrol vehicles.

FOR MORE INFO ON ELECTRIC VEHICLES VISIT: WWW.UNISON.CO.NZ/EV-CHARGING



Plants on offer at the Farmers' Market will give you a good indication of what you can pop in the ground right away, and stall holders will be able to tell you how to nurture them best to full productivity.

Robert Links. Photo: Sarah Cates

Veggie Garden Basics

To share the joy with those yet to reap the benefits of home-grown produce, we asked Janet Luke of Green Urban Living about setting up a basic veggie garden.

BRIDGET FREEMAN-ROCK

HERE'S A QUICK-GUIDE LAUNCH to get you growing over the summer. Worried you've missed the boat? In sunny Hawke's Bay, where we're blessed with the country's best food-growing climate, it's never too late to begin. The Farmers' Market, for example, offers a lush variety of instant start-up seedlings all year round.

As for time, Janet estimates that to maintain a reasonable family veggie garden over summer, you'll need, on average, three hours a week: "Twenty minutes here, a half hour there for watering, quick weeding, replanting, etc."

And for a compact, ten-minutes-per-day gardening alternative, try out our summer planter box 'recipe' (see page 88).

Start-up: site, soil, water

The best site for your garden should have at least six hours of full sun in summer, not be shaded by overhead trees, be near a water source and as close to the house as possible, as you'll be more inclined to use what you grow if it's within handy reach.

But use whatever space you have: containers on a balcony, vertical planting

BayBuzz readers understand "the joy of picking a sun-warmed tomato", going by our Food Survey results, in which 82% report growing their own vegetables or herbs.

up a wall, or dig up a sunny corner of your lawn. Consider using the grassed council verge for growing pumpkins (which sprawl) and corn, for example. Janet's planted her verge with fruit trees: "I don't think the council really mind as long as it's kept tidy."

Janet's mantra: "Healthy soil = healthy food". To create a fertile foundation for your veggies, she says, use a layer system of carbon and nitrogen: collect fallen leaves, animal manure, lawn clippings, kitchen scraps and then "layer these up to create a compost in situ".

Mulching soil is important, especially in Hawke's Bay; mulch retains moisture, while also suppressing weeds. Pea straw is best – it's nutrient-rich and locally grown – but

any straw is fine. Also excellent: old pieces of carpet, sheep-dag wool, coffee grounds. Don't put down wood bark or wood chips, Janet cautions, when they break down they rob the soil of nitrogen; save these for your ornamentals.

You'll need decent irrigation, whether that be a drip-feed system with a tap timer, or simply a hose and sprinkler. Water early mornings or from late afternoon on; avoid the sun-burn hours as a rule of thumb. Water your plants every third day in summer, advises Janet, giving "a really deep water to their roots".

"The best time to water is in the evening with the hose in one hand and a glass of wine in the other." It's the perfect opportunity to look over your garden and make plans, while enjoying the leisure of daylight savings.

What to grow

"It's important to grow stuff the family will eat," says Janet. "It's no good growing broad beans if no one likes them." For summer essentials that grow well in Hawke's Bay, she recommends bush beans, brassicas and



It makes sense to encourage beneficial insect life, like ladybirds which eat aphids, native wasps for pollination. These are “nature’s tools” and can help make gardening easier in the long run.

Janet Luke.



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leafy greens like kale, tomatoes, mesclun, lettuce, corn, courgettes, and Mediterranean herbs (rosemary, thyme, oregano, basil).

Source local seedlings, as they're usually best adapted to our growing conditions. Heirloom plants are a good pick as they tend to be more hardy and nutritionally dense.

Plants on offer at the Farmers' Market will give you a good indication of what you can pop in the ground right away, and stall holders will be able to tell you how to nurture them best to full productivity. Links Organics have beautiful, strong seedlings, while Granny McNabb's specialise in heritage varieties. Kahikatea Farm in Otane have several seedling stands around the Bay; they also run permaculture and gardening courses (kahikateafarm.co.nz).

"Planting from seed needs a little more skill and time", but it's more cost effective. Janet recommends buying a seed-raising mix to get good germination and using a spray bottle to keep soil moist and not water-logged. If you grow from heirloom seed, you can also collect seed for the following year. Setha's Seeds in CHB is a great local source (sethaseeds.co.nz).

How to grow it

When you start out, it's tempting to try and feed the whole neighbourhood, but it's better (and more sustainable) to start small, says Janet, then increase your size as your confidence and capacity grows. Go for small succession plantings rather than plant too much at once and find yourself with 15 lettuces, for instance, that need eating right away.

But, she's emphatic, "There are no rules!" Veggies can be planted in ornamental beds, for example. "Garlic and roses go really well together ... and there's nothing to say you shouldn't do it."

As to neat rows vs eclectic disorder, "If you're a Virgo, by all means go for straight



But use whatever space you have: containers on a balcony, vertical planting up a wall, or dig up a sunny corner of your lawn. Consider using the grassed council verge for growing pumpkins (which sprawl) and corn, for example. Janet's planted her verge with fruit trees: "I don't think the council really mind as long as it's kept tidy."

lines, but planting higgeldy-piggeldy is really quite good." It allows you to fill gaps, trick pests (snails won't eat all your lettuces if they're tucked in different spots), companion plant (pairing plants that thrive together) and rotate crops on a micro-scale.

With gardening, there's no harm done if it goes wrong, says Janet, so don't be scared of failure and of trying things out.

Summer tips

For herbs that struggle to thrive in the heat, like dill, chives and parsley, sow and grow these on your kitchen window sill. It's easy then to tend to them daily (a quick splash of water when you're washing up dishes) and convenient to harvest as you're prepping dinner.

At Christmas, you could sow French beans, radish, lettuce, beetroot and all your brassicas, Janet suggests. Traditionally cloves of garlic are planted on the summer solstice (to be harvested in winter).

With gardening, it's all about thinking ahead, so even as you enjoy the scorching Hawke's Bay summer, you will need to turn your mind towards autumn. January and February is the time for sowing your cool crops like leeks, kale, broad beans, as you continue your successional plantings of quick growing vege (radish, lettuce, bok choy, etc).

You need to think too about how you're going to preserve your harvest, or if you have a glut, about swapping produce.

Weeds and pests

If you use thick mulch and a no-dig method, you shouldn't get too many weeds. Pick out larger ones with your fingers, Janet advises, and "throw on a concrete path in the hot sun"; they'll shrivel up quickly and then you can add to your mulch, although tenacious rhizoids like oxalis and convolvulus need to be tossed in a wheelie bin or burnt. You can get a spray, such as 'Death to Oxalis', that target these directly if the idea of sifting through soil to root out is too much, but Janet encourages people to try and grow organically.

It makes sense to encourage beneficial insect life, like ladybirds which eat aphids, native wasps for pollination. These are "nature's tools" and can help make gardening easier in the long run. "Once you start spraying insecticide you kill everything,

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Your summer planter box courtesy of Janet Luke

- *Plant: One cucumber on one side of the box so that it can trail down*
- *Thyme and oregano on the other side, which will cascade over.*
- *One tall staked tomato in the middle with basil interplanted around it.*
- *A few small bunching lettuce or cos lettuce.*
- *Sow some radish and carrots together in one spot – the radish is quick growing and you can harvest first, leaving room for the carrots to fill out.*
- *A couple of bok choi in any spare spaces.*
- *Mulch with pea straw and water frequently, as container gardens dry out quickly.*



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also the good.” If you do chose to spray, then choose an organic product like neem or pyrethrum, she suggests, and target the problem rather than applying generally.

The number one pest in her view is birds – the only real solution here is netting. As for slugs, snails, white butterflies, while there are all kinds of eco-friendly methods, Janet’s main advice: “Don’t get too precious about the outer leaves being nibbled.”

Resources

Libraries house an array of good gardening books. Janet Luke’s own book *Green Urban Living* (and her website greenurbanliving.co.nz) has a plethora of simple, practical tips on growing veggies, fruit, and keeping “micro-livestock” like bees and chooks, while *NZ Gardener* magazine is a popular help-meet. There’s plenty of green-thumb support online, including local gardening groups and produce exchange on social media, and there can be a whole wealth of wisdom to be found in chatting over the back fence with neighbours.

Check out the Environment Centre too in Hastings, environmentcentre.org.nz, which runs workshops throughout the year on home food production, composting, seed sowing, and also showcases a sustainable back yard, replete with veggie gardens, worm farms and a top-bar beehive.

Happy growing and good luck!



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Say Cheese

MICHAL MCKAY
PHOTOS: TIM WHITTAKER



Though many may regard cheese as 'food for the gods' - to others the reasons remain a mystery. Not so to Kiwi Juliet Harbutt, who has spent the past four decades honing her knowledge on the topic. Recently she decamped from her Cotswolds home in England to the green green hills of Havelock North. Who better then to cast a little clarity on the good, the bad and the brilliance of cheese? Her insights may surprise.

IN THE 70S JULIET SET UP THE PARSON'S NOSE, a deli-cafe in Khandallah, Wellington. Four years later she sold up and set sail for a sabbatical in Europe. It lasted a little longer than intended. About forty years longer in fact.

Her original thought was to probe new ideas and discover what a real Italian deli would look like. She enrolled in a Parisian cooking school which turned out to be "more

flash and chat than anything very useful". But what it did do was open up the best butchers, bakers, fishmongers in Paris as well as a wine shop which offered wine and five cheeses to try. "I was totally hooked."

"My own knowledge of cheese was Colby, Blue Vein and Cheddar, so tasting a nutty goat cheese, double cream raw milk brie and a smelly wash rind literally changed my life. I went back to London, discovered the Brits weren't really doing cheese right either, and decided to set up a cheese shop."

The famous Jeroboams was the result. An immediate success, it was to be the platform to a life devoted to sharing her knowledge in encouraging chefs, retailers, foodies and non-foodies around the world – through tastings, classes, stories and of course the media – to further their cheese education.

In 1994 Juliet created the British Cheese Awards, a labour of love which dominated her life for more than 20 years. She also set up the NZ Cheese Awards, but gave the responsibility of running both away to make time for her many other cheese driven pursuits. The Great British Cheese Festival was her initiative in 2000; she helped set up the Specialist Cheesemakers Association and has worked closely with

Slow Food since 1998.

She has written numerous books including *The World Cheese Book* (awarded Food Book of the Year in 2010) with sales of over 90,000 copies and translated into nine languages. Her multiple appearances on TV and radio include the *Radio 4 Food Programme* and *Simply the Best*.

Fromage fanatic

The accolades Juliet has accumulated during her 25 years as a Cotswolds resident include Good Housekeeping's Favourite Food Hero, Cotswold Life Food Personality of the Year and Dairy Person of the year. The French made her a member of the Guild des Fromagers, Confrerie de Saint-Uguzon then, in 1992, a Confrerie des Chevaliers du Taste-Fromage de France. You could say she is a fromage fanatic!

Her master classes and tastings to those who buy, sell or simply love cheese are highly sought-after all over the world. Educational and inspirational sessions; they provide a chance to discover its magic, its myths and its mysteries along with matchings to wine, cider, beer, whisky, port and much more. And Juliet's professional workshops have become a 'must' for retailers, chefs,

Cheese Varieties

There is a French saying - "Those who do not eat cheese will go mad" - so in the interests of keeping our sanity, Juliet highlights the varieties that may help thwart such a fate.

Fresh cheeses

NO RIND

Examples: Cream Cheese, Ricotta, Feta, Mozzarella, Halloumi

1-15 days old, bright white, without time to develop a rind and a subtle 'lactic', fermenting fruit flavour with a hint of the green pastures.

Aged fresh

GREY-BLUE WITH WRINKLY RINDS

Examples: St Maure, St Marcellin, Crottin, The Nanny, Flying 15, Tanara

Small cheeses left to dry out, gradually developing a delicate bluish grey geotricum mould, a wrinkled rind and a more pronounced flavour. These are most typically found in France and usually made with goats' milk.

Soft white

WHITE FUZZY RIND

Examples: Camembert de Normandie, Brie de Meaux, Chevre Log

The curd retains much of the whey, ensuring the cheese becomes soft and creamy and grows a white mould, *Penicillium candidum*. Unpasteurised varieties develop a reddish-brown ferment on the rind. Those made by adding cream to the milk are

more luxurious in taste and texture.

Examples: Explorateur, Brillat Savarin.

Semi-soft

BROWN-ORANGE TO GREY-BROWN

Examples: Edam, Havarti, Colby, Young Danbo, Kinzett Creek

The moist curd is placed in moulds and lightly pressed to speed up draining. Gradually various moulds develop, these are regularly brushed off building up a thickish rind, protecting the cheese and allowing it to mature. Some are 'washed' creating an orange/pink rind with a strong, piquant flavour and aroma. Examples: Langres, Epoisses, Origin Earth Pink & White Terraces.

Hard

THICK, DENSE RIND OFTEN

WAXED OR OILED

Examples: Cheddar, Wensleydale, Parmesan, Mature Danbo

The curd is cut finely, heated in vats before the whey is drained off. The curd is cut again and sometimes in the case of cheddar 'milled' or chopped again before being salted, packed in moulds lined with cheesecloth and firmly pressed.

Blue

GRITTY, ROUGH, DRY OR STICKY

Examples: Stilton, Roquefort, Gorgonzola, Blue Vein, Blue Monkey, Hohepa Blue

The blue moulds, *P. glaucum* or *P. Roqueforti*, are added to the milk but need oxygen to develop their colour. This is achieved by piercing the cheese with rods [normally steel but can be wood or plastic], the blue then grows along the tunnel, cracks and trails between the roughly packed curds.

Flavour added

BARELY FORMED RIND

Examples: Gouda with Cumin, Wensleydale with Cranberry, Danbo with Fenugreek

Hard cheeses to which ingredients are added to the curd or rubbed into the rind such as nuts, fruit, spices, herbs, hops and nettles and include smoked cheeses. Blended cheeses are made by breaking up young cheeses, combining them with various sweet or savoury ingredients then re-forming them into cheese. A rapidly growing area of the market that offers an alternative to those who like dessert rather than cheese, or who are not sure they like cheese.

wholesalers and cheesemakers seeking the secrets of how to seduce the public through the taste of cheese.

The Art of Bringing up Cheese is a favourite. “Much as wine connoisseurs know the basic grape varieties and appreciate their individual character and tastes, so it is for cheese. But the difference is that with cheese you can actually identify it by its cover – or the rind it grows. Once you know its type you can determine ripeness, its behaviour when cooked, maturity and even a rough estimate of its taste.”

Such wisdom of course comes from decades devoted to the study of cheese. The essential ingredients of a good one are paramount. “Like any artisan product it’s the raw materials which make it great. The grazing must be varied to give milk its complexity, the animals must be well cared for and of course different breeds and different types of animals all produce very different milk. Then the cultures, moulds and yeasts needed by the cheesemaker to produce his or her own unique cheese need to be carefully managed. But, finally, it is the passion of the cheesemaker which gives the touch of magic.

“There is no doubt that like wine, cheese is the fruit of the soil. The grazing, the weather, the microclimate will all influence the final cheese. And New Zealand is no

exception. I have found though that rather than creating original New Zealand cheese, the majority still try to copy Europe’s great classics. And just as champagne tastes different to our own superb New Zealand bubbly so we no longer use the name, the same should be true of cheese. The grazing, climate, breed and the moulds that make Brie de Meaux are distinctly different to those for Camembert de Normandie, so naturally those made in our country using a similar recipe would still be very different.

“And there are some stunning artisan cheeses made in New Zealand which are every bit as good, but very different from those made in Europe.”

Ageing & serving

We all know that some cheeses fare better than others when it comes to age. Why? “Cheese is like fruit – each type varies and it depends on how ripe it already is and how it has been stored. Those in my fridge are discarded if they haven’t been eaten within three weeks. A good general rule is – the softer the cheese the shorter the shelf life. Hard cheeses will survive for weeks and the little mould they grow just needs to be sliced off.”

Juliet’s advice on storage is clear. “Best way is to keep it in its original wrapping from the cheesemaker. Once cut then either reuse this paper, especially for soft



Mister D



Chef Owner David Griffiths named this sleek modern eatery after the Stones ‘Dancing with Mister D’.

He blends refined European technique with clever flavour combinations, turning out dishes that are, to quote another Stones tune ‘like a rainbow’. The culinary playlist gets edgier with Mister D’s signature dessert, a warm doughnut served with chocolate, jelly or custard filled syringes. One punk icon’s degenerate lifestyle is another chef’s inspiration it seems.

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white type cheeses or wrap in a greaseproof or wax paper. If they are small pieces, then wrapping them in glad wrap is probably fine, then store them all in a sealed plastic box in the fridge.”

Her own ideas of the perfect cheeseboard are perfunctory: “It’s made up of at least four and preferably all seven of the types of cheese [see our sidebar on those]. This gives variety in colour, texture, taste and strength of flavour. And I always try and offer at least one goat and/ or ewe’s milk cheese.

“I love to serve fresh apples, pears or figs, dried figs, a selection of plain nuts and crusty bread. I find crackers tend to be too salty and too flavoured for most cheeses, but if you like crackers then try an oatcake or those delicious 180Degree walnut biscuits.”

Ideally she places them on a long cheeseboard. “There’s a man at the Hastings Market who does lovely boards. It just means it’s easier to get at and cut each cheese. Plus I prefer to use a different knife for each cheese so you don’t get blue on your brie or salty feta on your sweet buttery Danbo.”

Since setting up home and her business in Black Barn vineyard, Juliet has two of the Bay’s great cheesemakers on her doorstep. “I am so lucky. These are two of New Zealand’s best – Hohepa and Origin Earth. And they are in fact one of the reasons I

“There is no doubt that like wine, cheese is the fruit of the soil. The grazing, the weather, the microclimate will all influence the final cheese. And New Zealand is no exception. I have found though that rather than creating original New Zealand cheese, the majority still try to copy Europe’s great classics.”
Juliet Harbutt

chose to live in Havelock North. Like most in New Zealand, they make a wide range of cheese to appeal to a wide audience, but I do have my favourites.” And they are?

Pink & White Terraces, Origin Earth

“Finding the right name for a cheese is even harder than naming a child, but this is exactly what the cheese is. It has a pink ridge dusted with white penicillium mould and a distinctly smelly aroma. Washed in brine and then a little white wine, it has a superb supple elastic texture and tastes like peanuts, marmite, umami, with a buttery feel. It looks great on any cheeseboard alone or with friends and goes superbly with Hawke’s Bay pinot gris or rose.”

Vintage Hohepa

“Ignacio, now joined by Peter, has been making this cheese for over 30 years using milk from their Shorthorn cows that graze the lush herbal pastures on the salt marshes and the river banks around Clive. They have practiced sustainable organic farming since establishing the village in 1960 and without doubt this contributes to the complexity and character of the cheeses.”

Juliet explains that the original recipe was Danish, “but Ignacio has made it his own. Buttery and sweet when young, it becomes more like cheese sauce as it ages until it reaches the grand age of twenty months when it is hard and dense with crunchy calcium calcite crystals that explode in the mouth releasing the complex flavours trapped inside. It’s perfect for any cheese occasion and shouts out for a Hawke’s Bay cider or big strong red.”

After so long living in the UK, moving to the Bay is a big step. But it won’t stop her travels. With a list of contacts that spans the world Juliet will continue to work both here and internationally providing workshops, master classes and tastings, as well as creating events. The world for her definitely says “cheese.” The smiling variety.

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All in a day's fishing

MARK SWEET

OVER FORTY YEARS AGO I was launching the boat at the Kuku rocks when Eru Smith asked me, "What are you after today?"

"Diving for paua and crays, then fishing," I replied.

Eru was a friend of my father from their rugby days. We'd met on the island a few times and Dad always gave Eru some of his kina.

"What fish are you after?"

"Dunno whatever's there."

"You should decide what you want to catch then ask," said Eru.

"Ask?"

"Yes, ask the sea, ask Tangaroa, what fish and how many you want."

I was seventeen when I had the conversation – something like that – with Eru Smith.

Asking a god for fishing assistance was beyond my scope at the time, but I did respect Eru's request that, when filleting fish, make sure to be out of sight of the sea, because fishes are the children of Tangaroa, and He shouldn't have to see his kids cut up. Somehow that made sense.

Years later, when Eru was tragically killed in a car accident, I remembered what he'd told me, and I started asking Tangaroa.

At the time I was having a problem

Asking a god for fishing assistance was beyond my scope at the time, but I did respect Eru's request that, when filleting fish, make sure to be out of sight of the sea, because fishes are the children of Tangaroa, and He shouldn't have to see his kids cut up. Somehow that made sense.

over-catching butterfish. Five were enough but sometimes there would be as many as twenty in the net. I asked, and lo and behold, He delivered, and it happened time and again.

Sometimes, however, my requests are unfulfilled, and my pleading "please, please, no barracuda" mostly ignored.

Butterfish (Mararī)

Butterfish are easiest netted over a couple of hours early evening, and I learned the hard way never to leave a net overnight, because a turn in the weather and it is lost to sea to keep killing fish, and if not, the night's by-catch can be crabs and under-size crayfish, and all manner of fishes,

many inedible.

Now I think recreational set netting should be banned altogether. It's too random, and the risk of losing nets is too great, considering the potential damage done.

Mararī are herbivorous and have green bones. They can be caught on a small hook baited with kelp, but it's hard work, and probably a fluke. They lie among the weeds on the reef; easy prey for the spear fisher.

With firm white flesh and delicate flavour, butterfish are not suitable for marinating or making stock, but whole fish bake well with the skin left on, gut filled with onion, whatever herbs on hand, and a slosh of white wine. Carefully peel the skin away after baking for 30 minutes in a pre-heated oven at 200 degrees.

Most of all mararī lends to stir fry. In a wok or large pan first sauté onions, garlic, ginger in coconut oil, then fold in whatever fresh vegetables are available (celery, beans, capsicum, courgette, sweetcorn, fennel) and push to the sides.

Let a nob of butter melt in the centre of the pan and add bite size chunks of fish. Turn a few times, lightly sprinkle with sea salt and lemon juice, before blending all the elements together. Take off the heat, cover with a lid, and let stand for a least 10 minutes.



Photo: Mark Sweet

On the water

Today is our first outing of the season. We're asking for mussels, paua, kina, crayfish, kahawai, butterfish and kingfish. A big ask and probably a bit cheeky. As for quantity, Tangaroa can make that call.

Nay a cloud in the sky and the sea is calm. As the tide is on the turn, we head straight for the diving spot, passing a school of kahawai on the way. We've no time to stop.

Kahawai (Sea trout)

kahawai swim fast, and quickly grow fat on a diet of smaller fish – sprats, herrings, pilchards. High oil content and soft white flesh make kahawai nutritious and delicious, but they must be eaten fresh – within two days – if frying, baking, or grilling. Fresh kahawai makes excellent sashimi, marinates well in citrus juice, and is good for smoking, hot or cold.

Providing we catch some later on, I'll put the kahawai in the fridge as soon as I get home. In a few hours the flesh will be firmer making filleting a lot easier. I don't bother gutting or scaling. Just be careful of the scales which can be patted away with paper towel.

I never rinse fish with water. Why would

you? Because fish live in the sea, a chef once told me. But, I explained, fish have skin that protects the flesh from the water, just as a fillet steak is protected by the cow's skin, and a chicken breast cloaked in feathers, which get wet when it rains. And we don't rinse the flavour of meat or fowl away under a running tap.

My fishing companions, Anna and Bruno, are seasoned free divers. I've seen Bruno surface with a kingfish longer than his outstretched arms, and Anna, also a mean shooter with a speargun, is the fastest paua gatherer I've ever known.

Paua (Abalone)

We have three butterfish and twenty paua at the end of their dive. Four paua are undersize (125cm minimum) and we throw them back to live another day. Bruno and Anna measure the paua length as best they can under water, against a mark etched into their knives, which are blunt edged. They know paua are haemophiliacs and bleed to death if their flesh is cut, so when prying paua off rocks, never use a sharp knife, or chisel or screwdriver, as I did, before I knew better. You can't land under-size paua, and if you even just nick them,

they die.

Paua grow to legal size in 3-4 years feeding on soft seaweeds and algae clinging to rocks. They are basically a single chunk of flesh (known as the foot) and a stomach (hua), protected by a hard shell.

Detaching foot from shell requires a strong thumb or sharp knife. The hua cuts away easily, and can be blended with minced paua for fritters, or rendered as a stock. Paua hua soup is as close to the taste of toheroa as you will find.

Our whānau's favourite paua dish is thin slices of flesh, pan fried at high heat (equal coconut oil and butter), after browning garlic and ginger.

Whole wild paua are rarely sold by fishmongers. There are, however, commercially grown paua available, some as small as bite size. They taste like their wild relations. Sautéed in clarified butter – pinch of salt, squeeze of lemon – for full flavour.

How about kina and crayfish? I ask. Not a sign of either, Anna and Bruno reply.

Time to troll, and on our way to an area favoured by kingfish and kahawai, a pod of dolphins greet us with a spectacular display of aqua-batics, and they surf on the wake of the boat with delight.

Kingfish (Haku)

We put out lures when we see signs of fish and Anna soon has a strike. It's a kingfish, and my heart sinks a little, as they're hard to catch this time of year, and the minimum length is 750cm. This one measures in at 680cm so must be released, and we don't catch another, but two fat kahawai come soon after.

Haku are one of my favourite fish, both to catch, and eat.

Weighted lures dropped on the reef, and quickly retrieved, is an exciting way to catch them, and sometimes huge kingfish will follow the lure to the surface, still checking it out, and be gone, when their bright eye meets yours.

The flesh of kingfish is firm and meaty. It marinates well and makes superb sashimi. A favourite dish, and artfully simple, is to turn fillets or steaks, skin on, through olive oil with herbs added (tarragon, coriander, thyme). Sprinkle a thin layer of salt on a dry pan, or barbecue hot plate, and fry at high heat, turning once. Best when pink in the middle.

A seal comes to check us out and the fish disappear. We need to move before the tide rises too high on the mussel rock, but to do so means no kina, or crayfish. Bruno has offered to dive on another reef. Just one of each for the *BayBuzz* article, I say, and hope Tangaroa is listening. Bruno returns with four fat butterflyfish, but alas, no kina, or crayfish.

Crayfish (Kōura)

Every year in early summer mature crayfish descend on reefs and rocky outcrops all along the coast. Their path to adulthood is arduous. Females produce up to half a million eggs carried under their tails for up to six months. When they hatch, the tiny

larvae drift in open sea for a year before finding their way back to shallow water. By the time we catch them, either by diving or potting, legal size are 5 to 10 years old.

Kōura have a nervous system and feel pain. Ministry advice for humane killing is to chill to 2-4 degrees before spiking through the head. Boiling alive is illegal, as is drowning, but there has never been a prosecution.

Cook whole crayfish in boiling seawater until they turn bright red (around five minutes). A delicious dish is to grill the tails with garlic and herb butter, and serve with homemade mayonnaise having added the tasty coral contents in the body cavity.

Kina (Sea urchin)

Eru Smith and my father would turn their backs to Tangaroa, and split open a few freshly caught kina, devouring the creamy row and salty contents with loud slurps.

Kina can live up to 20 years, and feed on a diet of common kelp mostly, but will eat algae and small shellfish. They have jaws and teeth for grinding up food and are protected from natural predators by their sharp spines and hard shells. However, on the diving spots with which I have been familiar for nearly fifty years, human predators have decimated their numbers to a far greater extent than paua or kōura.

For many, the sweet, sour, salty and bitter flavour of raw kina is too intense. Instead, the row can be extracted carefully with a teaspoon, blended into a simple egg batter, and served as a fritter or omelette.

Mussels (Kuku)

By the time we reach shore, the tide is well in, making collecting mussels difficult. But tides turn, and I can wait for the evening low tide to collect a kete of kuku, that grow

abundantly on many rocky outcrops along the beach.

The New Zealand green-lipped mussel is prized for both its delicious flavour and medicinal property in soothing inflammation associated with arthritis. They are filter feeders pumping seawater through their gills and in the process extracting phytoplanktons which inhabit the water in their billions.

Mussels are a favoured food of snapper, and years ago, when walking on the beach at night, I passed a mussel rock and heard the sound of thrashing water. I couldn't work out what the noise was, until, on looking closer, I saw a school of snapper, their tails in the air, feeding on the kuku rocks.

Commercially farmed, and freshly available in most supermarkets, mussels are superb food, and very versatile. They can be eaten whole, marinated, and rendered into fritters and chowder.

The process starts with steaming the mussels open. Sauté onions and garlic in a pot, turn up the heat, and add the mussels, a generous slurp of white wine, and bunch of thyme. Put a lid on the pot until the kuku open. Save the liquid for this is the stock of mussel chowder. Fritters are made with egg batter and chopped mussel flesh.

Although this day Tangaroa didn't give up our desired catch, He has been generous, and we give thanks to the bounty of the sea over which He presides.

.....
Mark Sweet's experience in gathering and cooking seafood started in his youth and later inspired him to create seafood restaurants: Two Fat Ladies, Glasgow (1988) and Pacifica, Napier (2001). He is in the process of writing a fish cook book, Kaimoana.

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Kai Māori

GRETTA CARNEY



Gretta Carney co-owns Hapi, the 'clean-kai cooperative' cafe in Napier, caters for events using predominantly ingredients endemic to New Zealand, was recently part of Ngā Kai o Mātariki festival at Te Papa in Wellington and was a key contributor to Te Mahi Māra Hua Parakore: A Maori Sovereignty Food Handbook by Jessica Hutchings, which won Best non-fiction book in the Ngā Kupu Ora Māori book awards 2016.

IT IS SUPER IMPORTANT for every person, regardless of culture, to maintain and honour their culinary traditions. There is a continuity of consciousness in the way we prepare food and this speaks to us both physically and emotionally.

We are most likely to be in our best health if we eat as our ancestors did. And by that I do not mean the relatively recent dietary developments brought about by the industrialisation of farming and food production. I mean the diets of our ancestors when they ate as they had eaten for many generations.

How can people begin to reconnect or connect with indigenous ingredients and eating? Go for a walk and take home anything you find that you can eat. And when you get home, cook it up and eat it! It's important to identify things correctly; if you're not sure check with someone who is.

The great thing about this approach is we start to value our local environment as a source of our food and then we start wanting to protect it from harm. That's when we are truly reconnecting with indigenous eating. Our landscape is something we want to care for and protect because it sustains us.

Hapi Kai

Ideally we would all be eating kai from our own maara kai (home garden) or our immediate environment. *Te Mahi Māra Hua Parakore*, the book I was involved in, is a handbook for whānau gardening. My personal method for taking what my whānau can grow and gather and turning it into a meal is essentially to hack the Edmonds cookbook. We simply follow the Edmonds recipe but substitute or add ingredients. Scones get spelt



flour and karengo. Cordial gets honey and kawakawa. Mayo gets made with watercress. And so on.

“Ideally we would all be eating kai from our own maara kai (home garden) or our immediate environment. Te Mabi Māra Hua Parakore, the book I was involved in, is a handbook for whānau gardening.”

With projects like Endemic for F.A.W.C! 16, we are really pushing ourselves to gain new knowledge about

cooking with our native ingredients. Diversifying the ways we use native plants, rethinking those ingredients, means we are developing a whole new cuisine that is uniquely us. We can borrow from European traditions but inform what we’re doing with ‘here’.

The food we eat everyday is my main concern. For me this is the kai that is significant. This is the kai we are nourishing our children with; this is the kai that shapes our bodies and our minds. Te Mahi Maara and Hapi are both about this everyday kai.

The ‘high art’ cuisine is really just an opportunity to develop new ideas. It is an event and the focus is on the food and the drink and the experience, so we get to think outside of the square and be super creative. I guess you bring something into the world as a fancy canapé and then bring

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it down to earth in a soup or a pie or a sausage that we can all eat every day.

Ingredients

Through my Kai Māori mahi with Te Matau a Maui Voyaging Trust a staple is karengo (seaweed) gathered by whānau in Waimarama and Porongahau. You can't buy it in the shops that I know of! I cook it in a slow cooker with or without pork fat and butter. It is a hugely nutritious and delicious provincial kai.

I have grown to love kamokamo, like a zucchini but sweet and delicate. You cut it into bite size chunks, seeds and all, gently steam and serve it with butter. And kawakawa! Such a potent rongoa (medicine) and so easy to use: kawakawa cordial, kawakawa pesto, kawakawa shortbread, kawakawa dolmades ...

Hanui and Naumai at Aunty's Garden

“Our emergent top chefs are really starting to reach back into our ecological and culinary origins to find a contemporary cuisine that is uniquely Aotearoa New Zealand. It’s a pretty exciting time in our culinary history.”

in Waipatu grow kānga mā. It’s white Māori maize corn. Grown for centuries and prepared in methods that directly link Waipatu to the ancient tradition of ocean navigation and the indigenous people and foods of the Americas. Naumai taught me to prepare kānga pungarehu by boiling the

kernels in kānuka ash. I later learnt that this treatment transforms the nutritional profile of the corn into a superfood. I really can’t wait to see more kids eating this traditional kai for their breakfast again.

And of course there’s our kaimoana – paua, kina, koura and ika. I love frying flounder in butter! My particular passion is for kai awa. Tuna (eel) caught in a quiet part of the river and smoked or – the best I ever had – wrapped in cabbage leaves and cooked in the hāngi.

And watercress is definitely something I cannot live without. If you have a patch by a freshwater spring that is unpolluted by animals or giardia then protect it and share the bounty. Watercress is such a special flavour and has a pretty smart nutritional profile, being super high in iron.



Kaitiakitanga

Māori food is the future of food in New Zealand. Our emergent top chefs are really starting to reach back into our ecological and culinary origins to find a contemporary cuisine that is uniquely Aotearoa New Zealand. It's a pretty exciting time in our culinary history.

What it needs to be coupled with, however, is a collective culinary commitment to kaitiakitanga. As cooks utilising our indigenous heritage we need to check in with local kaumātua and hapū resource managers to make sure our harvesting is sustainable and appropriate.

It is no good if we assume we can just take! The world doesn't work like that! It is important to give more than we take. I think that might be a universal law that keeps everything ticking.

“He kai he rongoa he rongoa he kai. Your food is your medicine and your medicine is your food.”

RECENT DISHES ON GRETTA'S MENU

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- Roasted mamaku with native honey dipping sauce
- Mussels smoked with dried pohutukawa leaves



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“People feel under pressure to be creative in the kitchen, they over complicate cooking and try to do too much rather than just keeping it simple.”

Kristy Isaacson, MYLK owner and chef. Photo: Sarah Cates

The Take-out Evolution

JESSICA SOUTAR BARRON

Remember when Friday's fish'n'chips was a treat? When we rang on the old rotary dial phone and they jotted down our order on newsprint: four fish, two scoops, three battered mussels and a pineapple fritter? When we thought 'nouveau' meant a deep-fried Moro?

Then through the 90s the world sent us greater and greater fast-food choices: Indian, Thai, Chinese, Italian (if you count Pizza Hut), Americana mega serves of French fries. As the century turned, take-out got fancy, gourmet burgers and exotic pizzas reigned.

Through the early part of this century we moved culturally from take-out to eat-in, as cooking shows dominated TV and home-cooks labelled themselves 'foodies'. The treat of takeaways became more about convenience, busy people using the take-out option only as a must; hand-made pasta and

crock-pot ragout going on the back-burner in favour of more time at the coal face.

Now, 150 years after Western taste buds first enjoyed fish'n'chips, where are we going with our take-away cuisine? What is the future of pret-a-manger?

Two contrasting trends are happening in unison: a desire for slow-cooked whole-foods; and a need for instant heat-and-eat gratification. A whole lot of satisfaction for as little input as possible. On top of that, the guilt of takeaways has robbed us of the pleasure; it seems now even our once-weekly easy, greasy treat needs to at least contain a vege or two.

There are many companies in New Zealand, from boutique and niche to up-market general grocery stores, that deliver yuppy desires with 'ye olde shoppe' aesthetics. In the main centres, places like Farro Fresh, Nosh and The Good Grocer are combining new fangled tech with old fashioned charm: yes, there's an enticing website, but also a promise that the real thing is even more bountiful.

One answer in the Bay has been Bellatino's, who balance their whole food focus with grab and go options. Now Black Barn has opened a deli selling chutneys

and pickles, but also slow-cooked meals and dishes from the BB Bistro. Sure the beef cheeks or the pork belly took hours to prepare, but after only ten minutes of hard work from you, you'll be tucking into restaurant-grade cuisine.

A more work-a-day option is Hastings' MYLK. Owner and chef Kristy Isaacson calls her offering "convenience without guilt" and "just like Mum used to make". Dishes include mac and cheese, lamb curry, chicken pot pie, salmon pasta bake. A family can be fed for around \$20 with the customer making their own sides. The day's choices are posted on Facebook, message to order, then pick it up on your way home.

"It's quick and easy but it's all made from scratch. There's no wastage, no overeating, and no struggle with knowing what to cook," explains Kristy. "People feel under pressure to be creative in the kitchen, they over complicate cooking and try to do too much rather than just keeping it simple."

To understand the evolution of fast-food, you have to get inside the mind-set of the consumer. No longer driven by the 'treat' of takeaways, they are instead looking for a solution to indecision.

"They are saying, 'Give me something



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Now Black Barn has opened a deli selling chutneys and pickles, but also slow-cooked meals and dishes from the BB Bistro. Sure the beef cheeks or the pork belly took hours to prepare, but after only ten minutes of hard work from you, you'll be tucking into restaurant-grade cuisine.

that means I don't have to think about what to cook," says Paul Greaney. "They are the kids of the baby boomers, who didn't spend time learning to cook, so they don't want to think about it and they want to learn new skills."

When My Food Bag launched in Hawke's Bay 18 months ago, Paul (who is The Village Butcher in Havelock North) took no notice. That is until he discovered he was losing 100 customers a week to MFB and the ilk. Back-of-the-butcher's-paper calculations told him \$5 million a year is leaving the Bay in food purchases thanks to this new fast-food trend. With that as motivation Paul hooked up with caterer Kate Lester to launch On Your Plate.

The model is similar to MFB – book a box of food online, it arrives with everything you need to cook for the week including recipes, it provides healthy meals, motivation and inspiration all in one tidy parcel. And, the ingredients are all sourced in Hawke's Bay. From the cheese, to the milk, to the meat and the veges, Hawke's Bay is the hero of every dish. Money spent with On Your Plate stays in the Bay economy to circulate multiple times. Meals average out at about \$9 per person.

This new wave of fast-food does the thinking and the shopping, leaving you to sail in at the finish line and take all the glory. "When we deliver the box it's like we've gone shopping for you, but to the Farmers Market," says Kate.

On Your Plate began deliveries in September 2016 with Kate's mum their first customer. They had 54 in total that first week. Their weekly total is now around 100. And to meet that demand they've created six part-time jobs.

"It's fast in the way it comes to you, but it's healthy and because you make it you can take pride in it," says Kate. "People now know how good food can taste, so traditional takeaways just don't cut it anymore."

[Check out our BayBuzz subscription ad on p.20 to see how you can win \$795 worth of free On Your Plate gourmet meals, delivered to your door.]



Mum Jess Scott has tried the full gamut of instant fare, predominantly due to the arrival of baby Paddy in September. From well wishers bearing casserole dishes to gourmet food bags to grab and go, heat and eat type meals Jess has tried the lot.

"I hate having to think about what to cook, it's that mundane Mum thing: everyone's favourite is spaghetti bolognese but it gets so boring," she says. Other factors in embracing this fast-food revolution are value for money, taste and nutrition, and reassuringly a commitment to supporting the little guy over "big empires".

"Takeaways aren't a treat anymore, they are a convenience, we go out to cafes, we eat at restaurants, there's so much choice. Eating a decent meal in the comfort of our own home, when we haven't had to think too much about it, that's luxury," Jess says.



Hard habit to break

Some traditions are just too entrenched to ever change. Curry Night is still a must-do in many people's weekly routine.

Even those using a scheme like My Food Bag can't give up their regular hit of Indian, the most popular take-out in our BayBuzz survey. Kurian Madappattu, manager at Namaskar in Havelock North, says, if anything, a regular takeaway curry has grown in popularity.

"In the past two years it's become more and more popular. We have our regulars who come every Friday or Saturday night, and never miss a week!" The most popular curry at Namaskar is butter chicken, which makes up half of all curries sold.

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You Cook

You cook up a storm with the freshest free-range produce following Kate's simple and always tasty recipes.

About On Your Plate

On Your Plate is a partnership between a butcher and a chef, combining their passion and talent to bring you the ultimate meal inspirations with a focus on quality, freshness and most of all supporting our amazing local producers of the finest products.

Kate Lester is a local chef, and Paul Greaney is the local butcher, and both are born and bred Hawke's Bay locals. Together they invite you to join them on this journey and learn what a great region we have by the wonderful products we can produce.



PAUL

The Village Butcher

Paul is dedicated to local NZ meat and is driven in his quest to bring the best quality meat to the tables of Hawke's Bay.

Local Food Lover & Chef

Kate has a passion for excellent quality local produce, made to shine by using great ingredients and methods.



KATE



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MATT MILLER: ONLINE TRENDS

Digital Degustation

Not long ago, buying food online was seen as a strange, outlandish concept.

David Chapman, co-owner of Taradale-based school lunch ordering service Lunch Online, tells me that when the service launched in 2011, the idea that parents of school pupils would order their children's school lunches online was met with derision by many schools, who didn't think enough parents were online to make it worthwhile.

Now Lunch Online has 200 New Zealand schools on its books, and is rapidly gaining more. And according to the *BayBuzz Food Survey*, more than a third (36%) of those who responded report that they have purchased food online. Nielsen says data from various countries indicates about 25% say they order groceries online. What is driving this rapid shift into mainstream acceptance?

First of all, the web is profoundly affecting our relationship with food. Food websites and blogs have made high-end home cooking much more accessible, while 'on the ground' growing fruit and vegetables has become normal again. For many of us, cooking has gone from a chore to a hobby, to a luxury activity, and a whole cottage industry has emerged to cater to the new foodies.

There are literally millions of online recipes, instructional videos on YouTube, and vast websites specialising in arcane sub genres of cuisine – e.g., Southern-style barbecue, home-cured charcuterie, and craft beer. A butcher at New World recently told me that his job is getting harder because customers are asking for exotic cuts of meat that he has never heard of, because they have read about them online or on TV.

At the same time that our awareness of healthy food options has increased, and there is much more choice and new ideas for eating, our relationship with food is also showing some disturbing and dysfunctional characteristics.

As the obesity epidemic becomes entrenched and social media and the clickbait economy increasingly shape our opinions, we're seeing the same trends in food as in our relationship with the political system: a growing distrust of the

establishment and perceived elites.

Thus we see the 'fast food nation' depicted in documentaries like *Supersize Me*, conspiracy theories and blame-shifting ('big sugar'), a return to perceived traditional values (think full-fat milk, the rejection of 'processed' food), the emergence of tribes with very narrow interests (e.g. 'clean eating'), self-described 'food porn' on Instagram, fad diets, pseudoscience, scams, fake news ('Lose belly fat with this one weird trick'), and a pervasive celebrity culture – TV chefs, food bloggers and even teenage vegans who have millions of followers in social media.

In the regions, My Food Bag is facing increasingly stiff competition. Havelock North's On Your Plate, the brainchild of Village Butcher Paul Greaney and caterer Kate Lester, is the 12-week old upstart nipping at My Food Bag's heels in Hawke's Bay.

No wonder the idea of cooking a meal for yourself or your family has become a welcome obsession for some, and an overwhelming challenge to others.

After all, the family meal needs to tick a lot of boxes these days: weight control, skin tone, gut microbiome, brain function, sustainability and fair trade; yet be delicious for adults, acceptable to children, photogenic (sorry, Insta-worthy), easy to prepare – and cheap. For many time-pressed people, it's not surprising that they are turning to someone else to make their meal decisions for them.

From this rapidly changing and confusing landscape have emerged the meal delivery businesses, providing the answer to the question every working time-poor domestic chef dreads: "What the ... are we going to have for dinner tonight?"

My Food Bag, fronted by the ubiquitous reality TV celebrity chef Nadia Lim, is the clear category leader, and the attractions are obvious.

My friend Melissa started using My Food Bag after receiving gift vouchers. She now uses the service about one week per month: "I love not having to call into the supermarket after work during the week and not having to think about what to have for dinner! We also find it is very good for getting out of the dinner meal 'rut' because the recipes are always a bit different from what we would normally cook. Most of the recipes are pretty quick to prepare, and the express meals genuinely only take 30 minutes. The recipes are interesting, delicious, healthy, and very well balanced. The meals are very generous so we normally either get a few lunches or an extra night's dinner from the leftovers."

As the demand for home food deliveries grows, expect to see rapid technological change. Google and Amazon are already huge players in the US market for food delivery, and New Zealand has just seen the world's first pizza delivery by drone.

In the regions, My Food Bag is facing increasingly stiff competition. Havelock North's On Your Plate, the brainchild of Village Butcher Paul Greaney and caterer Kate Lester, is the 12-week old upstart nipping at My Food Bag's heels in Hawke's Bay.

Paul tells me that On Your Plate's local focus is the key to its rapid uptake. After all, 21st century food orthodoxy dictates that a startup sourcing local ingredients and creating local jobs should trump the metropolitan, corporate machine that My Food Bag is starting to resemble. Asks Paul: "Why would you buy food delivered from Auckland when we've got some of the best produce right here in Hawke's Bay?"

Nearly all of On Your Plate's marketing and promotional effort goes into Facebook. It's pretty clear that you can't succeed in the retail food business without having a heavy Facebook presence. David from Lunch Online sees it the same way. "You need to go where the customers are, and in this case, they are ALL on Facebook."

Right next door to the On Your Plate office is microbrewery Giant. Chief brewer Chris Ormond is a political reporter who has returned to the Bay, trading in press conferences in the corridors of power for the aroma of malt and hops.

While Giant doesn't sell its beer online, Chris admits that the two-year old business would not be possible without the Internet. "We have almost a zero marketing budget, other than dabbling in a bit of merchandise and getting involved in events, so we rely heavily on social media. Facebook has been a great way for the business to communicate with other businesses and our customers and followers. Twitter is good for keeping up with news from other breweries and I'm also a fan of Instagram, which is more about telling a story via a photograph."

All of this making you thirsty or hungry? Just head for your computer, tablet or cell phone, like many of *BayBuzz's* other readers. What foods do they tell us they order online?

Everything from Countdown groceries to a week's worth of meals from My Food Bag or – staying local – On Your Plate to pizza (the favourite). And anything specialty – cheeses, organic spices and powders, health and diet foods, Gourmet Direct meats, organic and free-range meats from Moreish, gluten-free products, veggie boxes from Chantal and Epicurean, olive products from Telegraph Hill, Dutch cocoa powder, and gourmet pies.

Need some wine to wash it down. Try Advintage ... or just about any Hawke's Bay winemaker. Bon appetit!

Matt Miller co-owns web company Mogul Limited, based in Havelock North, but serving clients around the world, including *BayBuzz*. His beat for *BayBuzz* is online trends and best practice.



Kate Lester and Paul Greaney, On Your Plate.
Photo Sarah Cates

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SQUEEZING THE APPLE

*The borders of our Hawke's Bay cities are dominated by apple trees. The seasons are marked by the arrival of blossom, by the darkening of leaves, by the red bursts of fruit, by the pickers hard at work. Then in May our rural arterials begin to smell of cider as the last of the fruit lies on the ground, slowly turning to mulch. **By Jessica Soutar Barron***

IN THE HUMBLE APPLE Hawke's Bay has the raw ingredient for increased exports, new careers and more jobs, artisan and innovative products, and potentially the cure for cancer. Currently we witness the apple growing, then it disappears overseas, job done. Instead we should be exploring its full potential, growing our knowledge of it, celebrating it, experimenting with it, tasting more of it than just our daily Jazz.

What is an apple?

For starters, it's mostly water with a bit of sugar. But it's low-GI, high in antioxidants, potassium and vitamin C, and has satiating benefits, which means it can help with weight-loss. Multiple studies have found a link between a reduction in Type-2 diabetes and apple consumption, while other tests link apples to a lowering of cholesterol.

Each apple can produce up to half a cup of juice, which can be diluted, denatured, concentrated, fermented or distilled. The flesh can be tinned, pulped or dehydrated. The skin is edible. And, biologically, apples have 57,000 genes, twice as many as humans, which makes for a vast and ever-increasing range of varieties.

On top of it all New Zealand reigns supreme, with 66% of New Zealand apples being grown in Hawke's Bay. But even picking the first-grade fruit and getting it to market is a strain on our workforce and infrastructure; doing anything brave with second-grade fruit, is outside our current abilities.

Apple jobs

This year Hawke's Bay exported 225 million kilograms of apples. In 2020 this is projected to be 311 million. Currently, the

Bay has 6,180 hectares planted in apples. By 2020 that will need to be 7,600. Existing NZ sales of \$720-\$730 million in exports (it's doubled in the last three years) will hit a billion in 2020.

What does this mean for jobs? This season Hawke's Bay was 817 people short. In 2020 we will need 2,500 more people than we did this year. Some of those will be covered by our Recognised Seasonal Employer scheme.

But here are also roles for permanent staff. In 2020 our region will need 2,300 people in permanent 'apple' careers, about 700 more than we presently have.

"The problem is that we don't have anyone with the right skills who isn't already working in the industry," says Erin Simpson, capability development manager at Pipfruit NZ.

To meet the future demands of apple markets, we need people now who are stepping into a tertiary pathway that leads them to pipfruit. Future projections are not simply crystal-ball gazing. There is confidence in the apple industry as markets solidify and growers meet the demands of both European and Asian markets with their differing needs and expectations.

"We're not completely reliant on one market," says Erin. "Our access to markets is good. We're not likely to fall to the boom/bust cycles of the past."

It's widely accepted that New Zealand is the best place to grow apples with its long-growing season and its oceanic environment. The quality is high and for many consumers New Zealand apples are their first choice – we're the only exporter to Australia and Japan. But currently we produce less than

Biologically, apples have 57,000 genes, twice as many as humans, which makes for a vast and ever-increasing range of varieties.

0.5% of the world's apples.

Keeping up with demand and building a strong sustainable industry are our big challenges.

Erin Simpson and Pipfruit business manager Gary Jones are both working on solutions. Much of it is in training and employment. Working with EIT, Massey, Ngāti Kahungunu, MSD, councils and industry, Pipfruit is reshaping the perception and the reality of a career in apples. To ensure a strong foundation for this growing industry all these agencies need to make sure future workers – whether they're heading for roles in management or operations – see apples as a job with a decent salary, professional development, travel and career opportunities.

"We don't have to make the jobs, they are here now, we just need people to be ready for full time work," says Gary. "We don't have the skills we need and it's happening much faster than we thought it would."

Last year four graduates came out of Massey with horticulture degrees. They all had industry jobs secured before they graduated; one went into apples.

Why we don't dabble

The pressure on the apple work force is such that there's not much resource left to



Gary Jones and Erin Simpson.
Photo Tim Whittaker

worry about the apples that don't make the grade, and therefore don't get to market.

"Fresh apples are doing well," says Yummy Apples boss Paul Paynter. "People are moving into FMCGs (fast moving consumer goods) like Rockit, where there's branding and marketing as part of the offering, but we are throwing away 20% of what we produce."

In Hawke's Bay, that's four million boxes of apples a year. Fledgling commensalistic businesses that use wastage or by-product, therefore squeezing as much return as possible out of our apples, don't yet exist. There is unmet potential for apples to be maximised as value-added commodities.

"We need second-tier process products, differentiated products," says Paul, who believes there's plenty of room for both streams of the economy to benefit: "If you want to make the most out of any industry you must have divergent strategies."

Paul uses milk as an illustration of what can happen in a primary industry.

Fonterra is in the business of mass market consumer products, including exports. But working alongside the big guns of the industry are the artisan cheese makers. Paul feels that's what the apple industry is lacking: the little guys crafting niche, high-end products, pouring love into what they make, innovating faster than the Fonterras of the world can move.

Currently the last of the season's apples go on to be processed predominantly as apple juice concentrate (AJC). Growers take about \$8 a bin for the unused, undesirable apples. AJC is an international commodity, but not a particularly valuable one.

There's an irony for us in the word 'windfall'. It describes the apples lost to any zephyr that whips through, on the ground they lie. But it also means a large

The old saying – "An apple a day keeps the doctor away" – may have some truth in it. One particular NZ variety that's getting treecroppers very excited is the heritage, disease-resistant Monty's Surprise. Cancer research on 250 apple varieties has shown that Monty's Surprise has the greatest effectiveness at inhibiting cancer cell growth.

amount of money, won or gifted, either way, unexpectedly. With smarts and good timing, our windfall could come if we could just work out what to do with our windfall.

Waste products

One answer could be biofuels. Research out of India and the US has looked at how to convert the sugars in fruit waste to a substance called DMF that has 40% more energy density than ethanol.

Another area of R&D is shelf-stable non-pasteurised apple juice targeted at markets in Asia.

"There's a lot of mistrust of food products in Asia," says Paul. "And New Zealand has this reputation as an idyllic wonderland. We can demand a premium, it's the value of Brand NZ."

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Cutting chemicals

The apple industry has a proud reputation for reforming pest control and the use of chemicals. Ten years ago a tightening of regulations in the European market meant apple growers had to reduce use of sprays. European supermarkets only wanted fruit without spray residue. Meanwhile the Asian market required fruit free from pests and diseases.

So producers had to make big changes, adopting integrated pest management programmes. The industry shifted from 'take-all' pesticide use to selective products that killed target pests but kept 'beneficials'. Simply said: chemicals now used on apple orchards take out the bad guys but keep the good bugs to support biological, natural control. Insecticide use has reduced by 80%.

Clever thinking and agile reaction to market requirements has seen the apple industry in New Zealand blossom.

Store and eat

To protect those antioxidants and keep apples crisp, store them in the fridge not the fruit bowl. They'll last a month. And by the way, we've been eating apples all wrong. Start from the bottom and eat upwards. The 'core' is a myth, it's 'apple' the whole way up with just a few seeds in the middle. Spit those out and maybe a new apple tree will grow one day.

Water Products

It takes 822 litres of water to produce 1 kilogram of apples. 15,000 litres to produce 1 kilogram of beef, 900 litres to produce a litre of milk, and 300 litres to make a bottle of wine.

research on 250 apple varieties has shown that Monty's Surprise has the greatest effectiveness at inhibiting cancer cell growth.

Also in the health space, the medicinal value of apple cider vinegar is being investigated. Drums of the stuff are already being sold to the equestrian industry.

One of the hurdles is 'proof and claim' constraints. Depending on the market it can be difficult to assert the health benefits of a particular product. But other products – like mānuka honey – have found ways, and language, to get around the problem, drawing correlation but not causation.

Even simply rethinking the apple as a credible item in the Asian festival and gifting market lifts the value. A piece of fruit, selected for shape and colour, and individually wrapped can sell for ten times what a similar piece in a generic box goes for.

"There are still a lot of growers who don't understand the market beyond the farm gate," says Paul. Shifting the thinking from the traditional to the potential is still a sticking point.

Paul believes the greatest developments will come from the edges of the industry, rather than from the big players.

"Innovation never comes from the mainstream. It comes from the weirdos, the hippies and the tinkerers. It's the eccentrics who make change with their fringe ideas."

Edge thinking

One of those enthusiastic growers is Claire Buckner, who grows apples for export and the domestic market. Almost half the crop on her biodynamic orchard in Hastings will go to the organic Royal Gala market overseas, half will stay here in New Zealand, supplying Royal Gala, Braeburn and Pacific Rose to Wellington and Auckland.

"So much of our produce goes to export that it has to be of a high standard. Fruit that doesn't make the grade doesn't go to market so we have a massive amount of second-grade fruit, way more than the supermarkets can sell," says Claire, who explains that growers often don't see those apples again as they are sold for processing.

"None of us produces fruit to be processed - we can't afford to," says Claire. "Apples are expensive to grow and maintain and we need the best price for them. The amount of fruit you see lying on the ground is indicative of how low value that second-grade is."

Claire believes there's space for people to dabble in apple products. "People who want to could hit up growers and easily get hold of that second-grade fruit cheaply." Apples of this quality can sell for as little as 20 cents a kilo.

"There's definitely a market there in apple syrups, apple cider vinegars, jellies," believes Claire, who says the Dutch have a bigger culture around processed apple than we do.

Claire believes change in consumption should start with individuals, experimenting with new ideas or reconnecting with old ones. Kiwiana banana cake should be rethought as apple cake; baked apples should be re-embraced as an alternative to stodgy pud.

"We could have a real apple culture, celebrating the varied shapes and sizes," says Claire. A skerrick of Claire's orchard is dedicated to heirloom varieties including Monty's Surprise, as well as Liberty, Bramley and Belle du Boskoop.

"There's been a move to have sweeter and sweeter apples," she says, "and we expect this crisp, large, juicy fruit," which means we miss out on some of the flavour profiles, health benefits and potential of other varieties.

"In the past we'd pick our own, peel them, eat apples that might have blemishes but amazing flavour," says Claire. "Now there's not enough of a collective Kiwi feeling for that kind of thing, what we expect an apple to be has had a dramatic shift."

Experimenting with a wider range of varieties starts with visiting farmers' markets and talking to growers. From there, apple fritters, apple butter, apple sauce, apple chutney, apple sauerkraut and apple galette are all worth a try.

[Note: There's a lovely video available to view on the Monty's Surprise at <http://bit.ly/2g3FbzS>]



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MARY KIPPENBERGER

Letter from the Country

Food ... I can't promise you mouthwatering recipes. I can't promise glossy photographic evidence of my culinary prowess.

That my son Matthew is a stunning chef will ever be a mystery to me. 52 years ago I learned to stuff a potato. I don't stuff now but I could and that's about it ... oh, and meringues.

What I am very, very good at is buying food in bulk. I am good at buying everything in bulk. It is my super power. I blame it on growing up in the cold war in Canada. I store like a squirrel ever ready for the day the sirens sing out again.

It's been some years since I was the proud owner of a Wattie's staff sales card. I yearn for the days when I would drive into that asphalted, hole-pitted parking area. In those days there were no trolleys. I needed trolleys, no namby pamby handful of cans for me. So I bought a truck trolley. My best day was \$2 day ... every tray of 15 cans was \$2.00.

In those days we had four dogs, Tahī, Rua, Toru and Scott, and four cats, White cat, Black cat, Loose cat and Felix. That's a lot of mouths to feed. You can imagine my joy when along the back wall, where the dog food sat, were rows and rows of unmarked cans. My heart rate elevated. Tray after tray balanced on an ever-growing tower. Back and back I went. The people stared, envy I'm sure.

In the end 64 trays of dog food weighed my little car down. I couldn't believe it. I was now the proud owner of 962 cans of dog food at a cost of 13 cents a can, giving me an all over saving of \$832 dollars. What a woman I turned out to be. Such an economic asset to my family. I was so full of myself I could hardly squeeze into the car.

I arrived home and, with 'devil may care' abandon, I cracked a can for the excited canines. It was baked beans, 962 cans of baked beans. Perhaps this is an



I couldn't believe it. I was now the proud owner of 962 cans of dog food at a cost of 13 cents a can, giving me an all over saving of \$832 dollars.

.....
appropriate time to mention my stockpile of toilet paper.

These days I'm more interested in growing food rather than buying food. Our world is spinning precariously on its axis and it seems to me that we need to go forward in a backwards sort of a way.

I have worked at CHB College as a part-time counselor for 14 years and am often humbled by the kids, their stories and

their families. It is my favourite job and everyday I learn. I learn about courage, resilience, forgiveness and hope.

This week I needed to take an ill pupil home. We pulled up outside of a humble house, a small house that sheltered several generations. The father greeted me and welcomed me in. A quick glance told me that abundance and wealth were not guests in this household.

Toys lay scattered and a cheerful four year old played loudly ... his Koro, with an "I love you" asked his moko to play outside. The little boy left but was soon peeping through the door again. Three times he was told to play outside and each time the request was gentle and each time the little boy was told he was loved.

We finished our conversation and, as I was leaving, I noted the broken concrete that formed a flowerbed edging. He told me of his love of landscaping and that he helped many a pensioner in the village. I told him I loved vegetable gardening and with that I was taken to the back yard.

I exclaimed with delight as I took in the immaculate vege garden. A young man in odd socks and ragged shirt beamed at me. Father of the dancing preschooler, he explained that the whenua, the land, was sacred to Māori, that he grew to honour his whakapapa. He told me he grew flowers for the bees, he explained how the old people grew kumara, he pointed out the bed his son had planted.

I stayed for an hour, soaking up the knowledge, soaking up the love this family brought to each other and the community. No, wealth and abundance were not guests in this household; wealth and abundance were fully paid up members of this beautiful whānau. Providing for ourselves, looking out for others, sharing our resources ... not a bad template for the world to come.

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